

Infrastructure Week

New logo exploration

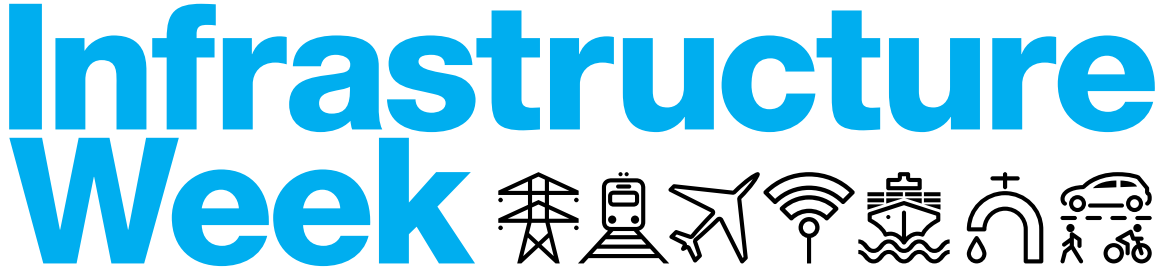
Final

01/13/2017



Mark Jones
Graphic Designer

Primary Logo



Secondary Logo

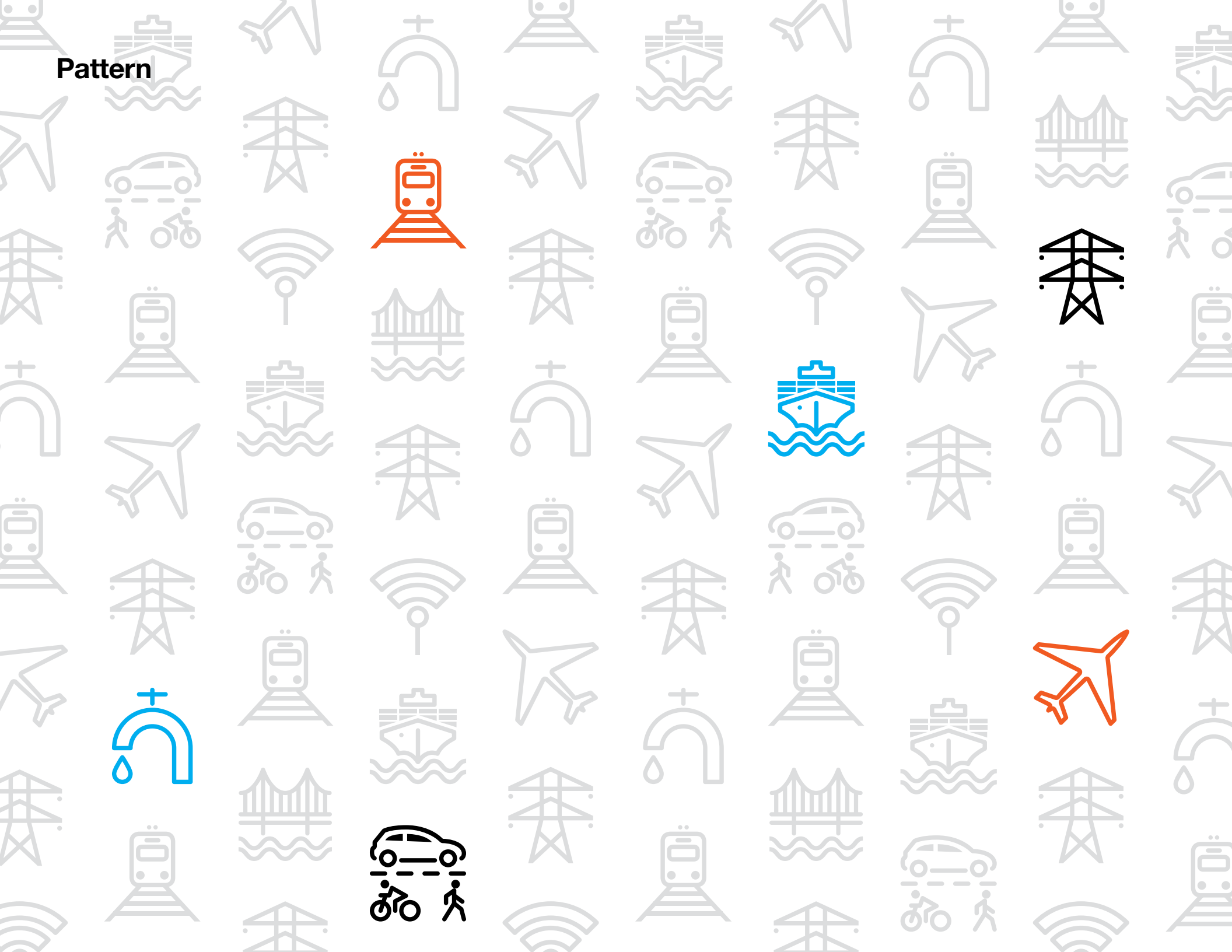
Infrastructure Week 2017



Favicon



Pattern



Color palette

Primary



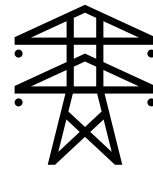
Supporting colors



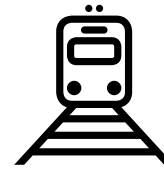
Name	Cyan	Orange	Gray	Black	White
C	100	0	0	0	0
M	0	80	0	0	0
Y	0	100	0	0	0
K	0	0	15	100	0
R	0	241	220	0	255
G	174	90	221	0	255
B	239	34	222	0	255
Hex	00AEEF	F15922	DCDDDE	000000	FFFFFF

Icons

Electricity



Rail



Airport



Wifi



Shipping_Port



Water



Auto_Ped_Bike



Bridge



Fonts

Helvetica Neue 85 Heavy

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz123456
7890!@#\$%^&*()**

Helvetica Neue 35 Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*()