# TEI Logo Consultation – Results

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## Introduction

The Board of Directors of the Text Encoding Initiative Consortium has been looking at ways to update both the TEI-C's logo and its overall web presence. With redevelopment of the website being explored, it seems a good time to consider updating the overall image of the Text Encoding Initiative Consortium. A designer was employed to provide suggestions of new TEI logos. The designer produced a logo book of 10 suggestions. Discussions within the TEI Board and Council narrowed these choices and variants of logos 1, 5, and 10 were considered with 10 eventually being discounted as possibly confused with other logos. It was decided that variations based on logos 1 and 5, along with the current logo would be provided to the TEI-C Community in a non-binding poll to gather more input.
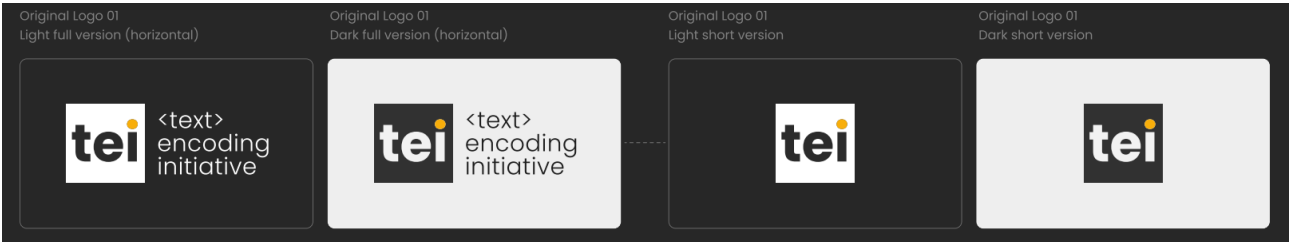
## Logo Choices Provided

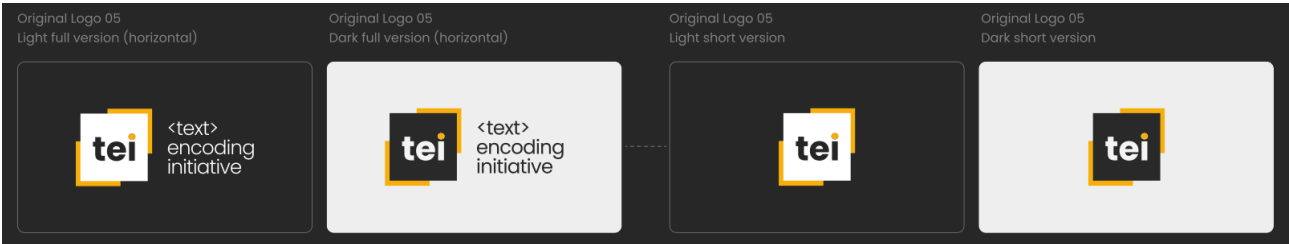The logos that were provided as choices are shown below:

# Current TEI-C Logo



# Logo 01



| Original Logo 01 Light full version (horizontal) | Original Logo 01 Dark full version (horizontal) | Original Logo 01 Light short version | Original Logo 01 Dark short version |

# Logo 01 – 02 (different font)



| Logo 01/02 + New Type font Light full version (horizontal) | Logo 01/02 + New Type font Dark full version (horizontal) | Logo 01/02 + New Type font Light short version | Logo 01/02 + New Type font Dark short version |

# Logo 05



| Original Logo 05 Light full version (horizontal) | Original Logo 05 Dark full version (horizontal) | Original Logo 05 Light short version | Original Logo 05 Dark short version |

# Logo 05 – 02 (different font)



| Logo 05/02 + New Type font Light full version (horizontal) | Logo 05/02 + New Type font Dark full version (horizontal) | Logo 05/02 + New Type font Light short version | Logo 05/02 + New Type font Dark short version |

