StorageNetworking.org

Client: **University of California, San Diego**
San Diego, California, USA

Agency: **Koenig Creative**
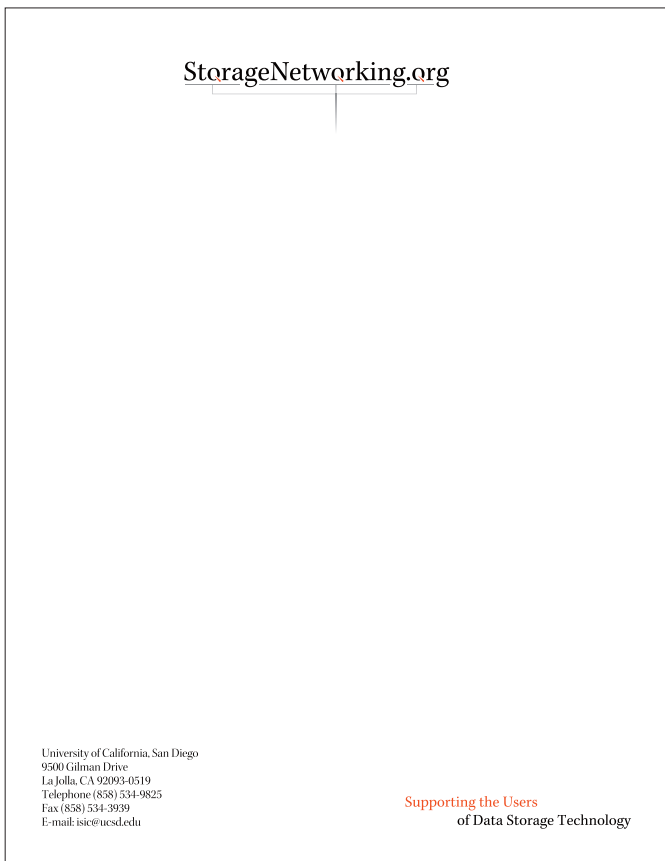San Diego, California

The Challenge

Over the past decade, the information storage, retrieval and distribution business has exceeded the confines of file folders, storage cabinets, and warehouses. StorageNetworking.org was founded by the Information Storage Industry Center (ISIC) at University of California, San Diego, with a grant from the Storage Networking Industry Association (SNIA) and the Sloan Foundation to support data storage technology user groups so users can interact with their peers and other experts about this critical industry. The biggest design challenge the Koenig Creative team faced was the length of the organization's name, which had to be incorporated into a logo without abbreviation.

The Process

The Koenig Creative team developed several identity concepts. Each conveyed a different visual representation of technology and personal networking. The final logo was chosen based on its simple typographic treatment. The use of the letter *o* in the name depicts separate disks or nodes, and the flowchart line elements represent their interconnection.

The Result

The StorageNetworking.org site is currently being beta tested. Both the logo and the website design have been well received by the client and the site sponsors, who particularly like the design's simplicity and the way logo elements carry throughout the site.

StorageNetworking.org

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Supporting the Users
of Data Storage Technology

The two-color tagline at the bottom of the letterhead supports the logo. The letter o in the company's name depicts a disk or node, while the flowchart line elements represent the interconnection of the nodes.