

Logo Redesign for Bridge the Gap



Original logo for Bridge the Gap, an after-school tutoring and mentoring program that provides social, educational and emotional support to disadvantaged children in Marin County.

The logo often encountered issues with clarity when reduced in size due to the image on top.

Redesigned logo



Redesigned logo retains the original colors at the request of the organization, but with a bolder presentation that has been simplified.



The organization also removed the words “College Prep” from its name in 2022, another factor that prompted the change of logo.

