

S. D. RIPLEY

MAY -4 1965

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UNITED STATES GOVERNMENT

DR
OK
Memorandum

TO : Mr. S. Dillon Ripley

DATE: May 3, 1965

FROM : David W. Scott *DWS*

SUBJECT: N.C.F.A. Emblem

The N.C.F.A. has called on the Architectural Graphics Associates for an appropriate emblem for its bureau and gallery operation. We believe that their suggested star symbol (black-and-white version accompanying) is an effective solution to our problem.

I feel that the star suggests tradition and a national organization; and that the treatment of the star suggests an activity that is contemporary, dynamic and artistically concerned.

At the same time, the symbol is fresh, distinctive, and adaptable for a variety of treatments (banners, labels, letterheads, embossed invitations, etc.).

We hope you will approve it so that we may begin to use it with our printed matter for the Stuart Davis exhibit. (Our first deadline is May 5).

Attachment



Buy U.S. Savings Bonds Regularly on the Payroll Savings Plan

UNITED STATES GOVERNMENT

Memorandum

TO : Dr. David W. Scott

DATE: May 14, 1965

FROM : Harry Lowe *H*

SUBJECT: Presentation of NCFA's Star Emblem at staff meeting, Wednesday, May 19

You will recall earlier we discussed the fact that several members of the staff are unaware of the star being our official emblem and you asked me to prepare a memorandum draft for you. I wish to suggest your forthcoming meeting as an excellent time to present the following information:

DRAFT

The NCFA now has an official emblem. This emblem has been approved by the Secretary as well as the poll which you conducted of the staff.

It was designed by Architectural Graphics Associates of New Canaan, Connecticut.

It is to be incorporated into all our publications and visual presentations.

It would be good to discuss briefly:

- a. Appropriateness of five-pointed star as symbol
- b. Fresh interpretation of this familiar image. Its carrying power, visual impact and inventive concept.
- c. Not only easily transposed into black and white but also into three dimensional design such as embossing on paper or wood, bronze or stone detailing for architecture.

The star will first appear in the Davis catalogue and Museum News. Print magazine will feature it in a forthcoming issue.

I have checked with Charlie Nagel and Richard Price. Richard is to get the star from Charlie Tuesday afternoon and deliver it to your office so that it can be put with other material you will take to the Wednesday meeting.



March 24, 1965

Miss Dorothy Jackson
Architectural Graphics
116 Borglum Road
Wilton, Connecticut

Dear Miss Jackson:

Dr. David W. Scott, Director of the National Collection of Fine Arts, has asked me to forward to you his comments on the star symbol for the N. C. F. A., which we understand you may wish to incorporate into a magazine article.

The three designs which were submitted are being returned to you in a separate envelope.

Sincerely yours,

Louise W. Robinson
Administrative Assistant

Enclosure

LWROBINSON:lwr

cc:NCFA File H. Lowe NCFA Reading File

The star symbol for the National Collection of Fine Arts, as worked out by Architectural Graphics, impresses me as being a very ingenious and effective solution to a difficult problem. The N. C. F. A. is, in essence, the national gallery of American and contemporary art. Its symbol should be compatible with the concepts "national," "American," "contemporary" and "art." It should reflect both the traditional past and the changing present.

I see in the star a symbol appropriate to an American government gallery reminiscent of the "stars and stripes." The underlying shape of the five-pointed star is traditional and timeless. The variations on the shape turn this into a symbol which is also dynamic. The variations are arrived at by means of modern geometric abstraction, stabilized by architectonic lines, yet freed by the introduction of sensitive and imaginative elements at the center. Thus the design is at once sufficiently simple and complex, sufficiently strong and delicate, to suggest something of the gamut of creative expression, and to be appropriate to an art gallery. The colors, of course, are purely American - as old as the flag and as new as today's painting. The symbol reduces well, is flexible, fits in simple shapes, adapts to a variety of treatments, and is distinctive without being forced.

December ²³ 7, 1964

Miss Jane Davis Doggett
Miss Dorothy Jackson
Architectural Graphics Associates, Inc.
Wilton, Connecticut

Dear Miss Doggett and Miss Jackson:

On several occasions Harry Lowe has mentioned your work and we have a file with several articles concerning your designs and awards. While we are interested in a visit with you where we might discuss our future plans, this letter concerns a small but urgent matter.

Perhaps it is fortunate that we have almost exhausted our supply of letterhead paper. This may be an excellent opportunity for us to take advantage of your designing. We might also think in terms of coordinating this initial effort with our expanding program and future building.

Would you be interested in designing our letterhead? Can you come to Washington and look over the material we have to see what might be incorporated in the new letterhead design? Would you contract for the printing and how soon could we anticipate delivery?

Sincerely,

David W. Scott
Director

cc: NCFA file ✓
Reading file
H. Lowe

HLOWE:ab