

LOGO FOR THE TRUST OVER IP FOUNDATION: PROPOSAL 2

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elanicaTM

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DESIGN BRIEF

ABOUT. This document proposes a logo for the Trust Over IP Foundation. Various design features of the logo are presented, as are the rationales behind each design decision. The philosophy behind the logo design is that of “no detail without a purpose;” that is, nothing in the logo is merely decorative or ornamental. The point of a logo is to be a recognizable symbol for the enterprise it represents, plus an integral element of a larger branding strategy.

Note that this document does assume the reader has a basic familiarity with the Foundation, the technologies it works with, and its larger purpose.

AUDIENCE. The Foundation is expected to play a role connecting members of the technology community and members of a larger community with a stake in digital trust. This dual audience was top of mind during the creation of the logo. That said, it should be acknowledged that the term “Trust Over IP” contains an acronym that is likely to be familiar with a tech-savvy audience. The logo has been designed to cope with this issue to some degree.

USAGE. The logo is expected to fit a variety of usage scenarios. For example, it is expected to be the center-piece of a web site, but also work on various promotional materials and physical media. That means it should work in different sizes, both in color and in black-and-white.

A secondary priority is that the logo work as a potential badge to signify that a product or service meets certain standards, or has a particular compatibility. Thus, there are constraints of simplicity on the logo. Moreover, it should stand alone as a recognizable symbol over time, as the intended audiences gains familiarity with it.

CORE CONCEPTS

PEERS + **BOND** + **PROTOCOL**

The idea is to move away from the idea of server-client hierarchies in typical transactions, or what used to be euphemistically referred to as “master-slave” relations. Instead, the idea is that the three parties (issuer, verifier, and holder) are treated as “peers,” with the relationship not determined by status differences. The logo therefore emphasizes this *peership*.

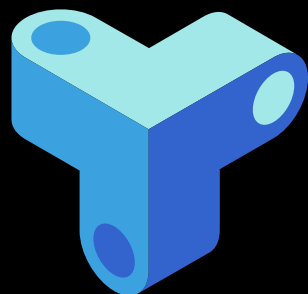
Trust exists within relationships but is a specific reference to a *bond of trust* between parties. Bonds can be expressed visually in various ways. But the idea is that the trust has a certain solidity; a solidity and tangible quality made possible by the work of the Foundation.

The Internet protocol enables an interoperability. More to the point, it is a trusted and reliable set of rules about interaction that are governed. Thus, it is more than a simple mechanism, but a larger institutional role too.



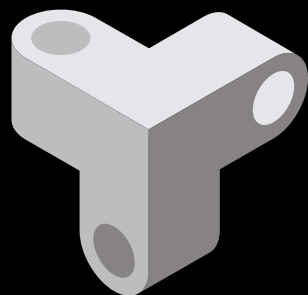
TRUST
Over **IP**
FOUNDATION

COLOR



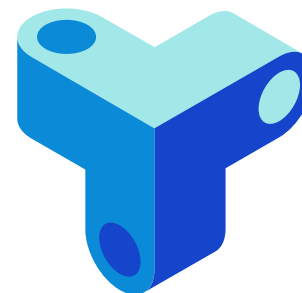
TRUST
Over **IP**
FOUNDATION

COLOR ON BLACK



TRUST
Over **IP**
FOUNDATION

GREY SCALE ON BLACK



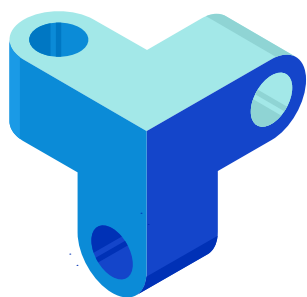
TRUST
Over **IP**
FOUNDATION

VERTICAL



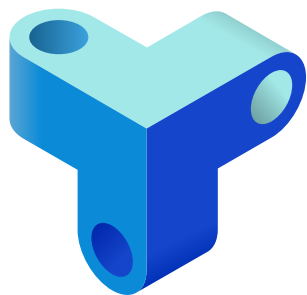
ToIP

BADGE (GREY SCALE)



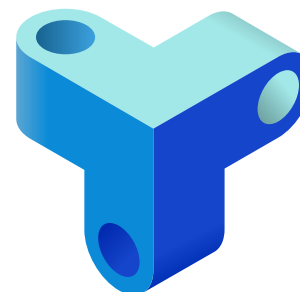
TRUST
Over **IP**
FOUNDATION

COLOR (SOLID DIMENSIONALITY)



