



SEEDF

Introduction

Timeline

March - September 2024

Brief

Design a logo for the Strategic Economic Development Foundation, a nonprofit branch of SEDCOR that focuses on supporting underserved communities' businesses and their growth. It will assist SEDCOR by acquiring funds for projects.

The SEDF logo should be distinct from SEDCOR's, but still fit the identity of a corporate start-up that aids community businesses.

Services

- Branding
 - Logo
 - Color

Key Concepts

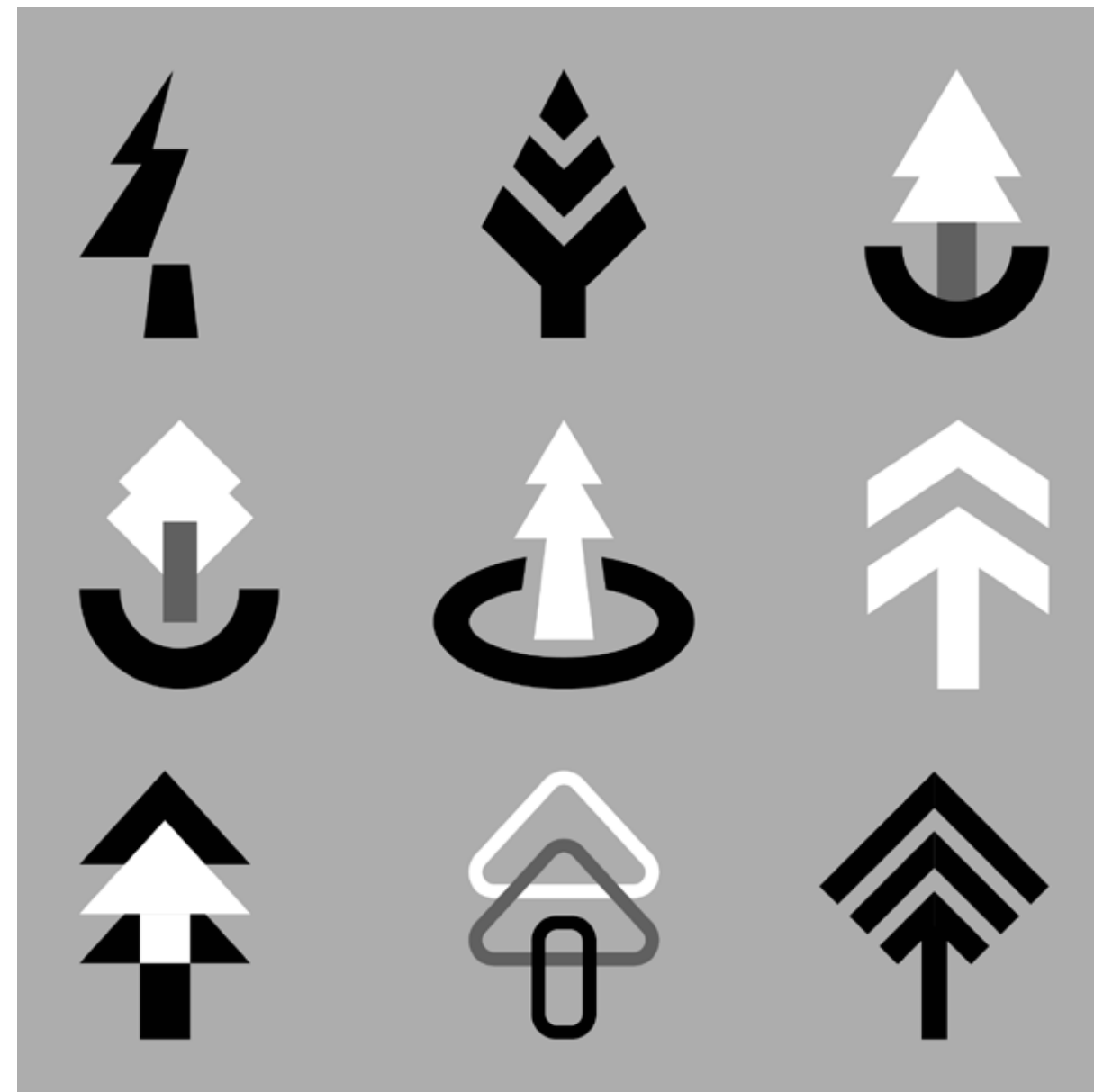
- Growth
- Boosting
- Development
- Trees
- Sustainability
- Innovation
- Prosperity
- Community
- Fundraising
- Nonprofit

