



British Columbia

SOCIETY OF LANDSCAPE ARCHITECTS

ARTIST'S STATEMENT The concept emerged from some basic representational icons in the Landscape Architecture industry; such as the greenery and bodies of water that act as a reflective device as well. Keeping the typography simplified (Helvetica), the logo design becomes more versatile and legible. The choice of color is inspired by, once again, greenery and to keep up with today's vibrant designs.

LOGO WHITE BACKGROUND

FULL COLOUR



BLACK AND WHITE



1 COLOUR



REVERSE



FONT When designing a logo with a logotype and a logo icon combined I usually am inclined to use a san-serif most of the time depending on the design. I find a clean cut font won't compete with the design but rather compliments it.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

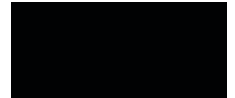
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

COLOUR I choose a bright and vibrant green to represent the nature aspect of Landscape Architecture, and the grey to aid the legibility of the smaller text.

BLACK



CMYK C.40 M.30 Y.30 K.100
RGB R.0 G.1 B.4



TRUE BLACK

GREEN



CMYK C.50 M.0 Y.99 K.0
RGB R.141 G.198 B.64



PANTONE
376 C



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Society of Landscape Architects

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Yours sincerely,
BC Society of Landscape Architects

The BC Society of Landscape Architects (BCSLA) was formed in 1962 and registered in 1964 under the BC Societies Act. BCSLA regulates the profession of landscape architecture according to provincial statute. Landscape architecture is a comprehensive discipline involving land analysis, planning, design, management and conservation and rehabilitation. Typical projects include site design, urban planning, environmental impact studies, parks and recreation planning and residential garden design. The BCSLA promotes continuing education and high standards of professional practice in order to assure the health, safety and welfare of the public in British Columbia.

The Leaders of The Naturally Designed



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