

Start Here

Anderson Arboretum 1942

ANDERSON ARBORETUM

Final Choice!

These were the first logos that I turned in for the assignment

Like it but these aren't leaves you would find in an Arboretum.

Too boring with just the maple leaves.

Too boring with just these leaves.

Mix them all? YES

I started with the A from the last logo

Took off the bottom serifs Made two of them Not connected enough

Try Circle instead of oval? No Close counter looks like a person Connect them more by taking away crossing lines

Back to oval Still looks like a silhouette

Wider and shorter oval-mix between oval and circle One A instead of two?

Try more connected -looks like a sun over a hill

Doesn't look like an A anymore

Let's try a font that's close to the original A

Had to get it out otherwise it was the only thing I could think of

Make one side thicker?

Make it more thick?

Make the left side skinnier, is it too skinny?

Go back a step and keep the left thickness and make the right thicker

Let's round an edge!

Final Choice!

No prior symbolism was shown within the A's. Added simple leaf outline to push that.

Macro Logo

Micro Logo

1942

A

1942

Anderson Arboretum

Timothy Anderson

Red Maple

Acer Rubrum

Anderson Arboretum

From the office of Timothy Anderson

When the logo is below a certain pixel by pixel point, the logo will not include the leaves in order to maintain the readability.

#A2CDA9 Font: Base 12 Sans OT