TRUST
Over **IP**
FOUNDATION

COLOR (GRADIENT DIMENSIONALITY)



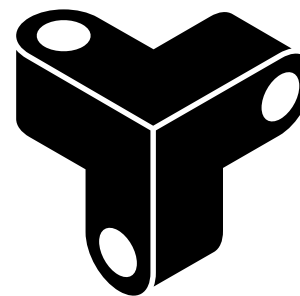
TRUST
Over **IP**
FOUNDATION

VERTICAL (GRADIENT)



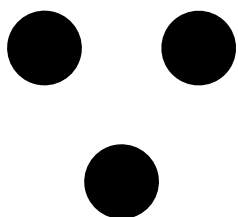
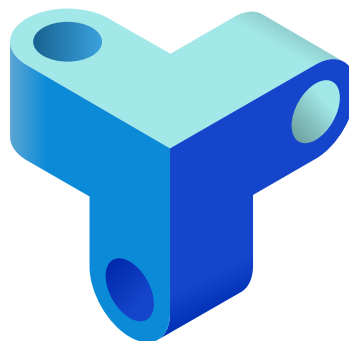
TRUST
Over **IP**
FOUNDATION

COLOR ON BLACK (GRADIENT DIMENSIONALITY)

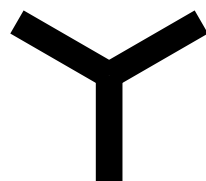


BLACK AND WHITE

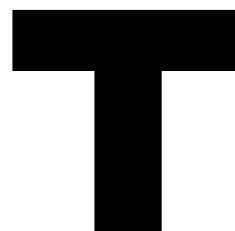
SYMBOLIC CONSTRUCTION



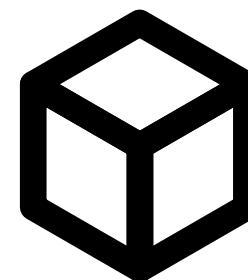
+



+



+



PEERS

Three circles represent the three main peers in the trusting relationship: issuer, verifier, and holder.

BONDS

The coming together of the shapes at a point represents the bonds. The way the shapes coalesce into a solid form suggests the bonds are integral.

TRUST

The peers and bonds are loosely arranged in a “T” shape to reinforce the first word in the wordmark (Trust).

SOLIDITY

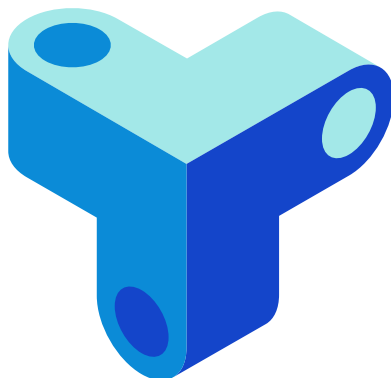
The isometric construction of the logo gives the impression that the relationship represented is a solid one; there is a tangibility and strength to the relationship.



SHAPE LANGUAGE. A triangle is implicit in three of these elements, something which reinforces the tripartite relationship.

COLOR SYMBOLISM: ELECTRICITY

DARK ON LIGHT / FLAT

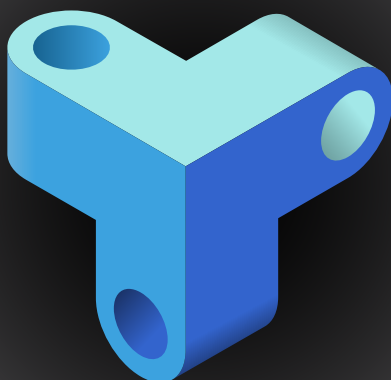


163 / 232 / 232
#A3E8E8

11 / 139 / 215
#0B8BD7

20 / 69 / 202
#1445CA

LIGHT ON DARK / DIMENSIONAL



163 / 232 / 232
#A3E8E8

60 / 162 / 223
#3CA2DF

51 / 100 / 205
#3364CD

SYMBOLIC MEANING. The overall concept of the color palette is electricity, to symbolize the digital nature of the Foundation's technologies. It is energetic. Electric colors come in several hues. Blue was chosen because, within international business and technological circles, blue is associated with the concept of "trust." Moreover, blue is a common color used for logos in information technology industries.

