



SCHOOL + GALLERY

QUEST ART SCHOOL + GALLERY LOGO

An exciting new logo design is being launched at Quest Art as it prepares to move into the new Midland Cultural Centre in 2012. It's new logo portrays the spirit and creativity of the Quest Art School + Gallery and symbolizes the strong leadership Quest brings to visual arts in the community. Quest Art is recognized for its engaging and quality programmes in visual arts appreciation, education, and exhibition. The new logo captures this essence of Quest Art.

SYMBOLISM

This new vibrant logo incorporates a unique letter Q from the name Quest on a canvas-shaped rectangle. These two elements formed the personality of the logo.

STYLE

The letter Q is an artistically flowing, freehand drawing that has a playful and creative look of all ages of artists that Quest welcomes from children through to seniors.

TYPOGRAPHY

The font chosen for the words Quest Art School + Gallery is Avenir. Avenir is a light and modern, yet simple font so it will therefore not compete with the icon.

COLOUR

It was felt that the crisp colours green and black from the original logo worked very well, were recognizable as Quest colours and should be retained. PMS 376 is a fun and fresh green that looks vibrant on a black or white background.

VERSIONS

Quest Art is made up of three important sections: The Gallery, the School and the Shop. So 3 additional logos were developed to be used when appropriate.



GALLERY



SCHOOL



SHOP

LOGO DESIGNER

Tracey McKenzie is a local resident and Volunteer Art Director for Quest Art. Tracey currently works as an Art Director at NEBS Ltd. in Midland.