

# CURTIS L. HALL

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## Wisconsin Aquaculture Association Logo Design

The logo for the Wisconsin Aquaculture Association needed to change. The design should reflect what the organization stands for visually. I decided to include the Wisconsin silhouette because the organization is based out of Wisconsin. Also, when a person sees the state outline, they will automatically think “Wisconsin!”

I chose to include several different fish in the logo instead of just one. Wisconsin aquaculture studies a wide variety of freshwater fish. All the fish I chose are native to our freshwater lakes. They are also the accurate shape for true fish enthusiasts!

The logo has the fish swimming throughout the state of Wisconsin. It gives detailed imagery about aquaculture and the fish of Wisconsin. I ended up placing everything within “stamp-like” circles to make an actual logo that will look professional for print or on the web.

The logo is important because it needs to describe what the company is and what it stands for. People often remember symbols and logos more than important world leaders, like presidents. You can ask almost anybody if they know the name of the 13th president of the United States and they probably won’t remember. If you show those same people the McDonalds golden arches, they all know what it stands for. The logo is designed to brand the association and does a remarkable job doing so.

All in all, my logo design is the best fit for the Wisconsin Aquaculture Association because the logo represents what the company stands for. The logo is visually stimulating and will attract the attention of the viewer. It brands the entire association in just one image. The logo is simple, elegant, and professional.

A couple slogan ideas I came up with include:

“Get Aquacultured”

“Freshwater Fishing Fanatics”

“Environmentally Aware”

“If everyone does a little, we can do a lot”

# BLACK LOGO LETTERHEAD



**Wisconsin Aquaculture Association**

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# WHITE LOGO LETTERHEAD



**Wisconsin Aquaculture Association**

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**COLOR LOGO LETTERHEAD**



**Wisconsin Aquaculture Association**

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**ENVELOPE**

PRESORTED  
STANDARD  
U.S. POSTAGE  
PAID  
ASHLAND, WI  
PERMIT NO. 8

**Wisconsin Aquaculture Association**

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