



edmonton's
nextgen

Edmonton is a vibrant, welcoming city shaped by the lives and leadership of the Next Generation.

Edmonton

- the “E” and “edmonton’s” are in blue to tie into Edmonton’s brand
- icon is an “E” (blue lines form a capital E)

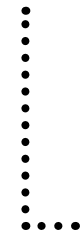


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Logo Rationale



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Building/growth

- E is 3-dimensional to show depth and that the group isn't "flat"
- has feeling of being built or unfinished (E isn't completed yet) - striving to always be better

Logo Rationale



Community/hub

- shapes represent people/groups all coming together to form a better whole (a better Edmonton)
- represents that nextgen is a hub for connecting people and ideas together



Next/future

- lines create 3 arrows all pointing up and to the right (positive direction) also shows enhanced community performance
- lines are all pointing in same direction to show unity (on the same path... for a better Edmonton)

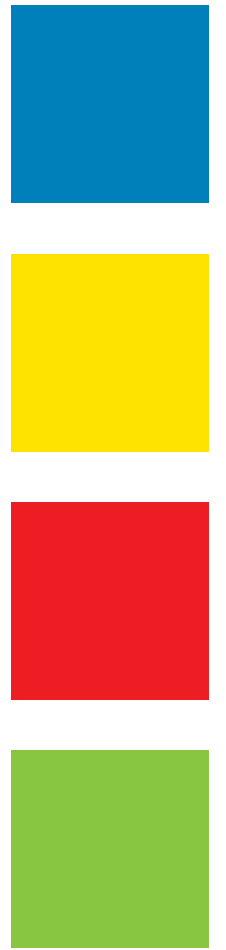
Logo Rationale

Youth/fresh/diversity

- vibrant primary colours used to represent youth and future and that Edmonton is a vibrant city
- different colours used off of blue to show new ideas, new way of thinking
- different colours are also used to show diversity in the group and the outcome



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... **Readability**

- brought “next” and “gen” together to read more as a single word
- bolded “next” to visually divide the words and to emphasize next

Logo Rationale



Unique

T's have been modified to show uniqueness, sense of 3 dimension and to have same "unfinished" look as the icon

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Font

- strong, uncomplicated, clean
- made unique enough to stand on it's own and be recognizable

Logo Rationale



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