

Local Graphic Artist Solves Sault Logo Problem in 15 Minutes

By **Craig Huckerby** - May 22, 2019



It didn't take Matt Farrell very long to come up with a logo design that would please both sides of the controversial re-brand of the Sault Ste. Marie logo.

The 20 year old graphic artist who started his own printing company **REKAM Printing** in the Summer Company program through the EDC, worked on a design comprising new elements with the older logo in about 15 minutes Tuesday night.



"I deal with brands every single day, from large corporate brands to small local ones, so hearing the city was considering a new brand piqued my interest. After carefully reviewing the proposed strategy, which includes some excellent concepts and directions, I noticed one thing fell short, the logo." Farrell tells SaultOnline.com



The image shows the original logo (upper left) with Matt's variations of the new logo. Matt used solid colours to replace the gradient colouring of the older logo. Matt then incorporates elements from the new design.

Farrell said he was watching Tuesday evenings council meeting about the logo and went to his computer and designed a logo that incorporates both old and new. "after Councillor Shoemaker & Christian expressed interest in a redesigned "naturally gifted" logo, I decided it was worth a shot."

Farrell posted his design on Facebook and immediately started to get positive reviews about his design.

"The biggest obstacle with the new graphic is the long term brand recognition. The proposed logo has no elements differentiating Sault Ontario from Sault Michigan and viewers have a hard time understanding the elements without reading the brand project summary." Farrell said.

" If FutureSSM sees the new logo as a way to attract visitors from out of town, the logo should immediately be clear." Farrell said.

Though the response to his own re-design has been good on social media platforms, Farrell isn't in any rush to present his ideas to the City. "council approved the new brand strategy, along with the new logo, I don't see them switching back. Should they be interested in the version I created, I would be more than happy to discuss it."

To read responses to Matt's design go [here](#)

Craig Huckerby

Craig Huckerby is a seasoned broadcast and media professional with over 38 years in local media. Starting in television, Craig became known as "the weather guy" on local television before pioneering internet media in the Sault. Craig is credited for bringing local television back to the Sault via the internet in 2003 with LTVNEWS.COM and was instrumental in launching SooNews.ca and Local2.ca. Craig is happy to be part of the Sault's newest media team of ONNtv and SaultOnline.com

