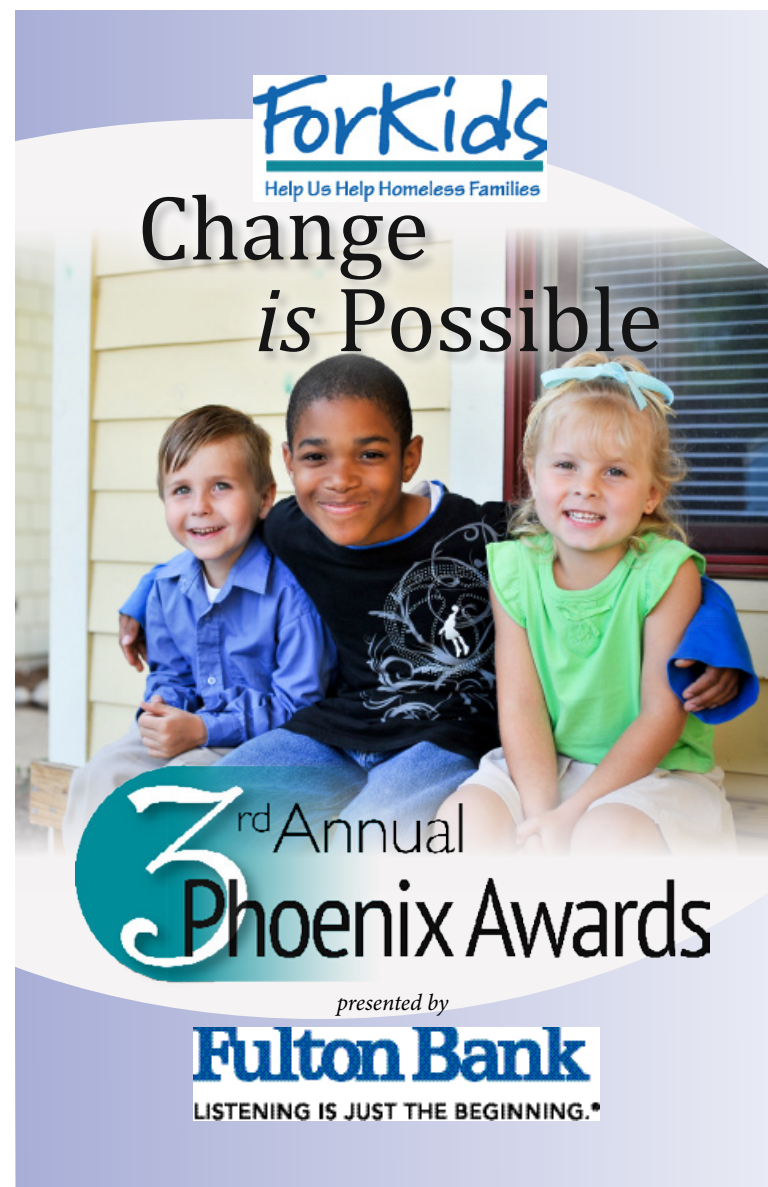


# 2014 PHOENIX Awards



## Logo Design

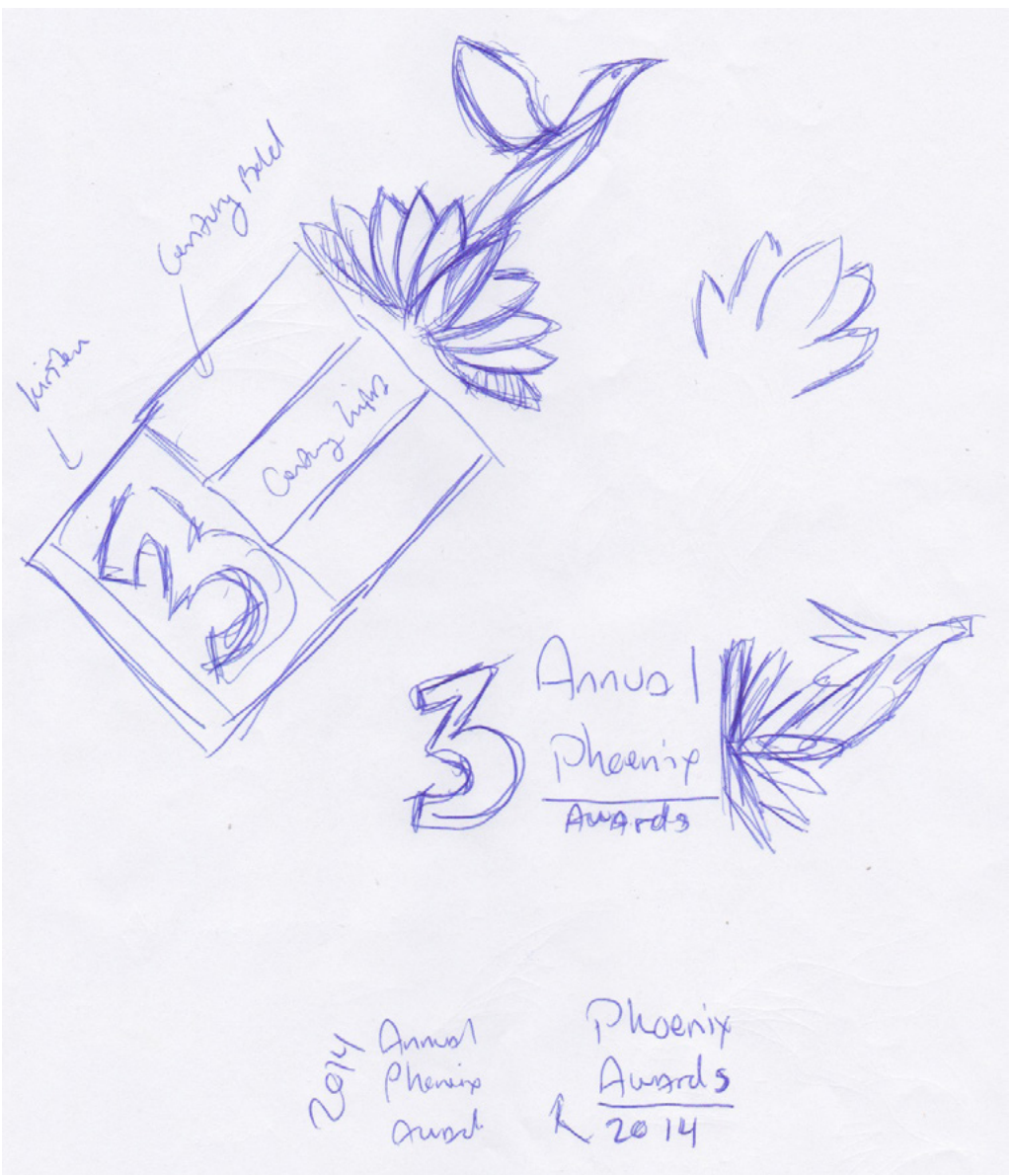
ForKids This award inspired me to create an etheric bird emerging from a flower; balanced by harder and  
Norfolk, VA sharp typography.  
Spring 2014



## Original

ForKids  
Norfolk, VA  
Spring 2014

I was inspired by the purpose of this award to celebrate those who make tremendous strides to break the cycle of homelessness.

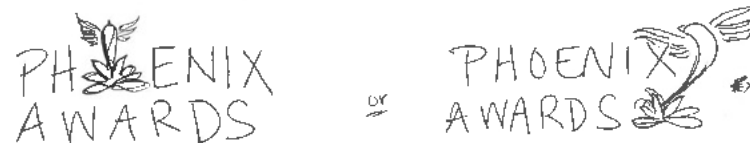


## Design Process

ForKids Norfolk, VA Spring 2014

I focused on designing a "Phoenix". But I didn't want it to be a "fire bird". I needed it to represent rebirth, but in an abstract form. The "open lotus" to illustrates intense acceleration and brilliance.

# 2014 PHOENIX Awards



• something like these perhaps....

1

Phoenix  
Awards

2

Phoenix  
AWARDS

3

Phoenix  
Awards

4

PHENIX  
Awards

5

PHOENIX  
Awards

6

Phoenix  
Awards

## Modifications

ForKids They wanted me to add variations to the design. I changed the colors and type and icon placement.  
Norfolk, VA  
Spring 2014