Primary Logo 2

Business Card Size

Black & White

Logo Usage with group's name: Horizontal

TO | WORDCAMP
TORONTO · 2012

TO | WORDCAMP · 2012
DEVELOPERS TORONTO

TO | WORDCAMP · 2012
THE TORONTO WORDPRESS GROUP

TO | WORDCAMP · 2012
THE TORONTO WORDPRESS
DEVELOPERS GROUP

Logo Usage with group's name: Vertical

TO
WORDCAMP
TORONTO · 2012

TO
WORDCAMP · 2012
DEVELOPERS TORONTO

TO
WORDCAMP · 2012
THE TORONTO WORDPRESS GROUP

TO
WORDCAMP · 2012
THE TORONTO WORDPRESS
DEVELOPERS GROUP

All Colour Possibilities

TO | WORDCAMP
TORONTO · 2012

C=4 M=17 Y=98 K=0
C=0 M=96 Y=37 K=0
C=97 M=70 Y=47 K=41
C=66 M=0 Y=36 K=0

TO | WORDCAMP
TORONTO · 2012

C=40 M=1 Y=100 K=0
C=4 M=17 Y=98 K=0
C=0 M=96 Y=37 K=0
C=97 M=70 Y=47 K=41
C=66 M=0 Y=36 K=0

TO | WORDCAMP
TORONTO · 2012

C=97 M=70 Y=47 K=41
C=40 M=1 Y=100 K=0
C=66 M=0 Y=36 K=0

Design 2 Rationale

This is a bold and modern logo that uses the blocky capital letters "T" and "O" to create an iconic logo that's instantly recognizable as Toronto even though it doesn't use a visual like the CN Tower.

The abbreviation "TO" has gone beyond being slang and is a commonly used short form of Toronto. The accompanying font which says "WORDCAMP TORONTO 2012" is thin and elegant, creating a contrast with the thick, slab font of the "TO" icon. The colours also work to show that it's a lively and welcoming event.

The brightly coloured WordPress logo inside the "O" offers visual interest and the incorporation of the traditional logo helps identify the event to those already familiar with the WordPress platform.

The "TO" icon can work on its own (without supporting text) as a versatile icon for branding, apparel and media applications. It is also very strong and easy-to-read as a monochrome logo.

Font Used

Caviar Dreams Bold

0123456789O
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz