

The Society Page features news and information from *The Colored Pencil Society of America* (CPSA), and the *UK Coloured Pencil Society* (UKCPS). These groups are focused on bringing colored pencil artists together and on bringing colored pencil art to the world. This month: CPSA.

Your Signature is Your Personal Logo

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So, you got into the CPSA International Exhibition. *Wow! Congratulations!* That's no easy feat. With hundreds of entries, your artwork obviously shimmered and gleamed through the masses to have the juror click "Yes" when he saw your entry. After you were notified, you jumped up, hugged yourself, and wallowed in the admiration of your family and friends. It was then time to dress, pack, prepare, and ship "baby" off to the exhibition. And while your job was done, ours — processing and preparing your entry for the exhibition — was just beginning.

BUT I DON'T WANT TO TALK ABOUT THAT. SO LET'S BACK UP.

I want to discuss a common step some of you missed along the way — long before you entered the show, and before you framed your work. It's about an oversight that amazed me and Conventions Director Tracy Frein at a past exhibition. Tracy and I were on the receiving end of your shipments, overseeing the delivery, judging, and final presentation at the gallery. So far, so good. Well, mostly good.

After the juror made his award selections of the displayed pieces, all we had left to do was to identify the 108 works on the walls and mount the printed title cards next to each piece. That's *all* — ha!

The procedure was (theoretically) simple, although somewhat time-consuming, since the works were randomly hung in two very large galleries

and several hallways. We would look for the signature on a piece, walk back to the alphabetized title cards (there was no way to take them all with us), find the matching card, and take it back to mount on the wall by the artwork. Ah, but herein lies the rub.

PICTURE THIS SCENARIO.

You carefully plan the content of your colored pencil piece, from meticulous rendering and balanced composition to choosing a creative palette and applying the many deliberate strokes. You're pleased. Many hours, days, weeks well invested. And now it's done. It's show-worthy. Ready to be photographed, framed, priced, and sent out for all the world to see.

But wait — not so fast. Before you do anything else, you need to (drumroll, please) *sign it!*

Believe it or not, we had way too many artists in the show who were guilty of this important omission. Seriously. We found lots of works with illegible, scribbled names, fancy symbols and mysterious markings, some with just initials or a first name (*Jennifer?* Really? Jennifer who? Aniston? Lawrence? Lopez?), and the worst signature error of all was no signature. You read that correctly. No identification — it was a whodunit.

This is no time to be humble. Your signature is your personal logo. It identifies and completes your artwork. It verifies that it's done, that you did it, and that it has value. It's also no time to be anonymous. When someone wants to know who created your artwork, when they want to see more of what you do, or learn about you online, your signature tells them the who, where and what. So, unless you or your style is universally known, rule No. 1 — and it's important — sign it! Sign your art. Period.