
Primary Logo 3



Business Card Size

Black & White



Logo Usage with group's name: Verticle



Toronto | 2012
WORDCAMP



WORDCAMP | 2012
DEVELOPERS TORONTO



WORDCAMP | 2012
THE TORONTO WORDPRESS GROUP



WORDCAMP | 2012
THE TORONTO WORDPRESS
DEVELOPERS GROUP

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=68 M=44 Y=50 K=16
	C=77 M=6 Y=42 K=0
	C=48 M=0 Y=71 K=0

Font Used

Caviar Dreams Bold

0 1 2 3 4 5 6 7 8 9 0
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z