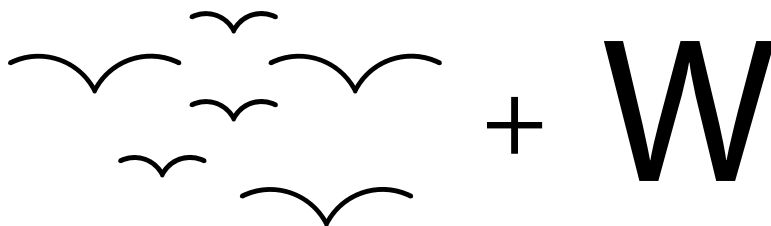
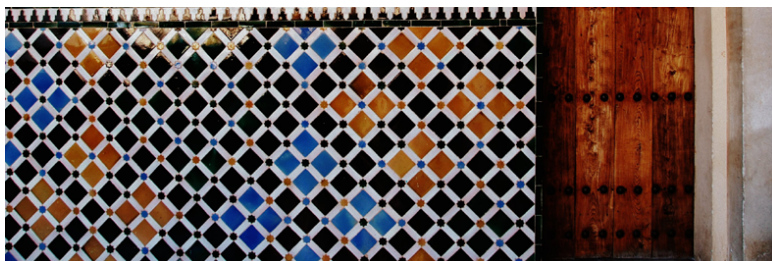


VISUAL GUIDELINES

WORDCAMP GRANADA 2018





Introduction.

About WordCamps

WordCamps are casual, locally-organized conferences covering everything related to WordPress, the free and open source personal publishing software that powers over 75 million sites on the web.

WordCamps come in all different flavors, based on the local communities that produce them, but in general, WordCamps include sessions on how to use WordPress more effectively, beginning plugin and theme development, advanced techniques, security, etc.

Logotype concept.

When we started to develop the concept for Granada's WordCamp logo, we wanted to maintain three things: first, that our city was indetified in some way, second, the community value that surrounds WordPress and finally, strengthen the idea of diversity, both in WordPress and within the community itself. Now think about bird communities that fly over our planet and the diversity of species. Like WordCamps in every corner of the world.

With a color palette that recalls Granada ceramic art and the concept of community of migratory birds, we built a logo that remembers the values of diversity, community and of course, our city!



WORDCAMP

GRANADA 2018

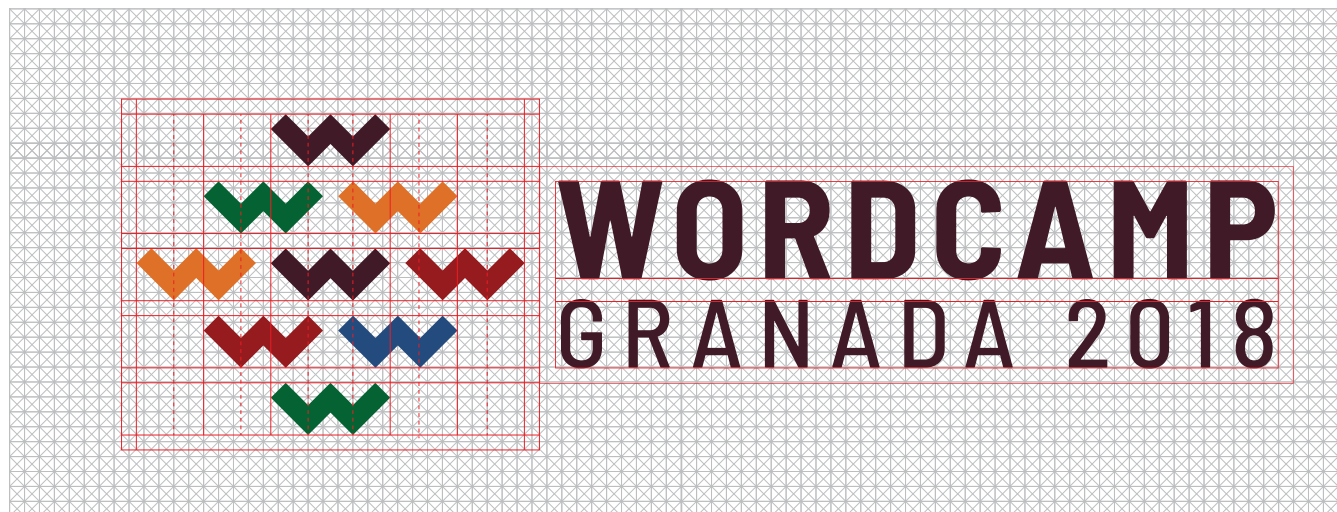


CONSTRUCTION.



