



The Logo Concept

The dark centre circle represents the core of a project - the theme, subject, idea.

The dark outer circle represents the given space - the museum, exhibition, visitor centre.

The green 'circles' (crescents) represent the creative interpretation - the development of the core theme to fill the space. The positioning of the paler, smaller circle creates a link between the dark circles in a dynamic way, whilst the whole gives the impression of a 3-d form.