

table of contents

summary	2
symbolic challenges	3
symbolic thumbnails	4
symbolic solutions	5
abstract challenges	6
abstract thumbnails	7
abstract solutions	8
typography challenges	9
typography thumbnails	10
typography solutions	11
fonts	12

mission summary

The organization was founded to help distribute the photos of missing children to televisions across the country. Established in 1996, the volunteer group has helped in the safe recovery of missing children from around the country. This service is provided free to families desperately searching for their missing children. Telecasts are distributed across the country via satellite and tape.

existing logo



symbolic challenges

The relationships of others are beyond anyone's comprehension. Not only is it hard to comprehend, but also to understand on many different levels. The people of this day and age care about people. They don't like to show it, but there are those who care more than others. However, when you think of something that symbolizes a corporate identity, it's usually thought of as smart, simple, and easy to recognize.

symbolic thumbnails



symbolic solution



abstract challenges



Creating the abstract symbol for the lost children's network required the same process as the symbolic symbol. Simple, smart, but a different feeling and style when it comes to the recognition. The main focus is to create a theme fixated on the vision of children as a stature of self-involvement and progression.

abstract thumbnails



abstract solution



typographic challenge

The main question to this challenge was, “in what way can the font be manipulated to convey the same meaning and principles as the symbolic solution?”

typography thumbnails



typographic solutions



LOST
CHILDREN'S NETWORK

fonts



TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Candara

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

