

M|I|C/A

July 02, 2021

Statue of Peace Plaza Logo Development

Goals for revisions

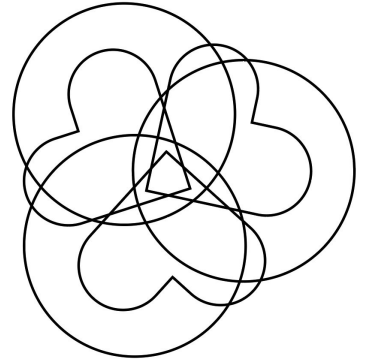
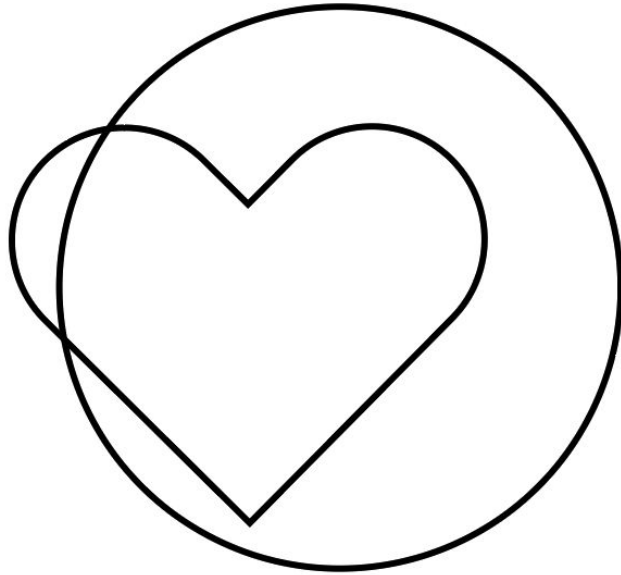
Experiment with color, typography, and complexity to refine the custom mark for Society of Peace Plaza.

What to look for

- Final color palette
- Final type treatment
- Detail in the mark
- Orientation of the mark

Process

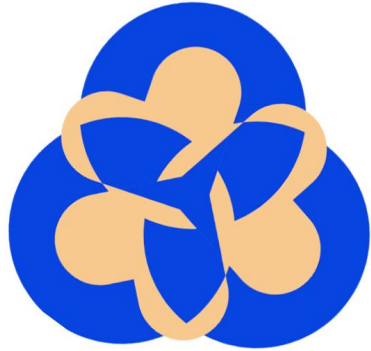
The mark illustrates that “love is in the center”



Process

With the basic building blocks, we created hundreds of unique combinations.





**STATUE OF
PEACE PLAZA**



alternate color expressions



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STATUE OF
PEACE PLAZA



STATUE OF
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REVISION 3.1 mockup



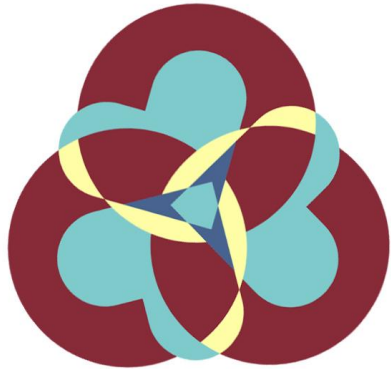
Statue of Peace Plaza

REVISION 3.2



 Statue of
Peace Plaza

REVISION 3.2 mockup



STATUE OF PEACE PLAZA

REVISION 3.3



Reflexive logo with alternate color
and shape expressions



REVISION 3.3 mockup



Statue of Peace Plaza



Statue of
Peace Plaza



Statue of
Peace Plaza

alternate color expressions



REVISION 3.4 mockup







PREVIOUS CONCEPTS (rounds 1 and 2)