



**East
Providence**

East Providence, RI

Hans Gould

Design Rationale

I wanted to design a new logo for my home town. The town of East Providence, Rhode Island. When starting my design I first determined what the logo would represent, initially creating and using the outline of East Providence's "Crescent Park Loof Carousel", which is a notable tourist destination, open frequently during the year and occasionally hosting events too. After creating the outline for the icon, there was much time spent attempting to integrate it into the logo. One notable difficulty was that the name of East Providence was an extremely long name, meaning significant space had to be allotted to fitting it, or attempting to abbreviate the town name which presents its own set of issues.

Eventually it was decided that wrapping the shape in a circle would be beneficial, allowing for more flexibility with using it with text. Shortly after more variations occurred, including abbreviating the town name from East Providence to EP. There was also an attempt to include the foundation date of the town, though those ideas were eventually scrapped. One of the last abbreviation logos would play right into the final design chosen, using the same text font the logo involved integrating some aspects from the abbreviations while also calling back to the original logo design by having the full town name.

The color palette chosen for this logo also reflects its references, including coloration that is present at the Crescent Park Loof Carousel, while also bringing color references that appear in the town's Senior Highschool and other public infrastructure in the area. The use of these locations as color references allows for a sense of unity with the town, displaying many similarities to represent the town.

Logo Breakdown



Gold

Hex #CB9936
RGB 203, 153, 54
HSB 40, 73%, 80%
CMYK 21, 40, 94, 2
Ink Type Process



Red

Hex #C71A20
RGB 199, 26, 32
HSB 358, 87%, 78%
CMYK 15, 100, 100, 5
Ink Type Process

Font: Source Serif Variable

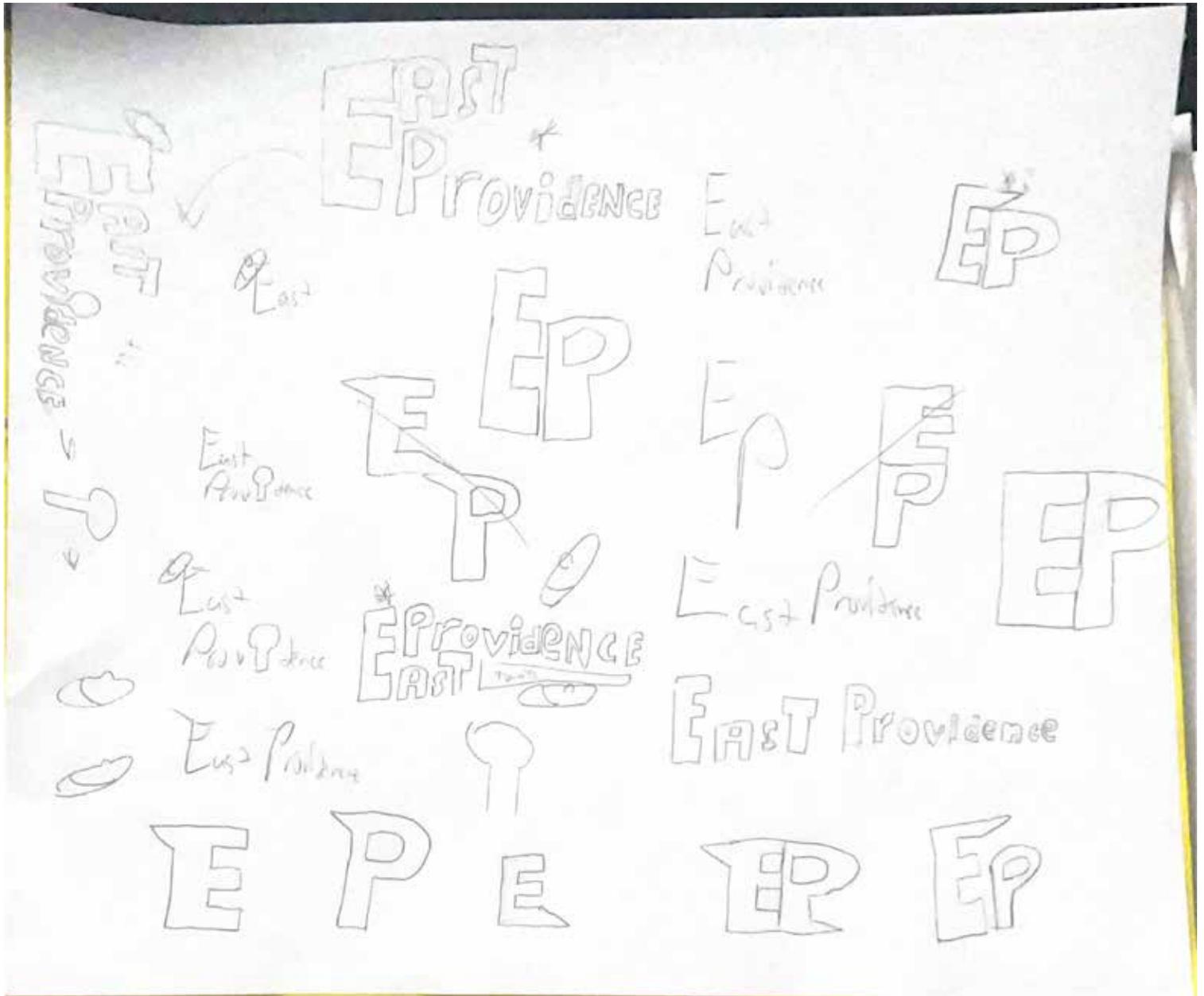
Logo Breakdown



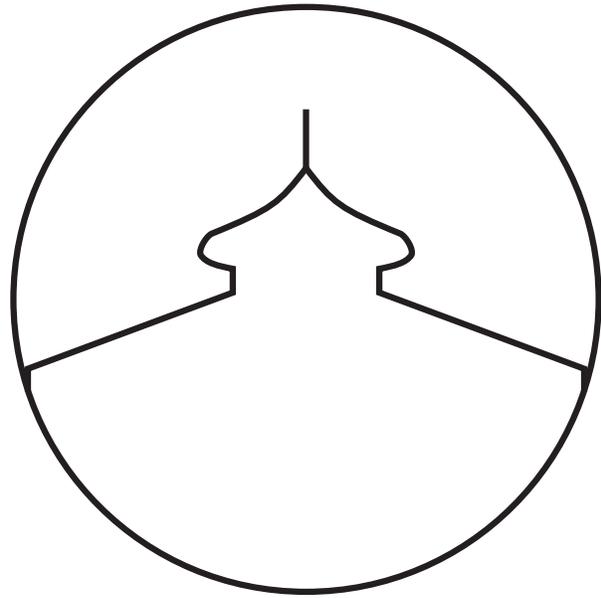
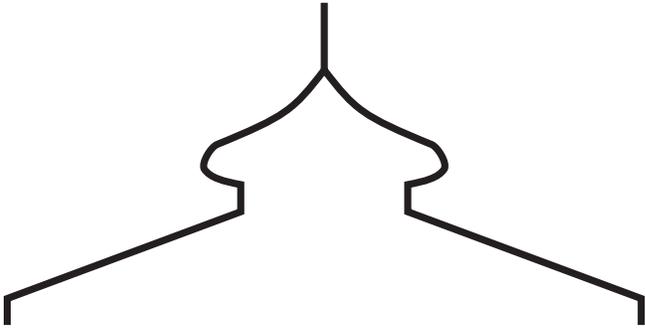
Logo Breakdown



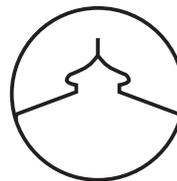
Sketches



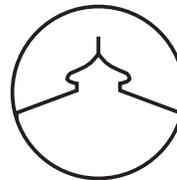
Editing Process



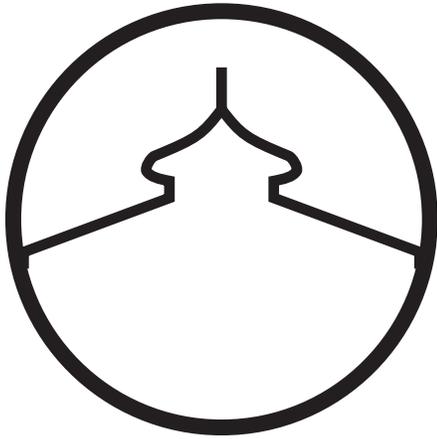
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PROVIDENCE

Editing Process



EP



EST. 1985
EST. 1985

EST. 1985



Editing Process



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Editing Process



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