



The brick red was inspired by the brick oven photos taken in the area. The arched shape is both an echo of those brick ovens and an abstract representation of the concept of bridging (note how the arch shape “bridges” the space between SOUTH and BRIDGE). Together, the red and the arch shape help to provide a sense of place. The orange lightens the mood of the whole and will give the future project materials an upbeat tone, offsetting the controversial nature of the project. The addition of red’s complement of green in the second version does the same, but broadens the color palette and ties in the environmental aspect.



The cooler color palette used in this logo evokes the Roaring Fork River. Again the abstract arch shape is used as a bridge over a river, without emphasizing the actual design of a bridge itself. The font used echoes the rounded shapes of the symbol. The text included is a lot to have in a logo, so an option is presented to show how the logo opens up without the additional “City of Glenwood Springs” text. On most project materials, including the public meeting graphics and the cover of the actual report, the City of Glenwood Springs logo will be used in conjunction with the project logo and may not necessarily need to be repeated within the project logo.



The final option steers clear of the bridge and representation of any possible alternatives and instead depicts a stylized rainbow trout. The fish is recognizable as indigenous to the Roaring Fork River area and makes no statement about the actual project. The logo is open and airy, again to offset the controversial nature of the project. This one does not include the “City of Glenwood Springs” as part of the project name since it doesn’t work with the stylized ascenders of the script font, but as mentioned for the second version of the previous logo, the City logo will be included with most project materials.