

## FORT LAUDERDALE HISTORICAL SOCIETY GETS A FACELIFT

When I was tasked to design a logo for the Fort Lauderdale Historical Society's new look, of course I created several different options with bridges and buildings and sunsets and palm trees, but this logo that they chose was really based on their original slogan; "From a Fort to a City."

I looked at old images of the original fort that had been built in 1838 and I recreated it in this updated flat-style logo, including waves that represent flowing towards the large city, which if you look closely, are actually the buildings in Fort Lauderdale.

It was a very proud moment for me the day they announced the new logo and showed it off to the public at one of their events.



# HISTORY

## Fort Lauderdale



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PROJECT: RE-BRANDED LOGO DESIGN  
CLIENT: GPR/HISTORY FORT LAUDERDALE

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