Process - Brainstorm

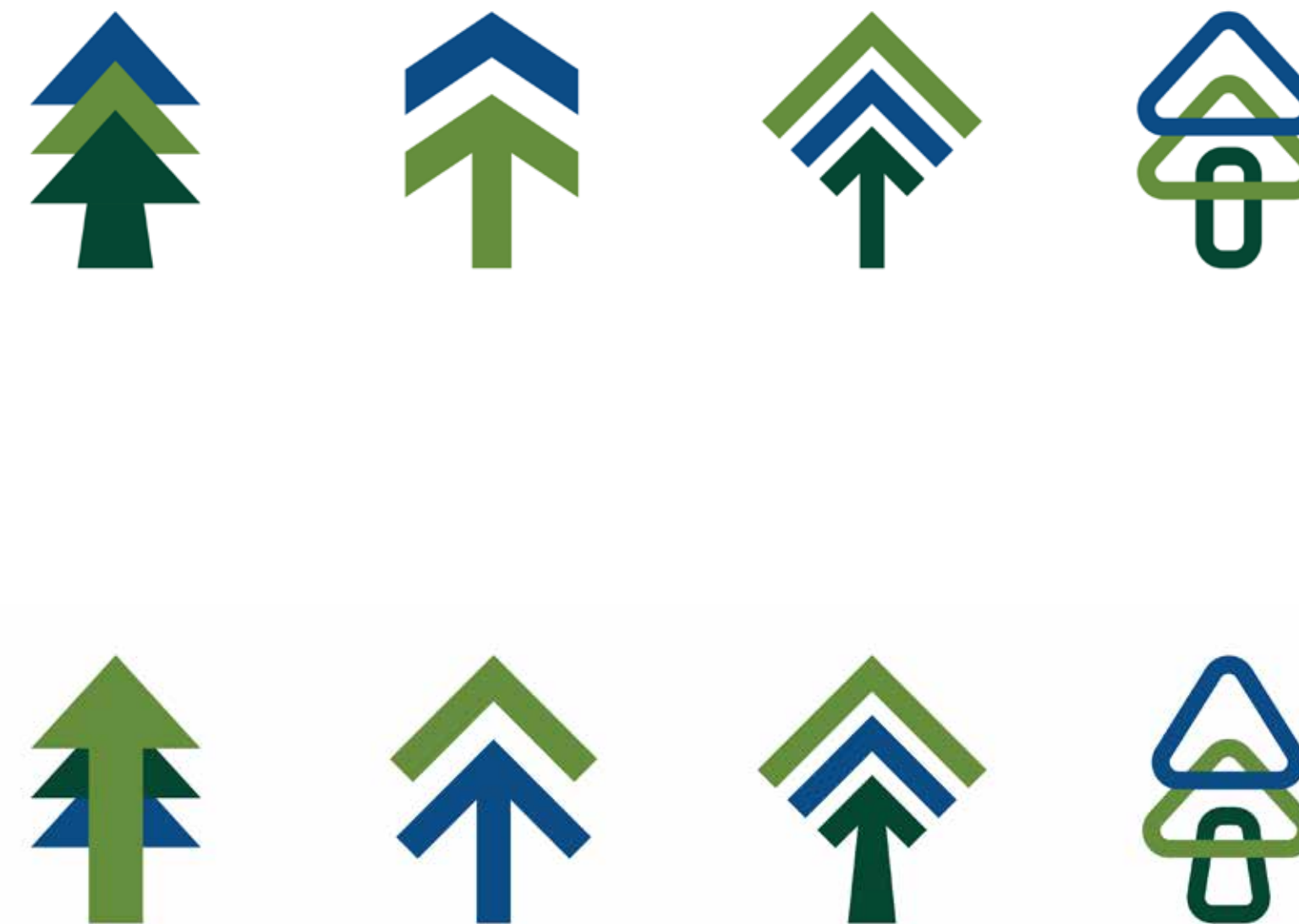
Because SEDF is a branch of SEDCOR, I experimented more with a geometric look, using straight lines and sharp angles. These elements signify stability, fitting for a foundation that bolsters businesses.

