

Lake Tahoe Airport

AUGUST 2017

LOGO CONCEPT

These logo designs are purposefully made to promote the current and forward-moving Lake Tahoe Airport while also representing its beautiful surrounding environment. Gradients are all throughout nature and in these designs. There are clean lines, edges, and shapes exemplifying the smooth growth of Lake Tahoe Airport. The logos are meant to be versatile and work for many different spaces and apparel.

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OPTION 1



FONT Univers by Adrian Frutiger 1954



Natural colors of Lake Tahoe bring contrast to the clean, modern lines of the logo design. The brown and blue combination is the most unique of these options.

Versatile format so that the logo accommodates horizontal, vertical, centered, and square spaces.



| OPTION 2

THREE PARALLELOGRAMS INDICATING RISING
ABOVE THE MOUNTAINS THAT SURROUND THE LAKE

LAKE
TAHOE
AIRPORT

THE DESIGNED LINE MIMICS THE
MOUNTAINS WHILE CONNECTING
THE SEPARATE WORDS TOGETHER



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Natural colors of Lake Tahoe bring contrast to the clean, modern lines of the logo design. The white against the blue is unique to Lake Tahoe because in contrast to most lakes Lake Tahoe doesn't freeze over during winter.

Square format is versatile because the logo accommodates most regular spaces.