

Logo 1: The idea behind this design was Toronto is a major destination for tourists and business. It is also known to be the largest city in Canada. The location pin at the top signifies Toronto's role as a hub on the map of not only Canada but the world. I used red for this because it goes along with excitement and passion and overall is a very eye catching and strong color.



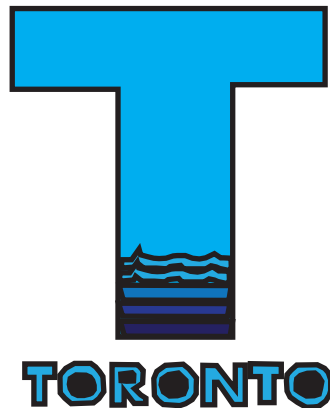
Logo 2: This design is for the city's ecofoot print because it is known for its green environment and sustainable lifestyle so I decided to incorporate the recycling symbol along with the "T." I used two shades of green for contrast and also because green is the color of nature.



Logo 3: This design is for Canada itself. Again Toronto is known as the biggest city in Canada and is the capital of Ontario. I thought it would be cool to include the symbol of the country. I kept the color scheme very simple for this one only highlights the Maple Leaf



Logo 4: This design is inspired by not only the city's love for hockey but also the country's. I felt like hockey is such a staple in Canadian culture that adding it to my design would be very beneficial. I used dark blue because it is the color of Toronto's hockey team, The Maple Leafs, and black to add contrast. I felt it was creative and different to intertwine the hockey sticks and the "T."



Logo 5: I changed the design a bit from the original one I did because I felt this one better captured what I wanted. This design is based off of Toronto's water fronts, specifically Lake Ontario. I used mainly blue to exemplify the water and added some black for contrast. I decorated the "T" with water waves and different shades of blue.



Logo 6: Again I changed the design from my first one just so it's less busy. This design is representing the diversity within the city. I used the shapes of hearts to show love and equality. While still keeping the Maple Leaf for the country.