Primary Logo 5

Business Card Size

Black & White

Logo Usage with group's name

toronto WORDCAMP
TORONTO · 2012

toronto WORDCAMP · 2012
WORDCAMP TORONTO

toronto WORDCAMP · 2012
WORDCAMP DEVELOPERS TORONTO

toronto WORDCAMP · 2012
THE TORONTO WORDPRESS
DEVELOPERS GROUP

Design 5 Rationale

WordPress is a platform that's used to help many different visions become a reality. The prism of colours shown in this logo reflects this diversity of backgrounds from which we all come to Word-Camp.

The colour change from one end of the palette to the other provides visual movement that draws the eye across horizontally to the WordPress logo (the last "o" in Toronto) and event information.

The logo's font and colours are very friendly, inclusive and positive. The font is a customized humanistic font with very appealing geometry that makes it fresh and modern.

The monochrome version of the logo is also very clean and elegant.

Colour Used

■ C=90 M=44 Y=46 K=16		■ C=4 M=17 Y=98 K=0	
■ C=80 M=18 Y=53 K=2		■ C=3 M=36 Y=100 K=0	
■ C=72 M=0 Y=61 K=0		■ C=0 M=76 Y=100 K=0	
■ C=40 M=1 Y=100 K=0		■ C=97 M=70 Y=47 K=41	

Font Used

Caviar Dreams Bold

01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz