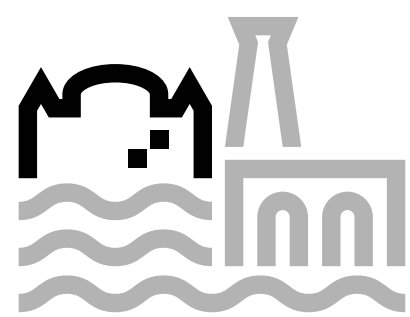
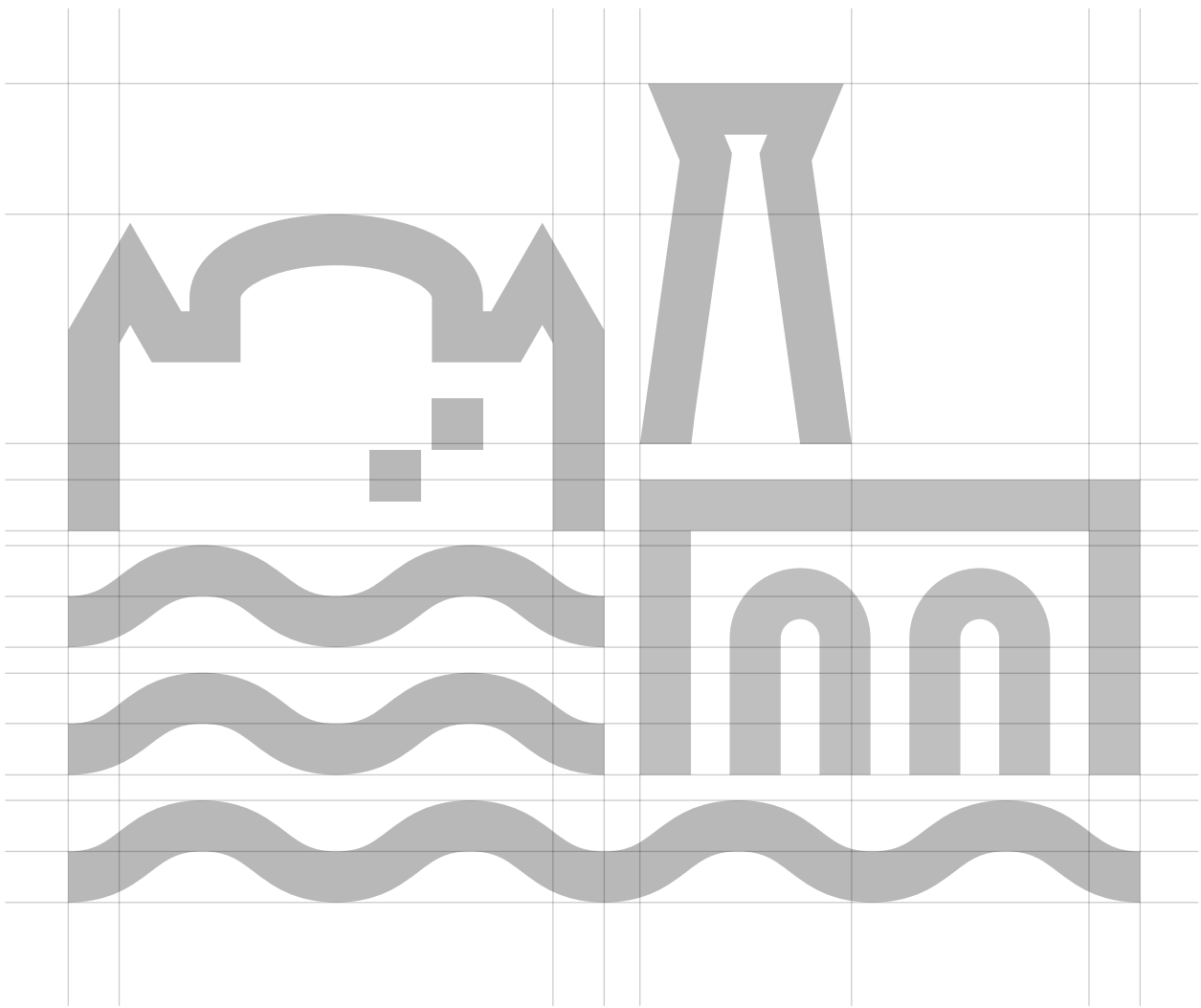


BRIDGEPORT SEAWALK LOGO DESIGN

RATIONALE

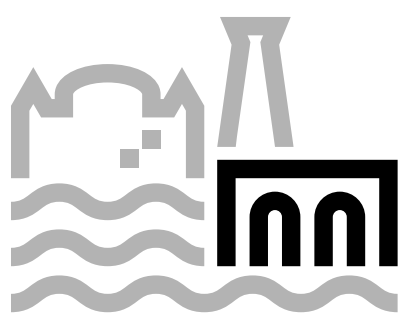
The visual identity for Bridgeport Seawalk is rooted in the area’s local character and the relationship between the urban environment and nature. Key landmarks such as Barun Museum, Fayerweather Island Light, and Seaside Park, along with the wave element inspired by the Long Island Sound, are translated into simplified forms. These elements reference the physical and environmental context of Bridgeport while maintaining a clear and cohesive visual language.

Together, these elements form a flexible graphic system that balances urban structure and coastal nature. The use of simplified, abstract forms allows the identity to remain clear and adaptable across civic, wayfinding, and digital applications.



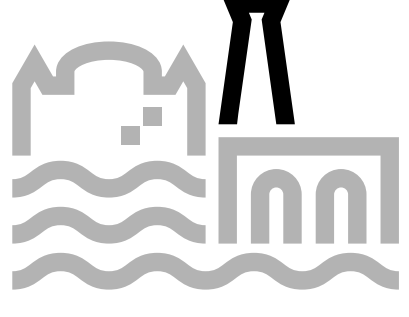
Barun Museum

+



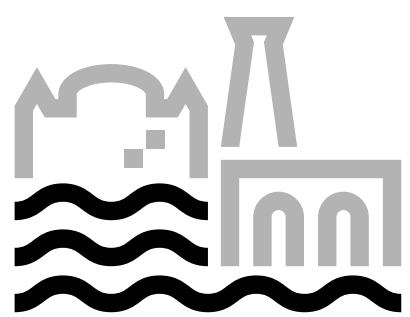
Seaside park

+



Fayerweather Island
Lighthouse

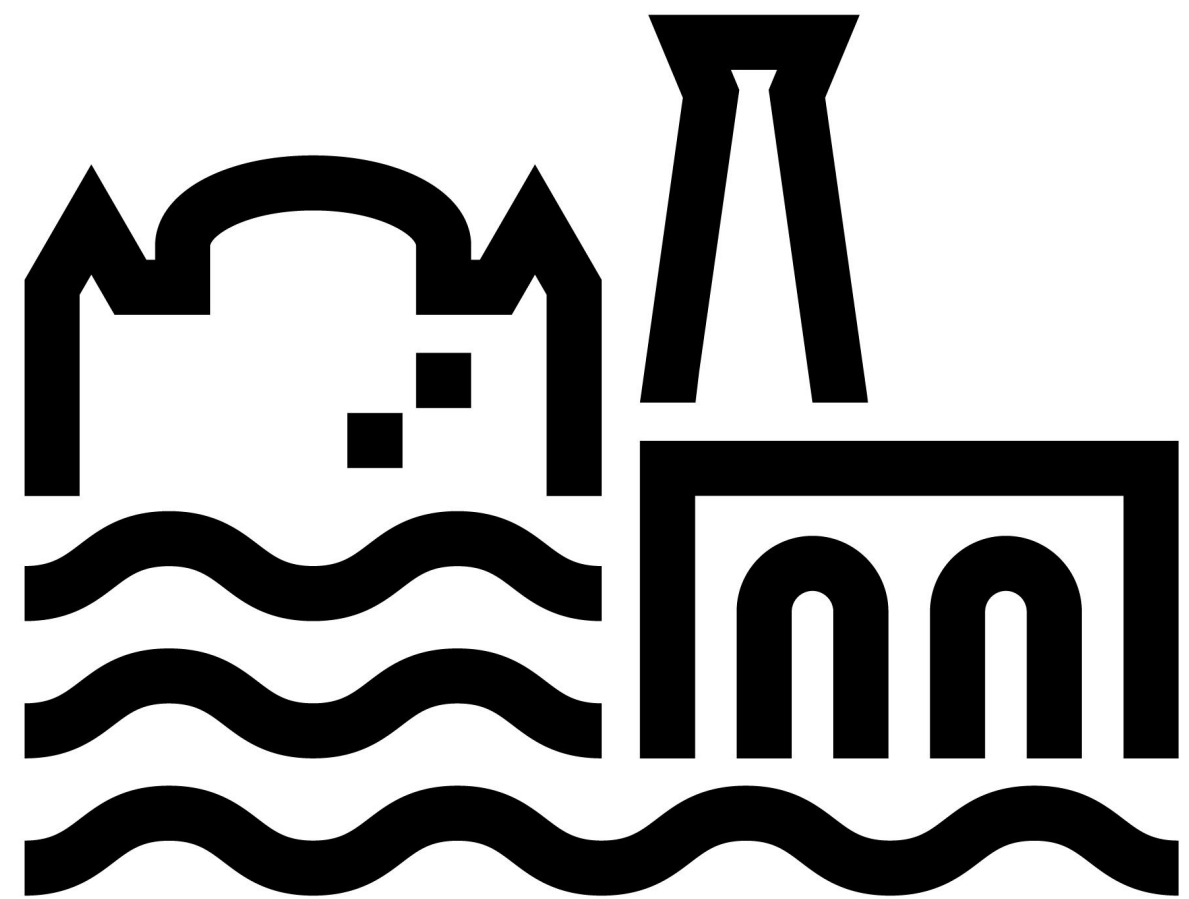
+



Long Island Sound

LOGO SYSTEM