Additionally, the repetition of shapes encapsulate the ideas of growth, development, and community. The tree imagery relays strength and legacy while also referencing the Pacific Northwest.

Initial Drafts



Form / Color Explorations



Process - Colors

I reused the SEDCOR color palette, adding an additional darker green for the base of the “tree”. These colors not only tie SEDF back to SEDCOR, they connote renewal and reliability. As you look up, there is a sense of lightness and movement as the colors change with the upward arrows.

HEX #658E3D
RGB 101 142 61

HEX #054733
RGB 5 71 51

HEX #0C4C86
RGB 12 76 134

Process - Typography

SEDCOR's font, **Brandon Grotesque**, should also be used for SEDF materials.

Brandon Grotesque

Bold **A B C D E F G H I J K L M N O P Q R S T U V X Y Z**
a b c d e f g h i j k l m n o p q r s t u v x y z

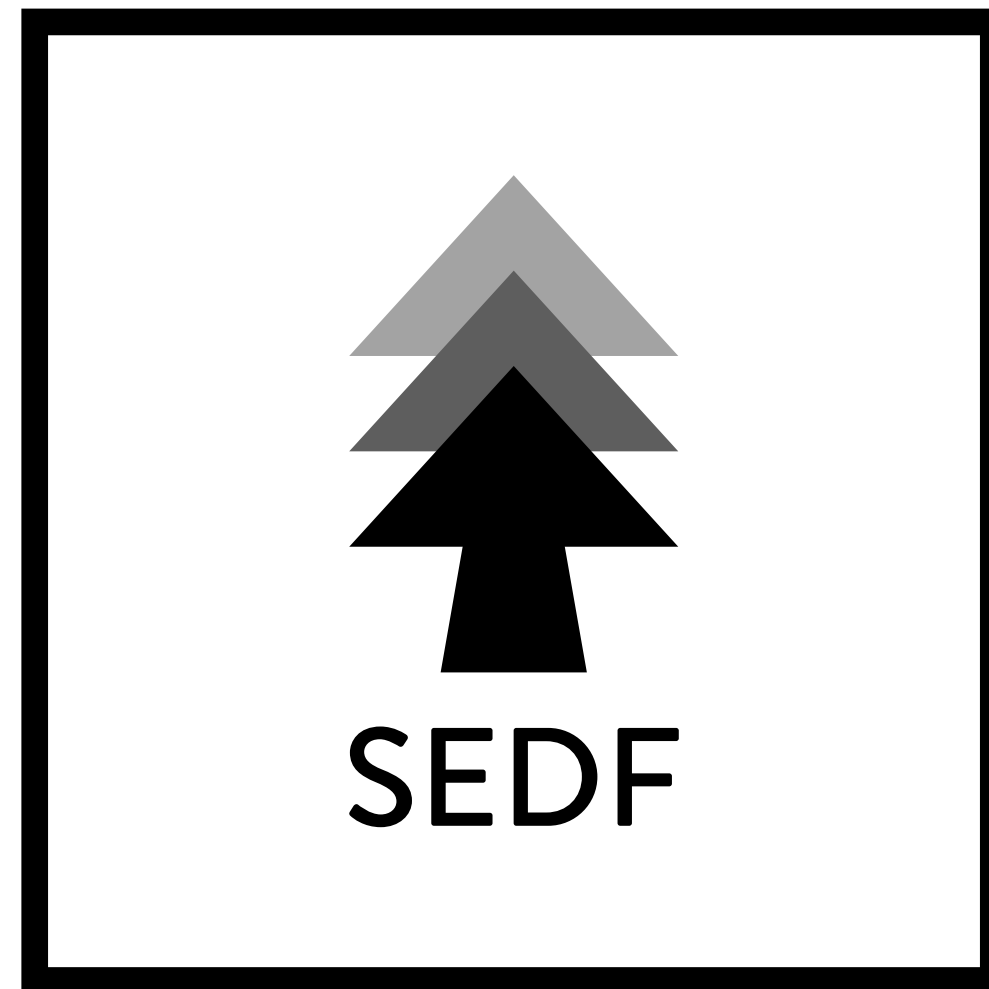
Regular A B C D E F G H I J K L M N O P Q R S T U V X Y Z
a b c d e f g h i j k l m n o p q r s t u v x y z

