

client

Department of Health Behavior & Health Education, UNC-CH

industry

Education & Research

scope

The Exchange Project at UNC's School of Public Health is a partnership between the UNC staff and area researchers aimed at promoting environmental health. The partnership sought out Vigor to revitalize its image. The first step in the process was the creation of a new logo. The general evolution of the logo is shown below. This shows the result of the initial brainstorming session, with several disparate ideas submitted for the client's consideration. In subsequent rounds, the client offered feedback and direction, which Vigor used to arrive at the final logo.

In the coming months, Vigor will continue with the rebranding of the Exchange Project by redesigning their web site. The Exchange Project has praised Vigor's involvement thus far, and barring a change in business direction, a larger project, a larger project will be initiated by the School of Public Health to brand an image for them and later on a larger, more dynamic web site.

results

ROUND 1



ROUND 2



FINAL LOGO

