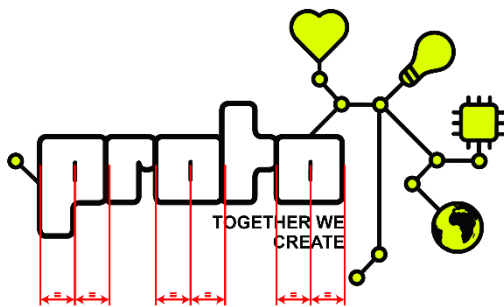**Opening word**

Dear members of the GMM,

Since my 2nd or 3rd year here at Proto I started noticing all kinds of small mistakes in our dearest Proto logo. Some might be forgivable, but others were not. At first, I didn't feel in a place to bring up the flaws of the most iconic symbol of our association. But in the academic year of 2018 – 2019 I actually started to bring this issue to board 8.0. I got the impression that they understood my issue and wanted to work with me to solve it. However, due to some personal events I put the revision of the Proto logo on the backburner and neglected it for quite some time. My apologies for this.

I would like to show some of the issues I have with the current implementation of the Proto logo. Some issues are just inconsistencies and minor annoyances, some issues are subjective, but others are really bad. I'm sorry for people who haven't inspected the logo well enough to notice, some of these issues are not able to be unseen.
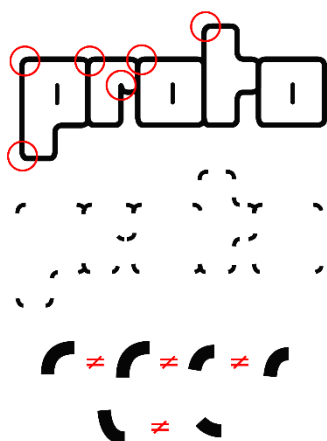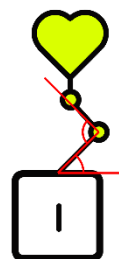
Summary of design issues

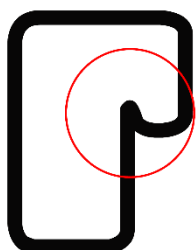The holes of the P and both O's are not allinged in the middle of the letter.

The R has a beautiful ratio between the thick part and the bow of 2:1. This is not continued with the T giving it a weirdly long cross bar.
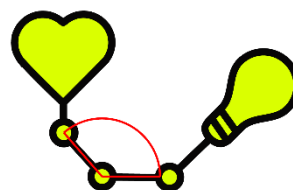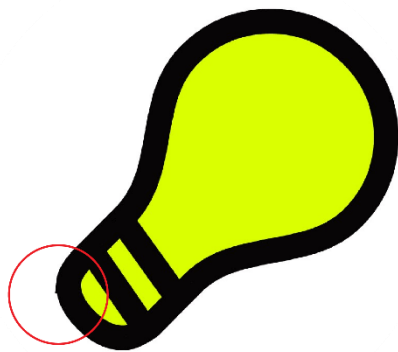
Almost none of the round-overs is the same.

Some angles are neatly 45° or 90° while others are just a couple of degrees larger or smaller. The angle between the first green dot from the O and the first green dot from the heart is just bigger than the 90°.
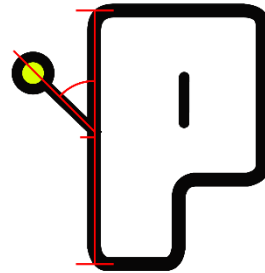
There is this part in the R which is maybe meant to make the R more R-like, but it makes the round-overs less consistent and doesn't really add to the aesthetics of the letter in my opinion.
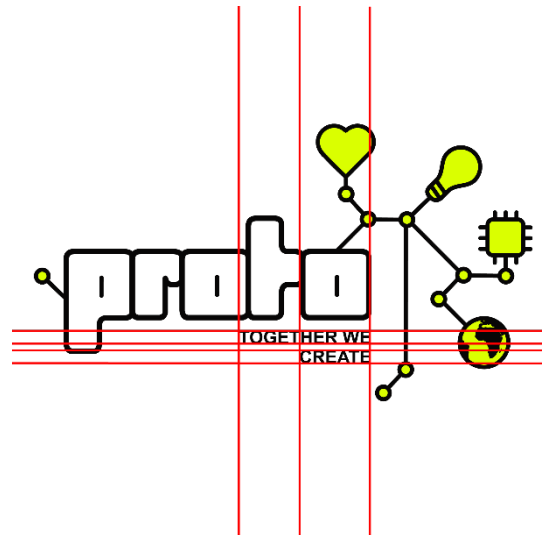
Same problem with this angle
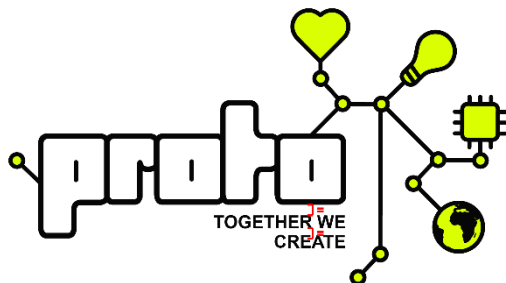
The lamp has some weird extra geometry.

