



Connecticut Science Center

Like all successful graphic designs, the proposed logo for the new Connecticut Science Center has a crisp, imaginative and pragmatic visual logic.

- 1. Form:** The logo is composed of three linear forms derived from the dramatic geometry of the architecture of the building—the flowing organic shape of the roof, the parallelogram comprising the central mass, and the rectangle of the south side.
- 2. Color:** The three colors of the logo represent a range of scientific subject-matter. Blue for analysis, engineering, water and atmosphere. Green for the earth, biomass and plant life. Purple for imagination and creativity!
- 3. Typography:** Set harmoniously in the area created by the two sides of the rectangle, “Connecticut Science Center” is set in the typeface Frutiger, a highly legible, contemporary, sans serif font designed by the legendary typographer, Adrian Frutiger.
- 4. Flexibility:** Easily reproduced in full color or black and white, the logo lends itself to many applications, in a wide variety of materials and sizes. Easily legible when reduced to a very small scale, the logo becomes bold and dramatic when enlarged. And when appropriate, symbol and typography can be utilized separately (i.e. the press-kit folder and repeated pattern wrapping paper).

In addition to its high degree of functionality, a good logo ought to have the warmth and depth of something alive and well-crafted, with a human touch. This logo has a deep simplicity and the personality and charm to successfully announce and communicate the spirit and essence of Hartford’s new Connecticut Science Center.

Cummings & Good
May 15th, 2006