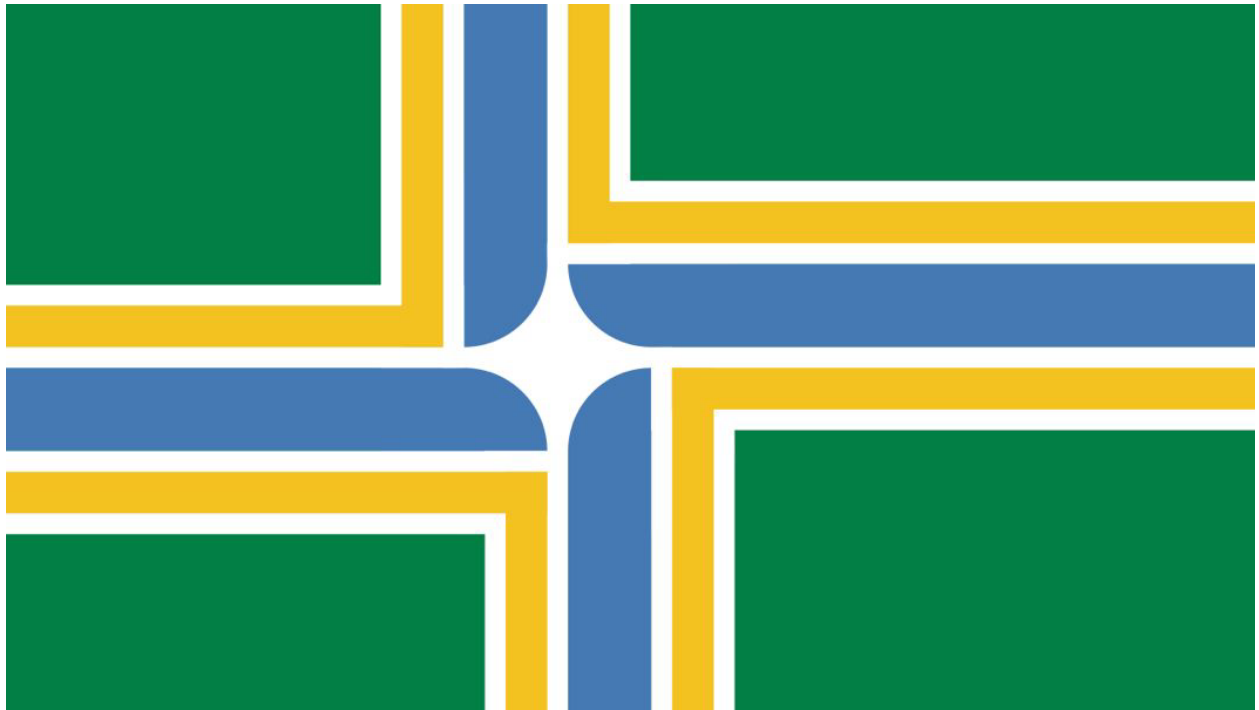


LEP 2019 LOGO PROPOSAL



SUBMITTED BY:
EIKI MÄRT MARTINSON
3/14/2018

Inspiration



Flag of Portland
Douglas Lynch, 2002

Portland is graced by an unusually sophisticated and meaningful city flag, one of the United States' best. At the center is a white hypocycloid star, representing the city itself, with blue stripes flowing into it, symbolizing the coming together at Portland of the Columbia and Willamette rivers.

Symbolism

Overall an eight-pointed star,
representing the cornflower
or *rukkilill*

The end of the petal also suggests
the forked tail of the barn swallow,
Estonia's national bird



Blue cross
symbolizing the
confluence of the
Columbia and
Willamette rivers

Arrows pointing
inward, symbolizing
the meeting of the
West Coast Estonian
community

The hypocycloid of Portland's flag

Stepped color gradients add
depth and texture, recall
traditional Estonian *mustrid*

Variations



Complete logo, on white



Complete logo in white circle on color field (a t-shirt, for example)



Monochrome on white



Monochrome on black



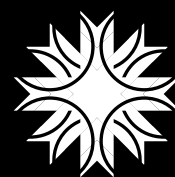
Inverted color on black



The logomark can be used on its own, for instance with larger text



A small logomark on white



A small logomark on black

Font and Color Details

For the circular text surrounding the logo I've chosen the open-source font Lato, in medium weight. This is a very complete font, available in 9 weights, including italics, so it can easily be used in other LEP documents without licensing fees.

