



Germantown Town Center

Branding and Logo Design

Logo Presentation

3 concepts

What We've Done

- After last community workshop, developed logo concepts that incorporated the community's feedback on moodboards
- Presented logo concepts to GGCC and the Ad Hoc Committee
- Incorporated the Ad Hoc Committee's feedback into the selection and design of 3 final logo concepts

What We Heard From the Community

- Colors: Try earth tones, make smart color choices
- Imagery: Incorporate historic or iconic elements of Germantown
- Vibrant, diverse colors + fun shapes feel welcoming
- Use unique and visually appealing elements
- Always emphasize diversity & inclusivity with people as a central element

What We Heard From the Ad Hoc Committee

- Brand the Town Center for today and the future
- Emphasize a foundation of art, culture and creativity
- Prefer vibrant colors that interact with each other
- Prefer bright colors and bold icons that are tasteful

Next Steps

- **Tonight**
 - **Present 3 logo concepts**
 - **Discuss the concepts at your tables and write down feedback**
- **We'll collect feedback sheets and continue to workshop a final logo concept that incorporates this feedback**

A Few Notes

Icon = the graphic

Typography = the written words (content + font)

Logo = Icon + Typography

Color Treatment = Palette of colors used across concept

These elements in all 3 logo concepts can stay as-is or can be borrowed from another concept.

