

Proposed Logo Concepts for

**GAINESVILLE  
ECONOMIC  
DEVELOPMENT  
CORPORATION**

Mid-semester project  
Mike Black  
19 June 2017

# Overview

These proposed logo concepts communicate optimism, excitement, industry, inclusiveness, and dynamism. Concepts 1 and 2 are presented in a “modern retro” style, while Concept 3 is simply modern.

These stylistic choices and concepts were developed to help the Gainesville Economic Development Corporation (GEDC) with their stated mission to “recruit, grow and expand new businesses” and to reinvigorate their image to one that is “fresh and exciting” (“Creative Brief”, GEDC).

## Concept 1

This is a power station, or a factory, with rainbow colored beveled roofs. The building and the windows are subtly “trapezoidal,” giving it a stylized appearance. It is inspired by the Battersea power station, located in London, UK.

The font is Futura Condensed to convey an efficient, retro modern and stylish image. It recalls early-to-mid 20th century deco style. The mint green represents optimism, clean technology, and, of course, money. It was chosen to contrast with the industrial look of the power station and the Futura font, and causes the power station to recall the City of Oz. The low-saturation red, orange, yellow, green, blue and violet – the colors of the rainbow – represent diversity and friendliness.

## Concept 2

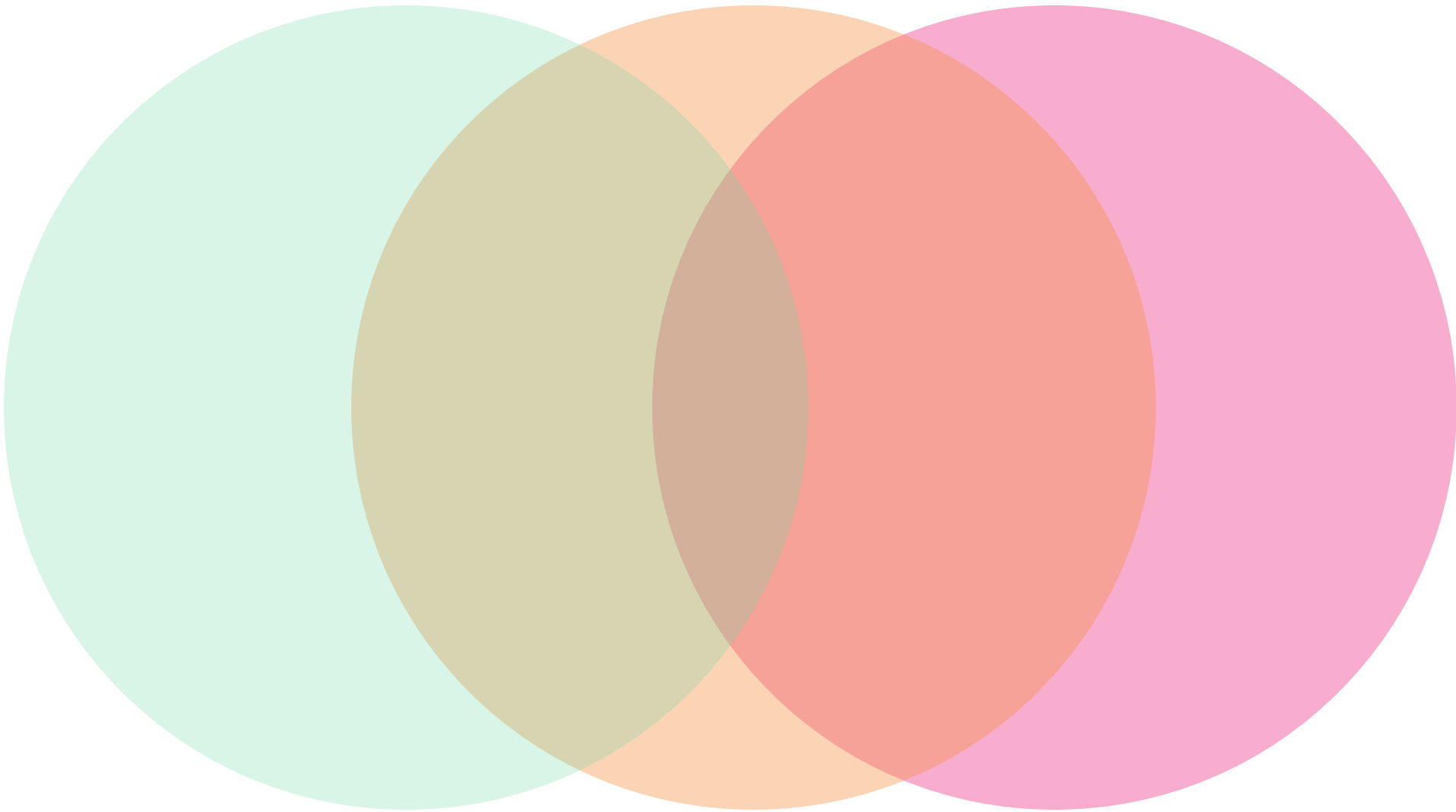
This is a large construction crane. The full (horizontal) logo includes the full spelling of the company name. The stacked logo features the crane suspending the first letters of each word with little ropes. It was inspired by the idea of new construction and related machinery.

