



The Older Adult Project

This project look is based on a graphic representation of a tree. A tree is a great symbol of life and community. We chose the oak tree as we feel it is a strong, solid tree that becomes more and more majestic and graceful as it grows. A great aspect of this tree is that it has solid roots - which signify the history and past of our ourselves and our community. The oak tree is represented with a series of multicoloured dots, the dots start as hues of brown and grey which represent the body of the tree as well as the maturity aspect of older adults. Gradually the colours shift to brighter, more intense hues signifying exciting new opportunities, plans and initiatives. The fact that the colours seem to be random in their order is not coincidental, everything the colours represent will interrelate and interact with other aspects of our city, our community and our lives. The style merges classic symbology (the tree) with future focused digital era symbology (pixelation), the rounded pixels soften the digital look and work better with the organic nature of the tree.