

GRAPHIC ARTIST BRIEF

To create a timeless logo for Lorne Sculpture Biennale.

Develop a preliminary conceptual presentation, mood and brand identity.

- Original
- a sculptural element
- contemporary lines
- experimental
- polished
- simply typography
- graphic
- sophisticated
- 3D

Colour Haze

- playful
- dynamic
- youthful
- convey a sense of place
- able to accommodate diverse applications

Themes

- Nature's textures
- Lorne icon's
- Littoral edge
- Sculpture
- Water flow
- organic

Words associated with the branding theme extend; are engaging, sense of place, ocean meets land, inspired, innovative, meeting place, nature, contemporary, intersection, relevant, expressive, integrity

Potential sites for the Lorne Sculpture Biennale

