

1. Logo template

Graphic - will change every year



CCGA

8TH ANNUAL CONFERENCE

CCGA logotype (color can change)

Conference year

Connections through Gardening:
Plants, People & the Environment

Theme - displayed separately & in text of piece (email, flyer...)



CCGA

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Connections through Gardening:
Plants, People & the Environment

Palette



Concept

This idea could serve as a template for future conference logos. The CCGA logotype is a solid version of the lettering as the regular CCGA logo (with the veggies and flowers inside the letters). The graphic and theme will change every year along with the color palette.

The icon symbolizes the connection of people, plants and the environment. All elements work together to show the integrated and holistic nature of gardening. The round shape evokes the earth.

2. Hand-drawn artwork



CONNECTIONS THROUGH GARDENING
PLANTS, PEOPLE & THE ENVIRONMENT



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Palette



Concept

This idea has a hand-drawn feel. The round shape in the hands evokes the earth. The tree shape gives this idea a feeling about how gardening impacts the environment in a broad sense.

3. Smooth artwork



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Concept

This idea has a smooth and friendly feeling. The round lines evoke the earth. The plant emerging from the hands gives this idea the feeling that gardening can help people and plants thrive and have a positive impact on the environment.

4. Vertical logo



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Palette



Concept

This idea has a vertical orientation.