



WATERKEEPER
Gala
Presented by RBC

STUDENT NAME:

Mike Wing

SCHOOL NAME:

St. Lawrence College

ENTRY CATEGORY:

Branding

PROJECT RATIONALE:

When meeting with the client there were many ideas that she wanted incorporated into the design for the branding of this event. She wanted the look and feel to incorporate the message of "a night on the water". She also wanted it to include the interaction between humans and water while maintaining integrity at a 50px X 50px size. At the gala they have a looped animation that would be derived from the logo which meant the logo would have to lend itself to motion graphics.

The theme "a night on the water" is illustrated in the image of the moon shining on quiet water. In the silhouette I used the sailboat to show the interaction between humans and water and the fish in the reflection to illustrate that everything we do is reflected in our surroundings.

The typeface used for the word Waterkeeper was supplied by the client and was not allowed to be varied. The Typeface for gala has a decorative, elegant feel with a flow that ties well with the logo. It also gives the classy feel that a high-end art auction should have.

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