Black Staff Association Identity
Creative Services and Publications
May 18, 2011
Criteria

- Tie BSA to UC San Diego
- Use red/black/green, but also work in one-color
- Explore acronym and spellout
Key Words and Phrases

- Forward movement
- Growth
- Warmth
- Pride
- Uplifting
- Inviting
- Fresh
- Tag “On the move”
Black Staff Association Identity: Inspiration

Sankofa
“Go back and get it,” quest for knowledge, wisdom from the past

Nea Onnim No Sua A, Ohu
“He who does not know can know from learning,” Life-long education, continued quest for knowledge

Woforo Dua Pa A
“When you climb a good tree, you are given a push,” support, cooperation and encouragement
Black Staff Association Identity: Circular Sankofa Bird
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Black Staff Association Identity: Circular Sankofa Bird
Black Staff Association Identity: Horizontal Sankofa Bird

UC San Diego Black Staff Association
Black Staff Association Identity: Horizontal Sankofa Bird
Black Staff Association Identity: Horizontal Sankofa Bird
Black Staff Association Identity: Pattern
Black Staff Association Identity: Pattern

Black Staff Association
UC San Diego
Black Staff Association Identity: Pattern

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Thank You!