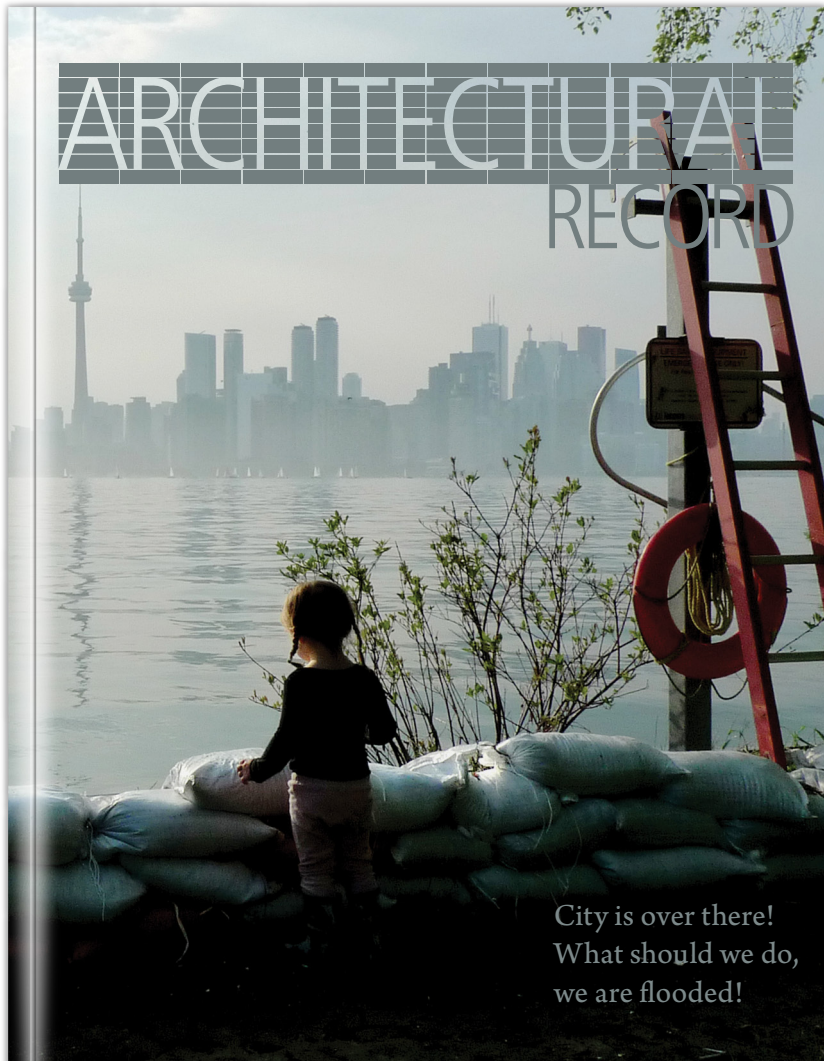


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This is my **PROPOSAL** for the Architectural Record New Logo. Logo is composed of rectangles symbolically representing brick wall, traditionally main architectural symbol. As you will see on few examples on the next 3 pages it is extremely flexible and just by using different colours it can be used on great number of backgrounds including photographs with light and dark areas even when they are not evenly distributed. Individual rectangles can be colorized in different variation of the same colour, lighter and darker, and that can, in some situations, increase readability or just add design punch. Even when used in small sizes, for inside pages or on the websites, logo is easily visible, readable and recognizable. Superimposed font used is Frutiger LT Std - 47 Light Condensed and it is significant contribution to the contemporary look of the logo. It is easily combined with variety of other serif and sanserif fonts.



City is over there!
What should we do,
we are flooded!



Agha Khan Museum, Toronto designed
by Pritzker Prize winner Fumihiko Maki.
It shares space with public gardens
created by Vladimir Djurovic.





Additional info

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Contact me for further
work on adjustments,
changes or variations.

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