

LOGO CONCEPTS

Branding can explore many areas and ideas, from early black and white iconography, to font styling, through color modeling.

Following are a few logos illustrating the journey some brands have taken.

CLIENT

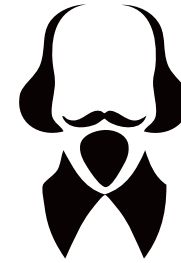
Mraz Center for the Performing Arts

OBJECTIVE

As part of the Minnesota State High School League, an annual conference was held to prepare public high school drama programs for upcoming theater competition.

The performing arts center hosting it each year, wanted to build excitement and opportunities to promote in communities and schools to grow participants, while championing arts in a sports heavy environment.

This is the final logo that was developed.



LAKE CONFERENCE
ONE ACT FESTIVAL



LAKE CONFERENCE
ONE ACT FESTIVAL

CLIENT

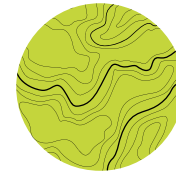
Nile, Inc.

OBJECTIVE

After acquisition of my existing employer, I was tasked with branding the firm as a new entity. As both the new headquarter office and our local office were centered in locations around the Mississippi river, water became the initial source of design inspiration.

Further ideas also explored ways to visualize of our services, which include architecture, engineering, and land survey.

The top logo became the preferred choice as the use of topography created a better visual element to build on with stronger adaptability and iconography for social media.



NILE

ARCHITECTS + ENGINEERS



CLIENT

Central Presbyterian Church

OBJECTIVE

An historic downtown Saint Paul church received a \$1.6 million dollar gift through bit coin cyber currency. This lead to the realization that it was time to evolve with changing times, rebrand and explore a new approach to marketing.

With an identity richly ingrained in its position standing time as the city grew around it, church leaders asked that possible icons reflect the building's historic architecture and/or its mission of service.

As we moved through design phases, it became clear that aside from the beautiful arched stained glass windows, there was a lot of inspiration that would take shape in the colorful logo shown at top that became the final choice.



CENTRAL PRESBYTERIAN CHURCH



CENTRAL
PRESBYTERIAN CHURCH

CLIENT

Gracewin Living Cooperatives

OBJECTIVE

An architecture and engineering firm sought to launch a new line of housing developments for senior living.

Initial work included identifying a name, for which Gracewin was created to originate words for which competition would be limited for domain names and social media handles.

From there a clean aesthetic, inspired by the idea of community and gatherings, defined the brand aesthetic. Birds became a founding theme both for iconography and naming conventions in unit designs.



GRACEWIN
A SENIOR LIVING COOPERATIVE
THIEF RIVER FALLS



G R A C E W I N
— THIEF RIVER FALLS —
A Senior Living Cooperative



GRACEWIN
THIEF RIVER FALLS
A SENIOR LIVING COOPERATIVE

CLIENT

Lightowler Johnson Associates / Aurora Plaza

OBJECTIVE

Working with an architectural firm, I was tasked with creating a logo for a new shopping center they were in the process of designing.

The name played homage to the Aurora Borealis, or northern lights, which shown brightly in the northern sky of Minnesota where the project would be located. The building's design incorporated linear lights along the building's facade to incorporate this inspiration. The logo concepts carried this inspiration forward in several ways.

The top logo became the final choice, showing both the linear light shapes, as well as the loose sweeping motion of moving lights in the sky.



CLIENT

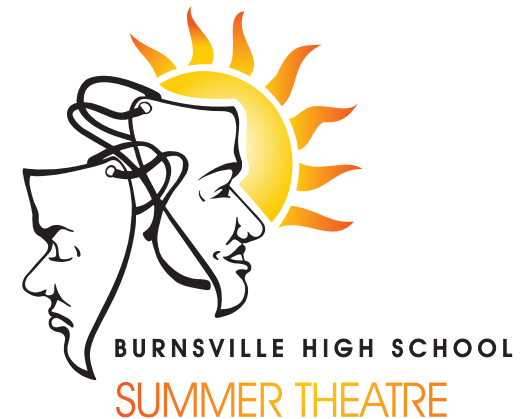
Burnsville High School Theatre Guild

OBJECTIVE

To establish a formal identity for a large school theatre program that would establish a professional image to enhance event marketing, raise patron interest and be foundation for fundraising.

The aesthetic goals were to address common drama mask iconography, but in an interesting new way.

The logo would later be adapted for a sister program. The producer sought to maintain the foundation of the originating company, while reflecting a distinct identity for the all ages summer troupe.



CLIENT

Mraz Center for the Performing Arts

OBJECTIVE

As part of an ongoing effort to create shareable branding for each of its theatre productions, two to four poster concepts are presented to the director for each show.

On occasion, there is often a need for logo to be created for non-Broadway shows, allowing for other applications, such as t-shirts and ticket printing, social media, and clip art use for other members of the leadership team.

Over 15 years with this organization, I have created brand/artistic work for 120+ theatrical events and festival performances.



SWEENEY *Todd*

THE DEMON BARBER OF FLEET STREET

NOISES OFF



CLIENT

ISD 191 - Nicollet Junior High School

OBJECTIVE

Upon successful adoption of a campaign to encourage positive student behavior, a formal logo was developed to help brand the campaign initiative, while channeling district iconography of a torch..



CLIENT

ISD 191 - Second Stage Theatre Company

OBJECTIVE

As the school theater program continued to grow to include professional actors and technicians of all ages, it became increasingly important to brand the company as its own entity. Recognizing its summer home on the main stage of a community performing arts center, the moniker

'Second Stage' was adopted and a new logo explored.

The first concept offered a clean style and a sweeping elegant design - inspired by the curved walls of the performing arts venue. The second concept incorporates a star found in the school district's logo as well as the star commonly found on the dressing room door of actors. The last is inspired on the idea of spotlights and the shadows they cast.

The first look became their final logo.



CLIENT

WAI Continuum / Primrose Villages

OBJECTIVE

While employed with an architecture firm, I was approached to help create a new logo for a client who was looking to step into a new business venture - a resort style get away that centered on the outdoors, hunting and getting back to nature.

Several concepts were presented in their chosen brand colors with the bottom being the preferred final logo.

PRAIRIE  HILLS
A D V E N T U R E S




PRAIRIE HILL
ADVENTURES

enjoy the journey.

CLIENT

Fisher Commercial Real Estate

OBJECTIVE

Upon departure of a principal owner, it was time to rebrand the firm and address the changes in services that had grown over time.

The result was the split and creation of three separately branded companies, allowing marketing to speak directly to the needs of their unique clientele. All would be promoted under the parent company, a new identifier and marketing tool of 'Fisher Group' that spoke the advantages of one-stop services.

The artwork illustrates a city skyline and the influence of a rapidly climbing community.



F I S H E R
G R O U P