The font is Proxima Nova Black. It communicates an industrial, powerful, and resilient image. The alternating red and orange colors represent boldness, directness, and adaptability.

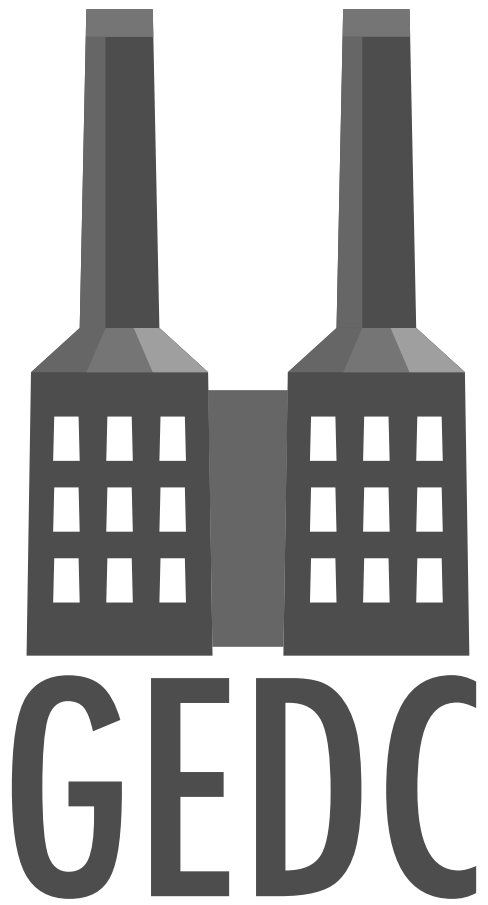
## Concept 3

This is an abstract flare of energy, such as a star, or an explosion. It is the most conservative proposal, and is intended to be a simple, clean, and lightweight. While intentionally somewhat generic, the BP and Lucent Technologies logos could be regarded as loose inspirations.

For the main logo, Proxima Nova, mixed-case was used to communicate accessibility, simplicity, and professionalism. For the stacked logo, Futura Condensed was used to suggest efficiency, modernity and style. This was also used in Concept 1. The overlapping, translucent magenta, yellow, orange and pink represent energy, power and dynamism.



