

1/2 **Germany: 100% Renewable 2050**



Lapel Pin or Sticker



Lapel Pin

Solution

To help promote change in Germany's energy policy I have designed a logo that brings the renewable energies themselves to the forefront. Bold graphics, simple shapes, and vibrant colors make each energy symbol easy to understand and memorable to all groups; the mark is easily recognizable and would be legible from great distances.

The national colors of Germany (black, red, and yellow/gold) are represented. A fourth color, blue, represents water which connects us all, reminding us of the issue's global impact and the responsibilities all countries have to the environment.

The logo is a fun exclamation, stressing urgency but remaining cheerful in spirit. It is easily reproducible and applicable to a variety of items which may include: campaign posters and billboards, flags, lapel pins, stickers, the internet and stationary. To communicate a positive future, arrows in the logo point up and right.

Finally, it is my belief that this

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Creative's profile



resenmac