winner logo

Instead of a condensed Font for the number 50

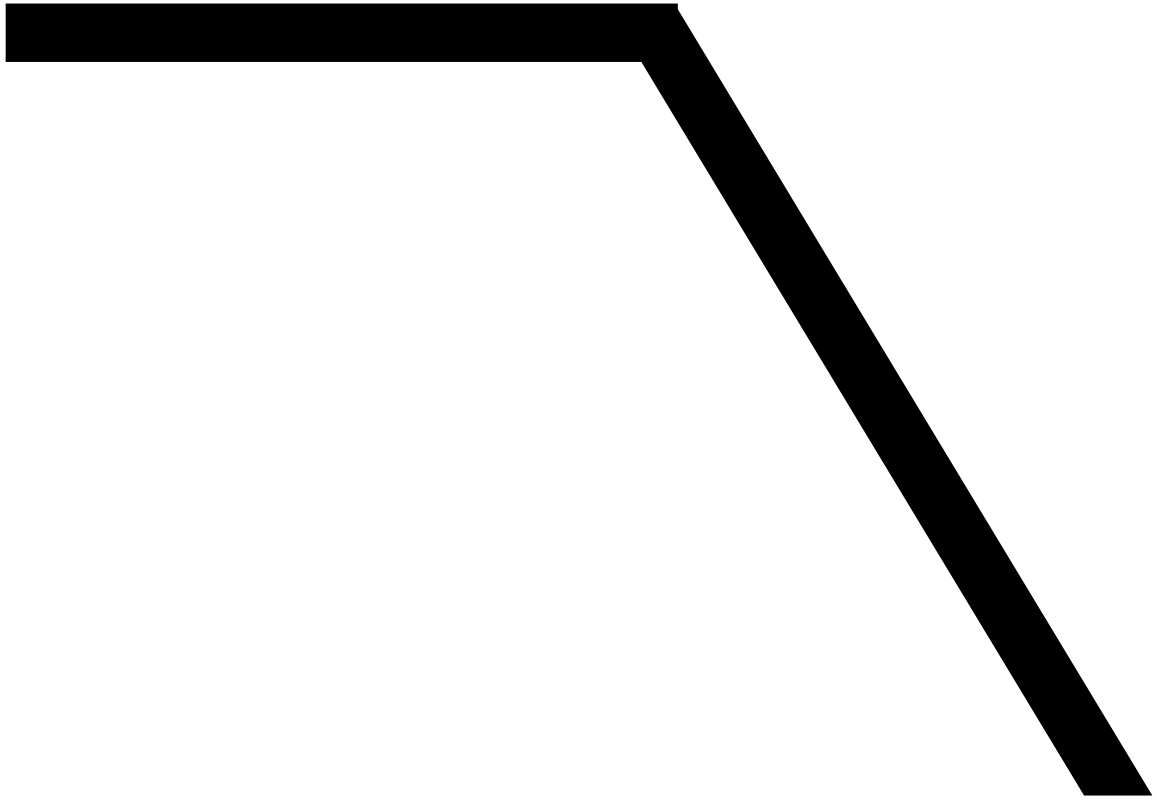
Changed to Eurostile font

“Eurostile is a popular display font, particularly suitable for headings and signs. Its linear nature suggests modern architecture, with an appeal both technical and functional.

The squarish shapes with their rounded corners evoke the appearance of television screens of the 1950s and 1960s.”

Roof shape

How to combine architecture detail with the winner logo

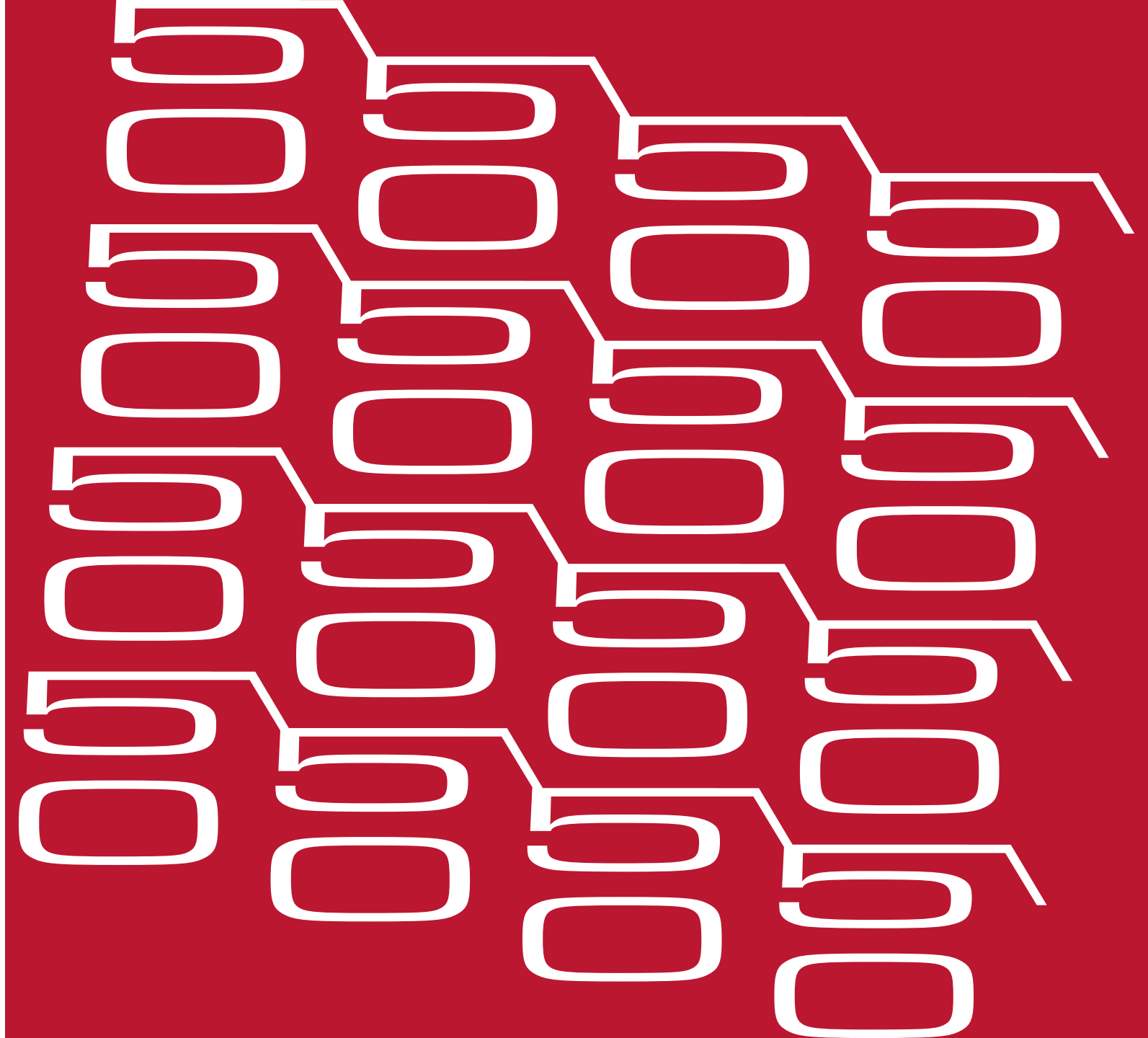


COLLEGE OF ENVIRONMENT+DESIGN

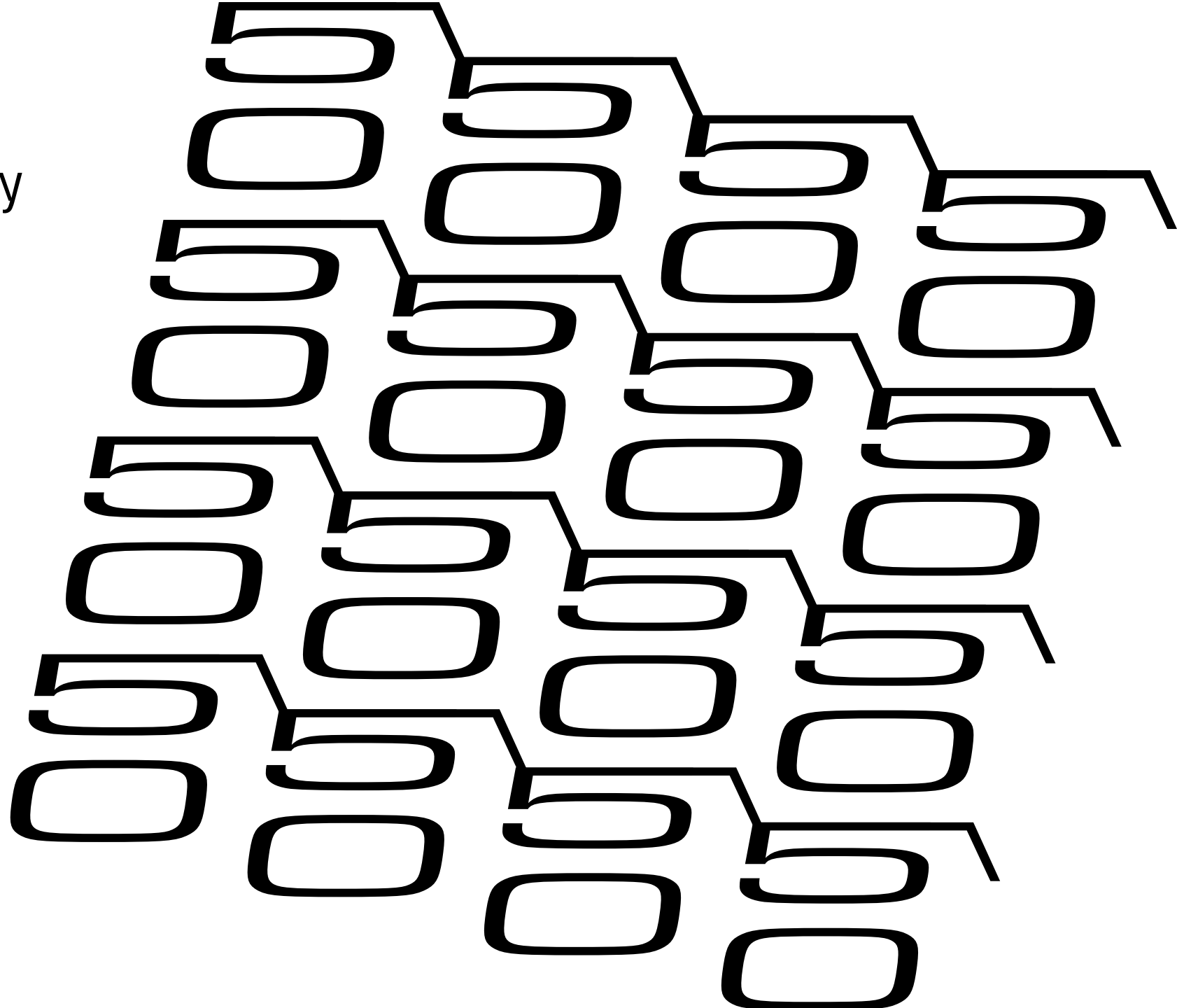
50 1969 2019

Incorporated the detail of JSB

The font’s geometry allows us to create patterns with the number 50.



