

T O M L L O G O

Logo concepts

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Design guidelines

The two concepts proposed here were designed with the following guidelines in mind:

- obvious
- minimal

We propose to use the logotype (TOML) as the main logo and to reserve the usage of the logomark (T) to icon and favicon. This would increase visibility and clarity.

concept #1



TOML

TOML

config files for humans

Description

The logotype is designed to be used alone (not associated with the logomark). Made of a bold, intemporal typeface, with a mix of traditional and modern appearance, the logo expresses the idea that TOML is here to stay.

LOGOTYPE

TOML

config files for humans

TAGLINE

The tagline proposed here is a concise rewriting of the current catchphrase on the official TOML website (“A config file format for humans.”). The typeface, inspired by traditional wall poster typography in the UK, is used to evoke hand-writting, linking computer-consumed files with the humans that write them.

Logomark (icon)

The logomark is a compact version of the logotype designed to be used as a file icon, favicon, or where space is limited.



LOGO

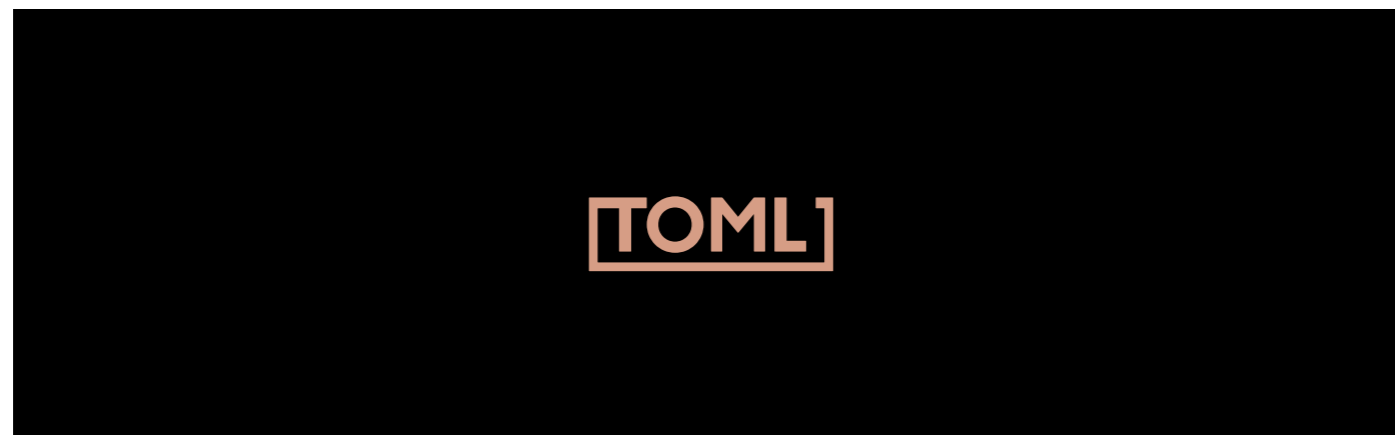
Logo in Monochrome

We confirm here that the logo works well in monochrome, either black on light background, or white on dark background.



