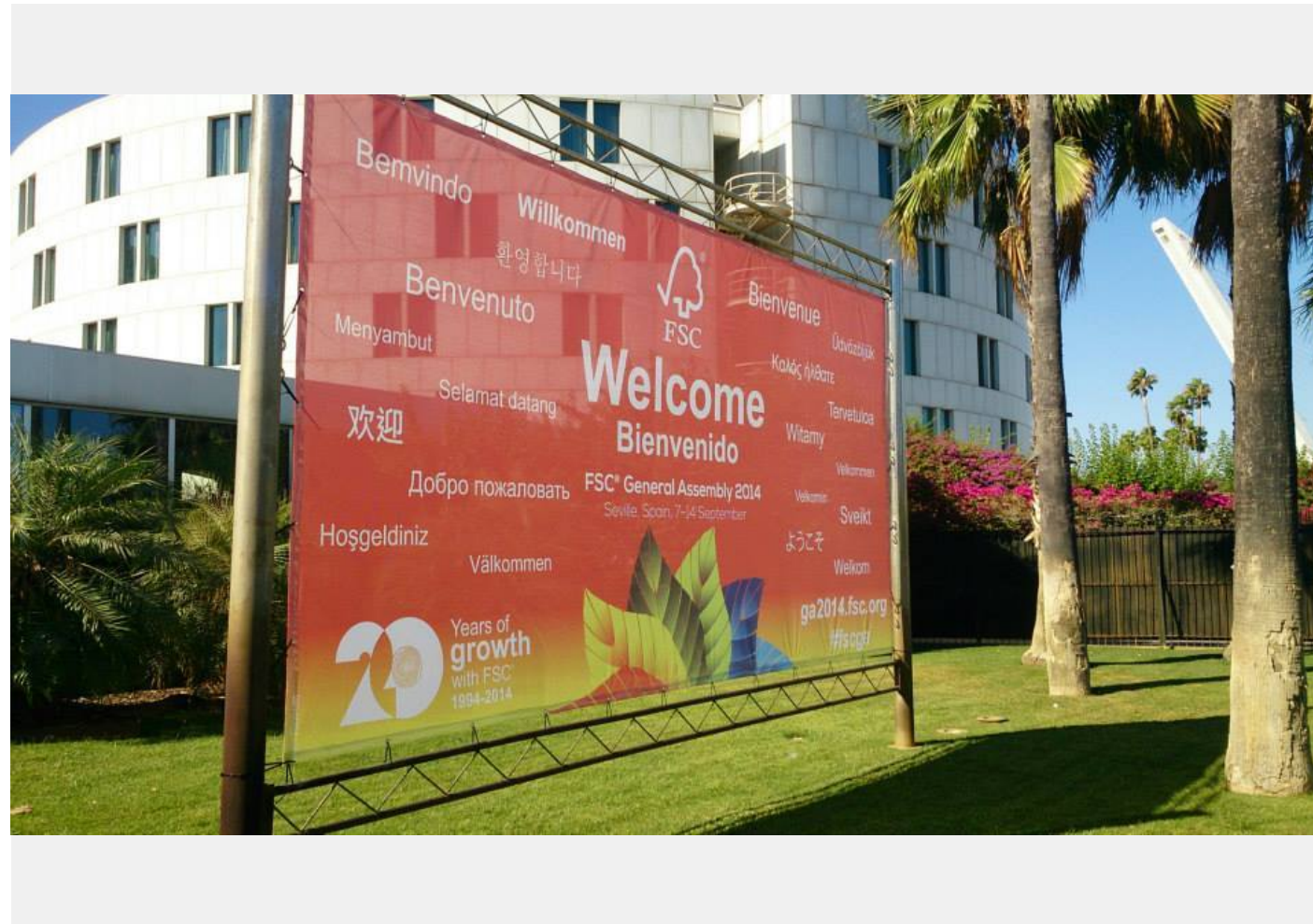


## 1/5 The FSC® General Assembly 2014 Logo & Branding

Logo design and some of several branding applications made for the event.



### Solution

Every three years, FSC® members, supporters, and stakeholders come together to discuss a sustainable future for the world's forests and the people that inhabit them. The 7th FSC General Assembly 2014 was held in Seville, Spain, in September 2014. Here are some examples of the logo and Branding created for the event.

Jovoto Portfolio Awards 2015

2/5 **The FSC® General Assembly 2014 Logo & Branding**

Logo design and some of several branding applications made for the event.

What was the task for the work you show here?

Logo design and several branding identity applications made for the event.

3/5 **The FSC® General Assembly 2014 Logo & Branding**

Logo design and some of several branding applications made for the event.

What was your unique idea?

The resulting FSC GA 2014 logo is based on an abstraction of a hand fan, a symbol of Andalusia's culture that is used in specific flamenco dances and daily life. This was created using traces of leaves connected at the base. The hand fan and the use of colors represent diversity and interaction between different parts, united in one common purpose: working together to ensure a legacy of stewardship. bringing voices from different parts of the world together in a single forum.

Jovoto Portfolio Awards 2015

4/5 **The FSC® General Assembly 2014 Logo & Branding**

Logo design and some of several branding applications made for the event.

Is the work you present here originally and genuine made by you?

Yes

Jovoto Portfolio Awards 2015

5/5

## The FSC® General Assembly 2014 Logo & Branding

Logo design and some of several branding applications made for the event.

Creative's profile



**Arturo\_Escobar** PRO  
Creative Manager

Creative's top 5 skills

Graphic Design, Illustration, Photography