

VERMONT DEPARTMENT OF TOURISM AND MARKETING

VERMONT 250TH ANNIVERSARY LOGO

03.07.2024

VERMONT 250TH ANNIVERSARY

WHERE WE ARE

Discovery Session - Complete
Research Conducted / Results Shared
The Marketing Committee approved the
Discovery Session Report + Survey Results

TODAY 3/7

Place will present up to 3 logo concepts in context.

DUE 3/14

The Marketing Committee will provide feedback for one selected logo.

LOGO + IDENTITY INSIGHTS

After completing qualitative listening sessions and a quantitative survey, we developed lists of what to embrace and what to avoid.

WHAT TO EMBRACE

WHAT TO AVOID

SHAPES



ABSTRACTIONS



SYMBOLS



SHAPE OF VERMONT



VERMONT 250TH ANNIVERSARY

NOTE: THIS IS THE OFFICIAL NAME

250[™]

NO CHURCH STEEPLES



NO IDENTIFIABLE MOUNTAINS



NO FARMS OR BARNS



NO SPECIFIC PEOPLE



NO RED, WHITE, AND BLUE





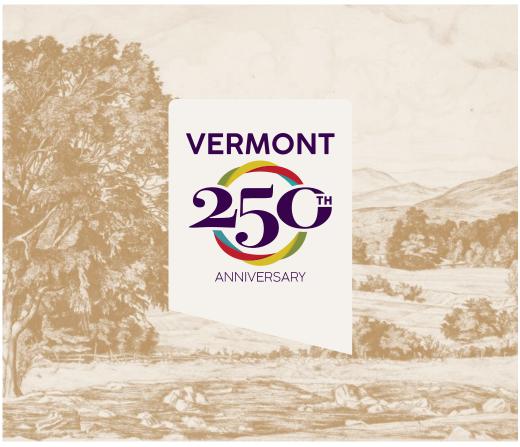








































































































CONCEPT 2 CONCEPT 3







THANK YOU