



03 FORTAG LOGO AND SIGNAGE CONCEPTS



LOGO AND COLOR PALETTES

The logo presented here emerged from client and stakeholder engagement, and are inspired by the site's natural context. For additional information about the branding design process, see Appendix B.

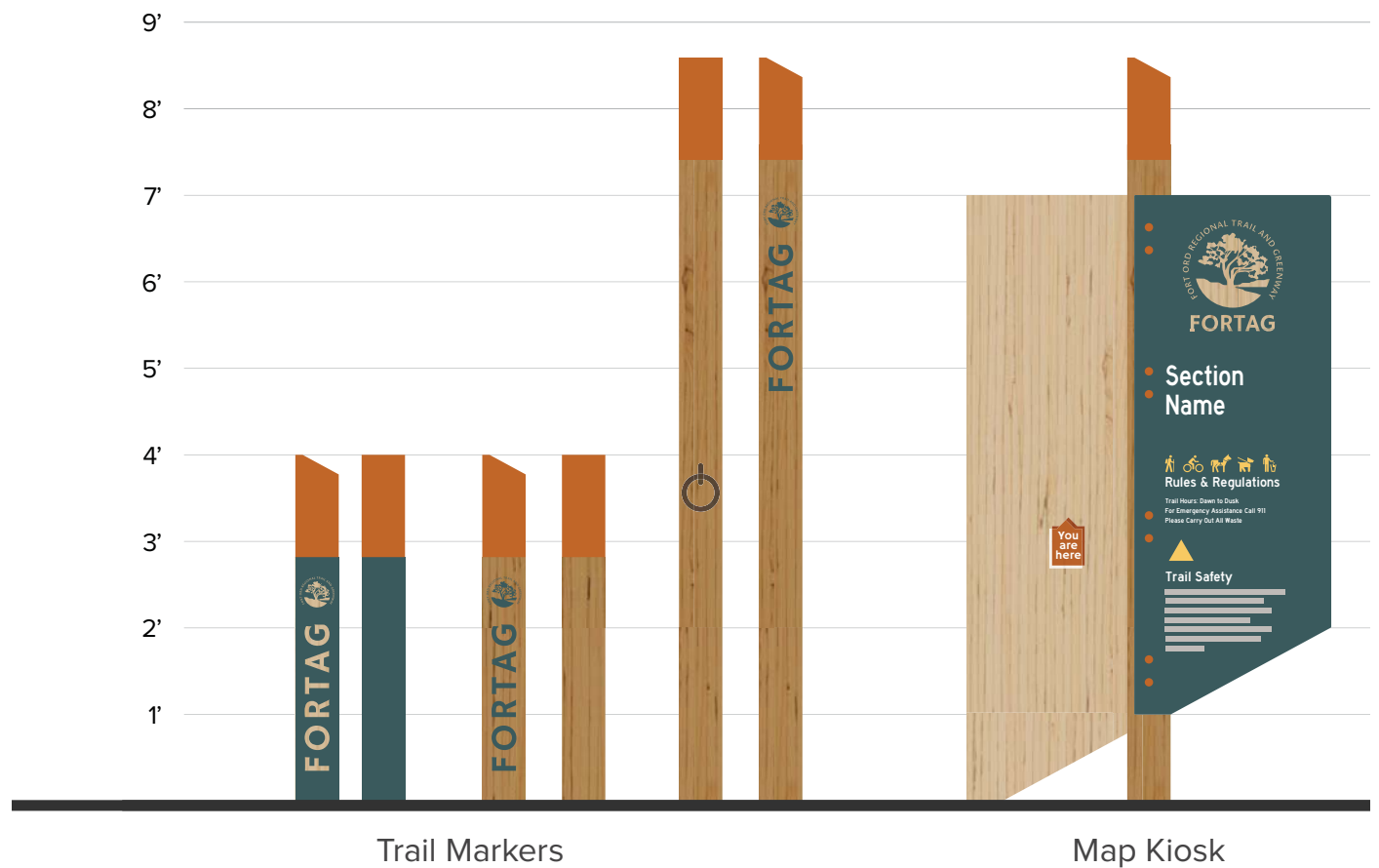


Natural Elements

Featuring the iconic Live Oak tree arcing protectively over the suggestion of a trail, in a style inspired by the silhouette illustration featured in the historic / original FORTAG logo.

SIGNAGE FAMILY

For additional detail about wayfinding signage types and applications, see Appendix B.



Natural Elements

Simple, bold, repeating forms in natural materials and colors define this wayfinding concept, inspired by the hand-drawn quality of the Natural Elements logo and color palette.



Informational Kiosk



Trailhead Marker



On-street Turn, Confirmation