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Top2017 - Proposal for the Visual Identity

For the creation of the logo for the Top 2017, the starting point was one of the most charismatic monuments of the city that hosts the workshop, Braga, together allied to the fact the event will be around this monument, being it a constant presence.

The Sanctuary of Bom Jesus do Monte, one of the references of the European baroque, is an icon of the city of Braga, which is one of the oldest christian cities in the world, so it captures the essence of the roots and history of this town.

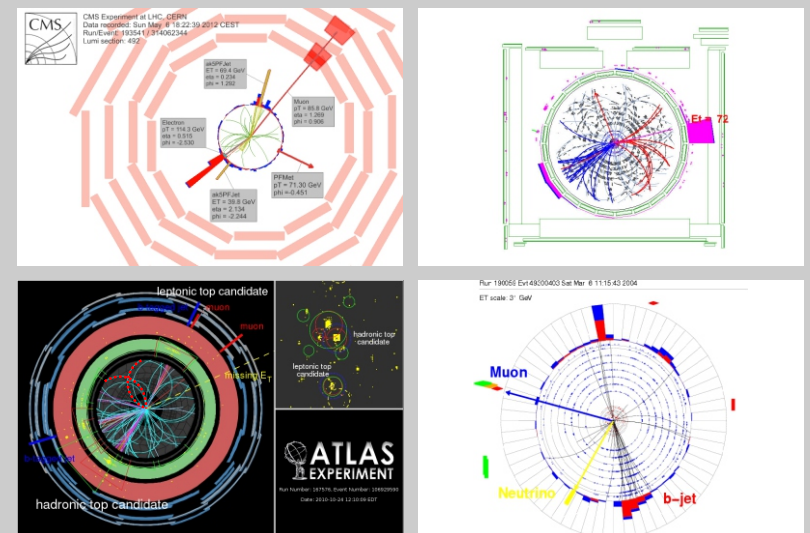
In addition to the location of the workshop, a base element that motivates this meeting is also included, namely a idealized $t\bar{t}$ event, wich can be collected in the experiments all around the world.

Putting together these two elements it was possible to create a logo that combines the location and the purpose of the workshop, which participants will easily identify with.

Inspirational elements:



Sanctuary of Bom Jesus do Monte



Display of top events

Top2017 - Logo

Complete logo:



Simplified logo:



Top2017 - Monochrome logo

Complete logo:



Simplified logo:



Top2017 - Typography and Colors

Title:

Futura Md BT

Normal Text:

Futura Bk BT

Alternative Font:

Open Sans

Main Color:



RGB: 5 , 22 , 56
CMYK: 100 , 89 , 16 , 72

Secondary Color:



RGB: 27 , 66 , 143
CMYK: 100 , 81 , 0 , 3

Shadow/Back Color:



RGB: 204 , 204 , 204
CMYK: 22 , 16 , 16 , 2