Ford Motor Women's Club AUTUMN **ARTS & CRAFTS**

SHOW

GRAND MANOR AT FAIRLANE 19000 HUBBARD DEARBORN, MI 48126 SUNDAY, OCTOBER 25, 1992 10:00 AM - 5:00 PM

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Image from page 1C

geometric shape of a fish," Nicolson said.

Simplicity is the key, White agreed. "Sometimes people tend to . . . fancy up to the point of confusion," she said.

Her idea of effective logos include the blue Michigan Bell, the golden arches of McDonald's and Shell Oil's seashell.

Shell at one time spelled out the company name in its logo, but eventually revised the symbol to stand on its own, White said. "It had become so atable in the eyes of people, they took the name off. Can you imagine how powerful that is?" she said.

It takes time to develop a logo and a commitment to consistent use for best results, White said.

But even then, there's no guarantees.
"You're not supposed to judge a

use for best results, write sam. But even then, there's no guarantees.

"You're not supposed to judge a book by it's cover, but people do," she said. "Image gets you a real good start. What you have to do is cut the mustard and make a lasting impression."

Rhonda S. Verona operates a public relations firm — RSVP—in Southfield. Her logo includes large RSVP scrip lettering with her name and specialty, public relations, in relations, much smaller regular type just below.

"Everyone relates to the name RSVP," Verona said. "It's formal,

something to set themselves apart from everyone else.'

Beverly A. White Graphic Visions

has a meaning and is here to stay. It's known for generations.

"A lot of people when they meet me say, 'I see the name. I know the logo,' 'Verona said." People do a double take when they hear my name because of the initials.

Verona agrees that logos create images, which can't be measured for value, but nonetheless are important.

for value, but nonetheless are important.

"It signifies what you're all about," she said. "You only have 10 seconds to make a first impression. It goes along those lines. "If you don't have a good image or no image, it could be cestly," Verona said. "You need an emotion to make you move. Without a mod or feeling, you don't buy." "We are judged on how we present ourselves," Knudsen said. "If you're in business, you have to tell a story. The best thing is to do a boundary spanning. Look at what other people are doing and do it better."

State falling behind in electric car race

The claborate detour around the road construction blocking 12 Mile Rd. cast of Halstead in Farmington Hills makes the entrance to Nissan's new R & Denter seem a little furtive.

This is Nissan's leggest engineering center outside Japan, and if the truth is known, it's most important. The new Nissan Quest was partially engineered here, and it is the planning center for most future Nissan products headed for the U.S. One of these projects in Nissan's electric cars. Unlike most Japanese companies that now are playing catch-up to the U.S. consortia feverishly working on electric cars, Nissan has several decrease.

REFRESHMENTS

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ades of experience with various electric-powered projects.

The latest is an experimental chassis called the Future Electric Vehicle, or FEV, which is, if nothing else, one of the more elegant looking efforts to be shown so far.

I was at the Farmington Nissan research center to drive the FEV to buzz around the parking lot. It was a relatively pleasant car to buzz around in, with modest acceleration and reasonable cornering ability.

The FEV bears a certain similarity to GM's Impact electric program, which so far is still the front-runner in getting a production electric to market. It has twice to market, it has twice to market, it has twice to market in the allows a tleast a partial recharge in show a far in the production of the market in the formal content of the second of

appealing, make no mistake, electric cars are just around the corner, at least in Galifornia, where 45 minutes stopped in traffic is hordly noticed.

Nisan's quick-charge system draws so much current it was necessary to bring in a huge disseldriven generator to prevent the car's battery from blacking out the northeast quadrant of Farmington Hills. Nissan says they are working on that problem.

Pethaps more significant for suburban commuters is whether the 100 mile or so range contemplated for electric cars would be adequate even for middling commuting. A solourn from Livania to Fairlane, for example, would be in reason, but no return traps for exreason, but no return trips for ex-changes are allowed. This leads to a certain cynicism about electric cars that will prevail in the local

\$200器

than the environmental impact—particularly in Los Angeles, where the government has pulled together a \$50 million effort to redirect the defense industry to electric car work.

electric car work.

If it works, it will indeed make
Los Angeles the center of electric
car manufacturing worldwide.
The irony here is that most of
the companies active in electric
ard development are in Detroit's,
northern suburbs: TRW, Eaton,
United Technologies, GM, and
Nissan, to name a few.

Nissan, to name a lew.

Sadly, the fragmented suburban governments in the Detroit area that could benefit hardly seem in a position to compete with the coordinated effort being mounted in Los Angeles.

Unfortunately, electric cars seem likely to become another small but important slice of future technology that will head west after starting here.

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Like a lot of other women, I've learned there's no such thing as a "routine" pregnancy. Thank goodness there's Hutzel Hospital. Wayne State University

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