The font’s geometry allows us to create patterns with the number 50.



The winner logo

Add the word
“YEARS”

Create a square

Add movement

Shear angle =8°

UGA branding elements with the 50th logo

UGA branding elements with the 50th logo

UGA branding elements with the 50th logo

Option 1

Option 1

50 YEARS
1969
2019
College of
Environment + Design
UNIVERSITY OF GEORGIA

Option 1

Option 1

Option 1

Option 1

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

Option 1

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

50 YEARS
1
9
6
CED
2019

Option 2

50 YEARS
1
9
6
CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN

50 YEARS
1
9
6
CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN

50 YEARS
1
9
6
CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN

50 YEARS
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CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN

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CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN

50 YEARS
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CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN

50 YEARS
1
9
6
CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN

Option 3

Option 1

Option 1

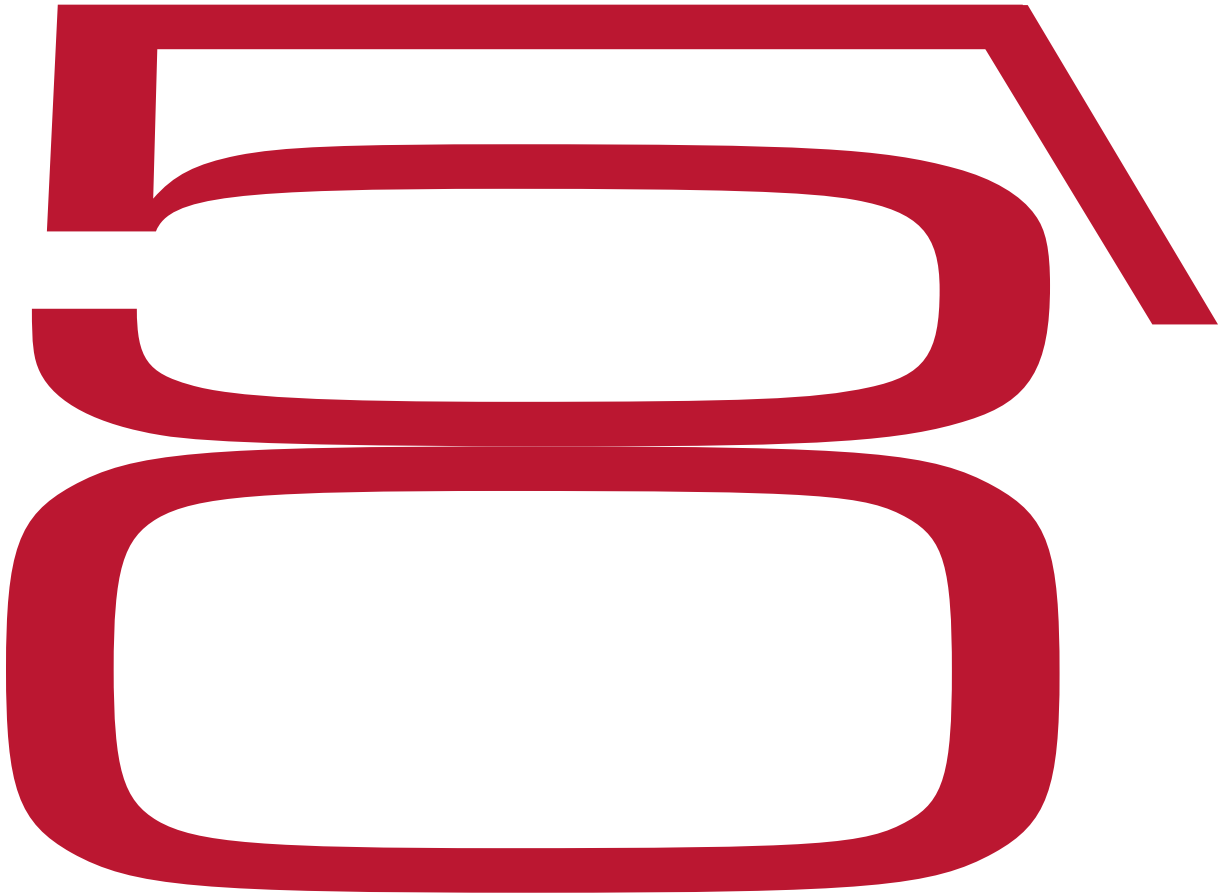
Option 1

Option 1

Option 1

Option 2

Option 2



Option 3

Option 3

Option 3

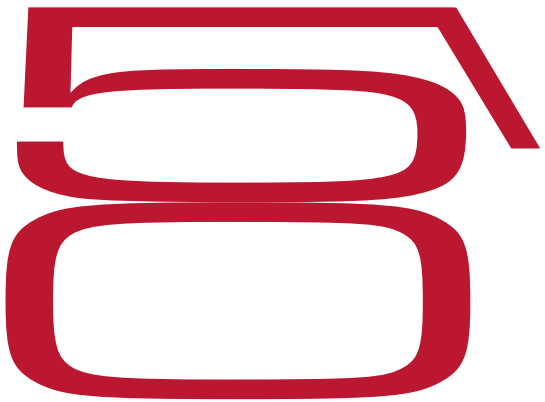
Option 3

Option 3

Leading comparison

Option 1

Option 2



Option 3

Possible breakdown

Option 1

Option 2

Option 3

Leading comparison

Option 1

Option 2

Option 3

Leading comparison

Option 1

Option 2

Option 3

Option 1

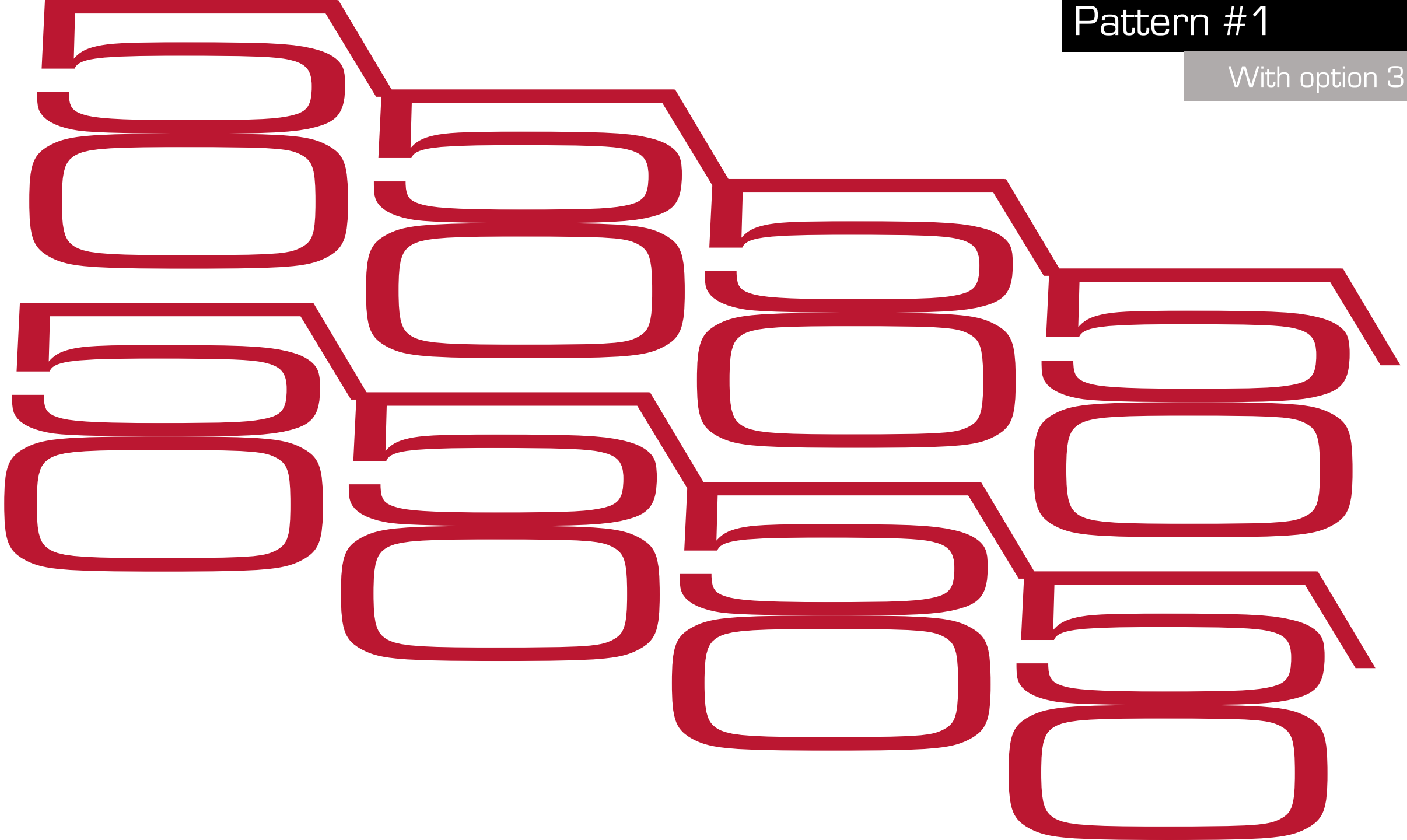
Option 2

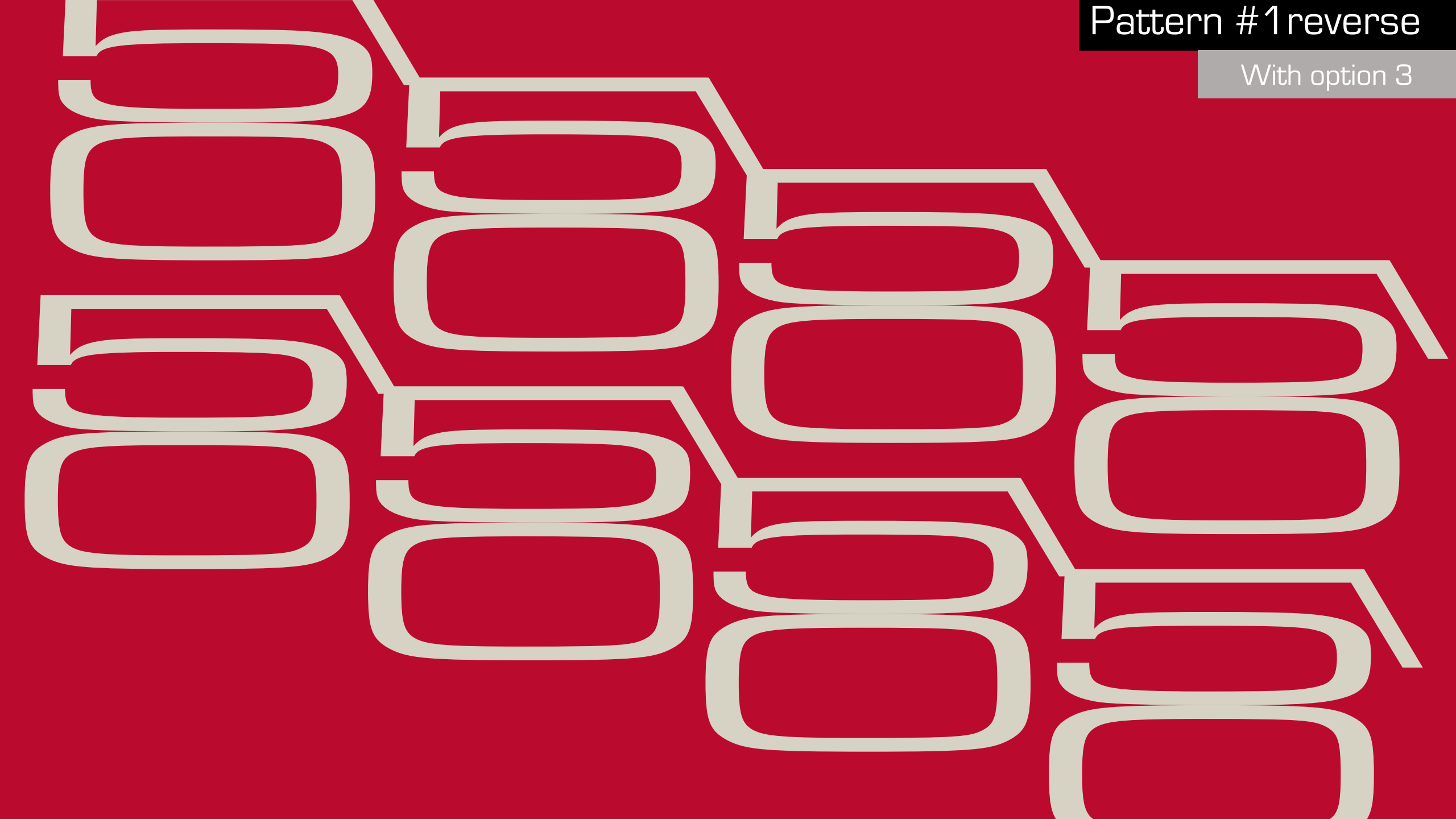
Option 3

Shear angle = 7°

Pattern #1

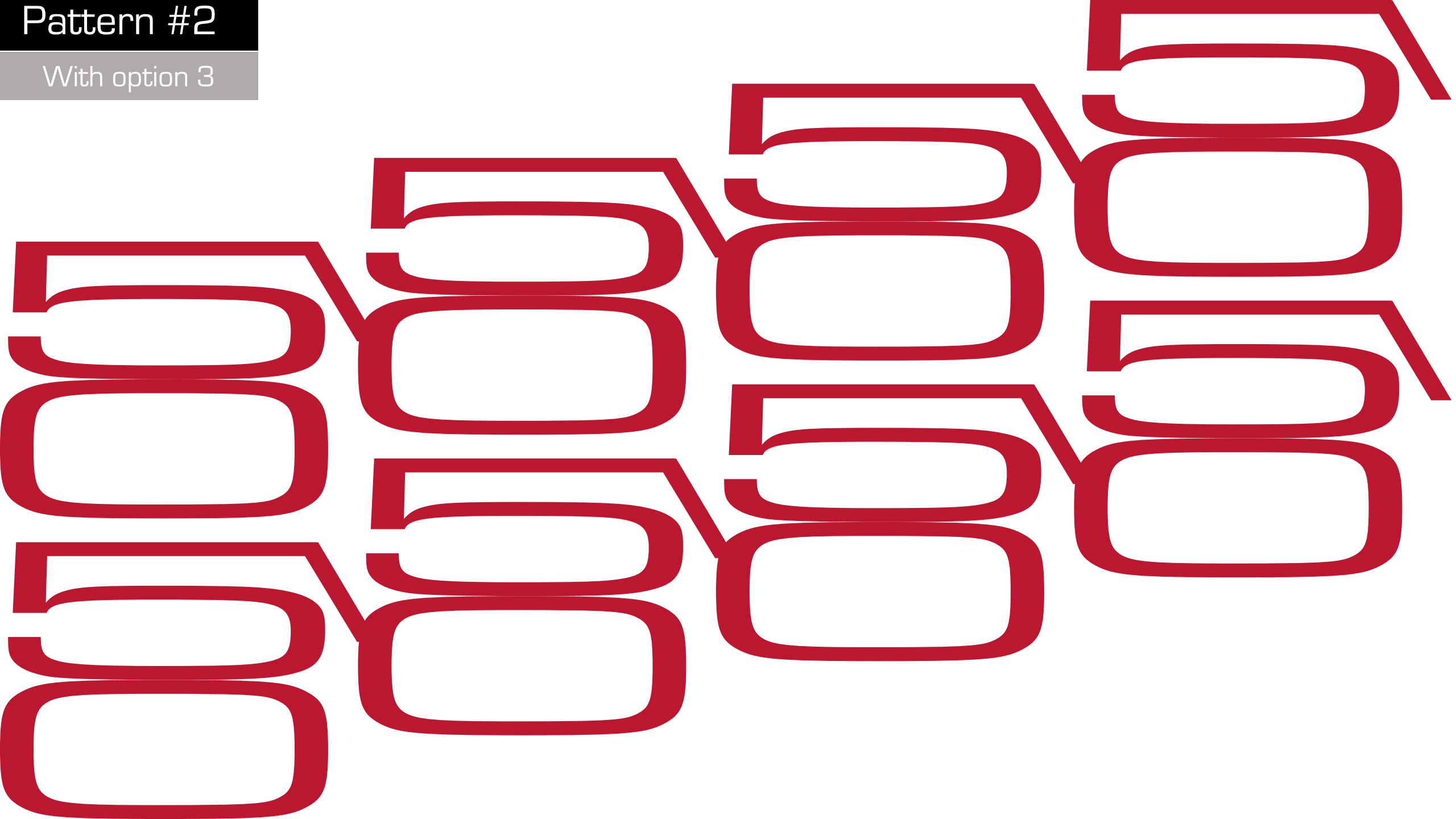
With option 3




Pattern #1reverse
With option 3

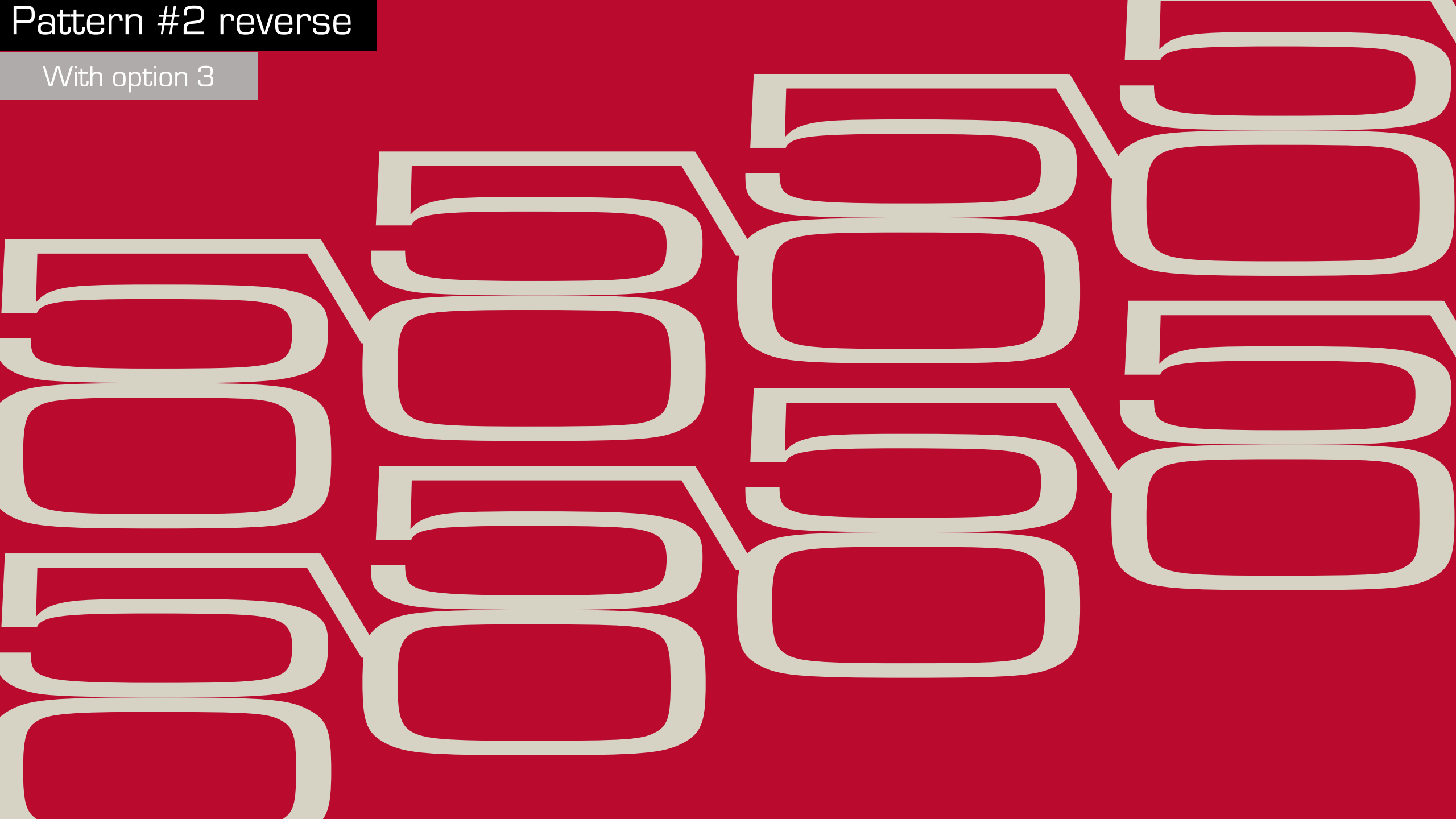
Pattern #2

