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National Civil Justice Institute - Logomark

Graphic Design Print

Logo Systems / Branding Guidelines

Agency: Zero Gravity Marketing

Client: National Civil Justice Institute (NCJI)

Date First Ran: June 28, 2022

Creative Director: Katie Marrotte

The National Civil Justice Institute (NCJI) is a national legal nonprofit with programs that provide opportunities for open dialogue among judges, legal academics, policy makers, and attorneys on issues vital to civil justice. Taking into account all of the connections & innerworkings that NCJI supports as well as the policy writing that comes from this, we designed the logo to show the important work they stand behind.

We thought about all the different aspects that could come into play for NCJI and be shown in their simplest form to create the logomark. This logomark highlights the law and the judicial system itself with the use of columns. We also incorporated the academic side through an open book creating a strong base for the columns to grow out of. This open book highlights the research, written work, and all that goes into policy making. We then added a second line & color to the very top level of the columns to bring in the idea of an upward arrow – to further push the positive motion up from the open book and through the columns – highlighting the growth & persistence that happens with research and conversations, all the way to policy making.

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"The National Civil Justice Institute is a national legal nonprofit created by pioneering members of the trial bar and dedicated to ensuring access to justice for ordinary citizens. Through its activities, the Institute works to give lawyers, judges, legal educators and the public a balanced view of the issues affecting the U.S. civil justice system."