



logo



color palette

Gotham Bold
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**st**uvwxyz
1234567890!**@?&**

Gotham Book
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqr**st**uvwxyz
1234567890!**@?&**

typography

Objective:

Identify and promote a possible use for the Moran Plant.

Solution:

Revamp the plant into a human powered gym that will harness the energy people create while working out. The energy collected will then be used to power the building, and any remaining energy will be pumped back into the grid, for the rest of Burlington to use.

Why:

Although harnessing power from gym equipment will not solve the world's energy problems, it will help diversify our energy portfolio. Obtaining energy from a wide variety of sources allows us to fall away from the traditional energy sources that we are so dependent upon. In addition, Energize can be a place that will:

- ▶ Build a connection between energy and people that would be unable to exist without teaching us about what it takes to create it. It will generate a personal awareness.
- ▶ Allow us to use energy that otherwise gets wasted every single day.
- ▶ Provide an opportunity for people to be able to do some good. They are not wasting their energy, and they are decreasing their own personal carbon footprint.

Marketing:

Information on the energy a human can create will be revealed to the public through a website, postcards, and poster infographic.

Logo:

For the Energize logo, two main concepts needed to be conveyed; humans and a sense of moment and energy. This logo encompasses both these aspects while still being a simple and inviting mark.

Color Palette:

Energize wants to stay away from the typical "green energy" color palette of green and yellow. Instead, we want to create a focus exclusively on the human aspect of the gym, by using inviting colors that help empower people in their exercising efforts. The use of a light blue and orange work together to create a cool opposition to the warm act of exercising. The whole color palette is extremely friendly and accessible which matched the aesthetic the gym wants to present to Burlington.

Sources

- <http://egreenrevolution.com/faqs.aspx?setting=2>
- <http://www.guardian.co.uk/news/datablog/2011/jan/31/world-carbon-dioxide-emissions-country-data-co2>
- <http://www.cnn.com/2010/HEALTH/04/22/green.gym.conservaion/index.html>
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