

Primary Logo 3





Business Card Size Black & White









Logo Usage with group's name: Verticle











Logo Usage with group's name: Horizontal











## Design 3 Rationale

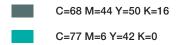
This logo incorporates the WordPress logo and the outline of the CN Tower - two recognizable symbols - as well as the use of a clean, modern font.

The logo creates a compelling icon that clearly conveys the information about the event - mainly that it's in Toronto and that it's about WordPress.

The geometry of the shapes work well together to make a very positive icon that lends itself very well to signs, apparel and social media branding.

This font uses green and blue tones that help show a fun and welcoming event. It is also very striking when used as a high-contrast, monochrome image.

## Colour Used



C=48 M=0 Y=71 K=0

## Font Used

Caviar Dreams Bold

## 01234567890 ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz