

LEP 2021 LOGO PROPOSAL



SUBMITTED BY:

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Inspiration



Jaak Kukk created this emblem for the first LEP in 1953, honoring the maritime past of the Estonian people and symbolizing their journey to new homes in North America. With minor changes this device represented the first three LEP festivals.



To this day a population of orca graces Seattle and Puget Sound, impressive and all the more remarkable for living as they do in urban waters. They are a symbol of the natural beauty of Washington State and of the seas that connect our ancestral and adopted homes.

Symbolism

A Viking longboat, symbolic of our Baltic ancestry, of trial and challenge, and of the search for new opportunity, sails left, to the West.



Five shields reference the five communities that have hosted LEP since its beginning.

It encounters an orca, one of the original inhabitants of the Pacific Northwest, an extraordinary new place. It faces East.

Variations



Complete logo on white



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



Monochrome logo on white



The logomark can be used on its own, for instance with larger text,
as in the signage application suggested here.

Font and Color Details

The circular text surrounding the logo uses the open source font Rubik, in medium weight, by Philipp Hubert and Sebastian Fischer. It is available in five weights, both roman and italic, so it can easily be used in other LEP documents without licensing fees.

