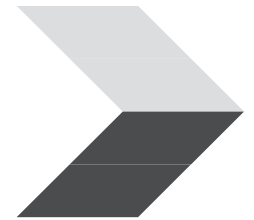
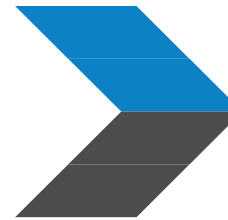


VERSION A

This design utilizes a graphic that behaves as both as an arrow and a box.

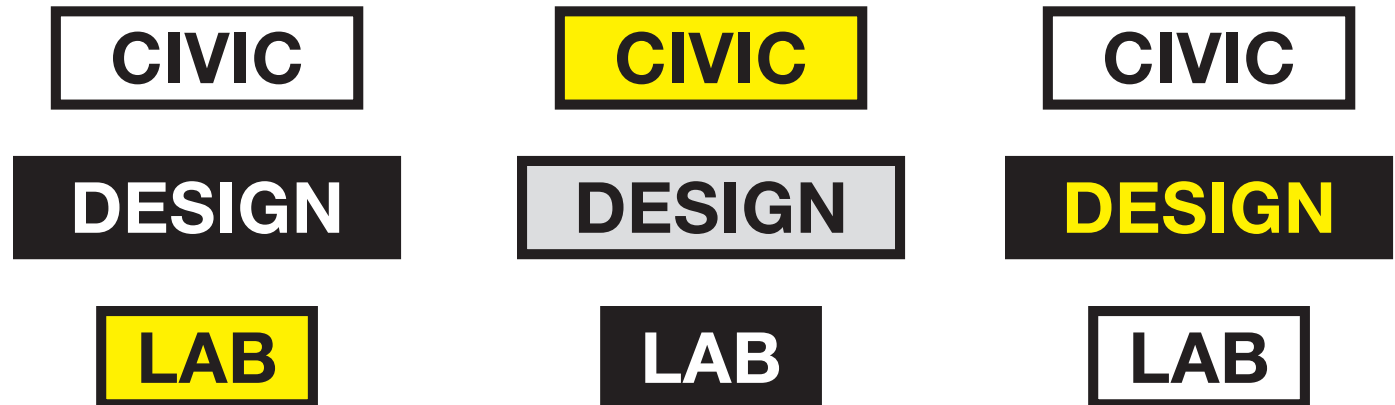
Both symbols are appropriate to the project: the arrow shows direction and progress, while the box alludes to a package or set of beliefs.



VERSION B

This design is about language and symbols. Using a limited palette each word is housed in a positive or negative field, or in color.

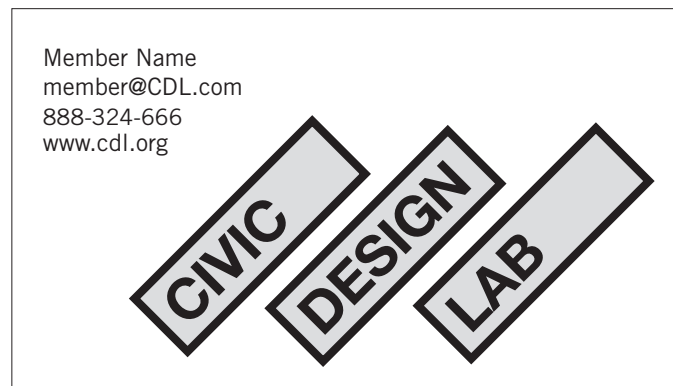
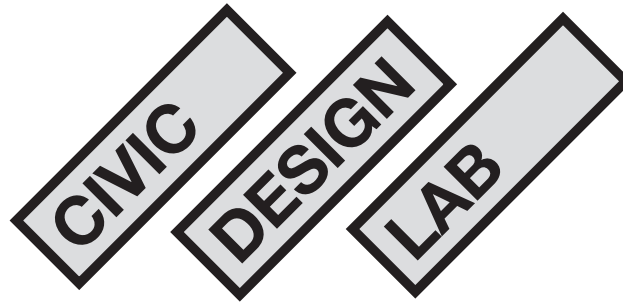
This arrangement says that language is more than just words; language relies on organization and symbols as well. The resulting message stresses organization and allegiance to meanings, a critical aspect to problem solving.



VERSION C

More words in boxes, this time more playful. The angled sample on top, gives a feeling of ideas launching upward, aimed for new heights.

The one below shows a “workshop” feel: the cobbling together of ideas while searching for solutions.



VERSION D

More arrows, stressing moving forward quickly, on many fronts. Shows that the Lab will be using multiple and focused tools to obtain results.

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LAB ▶

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VERSION E

Here we have many versions of the same idea done in a classic Swiss approach.

Here, the words appear very playful yet, due to their basic use of type and color, they also communicate a strong, readable message.

civic
design
lab

civic
design
lab

civic
design
lab

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civic
design
lab

VERSION F

More Swiss typography!
Here we make a story
of the letters CDL.
The initials are broken
into their individual
elements and finally
combined.

A nice metaphor
for CDL: breaking
something apart to
examine the pieces
and finally putting it
back together. . .but
better and stronger.

