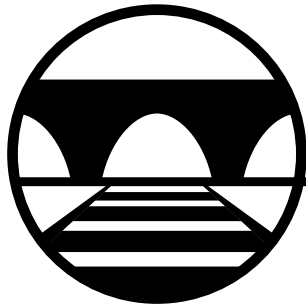


Harney Street Viaduct

ENVIRONMENTAL ASSESSMENT



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The colors used in this logo were previously chosen for the project schedule before an identity for the project was set. Those colors were chosen as a fit with the Wyoming environment and were appropriate to carry through in this logo.

It was deemed beneficial to show a simplistic representation of a viaduct with train tracks running through the center arch to illustrate what a viaduct is (not everyone knows). This logo actually conveys a general idea of the project at first glance.

The perspective of the tracks leads the eye to the center of the arch and the horizon line, which then draw the eye to the name of the project. Perspective also keeps the symbol from being flat, lending a dynamic sense of progress and looking forward. The use of repetition in the symbol make it textural and iconic as well as representative.

The primary font was chosen to help soften the lines in the symbol and to pick up on the rounded shapes in the arches. This font gives the identity as a whole a warm, neighborly feeling. The complementary thinner sans serif secondary font helps emphasize the modern aspects of the project and brings the whole together to form a very optimistic, upbeat tone.



As with the previous logo, the colors in this one were chosen to keep some consistency with the schedule that is already being used for the project.

The word "Viaduct" is tilted at an angle, providing a sense of motion. The excitement generated by the slanted and free-flowing script typeface gives a positive tone to the project identity.

This logo moves away from a representational depiction of the viaduct altogether, which may be a weakness if it truly is important to inform the public of the purpose of a viaduct. However, by showing train tracks, a sense of place is established.