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## WORLD SOCIAL FORUM 2010, LOGO PROPOSITIONS

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logo for small sizes b



#### IDEA 1 | PEOPLE & THE WORLD

People from around the globe gather around another possible world. The characters are all different reflecting the diversity within the WSF community.

The characters also come from a free font, Tiparracus, from Typerware/Balius, which allows the identity to be adapted in various ways and for many design applications.

#### OVERALL COLOR CHOICES

Orange is used in all sketches to recall the original WSF identity. The rest of the palette is based on the colors of the globe.

## IDEA 2 | HANDS &amp; THE WORLD

The idea behind this series is global diversity: From all over the 5 continents, people have different approaches to solving their problems; to fight, to support, to cooperate... The hands symbolize each one of these concepts.



## IDEA 2 | HANDS &amp; THE WORLD

This hand series is a variation of the previous one. Each hand takes the shape of a number to make up “2010” and individually symbolizes the following concepts:

- “2” for alternative
- “0” for collaboration
- “1” for unity
- “0” for revolution

Logos “a” and “d” are attempts to represent the globe in an abstract way while maintaining the idea of connection between people.





a



b



c

logo for small sizes



d



e

logo for small sizes

## IDEA 2 | HANDS & THE WORLD

In this series, the hands come together to form the 4 cardinal points in order to highlight the geographic connection between people, as well as the intersections of their values for change.

Calligraphy is used to hint at the idea of the hand being the natural tool for communication. Ideally, each culture using this version of the logo would add its own calligraphic tradition to the wordmark.



### IDEA 3 | GLOBAL CONNECTION

This series originated from the function of a subway in linking numerous destinations together and encouraging the dynamic movement of people.

In this case, the continents are linked as the 2010 events take place in different corners of the world under the same WSF umbrella.