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Logo Redesign for SitScape, Inc.

SitScape, Inc. is in the process of tweaking their brand: Updating the logo was the first order of business. The original logo was outdated. It had a less than cutting-edge look – it used a serif font that hardly communicated the company’s trending technology: a Web-based software system for visual, on-demand situational awareness. It didn’t reflect the current spelling of the company name, which showed a capital “S” twice. And the original logo was not created as a vector file, so it was limited as to how large it could be used for display and signage.

However, SitScape was fond of their logo, especially the colors and the orange swoop. So we set out to do some tweaking, not a complete redesign.

We presented a variety of sans serif fonts and eventually agreed upon Myriad Pro in Semibold Semicondensed. After manipulating the kerning (letter-spacing) for an easy flow, we turned to the colors. A deeper gradient blue was applied to the letters, giving it a more corporate feel. We brought in a brighter orange for the swoop. We changed the orange square shape over the dotted “i” to a circle, and got rid of the three gray boxes that sat at the foot of the previous logo.

Now the SitScape logo looks as though it’s from the 21st century, not the 1980s. Therefore, the company does, too. Sometimes all you need is a good eye, plus a good font.

BEFORE



AFTER



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