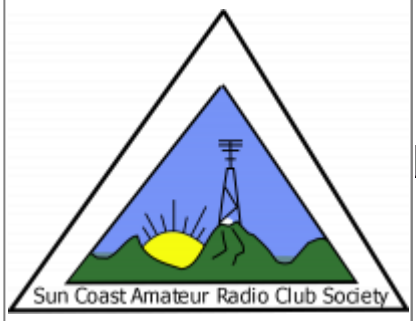
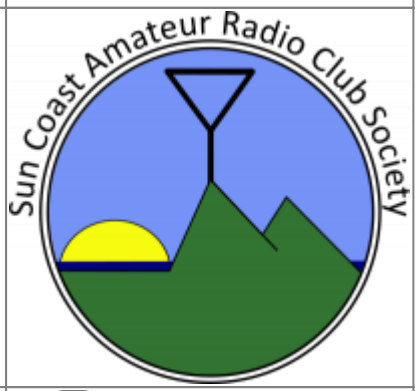
New Logo?

Our current logo presents a few challenges:

- It's wider than it is high (21:16), which makes it a bit awkward for some web applications since it doesn't fit well in a square.
- It has some very fine details (the tower, the ice cap, the water in the valleys) that don't scale down well.

In trying to solve these, I came up with a round alternative:

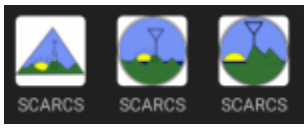
Current Logo	Draft 1	Draft 2
		
		

List of changes:

- Change the overall shape from a triangle to a circle.
- Change the colour of the water to a darker blue.
- Fix the sun, move it behind the water, and remove the rays.
- Remove the snow cap.
- Replace the tower and antenna with a simpler antenna symbol.
- Redraw the mountains using simple triangular shapes.

Here's what the front page of our website would look like:

And here's what the mobile phone bookmark buttons look like for each:



What do you think?