# Voting

Voting was advertised widely via the TEI-L mailing list and social media channels from 2023-05-23 until 2023-06-12. It was hoped to get a wide range of input and there was no requirement for being a member of the TEI Consortium (or indeed even a TEI user of any sort) to vote. The voting was by Google Form. There were 215 votes with no duplicate email addresses or very obvious temporary ones. There was one user who put an obvious fake email address but their votes aligned with the majority and removing it had almost no effect, so for simplicity's sake it has been left in.
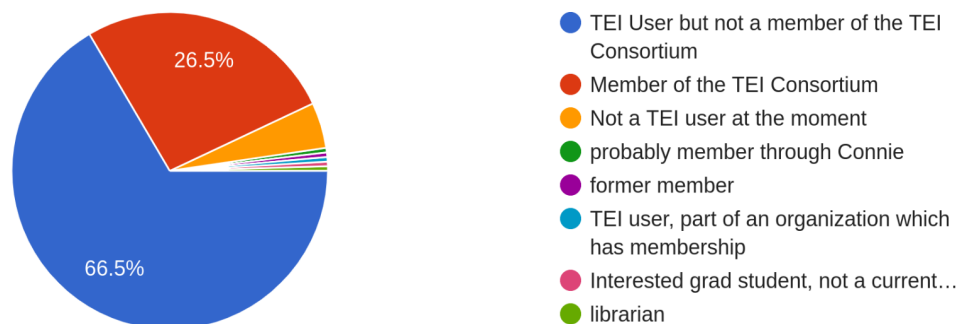
# Results

The results demonstrate some fairly strong preferences towards Logo 05 or Logo 05 - 02 variants.

## Category of Respondents

Voters were asked if they were 'Members of the TEI Consortium', 'TEI Users but not a member of the TEI Consortium' or 'Not a TEI user at the moment'. They also had an 'Other' option to enter free text which a few people did. The vast majority of voters counted themselves as TEI Users but were not members of the TEI Consortium (66.5%) with a smaller percentage (26.5%) being Members. What this indicates is that we need to strongly increase our membership drive to convince more of these TEI Users to become members of the TEI Consortium.

Anyone call fill in this poll, but which category describes you best?
215 responses



- TEI User but not a member of the TEI Consortium
- Member of the TEI Consortium
- Not a TEI user at the moment
- probably member through Connie
- former member
- TEI user, part of an organization which has membership
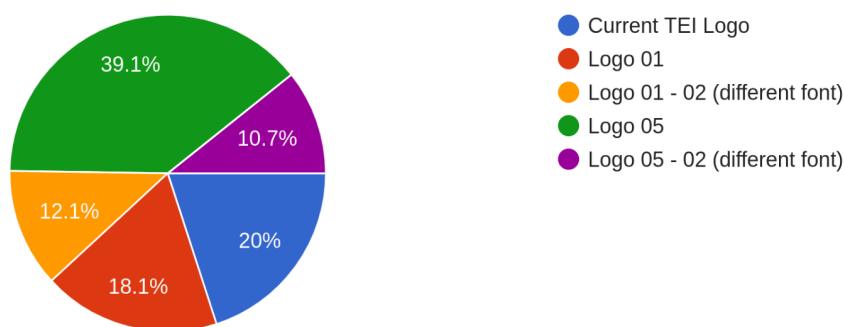- Interested grad student, not a current…
- librarian

## First Choice

Voters were asked to provide their First Choice and their Second Choice. Neither choice was constrained and so they could choose the same choice in both instances, but this opportunity was taken up by less than 4% of voters and almost all of those were ones stating their preference for the current logo, likely with the intention of making their point stronger. Logo 05 is the clear winner as first choice with 39.1%, with second place going to the current TEI Logo getting 20% of votes.

What is your first choice of logo?

