

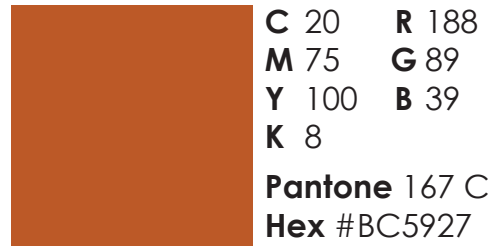
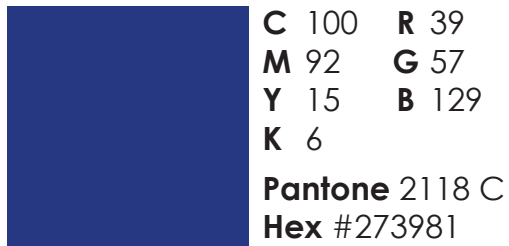
Gainesville Economic Development Corporation

VIC 5315
Mid-Semester Project
Kayce Georgi

Summary

Colors

Colors used in the logos stem from the City of Gainesville's logos and social media graphics, as well as from the University of Florida, the major university in the city.



Concepts



Concept 1

Inspired by the Gainesville skyline, concept 1 welcomes businesses to the area which is more than just a college town; it's a major city.



Concept 2

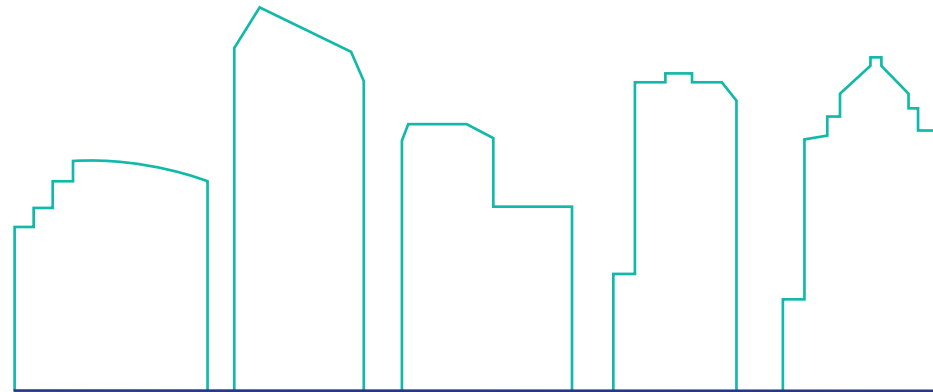
Stemming from the central point of Gainesville, economic development grows the region, helped only by the businesses and commerce that come to the region.



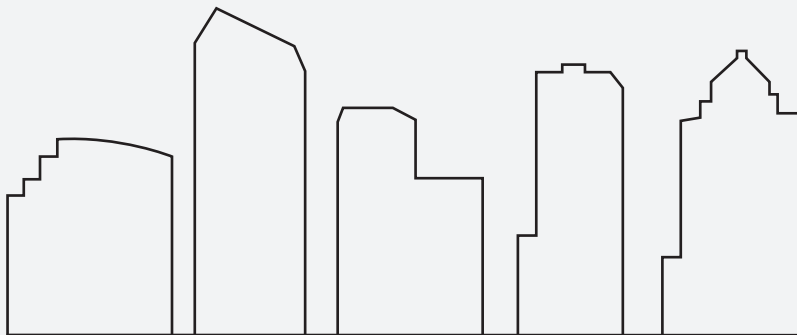
Concept 3

It's all happening here, in Gainesville, and companies interested in being here should get in contact with GEDC.

Concept 1



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Concept 2



Concept 3

