



For this project, I wanted to do something that reflected not only the character of the AEJMC, but also something that did the same with the City of Detroit.

As many already know, the history of Detroit is itself one of ups-and-downs. Its people have been resilient in the face of a shifting urban landscape and societal changes – they always manage to come out strong, and the light of the promise of the city always shines.

This is the reason for two major aspects of the logo I designed:

1. The star at the top, and
2. Rising motion of the bars that flank it.

Not only do these bars form a building (signifying the cityscape of Downtown Detroit), but there is also a near-wand shape as the heavier middle bar approaches the bottom of that star, highlighting the magic of Detroit's comeback-story history (more than once).

The thirteen bars also harken to the thirteen stripes on their flag; as does the star itself. Furthermore, the fleur-de-lis, a common symbol in Roman Catholicism (the French first settle the area) and the Lion (representing the British influence on the metropolis) also come from the flag.

The five points of the 'crowning' star are representative of the five Great Lakes; Detroit serves as a major hub of commerce and, historically, culture. Lastly, the two sides coming together with one bolded line also express Detroit's status as a 'border city', inasmuch as Canadian and American territory meet in the waters of the river on which it is built. (The fleur and the lion also express this idea.)

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AEJMC Logo Project

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