

Global connectivity and reach of the W3C's impact and influence on the world. A bold and very minimal approach.



315 NE 80TH AVE PORTLAND, OR 97213 HELLO@ILLUSIO.COM 503.888.1892 / ILLUSIO.COM

W3C AT 20 YEARS / LOGO CONCEPT #1, ICON



The logo with alternate "20th Anniversary" wording.



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Anniversary logo paired with W3C logo.



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W3C AT 20 YEARS / LOGO CONCEPT #1, LOCKUP



Alternate anniversary logo paired with W3C logo.



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W3C AT 20 YEARS / LOGO CONCEPT #1, ALTERNATE LOCKUP







Logo at reduced size



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W3C AT 20 YEARS / LOGO CONCEPT #1, PAIRINGS









Logo at reduced size

W3C AT 20 YEARS / LOGO CONCEPT #1 ALTERNATE LOCKUP, PAIRINGS



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Inspired by the negative space in the W3C logo. It's subtle, impactful, and direct.



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W3C AT 20 YEARS / LOGO CONCEPT #2, ICON



Logo pairing where "20 Years" is larger and more impactful.



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W3C AT 20 YEARS / LOGO CONCEPT #2, LOCKUP



A lockup where both logos are equal size.



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W3C AT 20 YEARS | LOGO CONCEPT #2, ALTERNATE LOCKUP









Logo at reduced size



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W3C AT 20 YEARS / LOGO CONCEPT #2, PAIRINGS





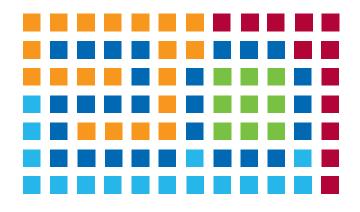


Logo at reduced size



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W3C AT 20 YEARS / LOGO CONCEPT #2, PAIRINGS



A very minimal version of 20 Years. Squares represent bringing people together across the world. Colored icon added adds a punch of vibrance.



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W3C AT 20 YEARS / LOGO CONCEPT #3, COLORED ICON

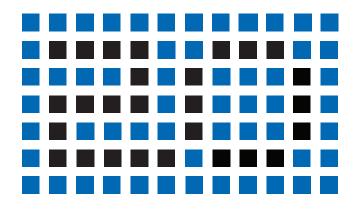


Pairing with the W3C logo.



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W3C AT 20 YEARS / LOGO CONCEPT #3, COLORED LOCKUP

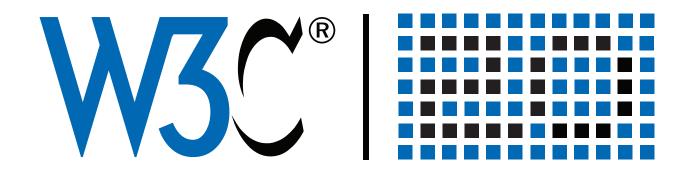


The same icon with a 2-color palette.



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W3C AT 20 YEARS / LOGO CONCEPT #3, ICON

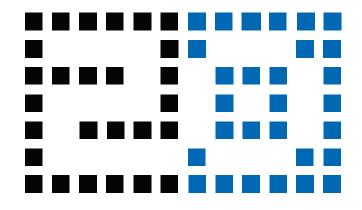


Pairing with the W3C logo.



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W3C AT 20 YEARS / LOGO CONCEPT #3, LOCKUP

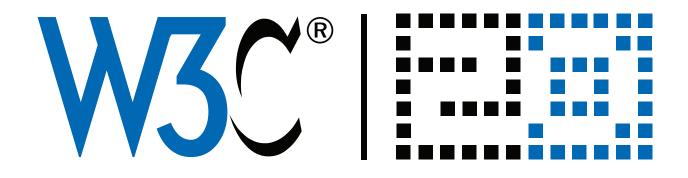


An alternate version of the 2-color palette.



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W3C AT 20 YEARS / LOGO CONCEPT #3, ALTERNATE ICON



Alternate lockup with the W3C logo.



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W3C AT 20 YEARS / LOGO CONCEPT #3, ALTERNATE LOCKUP





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Color pairings with black and white version

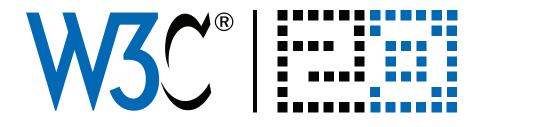
Logo at reduced size



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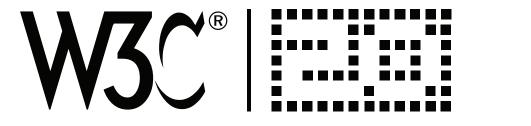








W3C°



Color pairings with black and white version

Logo at reduced size



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W3C AT 20 YEARS / LOGO CONCEPT #3, PAIRINGS