

About my Design for the Town of Inuvik's 50th Anniversary Logo By Curtis Naphan



The design I chose was obviously inspired by the existing Town of Inuvik logo, incorporating the tipi, igloo and building into one picture. Putting the three buildings into one axis creates a sense of dynamic movement and upward growth, which well captures the optimism that many people have for our town's future. The sun at the top of the logo is a reference of our famous "Midnight Sun". It also adds to the feeling of buoyant optimism that I hoped to project.

Gold is, of course, the normal colour for 50th anniversaries. I chose to use only gold to emphasize that quality and to make the logo seem like something made out of gold, like a trophy or medallion. Having only one colour also increases the utility of the logo in different media, and surrounding the gold with a black outline, while being optional, allows the logo to be used on any conceivable background, even yellow or white.

The style of the logo itself calls to mind the 25th anniversary logo, which I think is important. For simplicity's sake, I chose to make the outer ring a complete circle (in the 25th logo, the "25" protruded from the outer ring), because this makes it slightly easier to be embroidered.