The logo system consists of a symbol-only mark and a full lockup with typography, designed for flexible use across different contexts and scales.



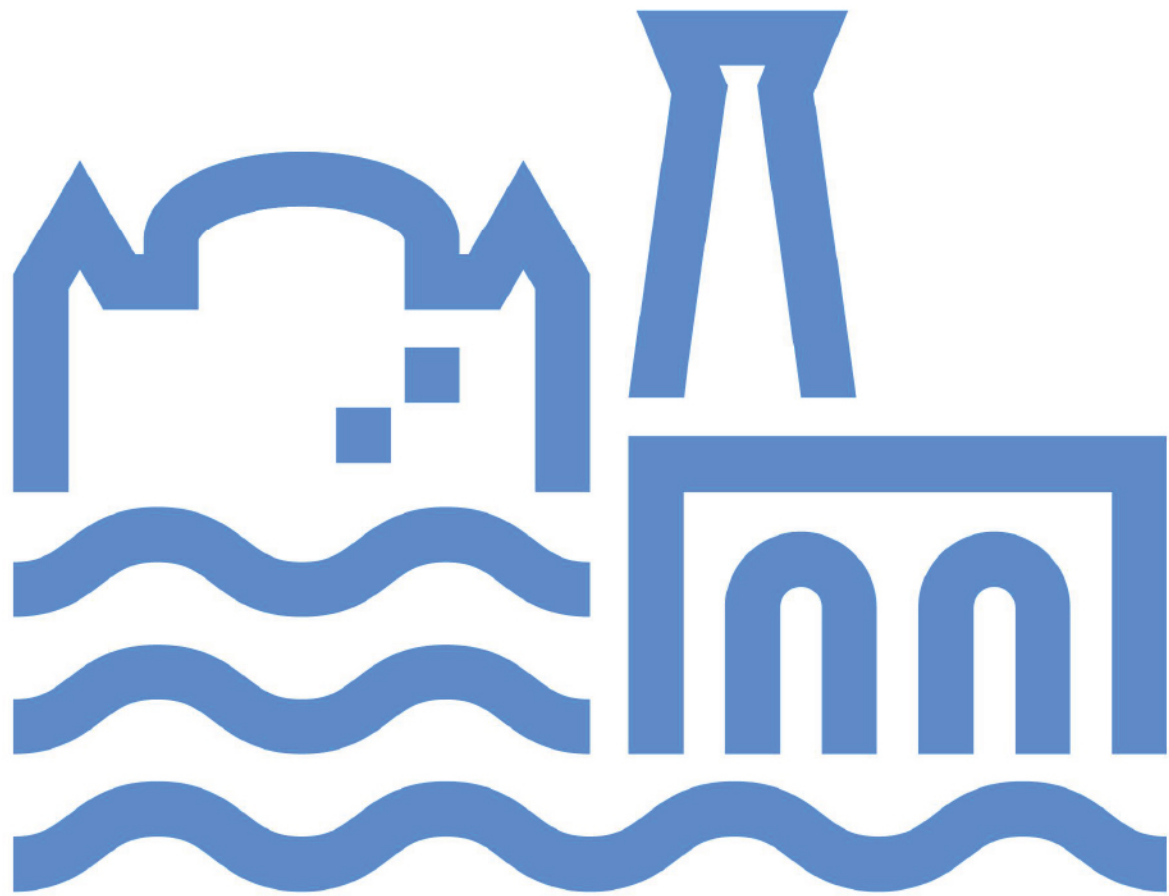
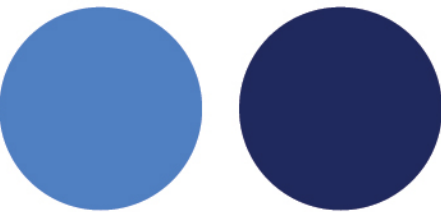
Logo Design (Symbol)



Logo Design (Full)

FINAL DESIGN

The blue color references the coastal setting of Bridgeport and supports clarity and visibility across public and digital applications.



Logo Design (Symbol)



Logo Design (Full)



THANK
YOU