

Kathy Switky

Design sample: **Logo for grassroots nonprofit**

Filename: FOBP.Logo.pdf

Client: Nonprofit organization

Design goals: To create the first logo ever for a startup grassroots nonprofit supporting a city park. Design needed to reflect the iconic hilltop of the park, as well as the park's location along San Francisco Bay, in a clean logo that would reproduce well in CMYK and on the web.

Finished piece: Final logo utilized colors reminiscent of the Bay and its vegetation, as well as representation of one of the park's famous bird inhabitants. Logo implemented on mailings and website.

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Park**