215 responses



- Current TEI Logo
- Logo 01
- Logo 01 - 02 (different font)
- Logo 05
- Logo 05 - 02 (different font)
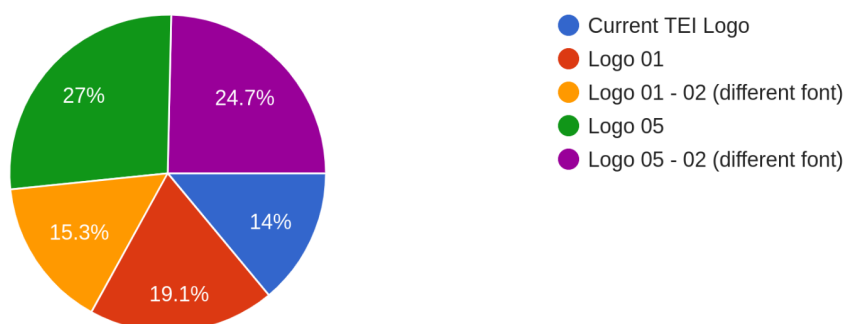
39.1%
10.7%
12.1%
20%
18.1%

## Second Choice

With the second choice of logo, the preference was still for Logo 05 (27%) or its variant Logo - 05 - 02 (different font) (24.7%).

What is your second choice of logo?

215 responses



- Current TEI Logo
- Logo 01
- Logo 01 - 02 (different font)
- Logo 05
- Logo 05 - 02 (different font)

27%
24.7%
15.3%
14%
19.1%

# Other Comments

The voters were asked 'Do you have any other feedback for the TEI Consortium concerning logos?' and given a free-text field. Of 215 ballots submitted, 59 voters provided meaningful feedback. (Those saying 'none' or 'n/a' or similar were removed).

## Summary

- Those voting to keep the current TEI logo were statistically much more likely to leave a feedback comment.
- There were a number of comments either saying the current logo was good enough or conversely congratulating us on wanting to replace the current logo.
- There were a handful of comments relating to whether the word <text> should be in angle-brackets at all, or whether it should be <text/>. Some were against markup in

the text at all while others thought indicating the relationship of the TEI to markup was good.

- There were a number of comments on colour choices (orange vs keeping the current yellow), although these don't consider accessibility concerns since voters are unaware of the plans to use this highlight colour in a redeveloped TEI-C website.
- There were a number of comments that 'TEI' should be capitalised and not be a lowercase 'tei' to reflect the <TEI> element.
- The orange corner lines in Logo 05 variants several users found positive links to the current logo and angle brackets.

## Comments As Provided

- Yes. I don't find quite accurate to only "encode" <text> in the logo (why only text?). I'd rather keep the <Text Encoding Initiative>.
- The new logo, with text bracketed, suggests that embedded transcription is a bad idea. It reifies content over the material affordances of the volume and that bothers me.
- Bravo !
- I like that Logo 05 includes the yellow angle brackets around the black box. With Logo 01 I'm concerned that the yellow in the dot does not have a matching (yellow) design element elsewhere. I wonder whether it's confusing to have brackets around the word text (even though it is a TEI element).
- I like the new logos. For me, it is not necessary to put "text" in brackets. Personally, I prefer straight lines and the bracket disturbs a bit the clean design.
- The current logo is fine and recognizable, except that the "TEXT ENCODING INITIATIVE" line is unreadable and could just be dropped. From the new logos, the first is the most readable. The third is actually visually nicer, but too detailed.
- The angle brackets should stay by all means as visual representation of markup in the logo, whereas the brackets in the name over-emphasise the textual orientation over the whole TEI eco-system of encoding e.g. authority data or object descriptions.
- If the TEI gets a new logo the jTEI would need a matching logo as well.
- The "<text> encoding initiative" text looks great on Logo 01: it feels like it should be as big and spaced on the other logos (01-02, 05 and 05-02) for accessibility and clearer readability. Altogether, the colors and contrast are great!
- I believe the logo should render the letters in all caps - TEI - rather than in lower case - tei. No one ever types "tei" except in the domain name, "tei-c.org." The best logos represent the name of the organization as it is used in text.
- The new logos use the flat modern style, but won't this become dated at some point? The old logo is a classic, an unapologetic statement of outdatedness. We're encoding text in XML, we're old-fashioned nerds, let's be upfront about it.
- The logo 05 it's the only to have a connection with the current logo. That's necessary to make a good transition
- Logo 05-02 is the only one without a yellow dot on the i - is that a design choice? I think I like it either way but I would prefer the yellow dot 😊 thanks for the initiative!
- The old logo should definitely go.

