



Bristol Fish Project
Logo Concepts

July 2015

Introduction

I came to learn about the Bristol Fish Project while I was at a permaculture class in the Pyrenees with Robyn Hodgkiss. She explained to our class the aquaponics process and how Bristol is on the forefront of creating a thriving, self-regenerating urban city. I was instantly hooked and wanted to find out more about this project and Bristol. Turns out there's a logo competition so I jumped at this chance. As a designer, my goal is to work with fellow change-makers and community activists.

About Logos

The following logo concept represents a biodiverse ecosystem where everything works in harmony. The circle shape symbolizes the regenerative closed cycle of aquaponics. The fruit and veggies – the abundance, the water and fish – the life source. The colors in the full color logo are vibrant and energizing. I've included other color options for the logo, this will come in handy when printing on other substrates and on different color backgrounds.





Full color

page 3



Option: 2 colors



Option: single color options on light backgrounds



Option: single colors on light blue



Option: single colors on dark blue



Option: 3 colors on dark blue



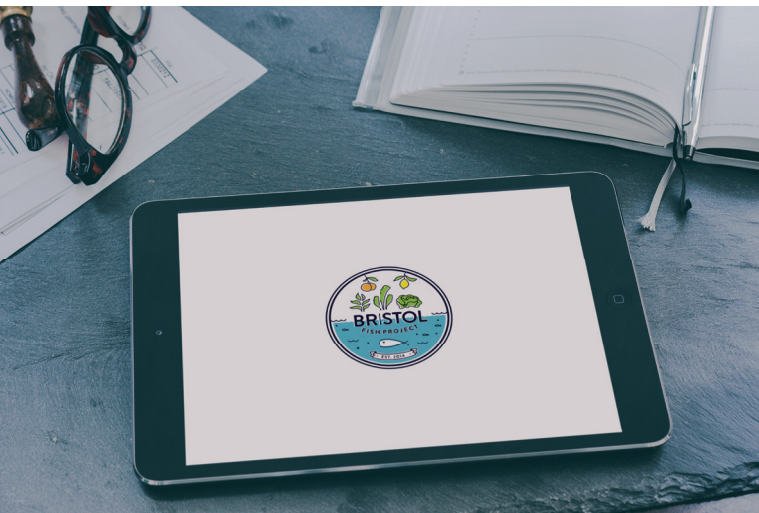
Option: white logo on green background



Other layout options









Thank you for taking a look!

shannonwinter.squarespace.com | shannon.lea.winter@gmail.com | +34 654 023 484