

BRAND IDENTITY REFRESH PROPOSAL FOR CHARLOTTE SISTER CITIES

BY: SEAN SMITH
STEERING COMMITTEE MEMBER
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DESIGN DIRECTION

KEY REQUIREMENTS

Modern, yet Timeless

Friendly and Engaging

Easily Recognizable

INSPIRATION



Globe

+



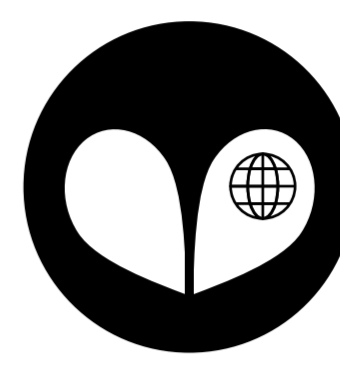
Locations

+



Connection

=



Proposed Logo

Sister Cities

Places coming together from across the world

LOGO & WORDMARK



Charlotte Sister Cities

SIZING & DIMENSIONS



COLOR



PRIMARY

#00A0DF



#27333D

ACCENTS



#0066CC

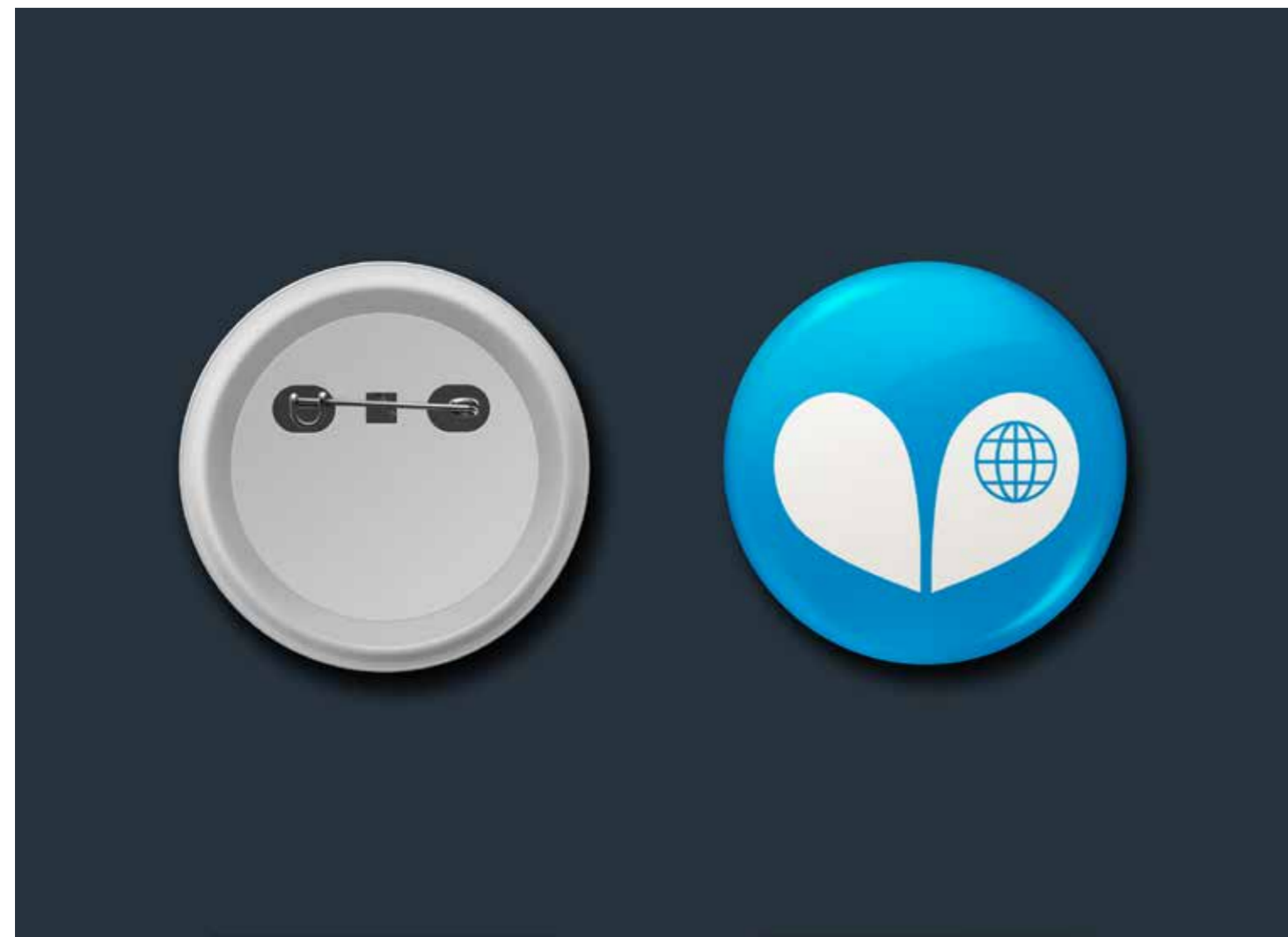
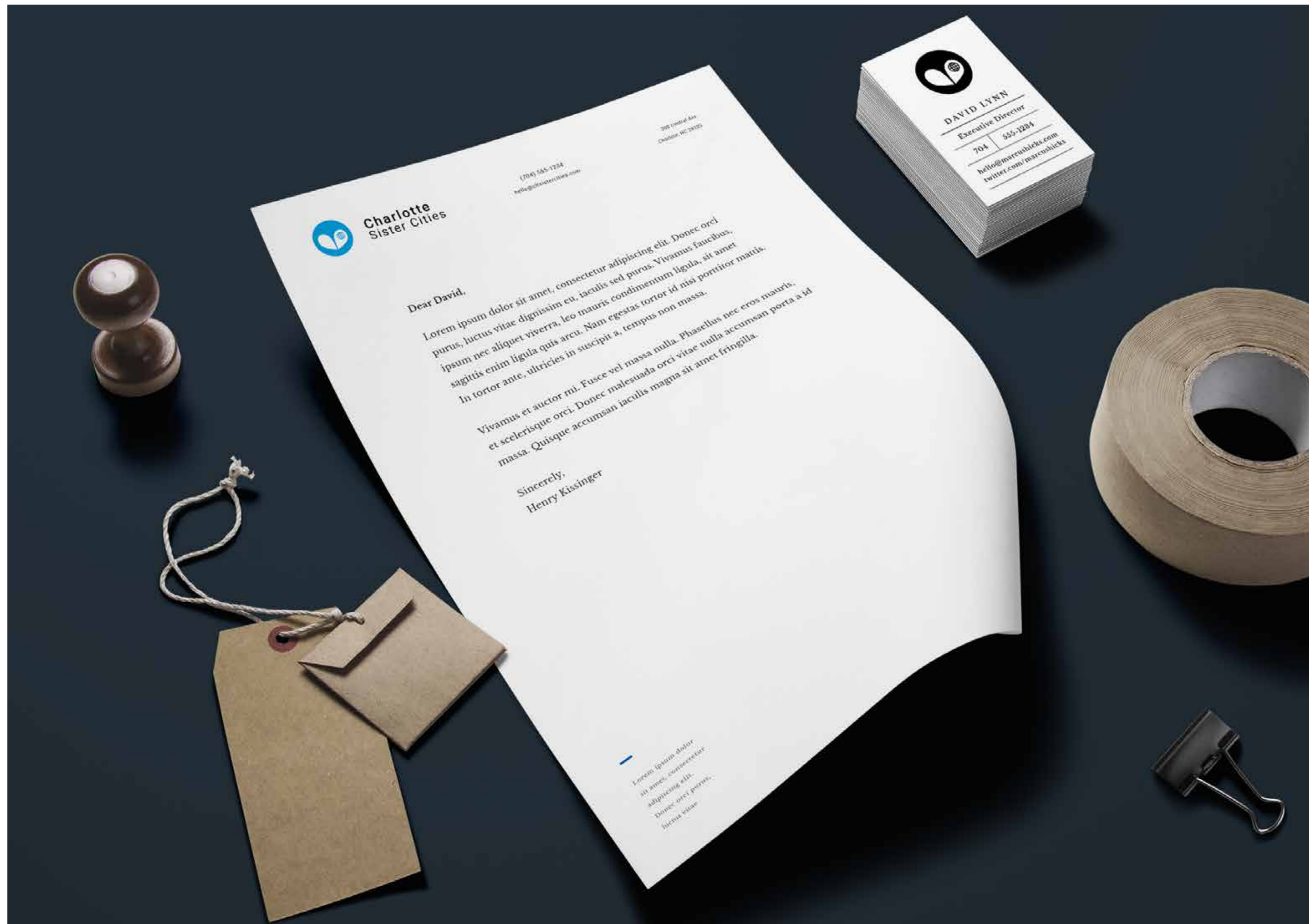


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#FFFFFF

FUN IDEAS



Thank You

If you have any questions, please reach out to Sean Smith at smsmith0289@gmail.com