

D-Carbonise Logo Design

CLIENT: Reed Exhibitions

Brief: Create a logo for a brand new event focused on decarbonisation; including energy efficiency, low-carbon heat generation and smart transport.

Buzz words:

- Green
- Futuristic
- Environment
- Positive change
- Collaborative
- Transformational
- Smart
- Industrial
- Global
- Integrated
- Eco-system
- Multi-industry
- Carbon-Free
- Connected

Challenges:

- 1) To create a design that stood out from competitors, as well as the umbrella brand logo, All-Energy (fig. 1).
- 2) Ensure a separation between the capitalised 'D' and 'carbonise' in order to emphasise the 'D'.
- 3) Avoid any designs that look too technical, appealing to end-users.
- 4) Show a sense of movement and reduction.
- 5) Complex enough design elements to help with getting the logo trademarked.
- 6) Include 3 pillars in the design, referring to heat, energy and transport

The process...



reference to carbon molecules



reference to switches (switching off/lowering carbon footprint)



sense of movement and introduction of lowercase lettering



idea of graph, showing the lowering carbon emissions



The solution...

Our client chose the final design (right) for its use fresh colouring and reference to the reduction of carbon emissions, using dots to represent this.



Aftercare...

Not only did we complete the logo design but we also provided the client with a set of brand guidelines and examples of how the logo (and its devices) could be used across any marketing material in the future.

LOGOS 1

FULL COLOUR
Preferred logo.

COLOUR REVERSED
For use on dark backgrounds.

REVERSED, ALL WHITE
For use on dark background, only to be used for black and white printing where colour is not available.

ALL BLACK
Only to be used for black and white printing where grey and colour is not available.

NO STRAP-LINE
Only use when necessary. For example, if space is limited.

DEVICES 4

THREE CIRCLES
The colours should always be in this order (Green 1, Green 2, then Green 3) going diagonally right and down at a 44° angle, spaced evenly.

The Green 2 circle should be three quarters of the size of Green 1. Green 3 should be half the size of Green 1.

If more than one circle set is being used together, the distance between the top circles (Green 1) should be the same as its diameter.

CURVED SHAPE
Circles can be used to create a curving edge of an image or background colour.

BRAND IN ACTION 5

FLYER DESIGN
The circle and curved shape devices can be used as elements of a flyer design. Each can be scaled up or down and layered to create a dynamic effect. Images in circles and other curved shapes can also be used to compliment the style.

WEB BANNER DESIGN
Repeating the three circles can be used as a technique to create a new pattern.

WEB BUTTONS
Buttons must have rounded edges and sample colours from the logo. Icons must also have thick lines and rounded edges.

BRAND IN ACTION 6

POWERPOINT PRESENTATIONS
Inside slides should have a consistent footer in either logo Grey, Green 2 or Green 3. The D-carbonise logo should sit within this in reverse white.

Copy can also be written inside a coloured circle.

EVENT GRAPHICS
The D-Carbonise logo should be at approximately eye-level on large banners, with most important information above and secondary information below.