CONTRAST. Using colors of the same basic hue can be a challenge without sufficient contrast. The three cool tones chosen here offer suitable contrast. This selection also offers a set of seed colors to build a larger palette for the Foundation's web site.

DIMENSIONALITY. Flat and dimensional versions of the logo exist. The dimensional versions play up the three-dimensional quality of the logo. There are two dimensional versions. One which uses color gradients to simulate light reflection and shading. The other uses solid bars of color to imply light reflection and shading. All three versions are provided because some media have limitations that prevent the use of gradients. Moreover, gradient versions may not offer enough contrast at small sizes in some use cases. Depending on the context of use, either the flat or dimensional versions will have more visual "punch." Thus, the three versions offer worthwhile flexibility.

DARK BACKGROUNDS. The logo's colors are adjusted slightly for dark backgrounds. The two darker blues are lightened slightly and appear less saturated. Given that color perception is relative to surrounding colors, this adjustment is hardly noticed by viewers.

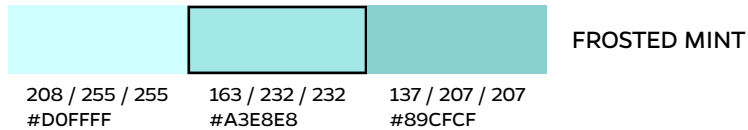


COMPLEMENTING COLOR PALETTE

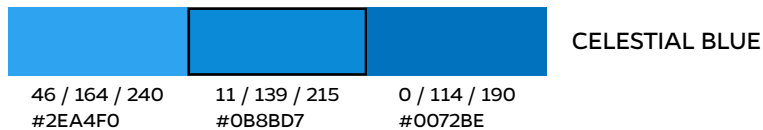
COOL

EXTENDED LOGO PALETTE

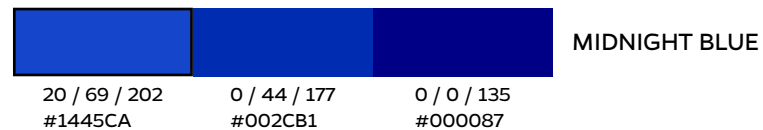
LIGHT TONES



MID TONES

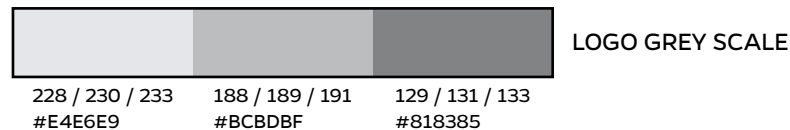


DARK TONES

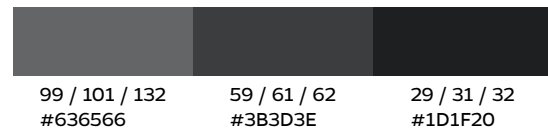


GREY NEUTRALS

LIGHT-TO-MID TONES

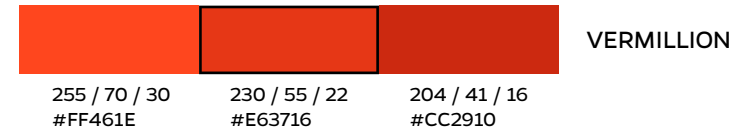


DARK TONES

