



MILPITAS



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Abstract "M" created by intersecting lines that represent **crossroads**

Curved lines also suggest **rolling hills**

Mix of modern colors symbolizes **diversity** of cultures

Graphic resembles wi-fi symbol and **high tech**

Logo mark is centered, conveying **strength**

Bright colors feel **modern, innovative,** and **energetic**



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m

Lower-case "m" is casual and **friendly** that feels welcoming

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lp

The "l" and "p" characters connect to form a **crossroads**

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pit

Dark green shape suggests the rolling hills and also an upward-facing arrow as a symbol of **exciting** growth

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s

Tail on the letter "s" extends to the right, conveying **forward progress**

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Bright colors feel **modern, innovative,** and **energetic**

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Rectangle shape is strong, solid, and connotes **unity**

Curved lines suggest **rolling hills**, with leaf shape representing **agriculture** and wi-fi symbol representing **high tech**

Graphic resembles original Ford plant (now Great Mall), representing **history**

Line graphic suggests **connectivity** and **rolling hills**, while also forming a roof shape to connote home and **family**

Green and blue colors represent **growth** and **safety**

