

PARENT WORDMARK:



DESCRIPTION:

Our initial *Forward Together* plan wordmark for the Lake Champlain–Lake George Regional Planning Board ties together many aspects of the current brand. Keeping in mind the website design that is under construction, we have repurposed the rounded corner element to create an upward arrow shape. This shape communicates the forward, action-oriented goals of the plan, and alludes to community strength and momentum.

The green depicted is one of the green tones from LCLGRP’s current logo, and the blue hues are pulled directly from the in-progress website. This helps to create a subtle but intentional brand experience.

In terms of typography, the bold, all-caps word “forward” makes a strong statement, while the decision to keep “together” in lowercase italic feels approachable and friendly.

We built the wordmark system for versatility, with horizontal and vertical formats and the ability to include “Economic Resiliency Plan” and “Business Retention & Expansion Program” where needed to provide additional context.

ALTERNATE WORDMARKS:

