

Grant, Jason D.

From: Grant, Jason D.
Sent: Thursday, February 09, 2012 1:02 PM
To: Heavner, Brent M.
Subject: Fw: Prince William County logos. Approval files attached.
Attachments: PWC_01_020812-A.jpg; PWC_01_020812-B.jpg; PWC_02_020812.jpg; PWC_03 (no eagle)_020812.jpg

Fyi

----- Original Message -----

From: Rogue Shard Design [<mailto:rogueshard@mac.com>]
Sent: Thursday, February 09, 2012 11:09 AM
To: Grant, Jason D.
Subject: Prince William County logos. Approval files attached.

Hi, Jason -

Attached are four Prince William County logo treatments based on our phone conversation last week.

PWC_01_020812-A is very similar to a previous submission. The color scheme is now more focused on blue and green. The primary colors have been eliminated in the streamers and one more star has been added to reflect the seven districts in the county. A glow has been added to the landmass on the globe in order to draw the viewer's attention to the PWC locator star.

PWC_01_020812-B is a re-styled version of PWC_01_020812-01. The overall look is more "glossy" and contemporary. The globe has some cut-in shapes to give it a modern look. The streamers have been eliminated altogether and the stars have been redistributed around the globe. A revised eagle shape is used with a "swoosh" linking the eagle to the PWC locator star. An additional swoosh was added to the right of the "Prince William County, Virginia" text to provide balance and to imply further motion. The typeface is a more contemporary serif font.

PWC_02_020812 is based on the logo concept that you provided us with. The overall shape of the eagle has been kept intact, but the textures and shading have been simplified. The eagle and its accompanying swooshes have been moved closer to the globe. The typeface is modern, has some interesting curves in them and was placed at the bottom to provide balance and will be more legible in a one or two color version. There are subtle gray "digital blocks" behind the type to hint at technology and to link the logo to the Economic Development logo, which uses blocks in its logo. The globe shape has been "cut" at the bottom to mimic the curves in the typeface.

PWC_03 (no eagle)_020812 is still in the exploratory stages. The eagle has been eliminated and the globe element has been retained. The globe was tilted slightly to accommodate the PWC text and is white so that there is contrast between the globe and the text for one and two color versions. The globe's outline has an "painterly" feel rather than a solid line. The locator star is blue, which matches the text color and draws the eye in to the middle of the globe. A basic shape of the county with a ghosted glow is placed in the background, giving the county a "physical presence" and highlighting the word "Virginia".

Please take a moment to review them and - when you have some time - please provide us with some feedback.

Thanks!

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