LOGO CONCEPT #1



GERMANTOWN TOWN CENTER

MAIN LOGO



GTN
TWN
CTR

ICON



GTC

GERMANTOWN
TOWN
CENTER



SECONDARY LOGO



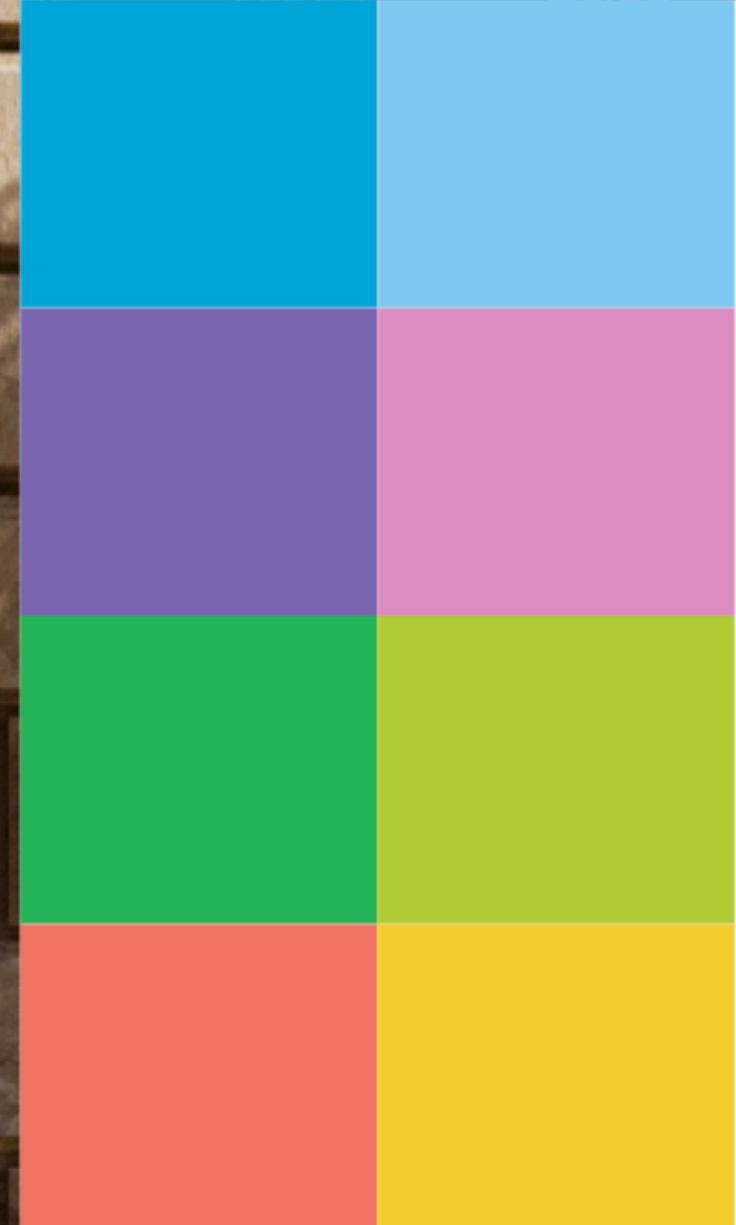
GERMANTOWN
TOWN CENTER

GTN
TWN
CTR

GTN
TWN
CTR

GTN
TWN
CTR

welcome to the
GERMANTOWN
TOWN
CENTER



LOGO CONCEPT #2



**GERMANTOWN
TOWN CENTER**

MAIN LOGO



**GERMANTOWN
TOWN CENTER**



ICON

**GTN
TWN
CTR**



SECONDARY LOGO



GERMANTOWN
TOWN CENTER

GTC



GERMANTOWN
TOWN CENTER



LOGO CONCEPT #3



**GERMANTOWN
TOWN CENTER**

MAIN LOGO



**GERMANTOWN
TOWN CENTER**



ICON



SECONDARY LOGO



GERMANTOWN
TOWN CENTER



GERMANTOWN
TOWN CENTER

WELCOME TO GERMANTOWN
TOWN CENTER



1



MAIN LOGO



ICON



GERMANTOWN
TOWN
CENTER



SECONDARY LOGO

2



MAIN LOGO



ICON



GERMANTOWN
TOWN CENTER



SECONDARY LOGO

3



MAIN LOGO



ICON



GERMANTOWN
TOWN CENTER



SECONDARY LOGO

A Few Notes on Color Psychology

Red evokes strong emotions like passion, power, and danger; it stimulates the body and draws attention more than any other color.

Green, the color of nature, symbolizes growth, harmony, and tranquility; it calms the mind, slows metabolism, and evokes a deep sense of connection and renewal.

Blue evokes calm, reflection, and sincerity; it slows heart rate, fosters peace and compassion, and symbolizes authenticity, idealism, and emotional depth.

Brown conveys stability, reliability, and maturity; it evokes feelings of security, seriousness, and grounded wisdom.

Orange blends the energy of red and cheer of yellow, symbolizing enthusiasm, creativity, and sociability; it promotes positivity, self-expression, and stimulation.

Yellow, the brightest color, symbolizes joy, intellect, and energy; it stimulates mental activity, boosts alertness, and sparks creativity and fresh perspectives.

Pink, a soft blend of red and white, symbolizes love, kindness, and innocence; it evokes calm, tenderness, and youthful optimism.

Purple blends the energy of red and stability of blue, symbolizing royalty, luxury, wisdom, and creativity, with a touch of mystery and ambition.

White symbolizes purity, clarity, and new beginnings; it evokes cleanliness, peace, and openness, often associated with perfection and trust.

Black represents power, elegance, and mystery, but also grief and the unknown; it's a versatile color evoking both sophistication and fear.

Color	Western Culture	Eastern Culture (e.g., China, Japan)	Middle Eastern Culture	African Culture	Latin American Culture
Red	Love, passion, danger, anger	Good fortune, happiness, celebration	Power, danger	Mourning (in South Africa)	Love, passion, danger
White	Purity, innocence, weddings	Mourning, death	Purity, peace	Mourning (in South Africa)	Death, mourning (in some countries)
Black	Sophistication, formality, mourning	Mystery, death, formality	Power, sophistication	Mourning, grief	Mourning, negativity
Yellow	Happiness, optimism, caution	Imperial color, good luck	Wealth, power	Energy, caution	Death, mourning (in some regions)
Green	Nature, growth, envy, safety	Fertility, prosperity	Health, fertility	Healing, nature	Growth, hope, renewal
Blue	Trust, calm, sadness, loyalty	Immortality, eternity	Peace, tranquility	Calm, stability	Trust, peace, loyalty
Purple	Luxury, royalty, mystery	Royalty, spirituality	Wealth, spirituality	Royalty, mystery	Royalty, spirituality
Pink	Love, romance, femininity	Softness, femininity	Love, softness	Femininity, nurturing	Innocence, youth