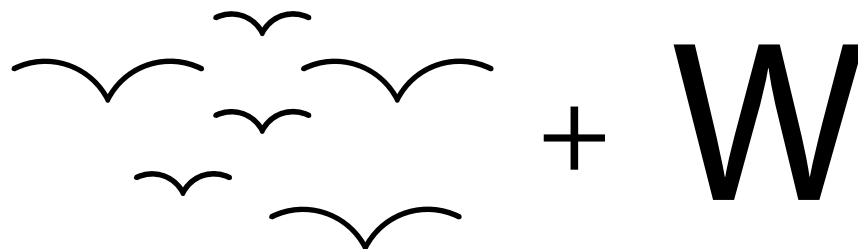


VISUAL GUIDELINES

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



DOWNLOAD

<https://git.io/vpfqU>





COLOR TINTS

WEB

DIGITAL

PRINT

100%	C 52 M 83 Y 59 K 66 —	C 90 M 35 Y 100 K 30 —	C 10 M 68 Y 100 K 0 —	C 26 M 100 Y 100 K 26 —	C 95 M 77 Y 25 K 10 —
80%	R 64 G 24 B 38 —	R 17 G 99 B 51 —	R 223 G 113 B 39 —	R 150 G 27 B 30 —	R 31 G 75 B 125 —
60%	#401826	#116333	#DF7127	#961B1E	#1F4B7D
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20%					



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This is a headline.

This is a subtitle.

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