With option 3



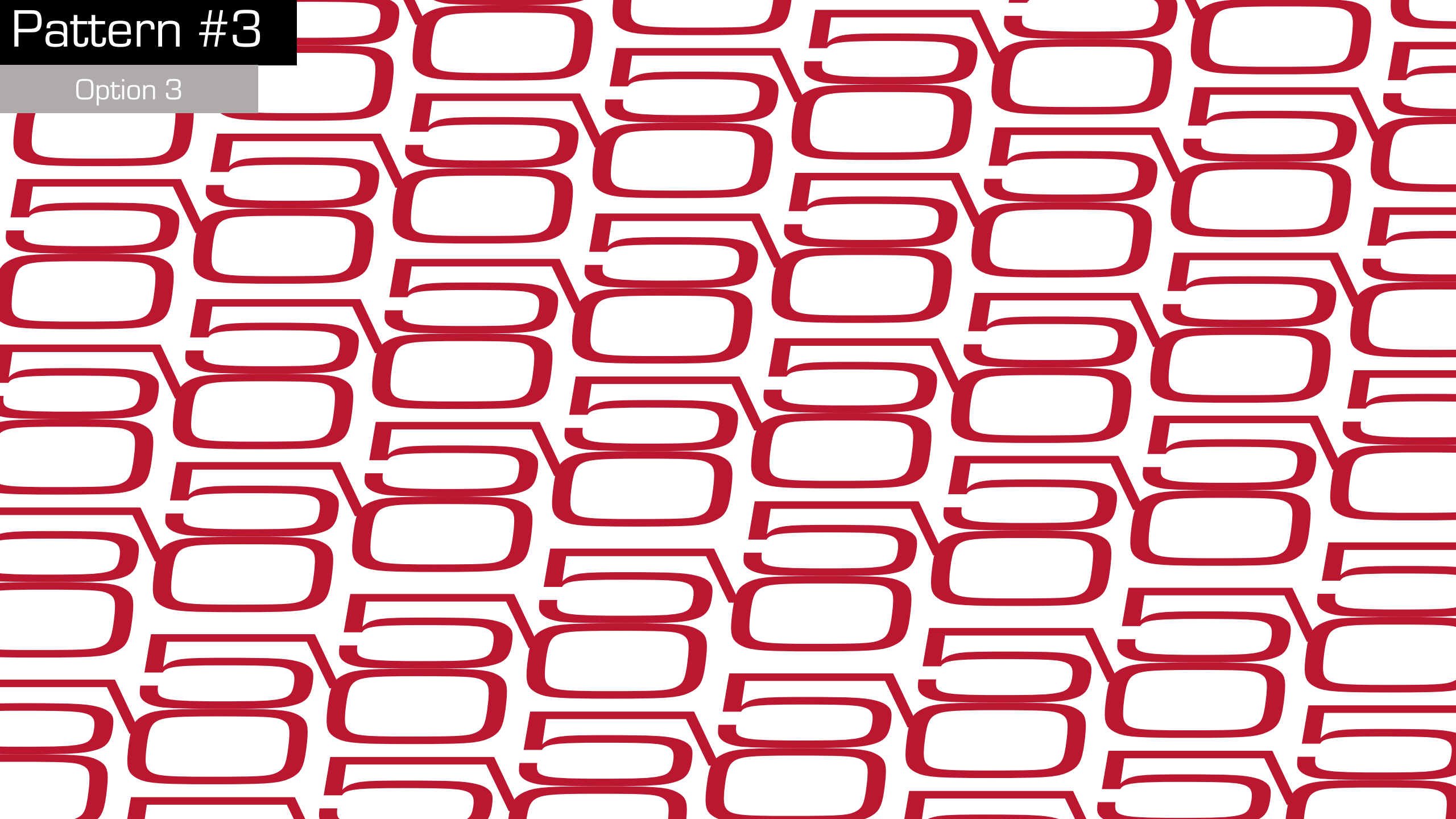
Pattern #2 reverse

With option 3



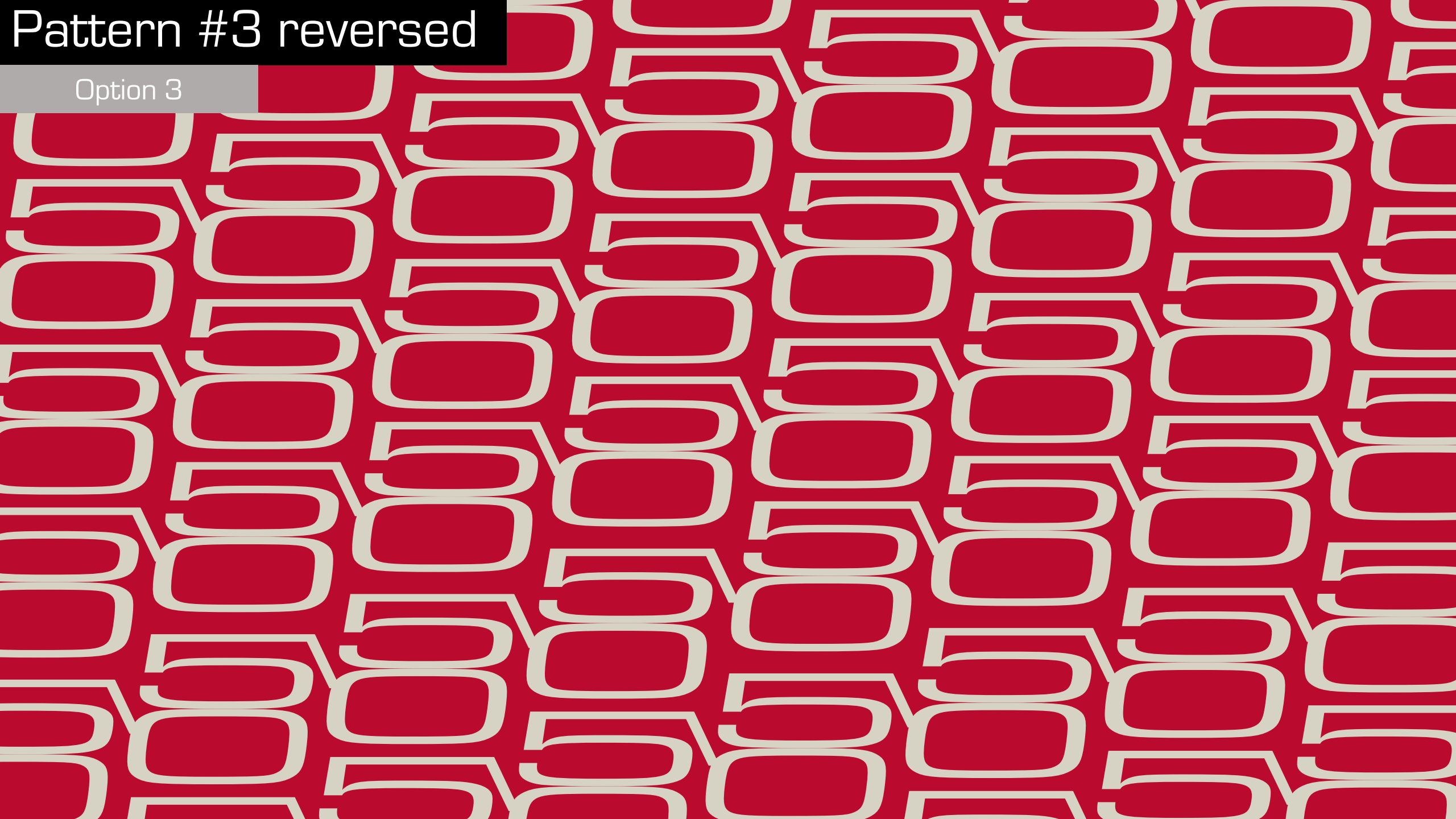
Pattern #3

Option 3



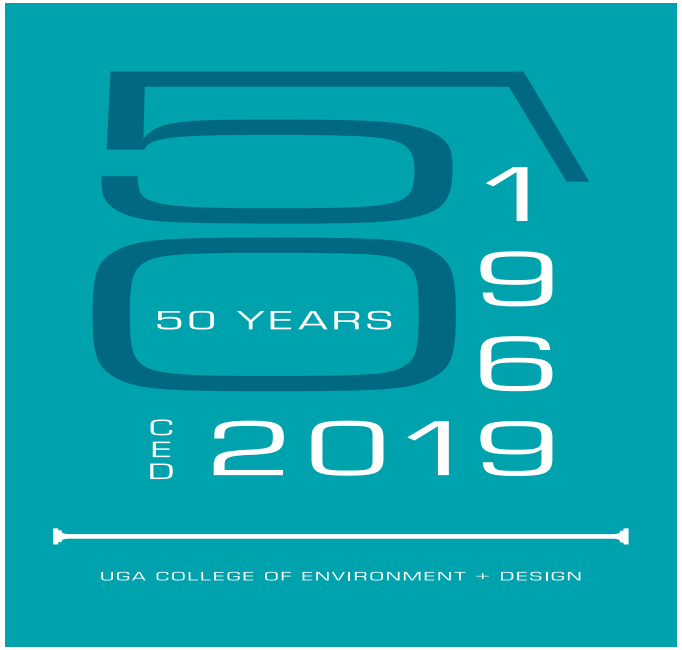
Pattern #3 reversed

Option 3



With UGA's horizontal column

Option 2



With UGA's horizontal column

Option 2

With UGA's horizontal column

Option 3

With UGA's horizontal column

Option 3

Option 1

Option 1

Option 1

50 YEARS
1
9
6
CED
2019
UGA COLLEGE OF ENVIRONMENT + DESIGN
PREPARED TO SHAPE OUR WORLD

Option 2

50 YEARS
1969
CED
2019
UGA COLLEGE OF ENVIRONMENT + DESIGN
PREPARED TO SHAPE OUR WORLD

Option 2

PREPARED TO SHAPE OUR WORLD
50 YEARS
1 9 6
C E D 2019
UGA COLLEGE OF ENVIRONMENT + DESIGN

Option 3

50 YEARS
1
9
6
CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN
PREPARED TO SHAPE OUR WORLD

Option 3

50 YEARS
1
9
6
CED2019
UGA COLLEGE OF ENVIRONMENT + DESIGN
PREPARED TO SHAPE OUR WORLD

Option 2

Option 2 with gap