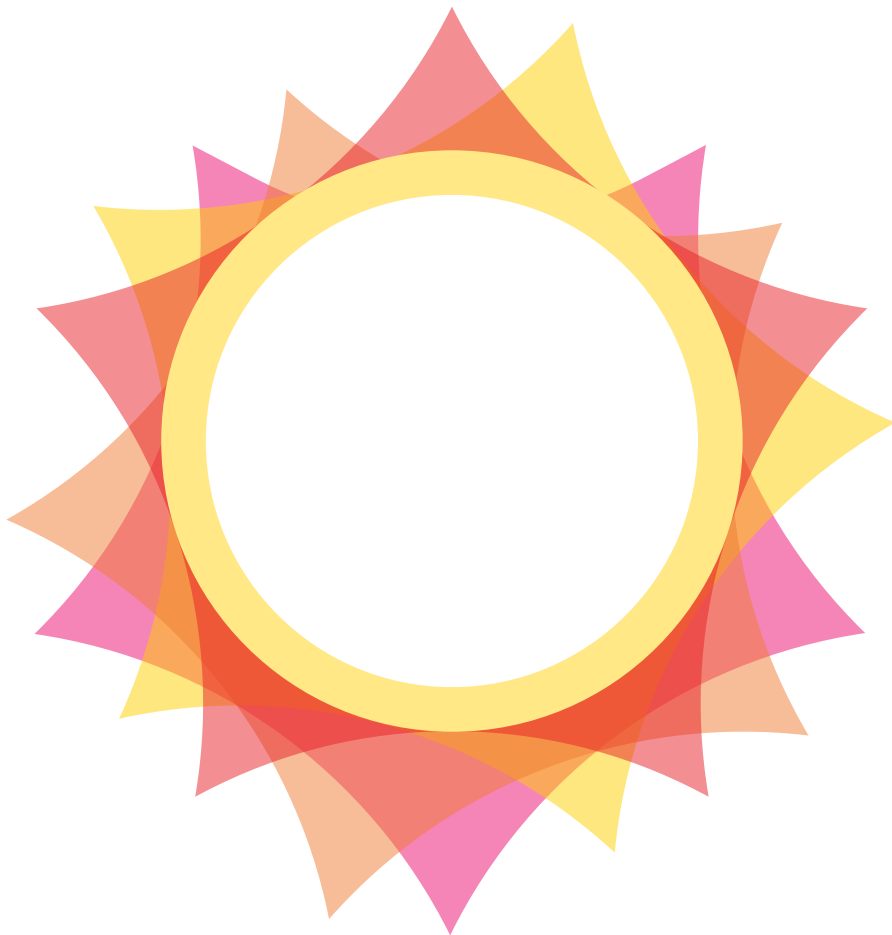
Concept 1



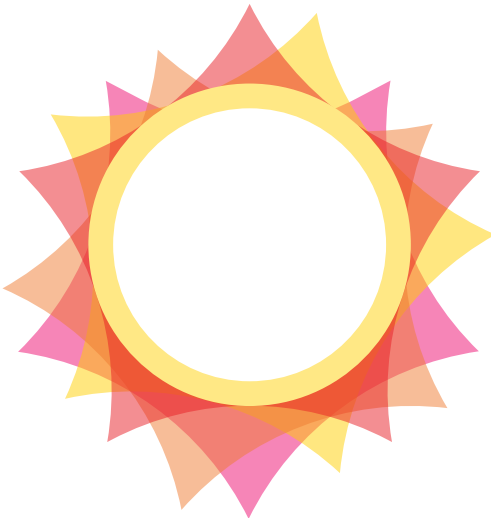
Concept 2



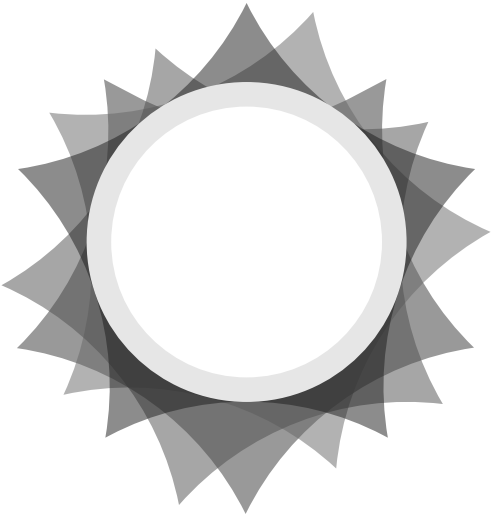
Concept 3



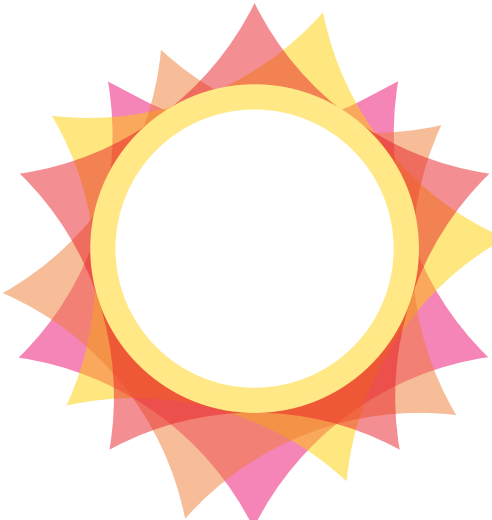
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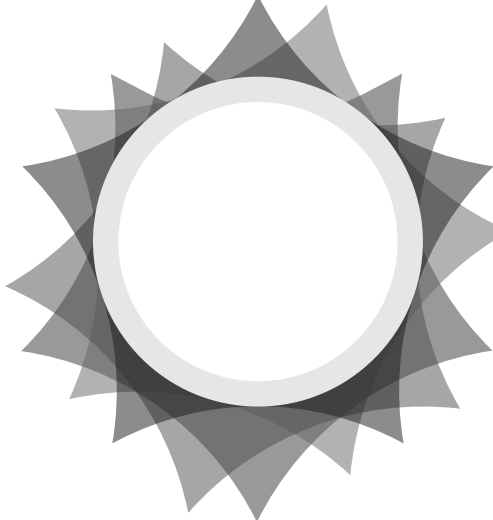
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**THANK YOU**