Process - Challenges

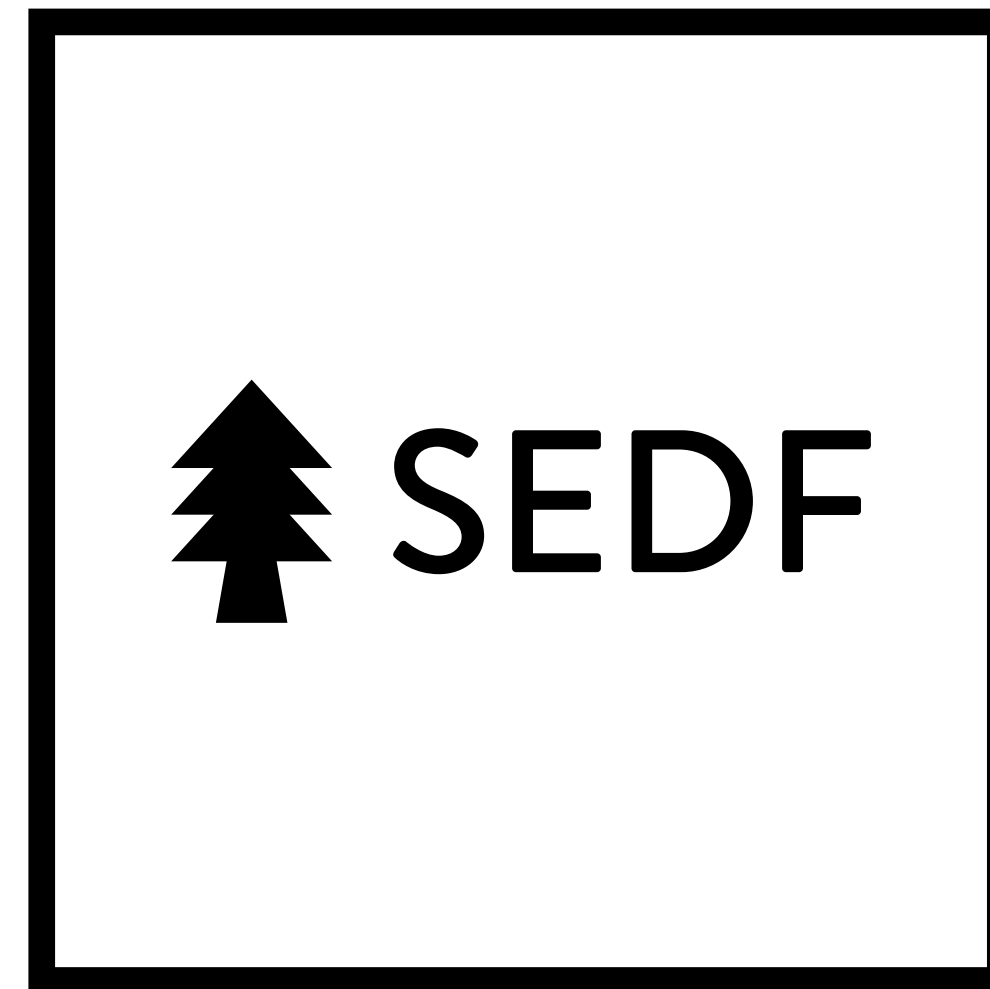
A big challenge during the course of this project was turning the broad and abstract concepts that make up SEDF into a simple mark. Words like development, sustaining, and community were difficult to express and merge as they all had their own unique visual concepts. But given the request to incorporate tree imagery as SEDCOR and SEDF reside in the Pacific Northwest, an idea presented itself. Those key words, along with many others provided by SEDF, can all be represented by repetition. Repeated elements can symbolize growth, innovation, and prosperity as they build off one another. The silhouette of a pine tree exemplifies this principle. When broken down into simple upward triangles, it represents progress.

