



Association of Professional Landscape Designers®

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ASSOCIATION OF PROFESSIONAL LANDSCAPE DESIGNERS® UNVEILS NEW LOGO

HARRISBURG, PA- The Association of Professional Landscape Designers (APLD) recently unveiled a new logo for the Association. The new logo creates a fresh look for the profession that is representative of two essential components of landscape design: land mass and plant material. The logo utilizes a tree with abstract leaves spilling from the frame to symbolize plant material. Land mass is represented by broad arching curves. The letters "APLD" are prominently displayed in the lower portion of the logo so that it is easily recognized. The strong visual aspects of the logo allow for it to be used in any one to two colors.

Excited with the completion and unveiling of the logo, Nicolien Van Schouwen, APLD logo redesign committee chair, comments that, "The new logo is bold and reads strong and clear from a distance while reflecting the art of landscape design."

The logo redesign committee consisted of van Schouwen, Communications Vice-Chair, President of the APLD DC-VA-MD Chapter; Daniel Lowery, APLD, Communications Chair, President of the APLD Washington Chapter; Susan Weber, APLD, Environmental Chair; Linda Engstrom, APLD, Past President 2003, and Corinna Posner. Vasken Guiragossian, graphic designer and art director with Sunset Magazine, was contracted by APLD and worked with the committee to design the logo.

The logo can be used by members of APLD to promote their membership in the professional society. Members can obtain the logo through the Member FTP site. For any questions, please call APLD headquarters at (717) 238-9780.

The Association of Professional Landscape Designers is a national organization representing over 1,000 members both nationally and internationally. Its goal is to advance landscape design as an independent profession and to promote the recognition of landscape designers as highly qualified, dedicated professionals. For more information or to find a landscape designer near you, please visit www.apld.org.

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