

---

Primary Logo 1

---



---

Business Card Size

Black & White

---



---

Logo Usage with group's name: Horizontal

---



---





Logo Usage with group's name: Vertical

---







All Colour Possibilities






-  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



-  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



-  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 1 Rationale

---

This concept is a clean, fun logo that we think has a fresh and modern vibe.

This logo cleverly interweaves Toronto imagery with the lowercase “t” providing the subtle shape of the CN tower - which, in effect, says “Toronto” without having the CN Tower.

The WordPress logo inside the shape of the “o” shows a cohesiveness and incorporation of WordCamp and the city.

The “w” is at a fun and jaunty angle - which adds to the logo’s positivity. Also, the right side of the “w” is aimed up, leading the eye towards the text, but it also gives a feeling of reaching forward to the future.

The colour makes the logo fun and enticing. We have included variations in colour that show the dynamic and changing face of WordPress and the many new and innovative ways it is used.

---

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

---

Note About The Fonts

---

The Caviar Dreams font we use for the WordCamp logo is one that's free for personal use. In the event that the font is used for commercial use, there is a commercial End User License Agreement that is unlimited and does not expire and only requires a donation of any amount.

There was no suitable GPL fonts. We have selected a substitute OFL font in the case this font will not comply with WordPress regulations.

Questrial (SIL Open Font License, 1.1)

01234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

