

The Iris Awards honors women who have had an impact in the SW Washington region. The name of a Greek goddess – a fitting symbol.

THE ICON: AMPHORA VASE

A container used in Ancient Greece with two, tight handles, a narrow mouth and ring base. The amphora vase was used for a variety of social and ceremonial purposes. The vase was filled with oil from the sacred olive groves, then awarded as a prize to a worthy victor in the Panathaneic Games held in Athens. Orders for the decoration of the vases were placed with leading artists of the time. After 2012, consider engaging a local artist to create the Iris Award as an art piece.

The tone for the project is formal, conservative, and classic. The elegant typeface family, Adobe Jenson Pro, combines strength and beauty. Paired with a sophisticated color palette of blue, gray, and white.

PROGRAM COVER

A rainbow is depicted behind the amphora in reference to Iris: the Greek word for rainbow. The organizers noted that women’s lives today “represent a rainbow of possibilities.”

The colorful, positive, sparkling imagery behind the amphora vase can be adapted nicely to motion and video.



logo: black and white



logo: color



logo: reverse / black and white



logo: reverse / color



logo: scalable for very small to large applications



color palette

Adobe Jenson Pro
Adobe Jenson Pro
Adobe Jenson Pro
Adobe Jenson Pro
Adobe Jenson Pro
Adobe Jenson Pro
Adobe Jenson Pro

Adobe Jenson Pro font family



program cover, full-color