iconDesign

Eastrail

Logos – Round 2

3.20.2019

What makes a logo great?

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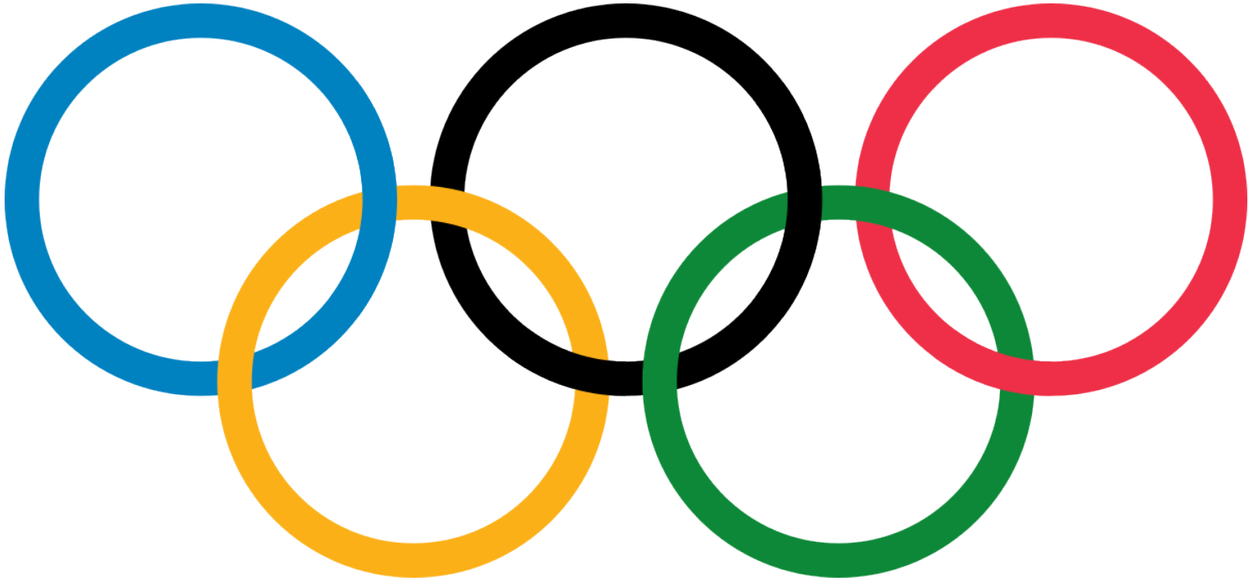

Great logos are iconic.

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Great logos are simple.

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Great logos are easy to understand.

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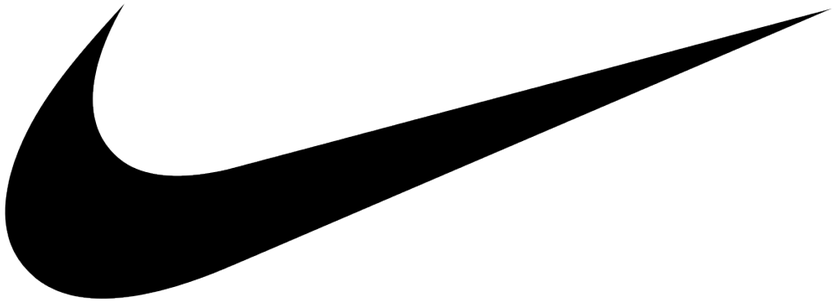

Great logos capture a spirit.

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Great logos work for everyone.

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Building a great logo for the Eastrail

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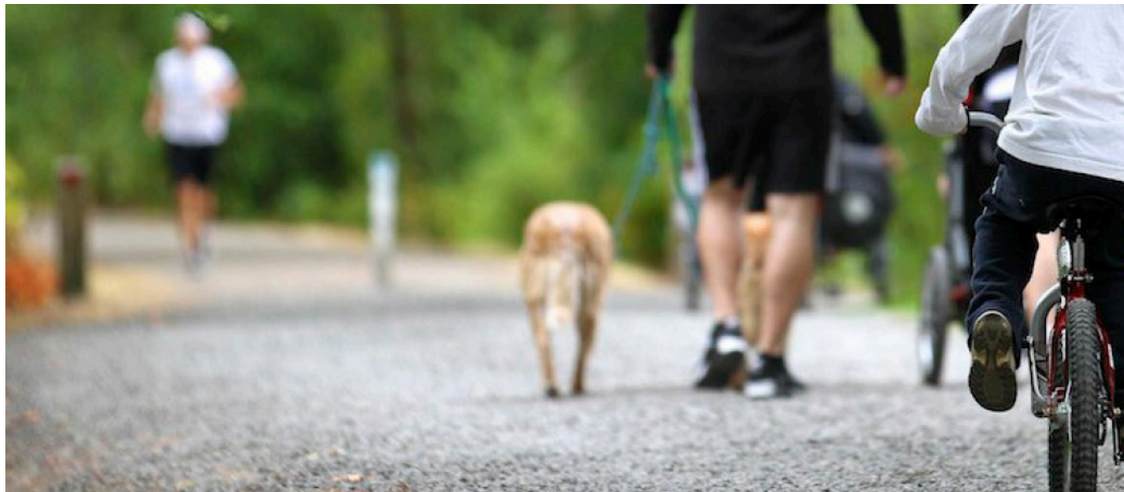
Does it evoke a sense of place?



