



NEW LOGO FOR SAXILBY WATERFRONT

An award-winning Graphic Designer from Lincoln has created a new logo for Saxilby Waterfront as part of the regeneration of Bridge Street Conservation area in Saxilby.

Sophie Karaer from SOKA Studios was commissioned to create the new logo after a public vote by the local community chose the name 'Saxilby Waterfront' to give the area an identity of its own. Sophie visited the area to see its main features for herself and after consultation with the Working Group leading the project chose to highlight the footbridge, a willow and a swan for her stunning design, reflecting the area's landscape.

Saxilby with Ingleby Parish Council are delighted with the final design which will be used on all new signage and branding in the Conservation Area.

Sophie Karaer said: "As an ambitious Lincoln based graphic design agency, we were honoured to work on the branding for Saxilby Waterfront. We have worked closely with the Parish Council to design a striking, clean and timeless logo that embodies everything the regeneration project is working towards.

ENDS

Image shows:
Sophie Karaer Senior Designer & Founder

Image shows:
Saxilby Waterfront Logo



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