

Clintonville Community Band

Identity

Rationale:

1. 20th anniversary
2. simple, recognizable form
3. visually embody multiple aspects of name

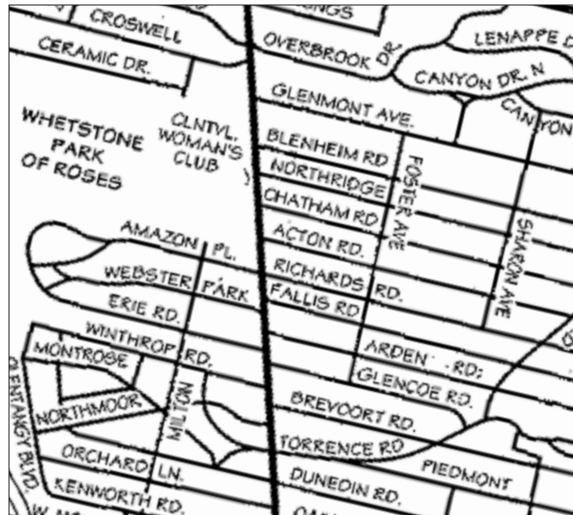
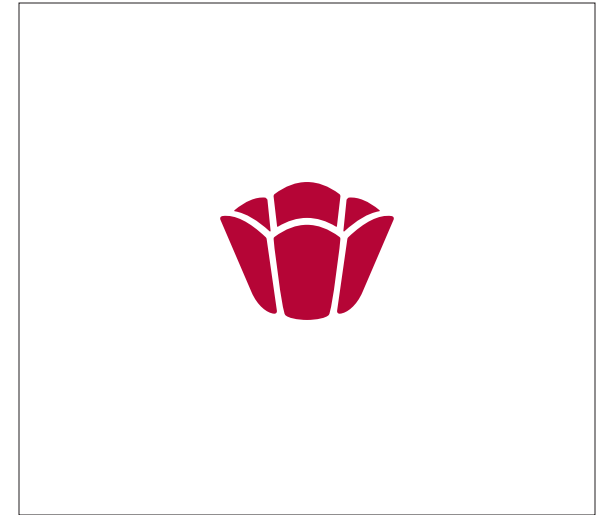
"Clintonville"

1. rose abstraction
2. reference to Whetstone Park of Roses
3. mirror gazebo shape



“Community”

1. group of integral shapes
2. gathering of people
3. network of “streets”



"Band"

1. conductor & two musicians
2. valves and knuckles
3. concentric circular layout of ensemble



Logotype
parent



Logotype
parent



Logotype

parent reverse



Logotype

parent in-line option

