

OPTION 2



UPPER TRIANGLE

This changes based on where the logo is used. This one in particular is showcasing a commercial building and some trees, to give a natural yet restaurant / shopping feel.

BRAND IDENTITY

This Brand Identity is modeled to showcase a relevant and smart design that matches the up and coming "Hidden Treasure" community in Gardner, Kansas. This Modern design with a twinge of Art Deco, which is chic yet stands the test of time.



LOWER TRIANGLE

This is consistent across logos, and shows a 3 strokes winding. This is to give a subtle nod to New Trails History, as 3 different historic Wagon Trails passed through the area.

PATTERNS & TEXTURES



RESIDENTIAL



GENERAL



COMMERCIAL

SIMPLIFIED HORIZONTAL

GARDNER KS
NEW TRAILS
ENTERTAINMENT CENTER

RESIDENTIAL LOGO



FONT SELECTIONS

HANSIEF

GOTHAM BOLD

Gotham Med

COLOR SELECTIONS

