City of
CHAMPAIGN

150th Anniversary Logo Design Proposal

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

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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

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Miriam Martincic

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CHAMPAIGN

1860 – 2010

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Pat Bright