

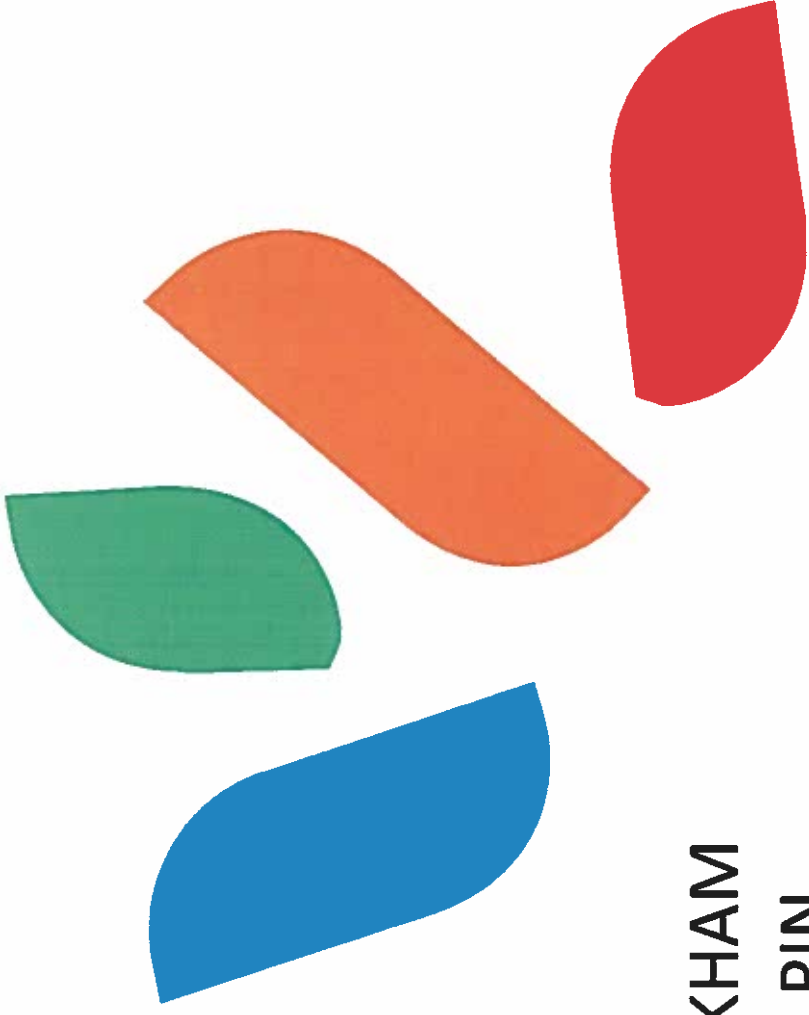
Design Concept: Markham Celebration Pin
Pearlamina Cheung

This design captures the many characteristics of Markham, and brings out the vitality and strengths this city has to offer. From its leadership in communication and technological industries, to its successful, environmental endeavours and vibrant communities, this pin celebrates Markham from all aspects.

Inspired from the Markham Civic Centre's architecture, the repeating circles and angled lines influence the three sections of the pin. The domed circles on the bottom represent signal waves. They also create a visual base for the pin. Similar to how a government supports its businesses and citizens, this base is where the rest of the pin emerges. The top right's wireless 'wifi' icon, along with the circle base, symbolizes communication, technological industries, and life science. In between these two elements are four leaf-like shapes placed at different angles to each other, creating tension and energy. These shapes are derived from the YRT and VIVA logos and make reference to Markham's transportation units. They also symbolize Markham's 'going green' ideas and the diversity and liveliness of the citizens. As the 'heart and soul' of the city, the citizens are the ones that utilize the transportations, practice the green routines, and make all the business and technological pursuits possible.

Essential characteristics of Markham are illustrated and celebrated with the four colours, blue, green, orange and red on the pin. Blue represents the business, life science and technology industries of Markham. The green colour signifies the strong environmental awareness the city holds, and its vast, green landscapes. Orange portrays the positive warmth and love the citizens have for Markham's multicultural communities. Lastly, red proclaims Markham's patriotism and pride to be the "High-Tech Capital" of Canada.

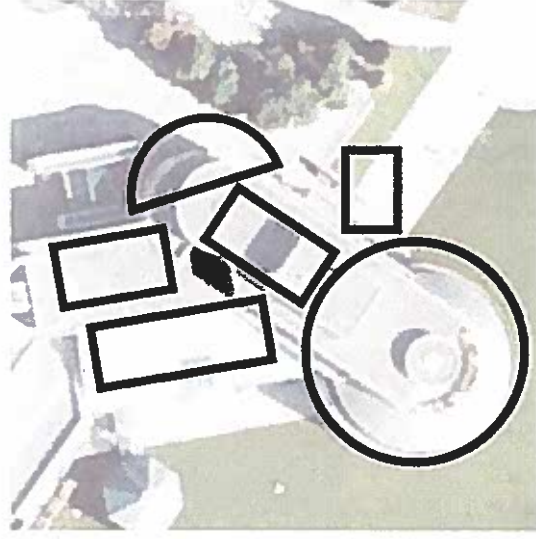
This pin takes on a minimal and contemporary style to show Markham's forward thinking philosophy. Along with the colours and icons, Markham's valuable traits of technological leadership, advanced green practices and colourful communities are showcased.



