

Rationale for Logo Design

Provided by Matt Stimpson - Creative Director - Designroom



A Celebration of Life!

- To capture the spirit of design that goes into sporting events of this nature—a celebration of human culture and an uplifting tone that will also speak to the event, its cause and location.
- Inspiration was drawn from Olympic and World Cup Soccer mascots and branding in a bright colourful approach and iconography that captures the essence of this event.
- The brush application for the iconography gives this a personal approach, rather than being something teutonic and "corporate" the overall visual effect is one of culture and also lends itself well to the Asian heritage the Dragonboats draw from.
- The bright colours are celebratory (and, on purpose, very similar to the Olympic ring colours).
- The designer manipulated the Dragon's "beard" into the Canadian Maple Leaf icon, immediately placing this event in Canada, the tail of the leaf then becomes the tongue of the Dragon and takes on a pink ribbon shape in its movement.
- Whilst there isn't an official logo icon for the breast cancer survivors, pink (and the ribbon icon) have become prominent visuals in the local dragon boat event and breast cancer awareness branding. The scales

of the dragon boat dilute into water waves and the tail becomes a stylised version of the Peterborough fountain, retaining the three arms of the rooster tail.

- The crescent of Little Lake in the background completes the Peterborough setting.
- The paddlers show the human content of this event and to give the dragon boat some energy and context, these are stylised to the extent they are merely capturing the movement of the paddlers.
- Moving to the typography, the designer wanted this to work in isolation of the iconography and felt the importance of the elements were in this order: Event>Date>International>Where specifically>What the event is in support of.
- The use of a script font was chosen to create a more personal effect, also echoing the brush pen used throughout Asia, the 'International' and 'Peterborough' font gives the typography a foundation and structure of something established whilst being secondary to the main title.
- Finally, 'Breast Cancer Survivors' is placed alongside the pink ribbon and uses a softer sans serif font to give context to the main purpose and participants of the event.

Matt Stimpson BIO

- Having emigrated from the UK in 2005, Matt Stimpson (B.A.Hons.), president of Designroom, brings to Peterborough proven experience and a strong portfolio of successful work.
- After five years of agency experience, Matt established Designroom in 1999 and proceeded to steadily develop an extensive client-base that included a number of high profile companies, including Porsche Club Great Britain, National Health Service, Oxford Brookes University and Volkswagen.
- Locally Matt has had the pleasure to work with Trent University, PRHC, PRHC Foundation, Fleming College and City Hall, Since the inception of Designroom, Matt has helped to successfully implement design solutions that involve branding, advertising, brochures and websites for over 100 companies.
- To view the Designroom portfolio, please check www.fourwalls.ca.



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