

City of CHAMPAIGN

150th Anniversary Logo Design Proposal

Presented by
Paul Young, Associate Professor
Parkland College
Fine & Applied Arts Department
April 3, 2009

Special thanks to the following
Parkland Graphic Design students
who participated in this project:

Pat Bright
Brianna Connolly
Ali Evans
Benji Frazzetto
Jon Frette
Samantha Knapp
Miriam Martincic
Steven D. Martin
Jesse McDaniel
Isaac Mitchell
Beatriz Perez
Kerry Philbeck
Paula Popowski
Jill Purcell
Adam Sexton
Matt Wondra

Brief

PROBLEM: Design a logo for the City of Champaign's 150th Anniversary Celebration.

AUDIENCE: Champaign residents; a very broad socioeconomic demographic.

REQUIREMENTS: The logo needs to relate to Champaign's existing visual identity. The steering committee is very open about how this connection can be achieved, but a strong connection to the current city logo (color, typography, style, or graphic) is highly recommended. The final logo should feel warm, bold, energetic, fun, orderly, sincere, sensitive and established.

APPLICATION: The logo should be widely adaptable. Specifically, it should look equally good at business card size, large poster size, and scalable to any size in between; it should be recognizable in color, black/white, and grayscale. Some application examples include banners, web sites, billboards, bus posters, coffee sleeves, mugs, plates, shirts, and table tents (among many others).

AFFECT: The logo should be instantly recognizable. It should give a feeling of civic pride and community involvement:

- Champaign is all about relationships among the community
- We have a small town feel with big city amenities (buzzword: macro-urban)
- Champaign is diverse (40% public school students at or below poverty line)
- "Clean and open, flat and fertile" — metaphor for limitless possibilities
- We are an urban forest

Things Champaign is known for:

- Railroad (Champaign was built around this)
- Education (University of Illinois)
- Technology
- Corn/Soybeans
- Family and community
- Great libraries, parks, arts, theater



City of
CHAMPAIGN



City of
CHAMPAIGN



City of CHAMPAIGN



City of
CHAMPAIGN

























CHAMPAIGN
150th
ANNIVERSARY

CHAMPAIGN
150th
ANNIVERSARY











CHAMPAIGN
1860 – 2010



CHAMPAIGN
1860 – 2010



CHAMPAIGN
1860 – 2010



CHAMPAIGN
1860 – 2010

