

Logo Exploration

United Way - Emerging Leaders Council



COMPILED BY MATT FINLAY

Logo Concept I

Color Pane Front-Facing Silhouettes



These front-facing silhouettes represent the emerging leaders. The three heads are composed of **youthful, angular** forms. Each head is a translucent primary color. Toward the bottom of the mark, the forms overlap slightly, creating new colors.

This convergence brings to mind the phrase “putting our heads together,” and serves to illustrate the **creative** and **cooperative** forces at work in the council.

At larger sizes, the heads can be rendered with greater detail and with subtle highlighting on the facial structure.

The overlapping color pane motif can also be applied to other graphic elements for consistent branding.

Logo Concept II

Open Doorway/Threshold



A somewhat literal interpretation of **emergence**. The 3 primary colors represent leaders and ideas crossing the threshold of the open doorway. The open doorway itself implies **opportunity**, for collaboration and for forward movement, both afforded by the council.

This primary color palette (red, yellow, blue) evokes a sense of **inclusion** (all colors can be formed from the 3 primary colors, just as all ideas and leaders are represented on the council).

The typography in this concept (and in the previous concept) is composed of two different styles of Caecilia — an **approachable** and **engaging** slab serif typeface that maintains a clean and professional aesthetic.

Logo Concept III

Nested Profile Silhouettes



UNITED WAY

Emerging Leaders Council



UNITED WAY

Emerging Leaders Council



UNITED WAY

Emerging Leaders Council

Though the idea of nested silhouettes may be familiar, it can still be visually interesting and serve to convey the idea of a **diverse** and **forward-thinking** community of leaders.

For the logotypes of the latter two concept marks, the more rounded and geometric typeface **Futura** replaces Caecilia to fit with the more organic curves and forms of the icons.

Logo Concept IV

Abstract Typographic Ideas



UNITED WAY

Emerging Leaders Council



UNITED WAY

Emerging Leaders Council



UNITED WAY

Emerging Leaders Council

These ideas are cleaner typographic treatments of the "ELC" abbreviation currently used in the organization's branding. Each draws upon the established translucent color pane motif.

The first mark suggests a both a **graph** and a **mountain range** with its geometry. The peak of both is the goal. Implies a focus on results.

The second mark suggests close collaboration. An abstraction of **holding hands** in a circle.

The third mark forms a **shield-like** shape, suggesting a kind of stability, protection.