- It might be traditionalist, but I prefer the TEI in upper case because that's the root of every TEI document. Lower case tei doesn't make any sense to me – but I'm happy to be convinced if there's some argument to it!
- Can we keep the yellow from the original logo? The new logos seem to be more orange than lemon. (Thanks for doing this work!)
- No, cool job !
- Of course there should be official versions available in monochrome, and perhaps reversed so they're suitable for display on various different backgrounds, and hopefully they'll be in SVG format.
- I understand the need to "update" the look and feel of the TEI Logo. I became quite used to it though, and came to like very much its peculiarities. A humble suggestion: why not keeping the exact same yellow color instead of using a close one, to create kind of a link between the old and the new...? eg :  the dot on the i...
- I like keeping the < and > in the logo, if only subtly. I do prefer the old logo over the newer ones — I think the shape and design of the current logo is more interesting and distinctive. The newer logos are nice but have a "this is something I might find among the apps on my phone" feel in a way I'm not entirely comfortable with. They feel modern... and so, so bland!
- "The current log is much more distinctive, for the use I make of it, which is to provide a download link for TEI files on pages displaying manuscript catalogue records.
- I put say that I think the font choices for these new logos are just awful. The text does not look good on the different color backgrounds I feel my eyes crossing every time I look at them), and the kerning is super weird (the last one the least weird, but the t is a bit close to the e, which is still leagues better than the awkwardly far apart other examples). "
- Why fix it if it ain't broken? Also, the current logo has found its way into various places, e.g. I have a lovely mug from Austrian Academy with the TEI logo on it.
- Would like the font of Logo 01-02, with the yellow brackets of Logo 05.
- The versions with <text> make it look as if the TEI is not sure about "text"; the use of a coloured dot on the letter I is very common (do a google reverse image search if you dont believe me) : see for example [https://twitter.com/TEI_PlanDesign](https://twitter.com/TEI_PlanDesign)
- It would have been interesting/useful to know why the Consortium is considering changing the logo. I assume there are good reasons which I could have taken into account.
- The yellow brackets are vital for it to still be recognizable as TEI. I also think it's strange to lowercase TEI in the logo, given that TEI is always capitalized a an acronym; it makes it less recognizable, and makes me think it's a word pronounced "tay." As a graphic designer, I would personally have changed less, and tried to make a cleaner hexagonal logo. But overall I do support the idea of modernizing the logo.
- I'd strongly prefer a serif font for the TEI logo. The sans-serif fever years are over; a sans-serif font is going to give it a bit of an old look now. And Courier, our usual coding font, belongs in the serif family --coding with a sans-serif would be a bit of a nightmare. So why a choice so removed from our usual practice for our logo?
- <text> is missing a closing </text>