The left stick and circle are not lined up on the middle of the logo and are again not exactly 45°.

Italy is missing.

Some of the slogan lines up with other parts of the logo. Most doesn't. I don't think the slogan was aligned to anything other than the last O to accentuate the 1 in the white space.
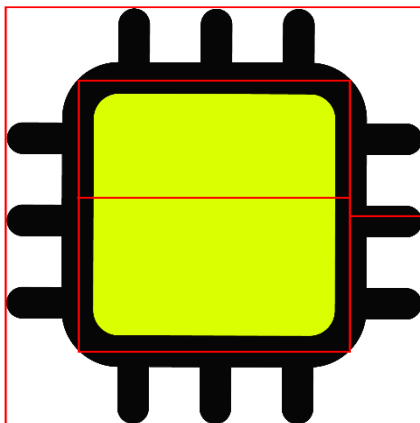

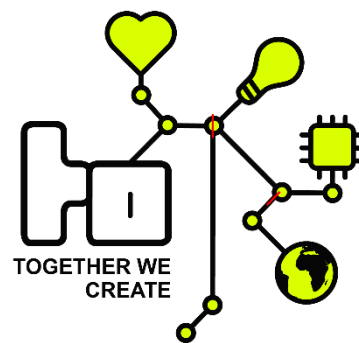Inconsistent line pacing in the slogan.

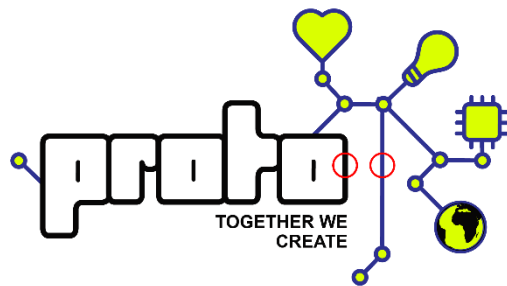Lines that are supposed to be horizontal are not.

The screw threat of the lightbulb is mirrored.

Parts of the Chip are ever so slightly tilted, and the legs are not aligned to the middle.
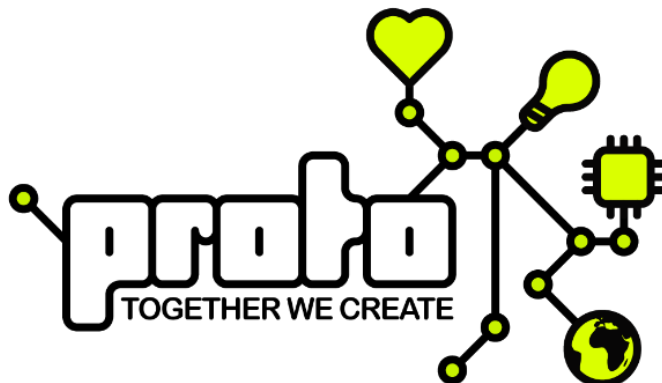

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Lines do not line up in the middle of the green dots.

There is a difference in line thickness between the text and the ornaments. This is a style choice; I personally think it's better to be consistent and make the logo more one whole. A bigger problem is that the line thickness is overall quite small. Making the logo appear very fragile, especially if printed small.

Proposed alternative

I would thus like to show a different logo

It keeps the overall design of the original Proto logo but feels a little fresher and simpler.

- By using thicker outlines, the logo also works well from a large distant or on small print.
- By having the line thickness constant, it creates more unity in the logo itself.
- The white space that was created by the P in the logo is now occupied by the slogan. Making the logo a bit more stable and the slogan actually readable.
- By using a grid to make the logo on (the grid can be seen on the back of the turquoise sweaters) lines are the same length. By then also having consistent curves the logo becomes more correct and feels sleeker. This takes away from the unease that the original logo has.

Voting statement

I offer a statement:

- Proto should strive to phase out the original logo (and all its derivatives) and use this alternative version (with all its derivatives) instead.

I hope that the GMM sees and understands the issues that I see in the Proto logo and is willing to vote for this change.