

From: BASOR Editors basor@asor.org 

Subject: BASOR cover design change

Date: February 28, 2022 at 1:36 PM

To: Sharon Herbert sherbert@umich.edu, Andy Vaughn executive-director@asor.org, Kevin McGeough kmcgeough@gmail.com

BE

Dear Sharon

We are writing to request that our proposal to change the cover design of BASOR be brought before the ASOR EC.

This proposal has been approved by COP and our memo to COP requesting this change is attached.

Many thanks for your consideration of this issue.

best wishes,
Susan Cohen, Marwan Kilani, Jana Mynářová, Regine Pruzsinszky
Editors of BASOR



cover design
propos...o.docx

21 February 2021

To: Kevin McGeough, Chair, ASOR Committee on Publication; Committee Members, COP

Fr: Susan Cohen, Marwan Kilani, Jana Mynářová, Regine Pruzsinszky, co-editors, BASOR

Re: BASOR Proposal for Cover Design Change

We are writing to request approval from the ASOR Committee on Publications (COP) to change the cover design for BASOR. We request this change for two reasons:

1. At present, we find that the current schema of two large blocks of contrasting color (e.g., dark blue and white) very difficult to work with aesthetically. It has been challenging to find appropriate illustrations for the cover that work well with these colors and the way they currently are arranged.
 - a. Please note that any change will continue to keep the ASOR colors and logo (e.g., “ASOR blue” and the ASOR amphora) in the cover design.
2. Given ASOR’s new “branding” and name change, we feel that this marks a good time to implement a cover design change.

If COP approves this proposal, we then will send our request forward to the ASOR Executive Committee for their approval with the intent to begin the process of designing a new cover with University of Chicago Press. All final designs will be sent to COP for approval prior to acceptance.