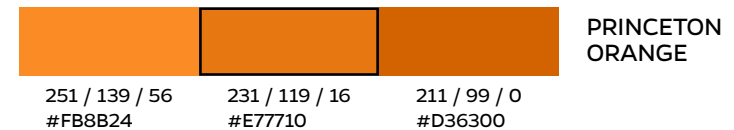


WARM

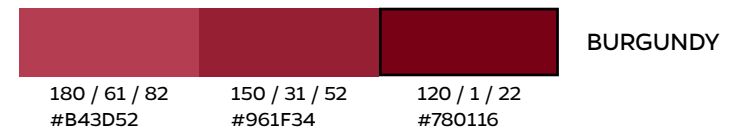
ALERT / HIGHLIGHT TONES



SECONDARY

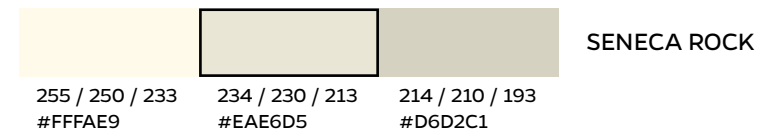


TERTIARY / DARK

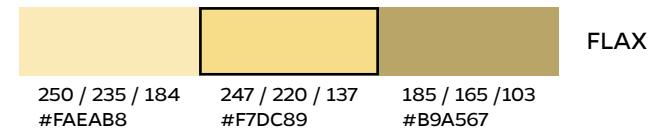


EARTH NEUTRALS

SUBDUED TONES



BRIGHT TONES





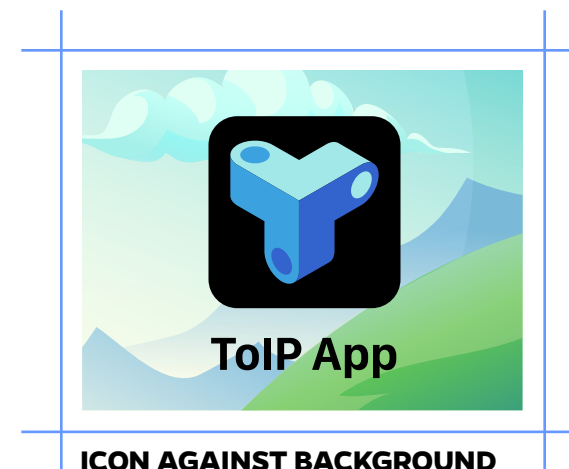
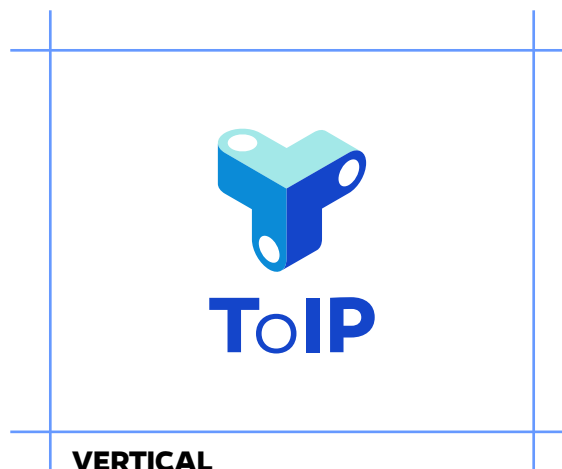
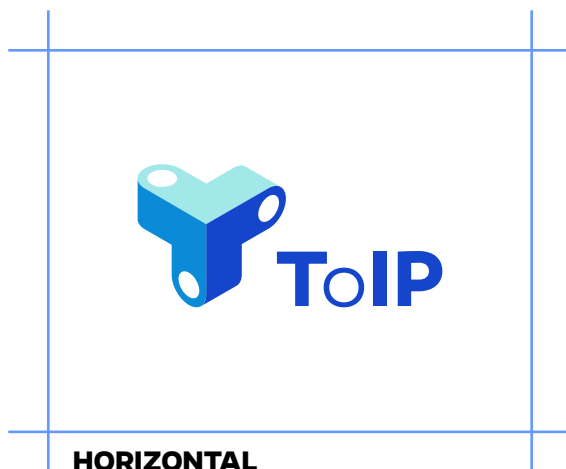
WORDMARK DESIGN

TYPE HIERARCHY. The term “Trust Over IP” is a challenge to express in a wordmark for two reasons: (a.) IP is an acronym and that must be evident to the user at first glance; (b.) “Trust” and “IP” are the most important concepts and therefore given prominence. This is accomplished by capitalizing and bolding “TRUST” and “IP,” while using lower-case and a light type weight for “Over.”

TYPEFACE. Modern sans serif typeface (Canaro by René Bieder) is consistent with modern trend which favors simple and sturdy looking wordmarks. Canaro also has some distinctive stylistic features, notably the capital “S” and lower-case “r.” Canaro Bold and Light weights of the font are used. This typeface can be licensed at low cost for use in logos (US\$60).

ALIGNMENT. Box alignment keeps wordmark element compact; maintains text hierarchy with “Trust Over IP” as more prominent than “Foundation.” Vertical and horizontal configurations of the logo can be accommodated within this layout without distortion. The ToIP acronym comes in two configurations: one aligned to a baseline (with logo curvature aligned to bottom of small “o” for optimal optical alignment) and one centred.