DOWNLOAD.

<https://git.io/vpfqU>





LOGO

WORDCAMP GRANADA 2018

Vertical composition



Horizontal composition





White background



Dark background



Light background





PRINT

C 52
M 83
Y 59
K 66

R 64
G 24
B 38

#401826

DIGITAL

—

—

WEB

COLOR TINTS

100%

80%

60%

40%

20%

C 90
M 35
Y 100
K 30

R 17
G 99
B 51

#116333

100%

80%

60%

40%

20%

C 10
M 68
Y 100
K 0

R 223
G 113
B 39

#DF7127

100%

80%

60%

40%

20%

C 26
M 100
Y 100
K 26

R 150
G 27
B 30

#961B1E

100%

80%

60%

40%

20%

C 95
M 77
Y 25
K 10

R 31
G 75
B 125

#1F4B7D

100%

80%

60%

40%

20%



Barlow Semi Condensed Bold.
Barlow Semi Condensed Medium.
Barlow regular.

This is a headline.

This is a subtitle.

Donec eu felis aliquam, commodo sem non, tincidunt erat. Pellentesque non ante in purus eleifend interdum. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Morbi turpis libero, maximus maximus semper eget, cursus in elit. Phasellus accumsan congue arcu, id aliquet metus dignissim id. Morbi ultrices bibendum tortor. Nunc id ante eleifend, lacinia neque quis, accumsan massa. In eu iaculis elit, ut sodales eros. Curabitur sed magna venenatis, ullamcorper libero sed, maximus massa. In at posuere dui, quis convallis lorem. Quisque turpis lectus, ultrices et magna nec, feugiat egestas purus. Nulla et feugiat ipsum.

Curabitur varius mollis venenatis. Duis rhoncus in lorem et tincidunt. Maecenas nec quam a purus pulvinar luctus id id nibh. Aenean tempor fringilla sapien, sed efficitur leo rhoncus vel.

Quisque pellentesque ornare mollis. Sed pretium egestas eros, quis condimentum sapien maximus id. Donec finibus laoreet bibendum. Praesent lobortis, neque in dignissim maximus, nibh elit sollicitudin nulla, eu mattis augue velit eu risus. Praesent lacinia nibh at eros semper mollis. Nam gravida libero nec blandit suscipit. Fusce cursus purus enim, at auctor ipsum posuere eget. Maecenas laoreet, velit at rhoncus hendrerit, purus dolor placerat metus, sit amet interdum neque metus a enim. Pellentesque tempor efficitur vulputate. Vivamus tellus nisl, convallis eu commodo at, euismod nec orci. Aenean nisi sapien, aliquet sed gravida quis, porttitor sed arcu. Fusce faucibus velit id risus blandit, eget vehicula ante pellentesque.



TYPEFACE

Barlow Family

Headlines & Subtitles.

Body

Barlow Semi Condensed

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*[]

AaBbCc123
Barlow bold

Donec hendrerit gravida leo, nec laoreet metus euismod at. Maecenas vitae consectetur tortor. Vivamus pretium, eros et feugiat fermentum, erat nisl pretium enim, sed vulputate diam justo eget arcu. Sed eget nisl sed odio euismod interdum.

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*[]

AaBbCc123
Barlow bold italic

Donec hendrerit gravida leo, nec laoreet metus euismod at. Maecenas vitae consectetur tortor. Vivamus pretium, eros et feugiat fermentum, erat nisl pretium enim, sed vulputate diam justo eget arcu. Sed eget nisl sed odio euismod interdum.

AaBbCc123
Barlow regular

Donec hendrerit gravida leo, nec laoreet metus euismod at. Maecenas vitae consectetur tortor. Vivamus pretium, eros et feugiat fermentum, erat nisl pretium enim, sed vulputate diam justo eget arcu. Sed eget nisl sed odio euismod interdum.

AaBbCc123
Barlow italic

Donec hendrerit gravida leo, nec laoreet metus euismod at. Maecenas vitae consectetur tortor. Vivamus pretium, eros et feugiat fermentum, erat nisl pretium enim, sed vulputate diam justo eget arcu. Sed eget nisl sed odio euismod interdum.