Peterborough Tourism Design Notes.

Once you see a company’s logo, it gives you a starting point for the entire site design. Here, I designed the logo in photoshop. I’d taken a walk around the cathedral, and selected some of the vicotorian colours on display. I also noted a number of military flags and this gave me the idea for the logo to be a medal – it gives a sense of heritage and nobility. Placing the PT lettering over this in a modern font changes it, gives it more energy and vitality.

Logo:

I selected a total of 8 colours for my palette, but this was too many for the logo. I picked four of the colours that represent all the colours I’ll use on the site, and created vertical bars with them as a ribbon.

A black bar across the top of the ribbon gives the medal like effect I wanted.

The font chosen was Days One by Jovanny Lemonad on Google Fonts. The capitals are bold, easy to read for the neuro diverse, and modern without being too edgy – this site represents Peterborough’s rich historical heritage, but it also needs to have a modern and upbeat appeal.

I checked the logo as a favicon, and couldn’t really see the PT lettering, against the sandy colour, so I changed that to a deeper orange, and gave the lettering a black drop. It’s now perfectly readable as a favicon, and makes a much bolder logo at any size. I saved it in multiple sizes in the PNG-8 format for maximum page load efficiency.

I’m pleased with the result.