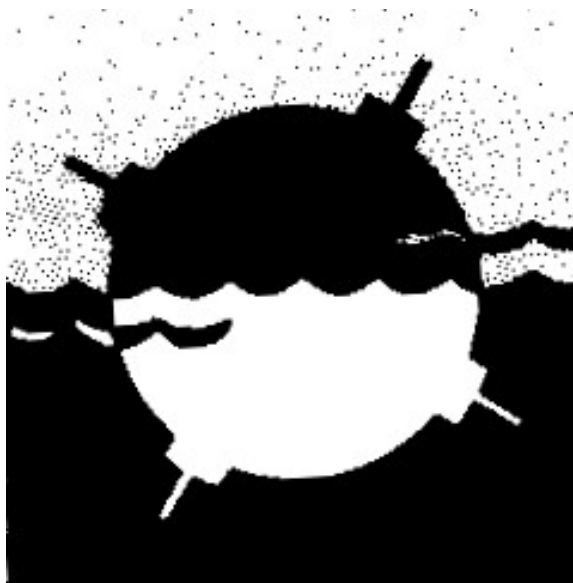


THE EARLY LOGOS OF THE NAVAL ORDNANCE LABORATORY



NOL's original logo was a very simple representation of a mine—a logical choice for a laboratory that grew out of a Mine Unit in Washington's Navy Yard. It was designed by Mark Ash, an illustrator in Publications, and was used October 1944 through September 1945.



A competition was announced in February 1945 for a new logo to be more in the flavor of those of the Navy Department and BuOrd. A panel of judges was convened to consider the entries: Mrs. L.P. Lovetto, wife of the Navy Department's former director of the Bureau of Public Relations; CAPT Fredric S. Withington, USN, chief of Fire Control Production and formerly chief of staff for ADM Harry Hill; CDR J.R. Topper, USN, OIC of the Planning Division of the Navy Yard; CPO Hank Ketcham, chief cartoonist for the Navy Department War Bond office, formerly with Walt Disney Studios and eventually to launch two syndicated cartoons of

his own, "Half Hitch" about a young sailor, and "Dennis the Menace," about someone younger still; and LCDR Arthur Godfrey, USNR, who had a local radio program and seemed destined for greater things in broadcasting. The new logo, announced in September 1945, was designed by Sol Erlich of Publications with input from E. V. Hart and E. L. Deeter, both of the Mine Division. It incorporated essentially all of the scientific disciplines in which the laboratory was involved: there was a mine explosion, an oscillating wave, a gear, and electric flashes. The new logo also contained the nearly obligatory eagle and an equally obligatory anchor on a circular chain, plus three olive branches to balance the lightning bolts. All in an oceanic setting stretching to the horizon. Busy it was, but it remained in use until 1956, when it was replaced by a more conventional insigne.



The redesigned and simplified logo, introduced in March 1956, implemented standard identity with other Navy Department installations. It had the anchor, this time serving as the eagle's perch, and the anchor chain circling the eagle; the only unique feature to NOL was the term NAVAL ORDNANCE LABORATORY around the lower half of the seal. This official seal was retained permanently, but it was joined by an unofficial design specific to White Oak.



The unofficial logo, comprising three stylized oak leaves, was introduced in early 1965 and soon became a popular identifier of the White Oak laboratory. It was rendered with blue, gold, and green leaves with a black outline. There was probably no significance to the choice of three leaves; they just made good artistic sense that way. As with the two earliest logos, the triple-leaf logo was executed by the Graphics section of Publications. Everyone on the staff was encouraged to get stickers and apply them to NOL products, and the symbol began appearing on briefcases, shipping cases, exhibits, brochures, car decals—even a research vessel. The laboratory's in-house newsletter was renamed OAK LEAF in April 1965 and began carrying the symbol.

Celebrating the white oak this way continued a tradition going back to a 400-year-old tree, of approximately the same age as the famous Wye Oak on Maryland's Eastern Shore. This tree stood where the U.S. 29—Md. 650 interchange is now,

and was the inspiration for the name given to the adjacent Clark family estate, then to the local community, and ultimately to the laboratory built there.

The white oak was designated Maryland's state tree in 1941.