Another challenging aspect was choosing the color palette for this new logo. I ultimately decided to reuse the colors of SEDCOR as the two organizations are related to and work with each other. The logo's lined up shapes have enough room for just the two SEDCOR colors to be used without overlapping, but it looks less dynamic this way. Because SEDCOR's colors are natural and darker, it wouldn't make sense to introduce a brighter one. Instead, I changed the base of the logo to a darker shade of the green. This adds movement while still making the blue stand out and appearing SEDCOR-adjacent.

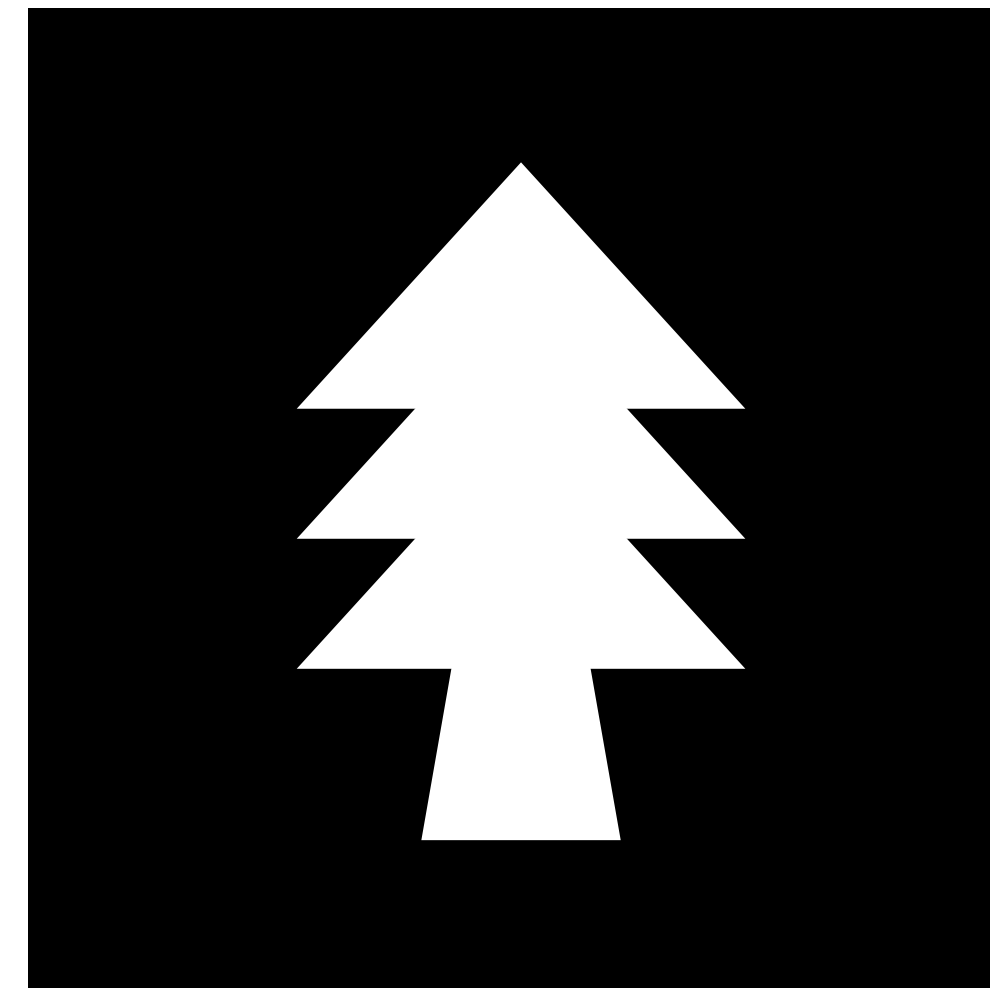
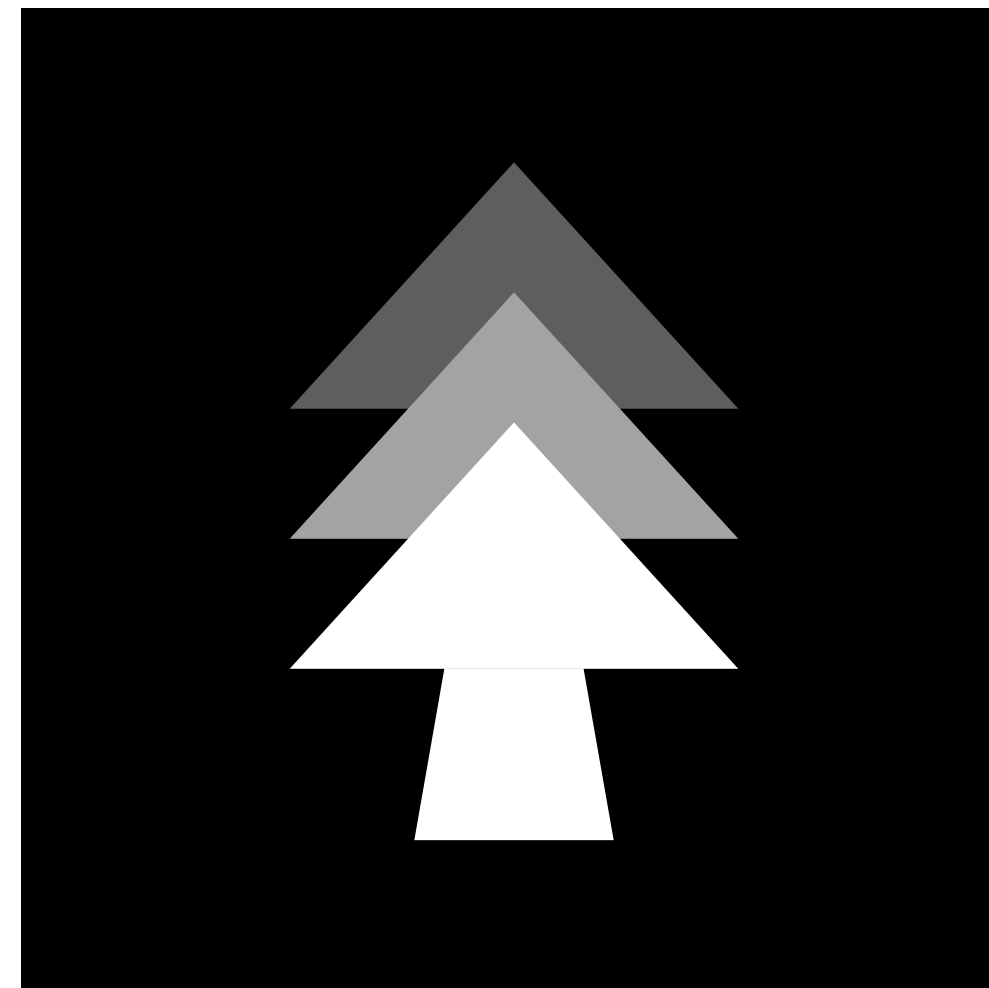
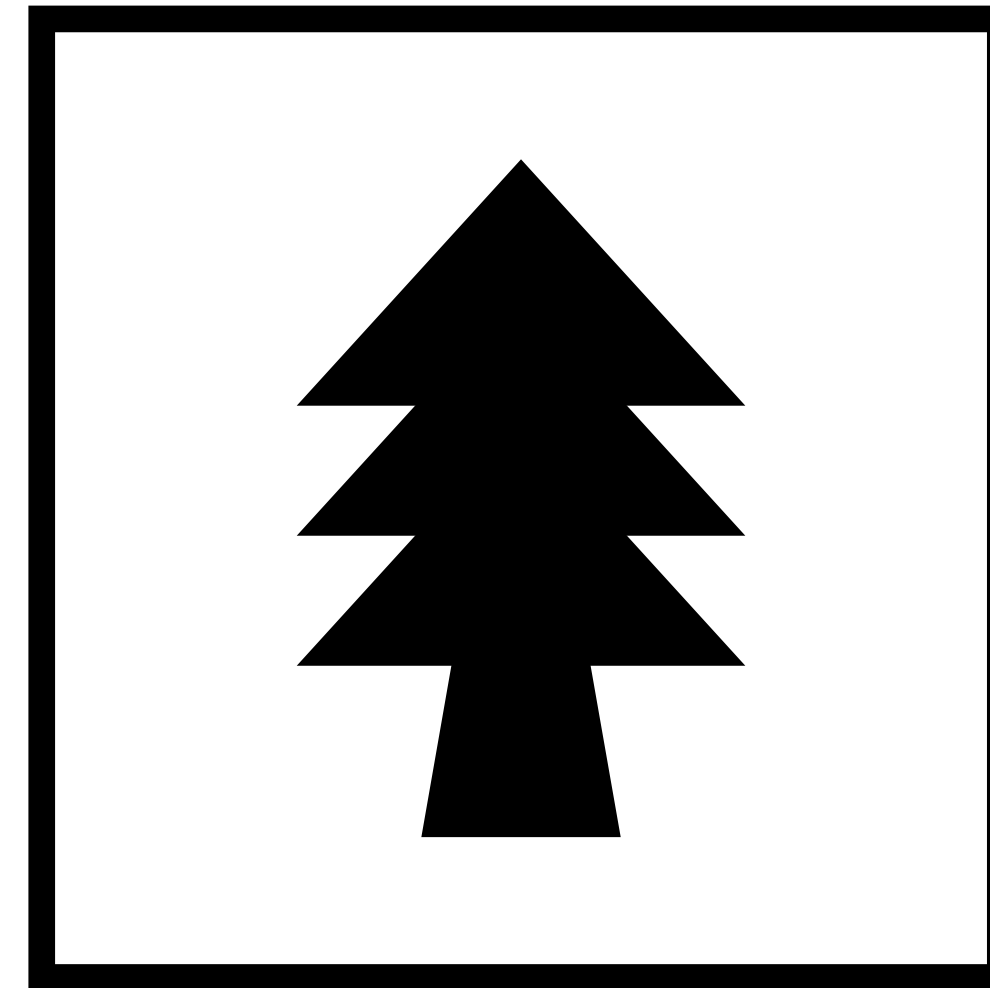
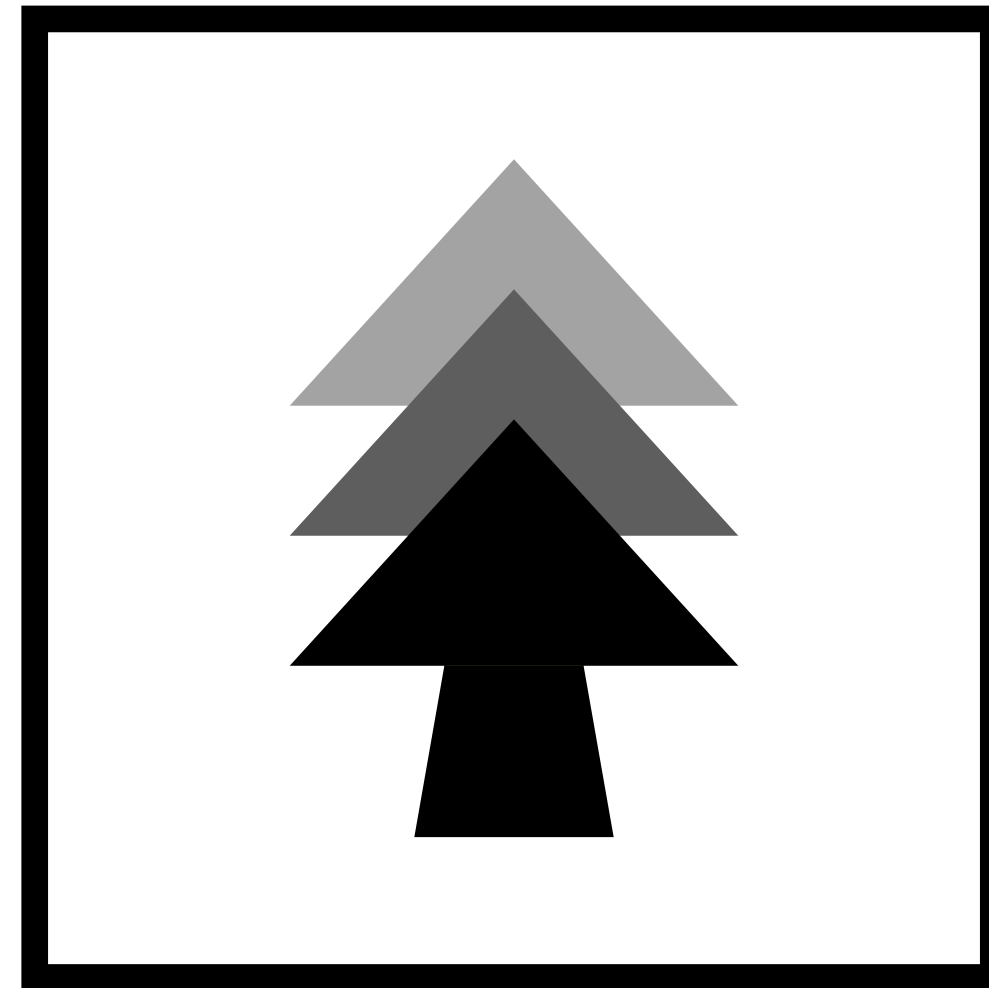
Logo Variations - Primary (Vertical Combination Mark)



Logo Variations - Secondary (Horizontal Combination Mark)



Logo Variations - Icon (Pictorial Mark)



Use Case - Banner



Use Case - Digital Slide



The image shows a digital slide displayed on a screen. The slide has a white background with a black border. In the top-left corner, there is a green triangular graphic. In the bottom-right corner, there is a blue triangular graphic. The slide content is centered and includes a title, an agenda, sponsors, and contact information.

42nd Annual Community Event

Agenda

- 8:30 - 9:00 AM: Opening Remarks
- 9:00 - 11:30 AM: Industry Insights
- 11:30 AM - 12:30 PM: Lunch
- 12:30 - 2:00 PM: Current Innovations
- 2:00 - 3:30 PM: Guest Speaker
- 3:30 - 5:00 PM: Looking To The Future
- 5:00 - 5:30 PM: Closing Ceremony

Sponsors

-  SEDF
-  SEDCOR
- 

If you have any questions or concerns, please email [firstlast@sedcor.com](mailto:firstname.lastname@sedcor.com).

Use Case - Buttons





www.katkiddocreative.com



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