

The Brief

I am in the process of setting up a town planning consultancy - Finegrain Town Planning - and am looking for a logo design.

Target Audience

The business will be seeking to be engaged to provide town planning professional services to a range of clients. These may include companies and individuals and will have interaction with sectors of government.

The nature of the work is taking on someone's project and taking it through an approval process. I am looking for a logo that presents a professional image and represents the urban environment.

Design Thought

Finegrain is a planning/urban design description for a pattern of urban development where buildings are close together. The images below represents patterns of development, the urban fabric. There are also examples of how cities and

Finegrain is also a woodworking/timber term which has its own pattern and forms which have their own organic forms including circular patterns. Examples are contained below.

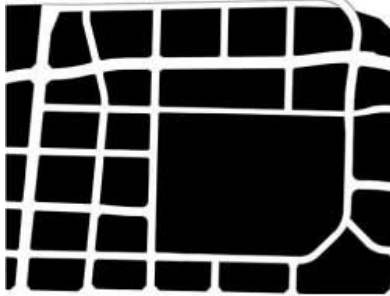
These and other examples have been gathered together on this Pinterest page:

<https://au.pinterest.com/dean9363/finegrain-logo/>

The combination of colours on the series of prints by Jazzberry Blue below is appealing.







MISSISSAUGA



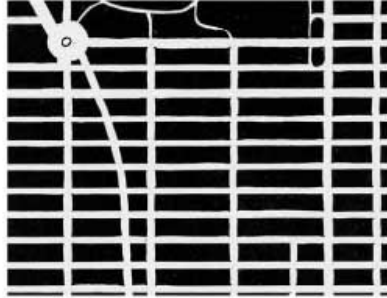
BARCELONA



COPENHAGEN



LONDON



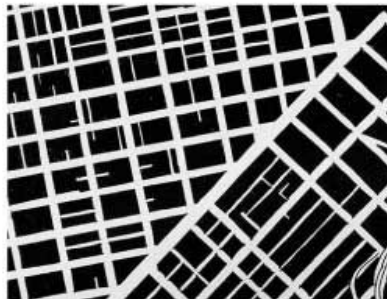
NEW YORK



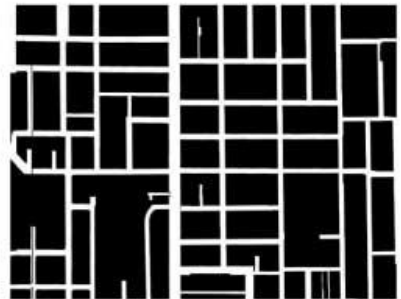
PARIS



ROME



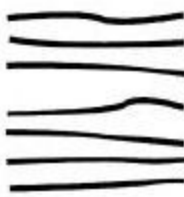
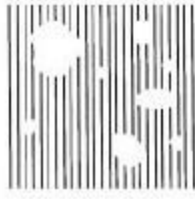
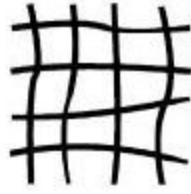
SAN FRANCISCO



TORONTO



98



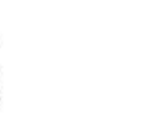
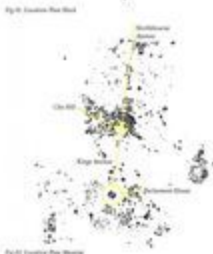
Field conditions diagrams

The city of Canberra was designed by Walter Burley Griffin and Marion Mahony for the construction of Australia's new Capital announced in 1913. The original design is heavily influenced by Griffin's time spent working under Frank Lloyd Wright and his Garden City movement. The plan features geometric motifs such as circles, hexagons and triangles, and is centered on an axis aligned with significant topographical landmarks in the Australian Capital Territory, surrounded by bushland.

Griffin's plan uses the natural topography of the site, the existing hills and mountains used to establish the outline of the plan with a new central lake. Achieving this was a Land Axis, a Water Axis and a Municipal Axis.

The sites are linked together by a series of public transport linkways and avenues to create the central municipal triangle. Griffin's plan brought together his aspirations for density, a democratic social order, social interaction, dispersed central uses and the city housed inside within an organizational framework.

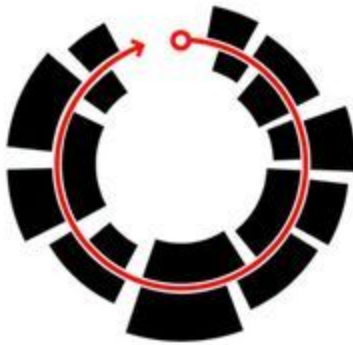
The following diagrams show Griffin's plan for the city, and the various iterations. Taking as an example Griffin's original intention for the city, the analysis highlights the most desirable location for an urban intervention, in the central axial point of Canberra, City 100.





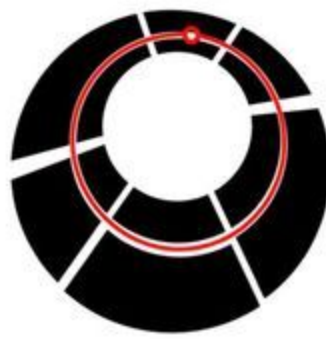
THE PROGRAM ALONG THE STREET

Think about the program along the road to propose an experience of sense and give to the visitor. By aligning the program along the road, the visitor can experience the whole program and perceiving the urbanity of the street space.



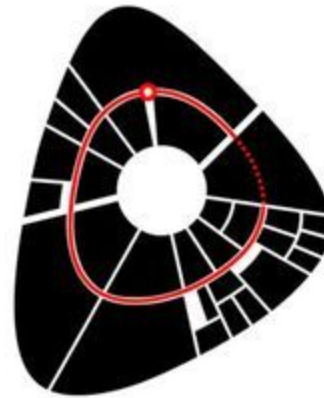
LOOPING THE PROGRAM

The loop allows an experience of the entire program to the visitor in a easy readable way.



OPTIMISED PROGRAM

The loop of the program is adjusted according to the site boundaries.



SITE ADAPTION

The optimized program is negotiated and adjusted to the site constraints (existing master plan / plot boundary / BP / etc.), resulting in a soft triangular geometry that preserves the programmatic loop advantages and enhances the surrounding site qualities.





Industry Logos

