



## REVITALIZED BRAND

The revitalized West Lodge logo is a representation of the community as a whole. It marks our place in society and in the minds of people who view it.

The buildings are represented by the parentheses. It is a graphic and grammatical tool which implies a new story and communication while offering the familiar shape of the buildings. The birds in the neighbourhood are also represented. The shape of 2 linear birds coming together to form the “W” acronym fly towards us between the buildings. The “E” in the word “WEST” doubles as a Westerly arrow which completes the concept and uses most all key elements of the 2 winning brand submissions in harmony. Orange is friendly, communal, family, creativity; Blue is trust, bond, stability, tranquility