

CITY OF SHOREVIEW

# Sketches & Ideas





OLD



NEW

# City of Shoreview

## Brand Noun List

### Nature:

- Trees
- Oak Trees

### Landscape:

- Parks
- Open Space
- Trails

### People:

- Human Silhouette(s)

### Water:

- Waves
- Ripples
- Reflection
- Lake

### Typography:

- The Letter “S”

### Activities:

- Walking
- Running

CITY OF SHOREVIEW

# Sketches



01



02



03



04



05



06



07



08



09



10



11



12



13



14



15



CITY OF SHOREVIEW

# Logo Systems











CITY OF SHOREVIEW

# Final Logo

















CITY OF SHOREVIEW

# Thank You