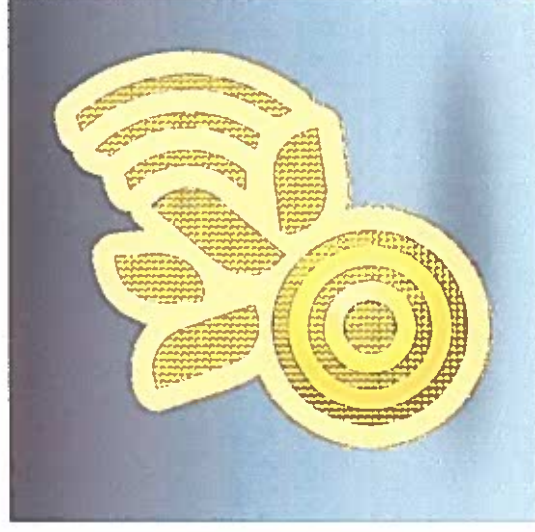
CITY OF MARKHAM CELEBRATION PIN

BY PEARLAMINA CHEUNG

CONCEPT INSPIRATION



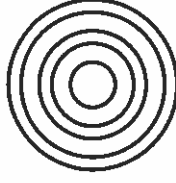
Markham Civic Centre
(Photo credit: Google Maps)



Digital rendering of pin design
(Front view)

CONCEPT

The pin can be separated into three sections:



1) Bottom circles

- signal waves
- visual base



2) 'WIFI' icon

- technological industries
- life science



3) Centre shapes

- YRT and VIVA
- 'going green'
- Markham's heart and soul



BY PEARLAMINA

COLOUR CONCEPT



BLUE
business

represents the



GREEN
values

signifies environmental



ORANGE

portrays the warmth and love



RED

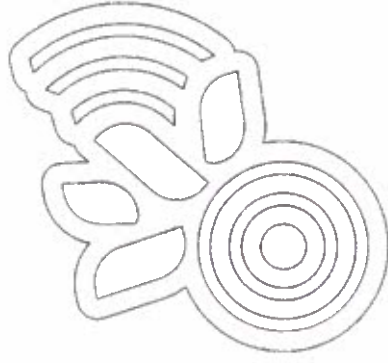
for Canadian "High-Tech Capital"



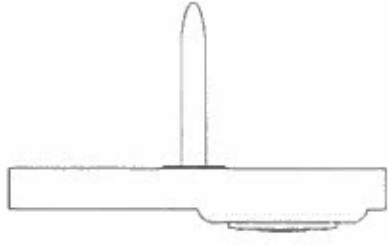
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CITY OF MARKHAM
CHEUNG
CELEBRATION PIN

TECHNICAL DRAWING

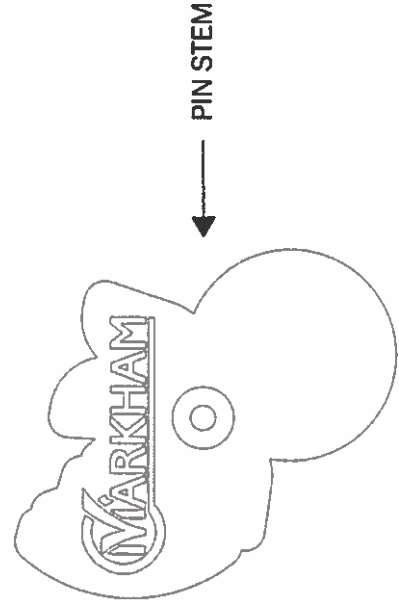


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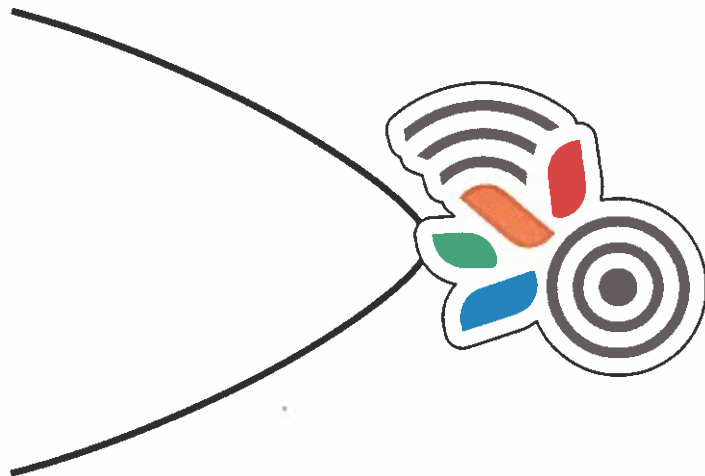


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3.2



PIN AND PENDANT



Pendant



Pin



CITY OF MARKHAM
CELEBRATION PIN

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