

## **Design Justification- “Greener Heights”**

The Greener Heights logo, website, and poster are designed to reflect the subject of our project and attract an environmentally conscious audience. We wanted the logo to be simple but emphasize green roofs, so came up with the name “Greener Heights” with a roof over the second word, and also developed a shortened version of the logo, with text “GH” for use on Facebook and Twitter, where longer logos can become difficult to read. By using these two versions of the same logo throughout all of our online presence we believe we can build a brand that will become recognizable in the green roof and environmental community.

Green roofs are often visually stunning, especially when they are pictured in the middle of the concrete landscape of many urban environments. We wanted to showcase the lushness of green roofs, and so for our website chose to superimpose the logo over a green rooftop looking out on skyscrapers. The “greenness” of our project is also shown in the dark forest green background of the website, and we kept the text of the posts white for easy reading. The green and white color palate of our presence represents the cleanness of green roofs and the simplicity of a technology that can accomplish so much so easily.