- Some evidence of pointy brackets is desirable. The nice thing about the current logo is that they also act as Janus-like pointers back in time and forward in time ("Yesterday's Information Tomorrow").
- We need standardised alt text too.
- your old logo is almost so uncool as to be cool again - I would embrace it! Failing that, #5 is nice
- I get why we want to move away from the old logo. Providing a different color to the dot of the i is aesthetically pleasing, but (seemingly) without any semantic motivation. The options are all definitely an improvement, but none of them make me think, aha!, there it is! I think the letterspacing needs to be double-checked on some of them. Option 01 seems overcrowded.
- Logo 5 is the only one that keeps the "<  >" that are so characteristic of the TEI. I prefer the font of Logo 01 - 02 (different font) though. Good luck!
- I would argue against changing a well-established visual identity. Yes, there are downsides to legibility in the current logo's slanted ALLCAPS tagline, so I understand the reasoning behind Logo 05, but I'd consider Logo 01 too far off to keep the identity.
- logos are just logos
- Ich finde das jetzige Logo ehrlich gesagt um einiges origineller und mutiger als die Vorschläge. Man hätte beim Redesign einfach das bestehende Symbol um eine flache, optisch und typografisch etwas besser ausbalancierte Variante ohne Schatten und 3D ergänzen können und die Wortmarke nochmal separat und in lesbarer Textgröße verselbständigen. [Translation: To be honest, I think the current logo is a lot more original and bolder than the suggestions. During the redesign, the existing symbol could have simply been supplemented with a flat, optically and typographically somewhat better balanced variant without shadows and 3D and the word mark could have been made independent again separately and in a readable text size.]
- I still like the current logo looking like a TEI Fighter. ;-)
- I don't much like the current logo which I think looks like a pair of boomerangs. Logos 05 and 05 - 02 to me have a slightly similar vibe.
- Would it not make sense to have <text/> rather than <text> so the tag isn't left open?
- I would go for Logo 05 with font from Logo 01-02 :)
- The current one is good and has a legacy! Why change it?
- 01-02 by far the best for me, creative, text look well matches logo, readable, captivates my mind, quiet, doesn't tire or annoy
- I'd love to see a new logo but I don't like any of the new designs
- A fresh breath. Thanks for the polling!
- I think the current logo is fine, see little improvement from the other logos. But if it has to be changed, then I vote as above.
- I am somewhat undecided about the incorrectly closing bracket ;)
- Why not in capital letters?
- The current TEI logo has been there for such a long time, it is hard to imagine to get used to a new one.
- For the sake of completeness, it would be good to see a set of contextual alternatives for the current logo (my first choice).
- Great job!

- I know things like the logo aren't the highest priority, so I am really glad to see that someone else besides me has been thinking about how to improve ours.
- White on black in the thinner fonts is difficult to read for people with astigmatism
- Logo 05 is far and away the best. I would have preferred not having to choose a second choice from the other options. I opted for Logo 05-02 as a second choice because it is closest to the form of Logo 05 but the alternative font choice is not a choice I would endorse, it lacks weight. Logo 05 is great as is. Cheers!
- There is no need to spend ressource to change a logo.
- Logo 5 but with the yellow colour scheme of the current logo? (But since the orange is more accurate by linking to the colour scheme of XML feel free to discount this).
- At reduced sizes, logo 01 will do better than 01-02 in the text font. (Of course, if space is at a premium you'd use the short version anyway, with only the display font. So maybe that doesn't matter.) Ditto 05 vs 05-02 -- the thinner font of 05-02 feels more graceful when the logo is big but tends to disappear when it's smaller. I like 05 and 05-02 partly because their golden angles echo the current logo.
- Thanks for this poll! :-) I like the brackets still being in the logo -- thus, this is my first choice. As for my second choice: There I specifically like the font. If that's of interest to you as well: I would have preferred the current logo over variant 05-02. ;-) Good luck for the final decision!
- Great idea to update the logo!

# Conclusion

There was a strong preference for Logo 05 or its variant overall. However, there are a number of comments that raise issues that are worth the TEI-C Board of Directors revisiting for due diligence. Given the strength of feeling of some for the current TEI Logo they should be encouraged to be allowed to keep using it for their own projects. Logo 05 would be the least jarring if moving from a website with the current logo to the TEI-C Website. Likewise, we should ensure we have considered the choice of colour and whether the current yellow should be maintained. Voters are likely unaware that this colour will be used both textually and thematically in a redeveloped website. Likewise, the lowercasing of TEI should be questioned since most users are more familiar with this as <TEI>. Additionally, the provision of markup at all around 'text', or whether this should be <text>, <text/>, or something else entirely should be considered. However, in many of these cases the community is split concerning the specific change.

The TEI-C Board of Directors will consider this feedback and undertake due consideration in making its final choice. We would like to thank the TEI community for their dedication and feedback.