Primary Logo 4

Toronto | 2012
WORDCAMP

Business Card Size

Black & White

Toronto | 2012
WORDCAMP

Toronto | 2012
WORDCAMP

Logo Usage with group's name

Toronto | 2012
WORDCAMP

WORDCAMP | 2012
DEVELOPERS TORONTO

WORDCAMP | 2012
THE TORONTO WORDPRESS GROUP

WORDCAMP | 2012
THE TORONTO WORDPRESS
DEVELOPERS GROUP

Design 4 Rationale

This logo incorporates the Toronto skyline to show the city's positive, creative and vibrant culture.

The buildings' different colours and sizes spark visual interest, but also show that the event is diverse - based on the attendees' backgrounds and skills. We're all slightly different and unique like the buildings on the skyline.

As an added bonus, the iconic CN Tower and other buildings can be used as other web design design elements.

The WordPress logo rising over the horizon like the sun, makes it clearly visible and recognizable to those familiar with WordPress.

This logo clearly places the event in Toronto and the mellow green and blue tones help show an event that's friendly and welcoming.

Colour Used

C=68 M=44 Y=50 K=16

C=77 M=6 Y=42 K=0

C=67 M=0 Y=59 K=0

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

C=22 M=0 Y=77 K=0

Font Used

Caviar Dreams Bold

01234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz