

OPTION 2



BRAND IDENTITY

This Brand Identity is designed to emulate a campy-yet modern feel. The Hexagon shaped frame is inspired by hiking trail markers. The condensed and Bold type were chosen to balance the campy and modern qualities.



UPPER & LOWER TRIANGLE

The 3 trees in the upper triangle and 3 strokes in the lower triangle are symbolic of the 3 Wagon Trails that passed through the area.

PATTERNS & TEXTURES



SIMPLIFIED HORIZONTAL

GARDNER KANSAS
NEW TRAILS
ENTERTAINMENT CENTER

RESIDENTIAL LOGO



FONT SELECTIONS

MORGANITE

GOTHAM BOLD

Gotham Med

COLOR SELECTIONS

