DRESS CODE Logo Presentation

Logotype for digital and print

Made up of two complimentary fonts

"DRESS" presented using negative space to higlight the missing element of females in the Tech industries.

Uppercase used to mirror tech companies

Italic font used to represent forward movement

"O" presented with underlying dot, inspired by Charles Rennie Mackintosh, as a not to the Scottish element

All aspects of the design use elements from existing visual language which people, consciously or unconsciously, will understand