

Irishtown Bend Logo Concepts

July 2019

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Project Background

My motivation for forming the Irishtown Bend block club had as much to do with unifying the neighborhood post Flats Oxbow Association as it did for getting residents a seat at the table for issues that affect us. While we have made great strides in getting visibility for residents quality of life issues, we haven't made nearly as much progress in building a shared neighborhood identity.

One way we can begin building a common identity that represents both sides of the river is through a logo. The logo should include enough of the elements that make this area of the city unique and desirable, yet flexible enough that it can be leveraged by multiple stakeholders including residents, commercial interests, recreational interests and even industrial interests.

Further, the logo should be able to support any future branding initiatives such as neighborhood signage, social media, and event promotion.

This document will showcase three logo concepts. Each builds off one another while looking to address these goals.

Concept 1: Heritage

Description

"Heritage" looks to highlight the two historic elements of the neighborhood. The first element is the bridge which has been our neighborhoods centerpiece since it's founding and is represented in it's current form. Second, a shamrock is used to represent the cultural namesake of the neighborhood. The Gaelic form of the neighborhood is shown below the English form to act as a playful way to reinforce the areas Irish settler roots.

Signature Features

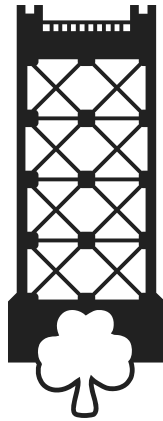
A: Bridge as the focal point of the logo to signify it's focal point of the neighborhood.

B: Replacement of the bridge opening/tunnel with a shamrock

C: Use of green in "Irishtown" to reflect the historical color of the bridge and of Ireland

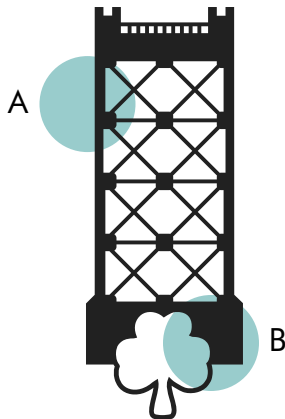
D: Use of blue in "Bend" to represent the river

E: Bi-lingual display of the neighborhood name



IrishtownBend

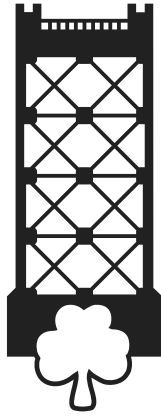
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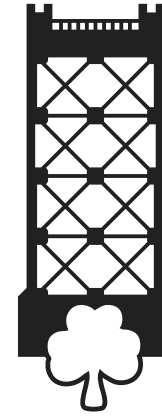
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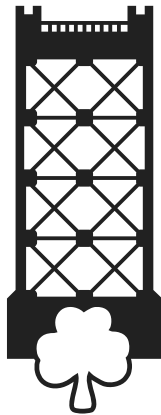
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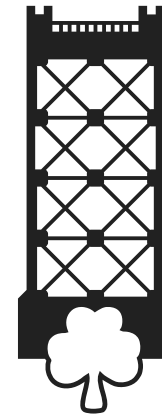
IrishtownBend

Residents Association



IrishtownBend

Merchants Association



IrishtownBend

Recreation Association

Concept 2: Neighborhood

Description

“Neighborhood” looks to end any ambiguity around our place in the city. The bridge remains the focal point, but is flanked by the views of the city as if the viewer was looking out from the bar at Hoopples. The views wrap around the name of the neighborhood to reinforce that we are a part of the Flats and not something separate from it, with the tagline reinforcing that the Flats consists of more than the East Bank and Nautica.

Signature Features

A: Imagery from our West Bank neighbors including the jackknife bridge and powerhouse.

B: Imagery of the downtown skyline visible from the intersection of Columbus/Franklin/Carter Roads.

C: Use of the line art as a wrapper around the neighborhood name.

D: A clear declaration of where we are located.



A Flats Neighborhood



A Flats Neighborhood



A Flats Neighborhood



Residents Association



Merchants Association



Recreation Association

Concept 3: The Gateway

Description

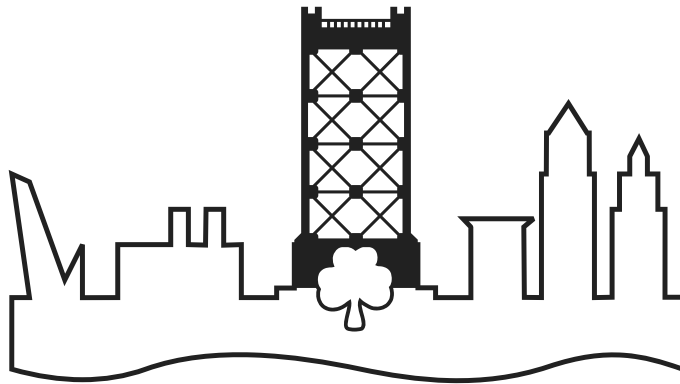
“The Gateway to the Flats” slogan is used as the tagline to emphasize the volume of activity that moves through our neighborhood whether it is commuter, industrial, recreational, maritime or visitor traffic. The line art has been updated reflect our place on the river and has been separated from the name of the neighborhood to allow more flexibility in use of the logo.

Signature Features

A: Updated line art that reflects the skyline and the river.

B: Decoupling the neighborhood and tagline allowing each to stand on their own.

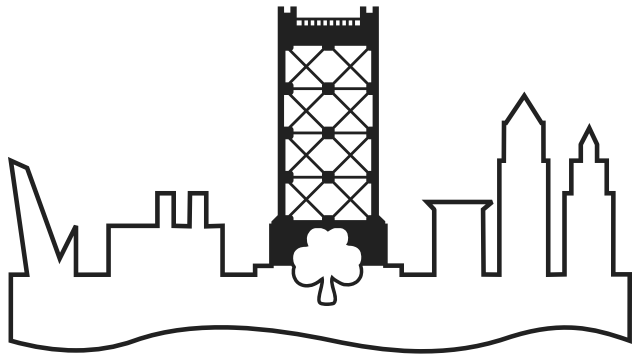
C: The historic slogan for the neighborhood is used as a tagline.



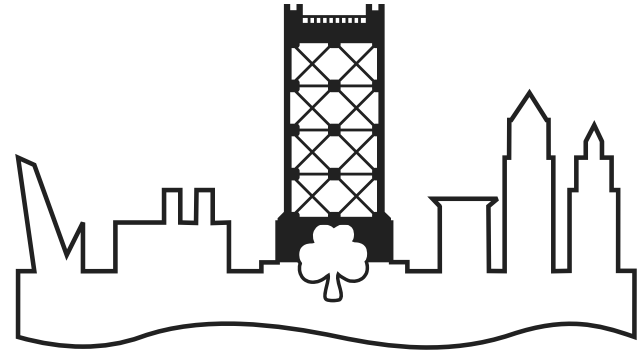
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The Gateway to the Flats

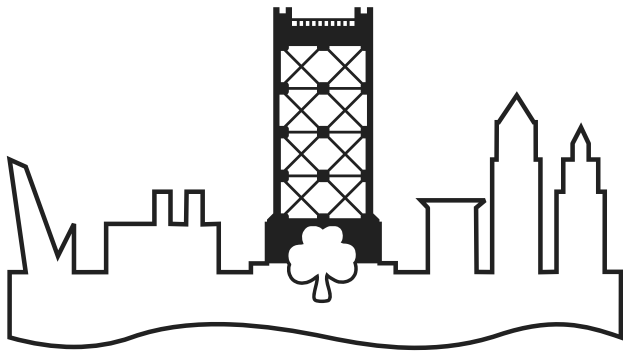




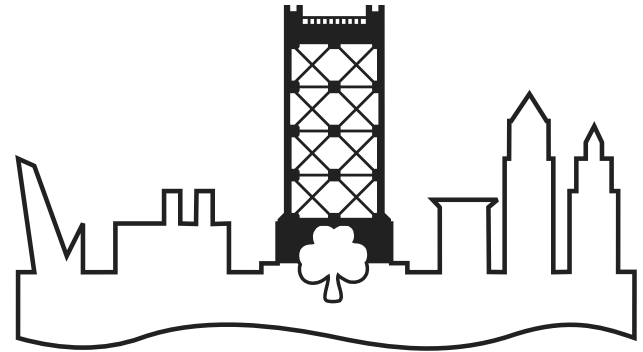
IrishtownBend
The Gateway to the Flats



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Merchants Association



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Recreation Association