

ACT on
the
map



The logo created for Art on the Map had to fulfil many roles, including use on the main booklet, advertisements, banners and within the website.

We were asked to produce a free/organic style which could be adapted to either a square or rectangular format.

Due to the artistic nature of the event itself we chose a script based typeface and altered it for improved legibility.

It can be used in a variety of colours and works well on any background.

This logo was used from the outset of this project in 1999 until 2005.

 **art** ON THE **map**



Art on the Map

art ON THE **map**


 Art on the Map

Initial Ideas

ART
MAP on the

Lincolnshire Open Studios

Art
on the map

ART on the
MAP

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Art
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Initial Ideas



Logo Placement