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matter

**LOGO DESIGN FOR
GO MADRID**

THE INSPIRATION

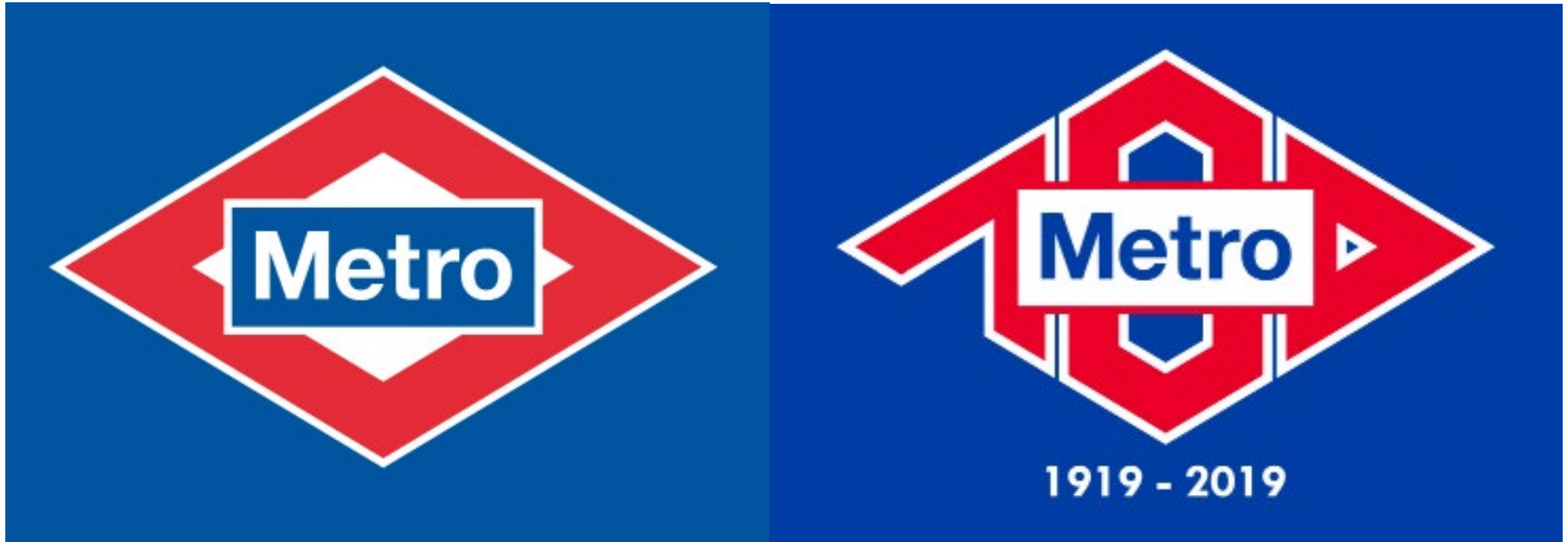
We ran through the full gamut of Madrid iconography, from souvenirs on sale, city skyline and architecture to Flamenco artists.

We did however feel that none of the usual imagery really encompassed the true nature of the Go Madrid website.

We researched graphic elements that are specific to Madrid. We looked at street signs, store fronts, common shapes and more.

What jumped out was the iconic Madrid Metro signs. It captured Go Madrid's primary intention; to help and sign post visitors. The Metro sign conjures up the hustle bustle of this enigmatic city.



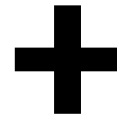


We looked at the elements of the main Metro logo as well as the centenary logo. The vibrant, eye-catching red and blue reflect two of Madrid's iconic colours.



Our initial concepts included the use of the Flamenco fan and shifting the layout of the Metro sign to encompass “Go Madrid”.

We didnt feel these were effective enough and were not in the spirit of the website.



We then explored imagery associated with travel, tourism, destination, information but keeping the graphic treatment associated with the Madrid Metro signage.

We settled on the concept of a signpost. We feel that the signpost accurately portrays the Go Madrid website which “signposts” visitors to different information. Signposts are also linked to travelling.

The panels of the signpost have direction and movement, therefore also reflecting the “Go” in Go Madrid.

OUR SOLUTION

Go Madrid