

sacajawea



sacajawea





SACAJAWEA

Translator
Food Gatherer
Tour Guide

34 Bird Woman Drive
Sky, North Dakota 73947



34 Bird Woman Drive
Sky, North Dakota 73947

Design strategy:

When I did research on Sacajawea, I found out that her name means “bird woman” in Hidatsa, which was the tribe she grew up in. When I found that out, I automatically knew that I wanted to incorporate a bird into her logo. After additional research, I came to the conclusion that she was a brave woman. She helped Lewis and Clark navigate the Pacific Northwest region while she cared for her baby. She served as a translator between the men and other Native American tribes. I decided to use the silhouette of a hawk in the logo because hawks symbolize power and bravery. I used a line drawing of mountains because she was surrounded by nature in the Pacific Northwest.

Choice of typefaces:

I knew that I wanted to use a serif typeface because since Sacajawea lived in the late 1700s until the early 1800s, I wanted the typeface to look sort of rustic and old. I also wanted it to look natural because she was Native American and was known for her expedition with Lewis and Clark. I stumbled upon the typeface Old Claude LP, a serif typeface with ridges around the letters, making it look rough and kind of like wood. I knew this was perfect because it looked like it could be a part of nature. In the logo, the letters are lowercase because although I did try out all caps, it seemed too harsh and bold. I appreciated that the counters weren't too large and the x-height was balanced. In addition, I used Adobe Caslon Pro for the body of the stationery and the business card because Old Claude doesn't show up nicely in small sizes. Adobe Caslon Pro is still a serif and looks rustic.

According to letterspace.com, Paul Shaw designed Old Claude to imitate the Garamond typeface. He wanted to simulate the rough edges of letterpress printing onto handmade paper.

According to typekit.com, Carol Twombly designed Adobe Caslon Pro after the original Caslon typeface. Her version is better suited for magazines, journals, and book publishing.

Choice of color:

I was going to put color in the logo by making “sacajawea” brown so it looked like a branch and maybe putting blue to look like the sky. However, I decided against it because I tried it and it overwhelms the logo in a bad way. Because she lived 200+ years ago, I wanted the logo to convey that in a simple, clean way, and I think the typeface, hawk silhouette, and line drawing of the mountains get the message across that she was immersed in nature.



34 Bird Woman Drive
Sky, North Dakota 73947

William Clark
75 Mountain Lane
St. Louis, Missouri 63101

