

My name is Gracie Firth. I am an 18 year old graphic design student studying at Rotherham College. I specialise in illustration, but also love creating logos and poster designs.

RNN Group announced their sustainability brand earlier this year, and asked our students to create a logo to promote sustainability throughout the colleges. I saw this as a wonderful opportunity to use my creative skills to design this logo, and help others recognize and understand sustainability.

My logo design consists of a leaf in 4 sections. Each section is a different colour, which represents each of the 4 college/university buildings in RNN Group. These are Rotherham College, Dearne Valley College, North Notts College, and The University Centre Rotherham.

The reason I decided to choose a leaf shape for my logo is because of the connotations leaves have with nature and the environment.

Leaves play an important role in the earth's biosphere, they work together to support life in nature and keep plants alive. In my logo, this represents how humans need to work together to make changes and keep the environment and natural habitats alive.

The colours I have chosen help the logo to become recognisable as RNN group, as well as the leaf shape that connotes nature and the environment, which clearly shows the sustainability theme.

The font I have chosen to go with the logo is Ryman Eco. This font is labelled as "The World's Most Sustainable Font". This is because it features outlines rather than having filled in letters, and therefore it uses much less ink when printing.

I have also created some social media posts that can be used to help promote the changes we are making as a college that will help make the world a better place.

I stuck with the green theme for these posts as this colour is commonly associated with sustainability and the environment.

I hope that my logo can help the college and students to recognise the environmental issues and how we can overcome them.



RNN Group
Sustainability