Will it work in the real world?

Do you get it?

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Do you get it?

Does it capture the idea of Freedom to Connect?

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Do you get it?

Does it capture the idea of Freedom to Connect?

Does it embody the brand’s creative principles?

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Do you get it?

Does it capture the idea of Freedom to Connect?

Does it embody the brand's creative principles?

Bold, Lively, Free, Timeless, People Powered

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Do you get it?

Does it capture the idea of Freedom to Connect?

Does it embody the brand's creative principles?

Bold, Lively, Free, Timeless, People Powered

Does it make you feel good?

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4 options

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Direction 1

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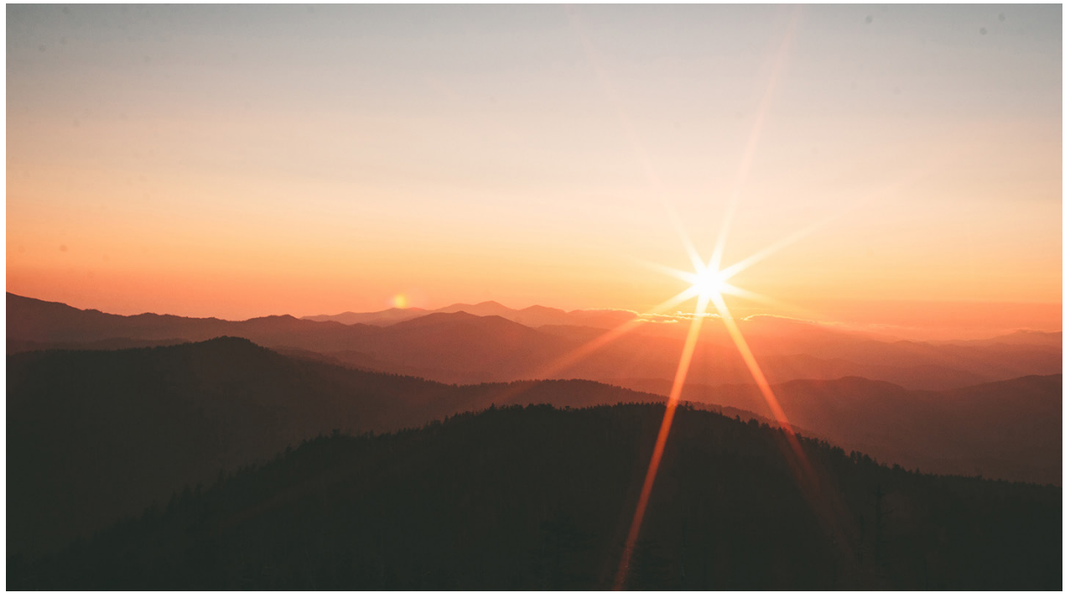

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eastrail

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BOLD — **LIVELY** — FREE — TIMELESS — PEOPLE–POWERED

Trail + Rail

Rail

Equality

Movement + Energy

The Life Force

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Direction 2A

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BOLD — LIVELY — FREE — **TIMELESS** — PEOPLE–POWERED

Dimensional E + T

Rail

Directional arrow, moving endlessly ahead

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DIRECTION 2A

EASTRAIL

EASTRAIL

DIRECTION 2A

EASTRAIL

EASTRAIL

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Direction 2B

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EASTRAIL

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BOLD — LIVELY — FREE — **TIMELESS** — PEOPLE–POWERED

Dimensional E

Tree

Arrow, moving ahead

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EASTRAIL

EASTRAIL

DIRECTION 2B

EASTRAIL

EASTRAIL

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Direction 3

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EASTRAIL

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BOLD — **LIVELY** — FREE — **TIMELESS** — **PEOPLE–POWERED**

Rail + Trail

Emphasizes all parts of the word: East, Trail, Rail

Embracing T speaks to inclusiveness

Friendly spirit

Totally ownable

EASTRAIL

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EASTRAIL

EASTRAIL

DIRECTION 3
SECONDARY LOCKUP

DIRECTION 3

TERTIARY LOCKUP FOR SPECIFIED APPLICATIONS

ESTRL

ESTRL

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Direction 4

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EASTRAIL

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BOLD — **LIVELY** — FREE — **TIMELESS** — **PEOPLE–POWERED**

Sun, hill, water, landforms

Corridor

A beacon

Human embracing

Alludes to wayfinding across cultures

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DIRECTION 4

EASTRAIL

EASTRAIL

DIRECTION 4

EASTRAIL

EASTRAIL

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Summary

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1

2A

2B

3

4

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Tagline

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Eastrail

Let's connect

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Eastrail
Let's connect

Warm and welcoming; inclusive

Active

Speaks to transportation *and* community

Campaignable:
Let's connect to work.
Let's connect to new adventures.
Let's connect to neighbors.
Let's connect the past to the future.
Let's connect, Redmond!

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Eastrail

Go Eastrail

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Eastrail
Go Eastrail

Active, optimistic, a rallying cry

Says: Go (on the) Eastrail, and also, Yay for the Eastrail!

Inviting and Inclusive

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Thanks