

1/2 **better B**

modular identity system to point out the various aims (meeting, exchange, discussing, learning ...) of this conference



Solution

I tried to find a logo, that symbolizes the conference by its form (2 overlapped edged bubbles - stand for coming together, speaking, taking position, discussion, exchange ...) and that gives me flexibility to work with. Because for me a more modular identity for such an event works better than a fixed logo. It underlines the intention of collaboration, development, openness, forward-thinking and creativity.

Furthermore it can be used for the information/pictogram system and different promotion things easily. Transparency and color gradient could make the logo more modern and support the thought of meeting & exchange in another way. It also works good in black, on different colors, on photographs, in positive & negative, as pattern as well as in cutted parts.

Hope you like it!
Best, r.

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Creative's profile



Creative's top 5 skills

Graphic Design, Illustration, Packaging Design, Communication Concept