

Rapids pilot tested by museum goers (left), and the final exhibit. Palette for the Earth & Sky gallery (right)

There were many surprises. Says Oswald: "One pilot I thought would be incredibly boring turned out to be the most popular at the Market Collective." The exhibit, designed to demonstrate and explain geological strata, consisted of two sheets of clear plastic in between which visitors were to pour sand and coloured beads to create their own sedimentary layers. "It became a collective art piece and people could see how their own contribution changed the piece."

Exhibit testing for each of the four galleries, Energy & Innovation, Earth & Sky, Being Human and Open

Studio, happened sequentially and each test period lasted about one month and a half.

The process for the graphic panels:

Chad McCallum, a freelance designer based in Rossland, B.C., was subcontracted by D+E to work on the 2-D informational panels. "My primary role was to design the overall graphic approach for all four galleries. Each gallery had its own unique voice," says McCallum.

It was decided that each gallery, because of its unique

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ReLogo: Licking good

BEFORE

Petcurean makes high-end pet food. The logo and packaging was dated.

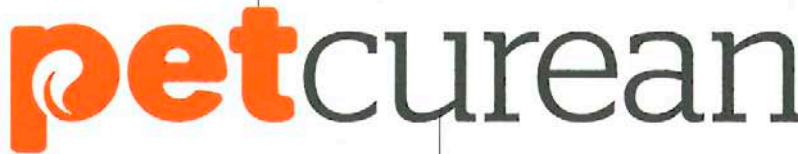


CLIENT Petcurean Pet Nutrition

DESIGNERS Matthew Clark, Roy White, Ross Chandler and Liz Wurzinger, Subplot Design, Vancouver

AFTER

Orange was used to stand out in the crowded North American pet food market – an audit determined that the colour was not used extensively by competitors.



A combination of customized Stag and Stag Sans Rounded

WHAT PHILIP SAYS Finally, a pet-related logo that does not feature paw prints or silhouettes. The new wordmark says, with apologies to KFC, "...Licking Good." The **thick tongue** also adds a **friendly, humorous touch** to the name. The name, which is somewhat awkward, is helped by the change in colour and weight of the lettering. The implementation of the logo is also striking, working with orange, back and grey and "portraits" of cats and dogs (see our iPad edition). But adding the **tongue icon** to the images was unfortunate; the overall identity system would have been more successful without it.

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 iPad extra: Check out these application images of the new Petcurean and St. Lawrence Market logos

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