

GLOWS Rebrand 2017

Logos & Colour

These bright colours were chosen for the logo designs to portray a fresh, engaging mood that would stand out for today's youth. Greens and blues are cooling values that represent knowledge, intelligence, growth, success and youth. The warmer colours of red, orange, yellow and pink represent joy, passion, creativity, energy and activity. All of these colours can be used in various designs; brochures, posters, web, stickers, etc.

The first logo was created based off the previous GLOWS branding. This first design keeps the beaker, replacing the 'o' in the word 'glows'. The design is modern and updated, fun and speaks to Science.



Red: passion, love, energy, enthusiasm, heat, power

Yellow: intellect, wisdom, optimism, radiance, joy

Blue: knowledge, coolness, peace, justice, intelligence

Green: money, growth, healing, success, nature, youth

Purple: luxury, wisdom, imagination, inspiration, nobility

Orange: creativity, invigoration, energy, vibrancy, social, activity



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The second logo was created with the idea that GLOWS now incorporates STEAM: Science, Technology, Engineering, Art and Math. STEAM is an educational approach to learning that uses Science, Technology, Engineering, the Arts and Mathematics as access points for guiding student inquiry, dialogue, and critical thinking. Students learn to organize with mathematics, while they research as scientists and historians by using technology so that they can understand and communicate about what is needed and possible in engineering.

The design for this logo was created with the idea in mind, that all of these areas are included in the building blocks of learning. Each colour in the blocks would represent the areas of STEAM, allowing GLOWS to be more connected to a wider audience, rather than strictly Science based.



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The third logo was created with the idea that the lightbulb represents the imagination, thoughts or interest that would relate with the various areas of STEAM. This would change colour depending on the area of learning. For example the lightbulb could be green for Science, or orange for Engineering.

This logo gives light to the journey that today's youth will take in Science, Technology, Engineering, Art and Math. It is more simple and uses an illuminating icon that ties in with the word 'glows'.



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Poster Idea

This is a general idea of what some of the design collateral might look like. Keeping with the bright colours, simple graphics like the beaker or other elements that relate to the program or event would be used.

The bottom would be reserved for all partner logos.



Girls Explore Science

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June 24, 2017

Time
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Place
Mary Hall Gym

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Partner Logos



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