

# BMI LOGO DESIGN CONCEPT - MEIKA FRECKELTON



In the design of this logo I have used the symbolism of the sun as a warm life giving entity with a community of people standing in this warmth together, connected to each other. The sun is also shaped as a rising sun to symbolise hope and new beginnings. I have used the colours from the sydwest logo to make that connection, as well as the sun shape as a bright orange, symbolising harmony. The type-face of the BMI is round and soft but also bold and impactful.

## Colours



PMS: 18-3945 TCX  
Amparo Blue

C: 80%  
M: 70%  
Y: 0  
K: 0

#4b5daa



PMS: 2655 CP

C: 44%  
M: 52%  
Y: 3%  
K: 0

#9680b6



PMS: 17-3023 TPG  
Rosebud

C: 30%  
M: 76%  
Y: 3%  
K: 0

#b55e9f



PMS: 17-2255 TSX  
Cheeky Pink

C: 0  
M: 77%  
Y: 10%  
K: 0

#f06297



PMS: 15-1058 TPG  
Radiant Yellow

C: 0  
M: 42%  
Y: 91%  
K: 0

#faa331



PMS: 15-1157 TCX  
Flame Orange

C: 0  
M: 53%  
Y: 100%  
K: 0

#f78e1e

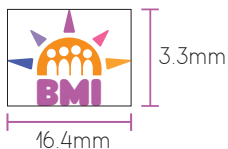
## Black and white version



## Reversed out version



## Formatting



Smallest size



Do not stretch or distort



Appropriate space around logo



Do not use on coloured background



Do not change colours