SMALL FORMAT



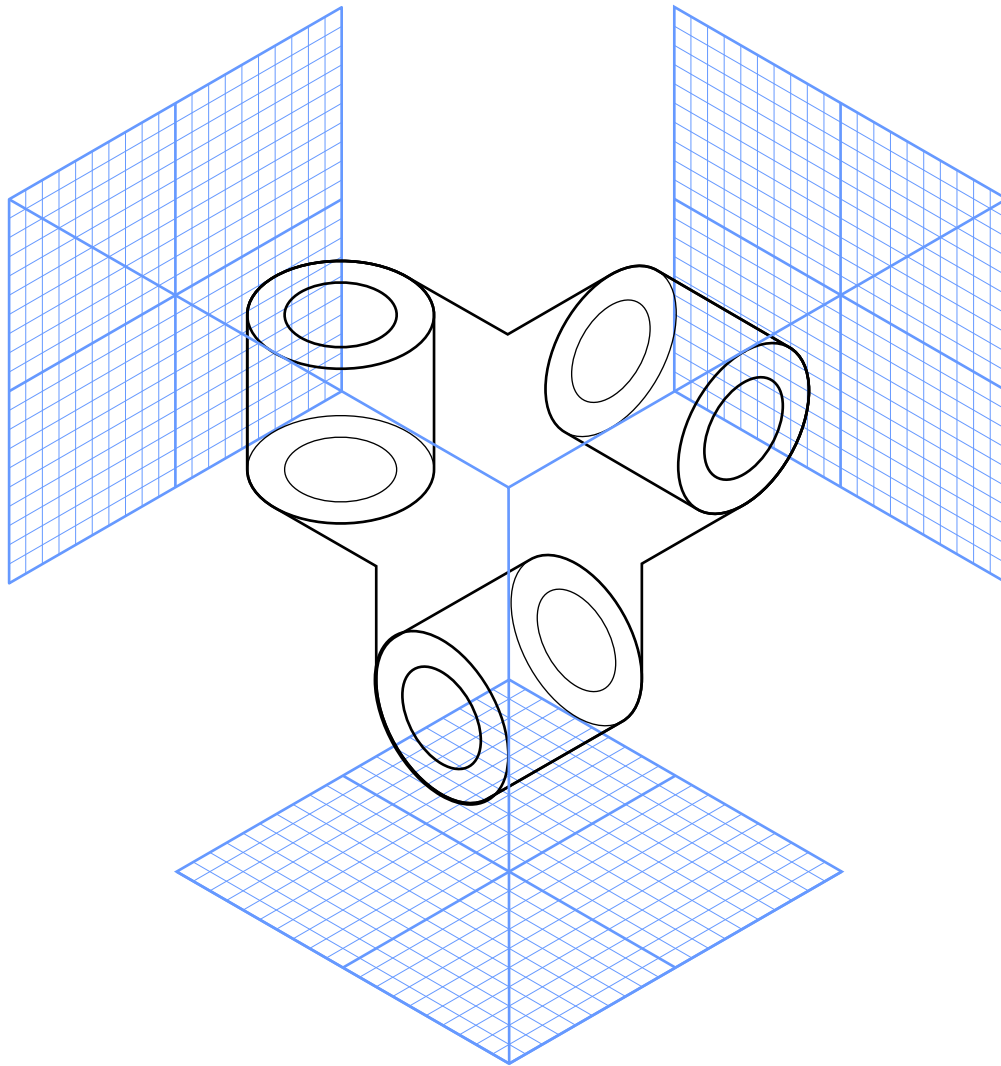
BADGE. A simplified version of the logo can be used in small sizes or as a badge. Over time, it is expected that the symbol will gain wider recognition and may stand on its own. Color, greyscale, and black-and-white versions are available depending on the demands of the usage scenario. Keeping the circles white maintains contrast at small sizes and complements the acronym's "o."

ACRONYM. Use of an acronym may help "socialize" the concept of Trust Over Internet Protocol as a handy shorthand. The small format version works well in both horizontal and vertical arrangements.

ICONOGRAPHY The boldness and compactness of the logo helps it stand out within a cluttered group of icons. Use of black background also ensures that it contrasts suitably against busy screen wall-papers.



GRAPHICAL CONSTRUCTION



DIMENSIONALITY. The logo was constructed on an isometric grid (also known as distance perspective) to give it a three-dimensional quality. Use of valid drafting methods means that the logo can be turned into a physical object with 3D printing without having to embellish the form.

UNIQUENESS. Other logos exist with either a blocky isometric “T” shape or radiate from a centre point along three axes. However, the particular use of curves, circles, and asymmetry make this logo stand-out as suitably unique while being nonetheless simple in form.

LOGO IN USE: HORIZONTAL

