

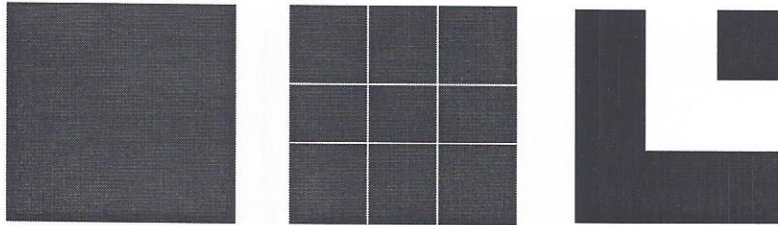
Landmark Logo

Rationale

Landmark

Planning & Design Inc.

In creating the logo mark for Landmark Planning and Design Inc., I opted for a geometric solution. The idea is that the mark is to play up the idea of structure, and I think it achieves this by being perfectly segmented into “building blocks” fitting themselves together. As well it suggests a grid pattern or urban planning pattern.



Other things that come to mind are, obviously, an upper case “L”, a street corner or an arrow pointing (ie: directional mark used in wayfinding signage, or a landmark indicator on a map)

Note: In the other option the green portion of the logo was a circle, which was to suggest organic nature (the circle) working harmoniously with man made structure (the square)

The colour PMS 5615, which is a green/grey, was chosen to illustrate the collaboration between urbanism and environmentalism, that landscape architecture exemplifies.

The sans serif typeface for the logotype, DIN Mittelschrift, was selected for its’ modern classic look, making it at once current, but still timeless. DIN stands for Deutsche Industriale Norm, and versions of it were at one time used by the German government for all of the country’s roadway signage, due to its’ high level of legibility.

Due to the strength and recognition of the word “Landmark”, as well as for the sake of brevity, a primary place in the visual hierarchy has been reserved for it. The rest of the company’s name and designation has been given the secondary place.

Darren Stebeleski
Designer