Alternative Sizes and Backgrounds

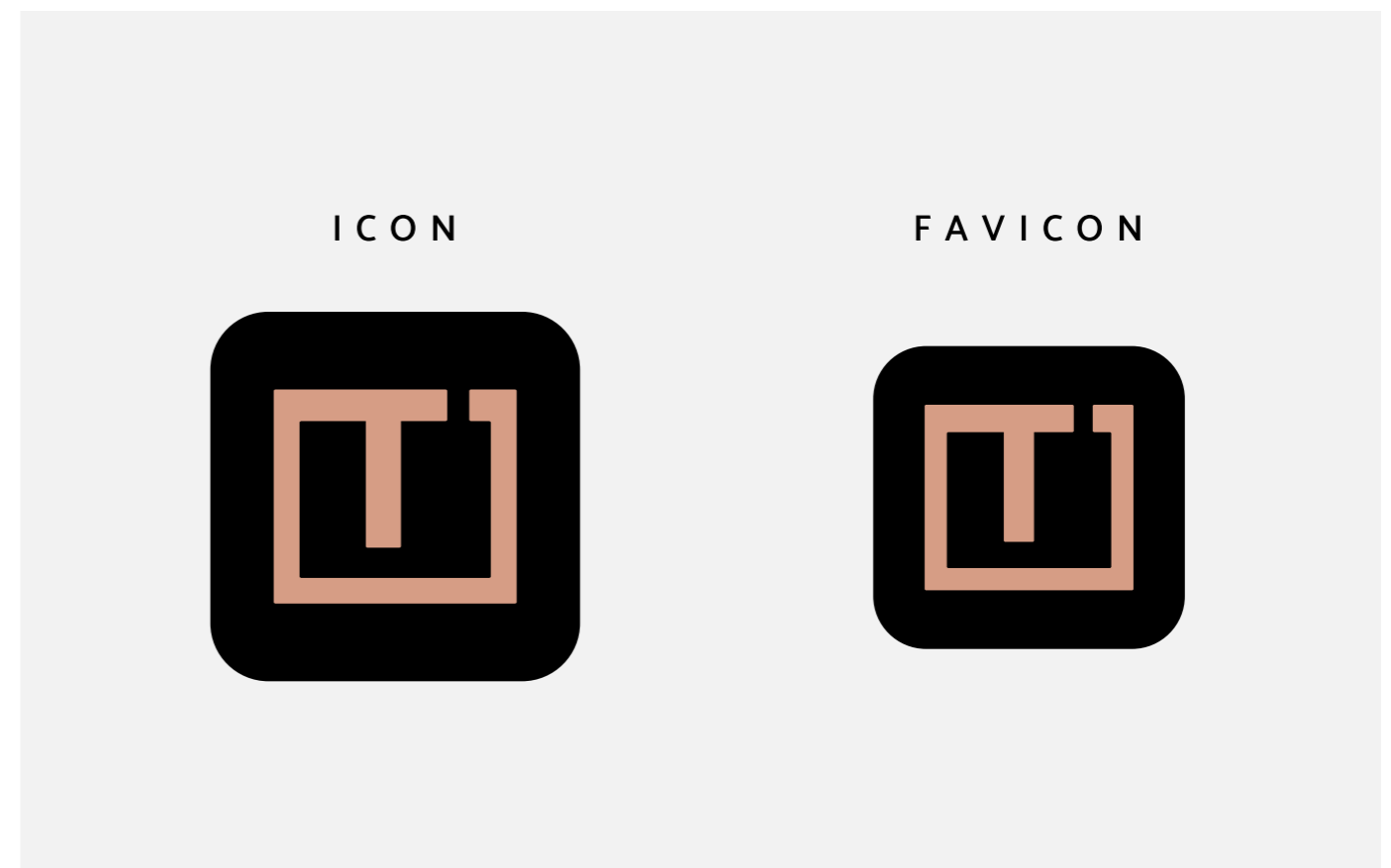
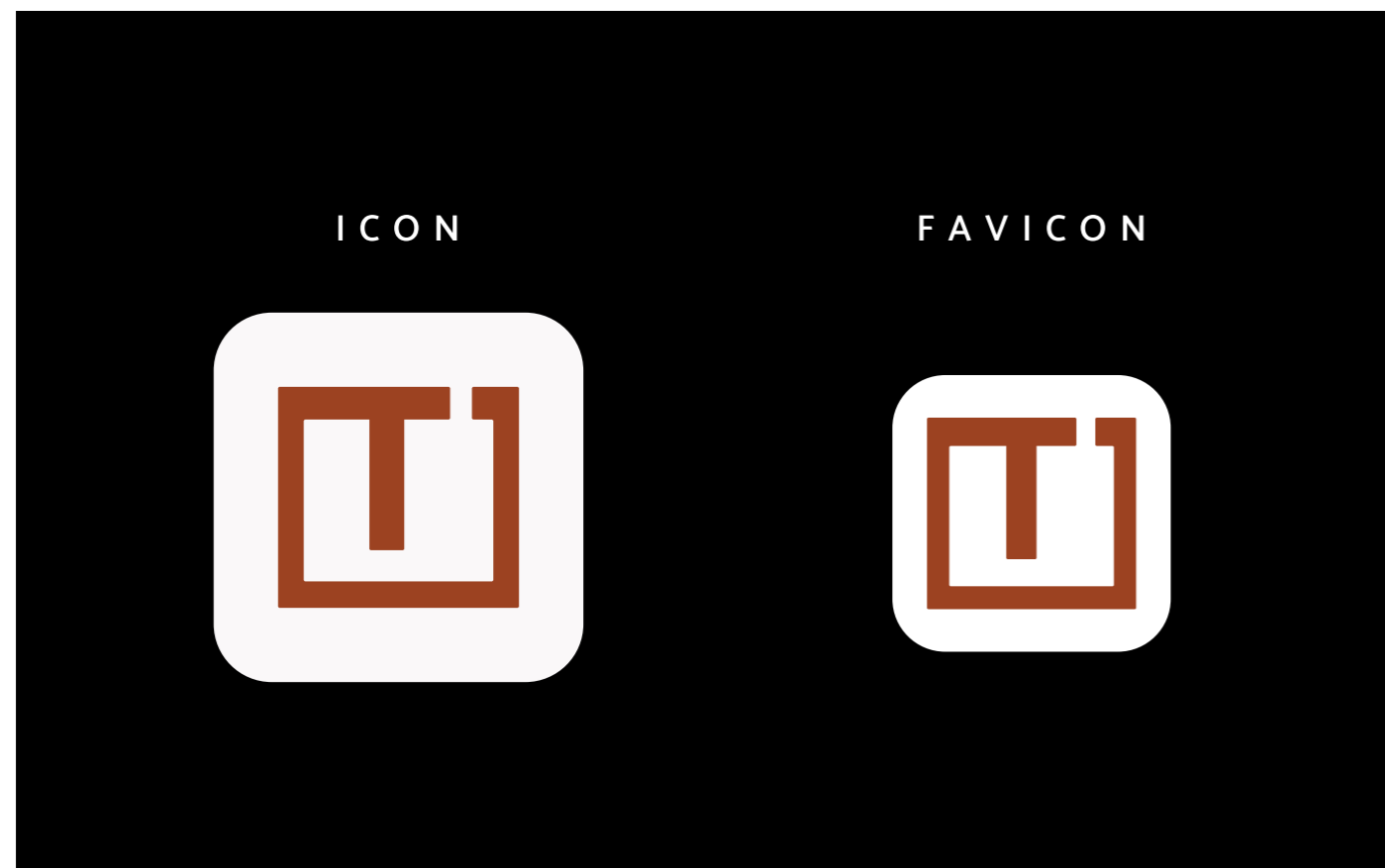
We confirm here that the logo works well at different sizes, on dark and light background.



ICON

Icon, favicon

Example of icons on dark and light background



Logo in Context

Example of rendering



concept #2

[T]

[TOML]

[TOML]

config files for humans

LOGO

Description

The logotype is designed to be used alone (not associated with the logomark). The bold typeface was slightly refined to give an simple, obvious aspect to the logo.

LOGOTYPE

[TOML]

config files for humans

TAGLINE

The tagline proposed here is a concise rewriting of the current catchphrase on the official TOML website (“A config file format for humans.”). The typeface was selected for its minimalist and readability.

Logomark (icon)

The logomark is a compact version of the logotype designed to be used as a file icon, favicon, or where space is limited.



LOGO

Logo in Monochrome

We confirm here that the logo works well in monochrome, either black on light background, or white on dark background.

[TOML]

[TOML]

Alternative Sizes and Backgrounds

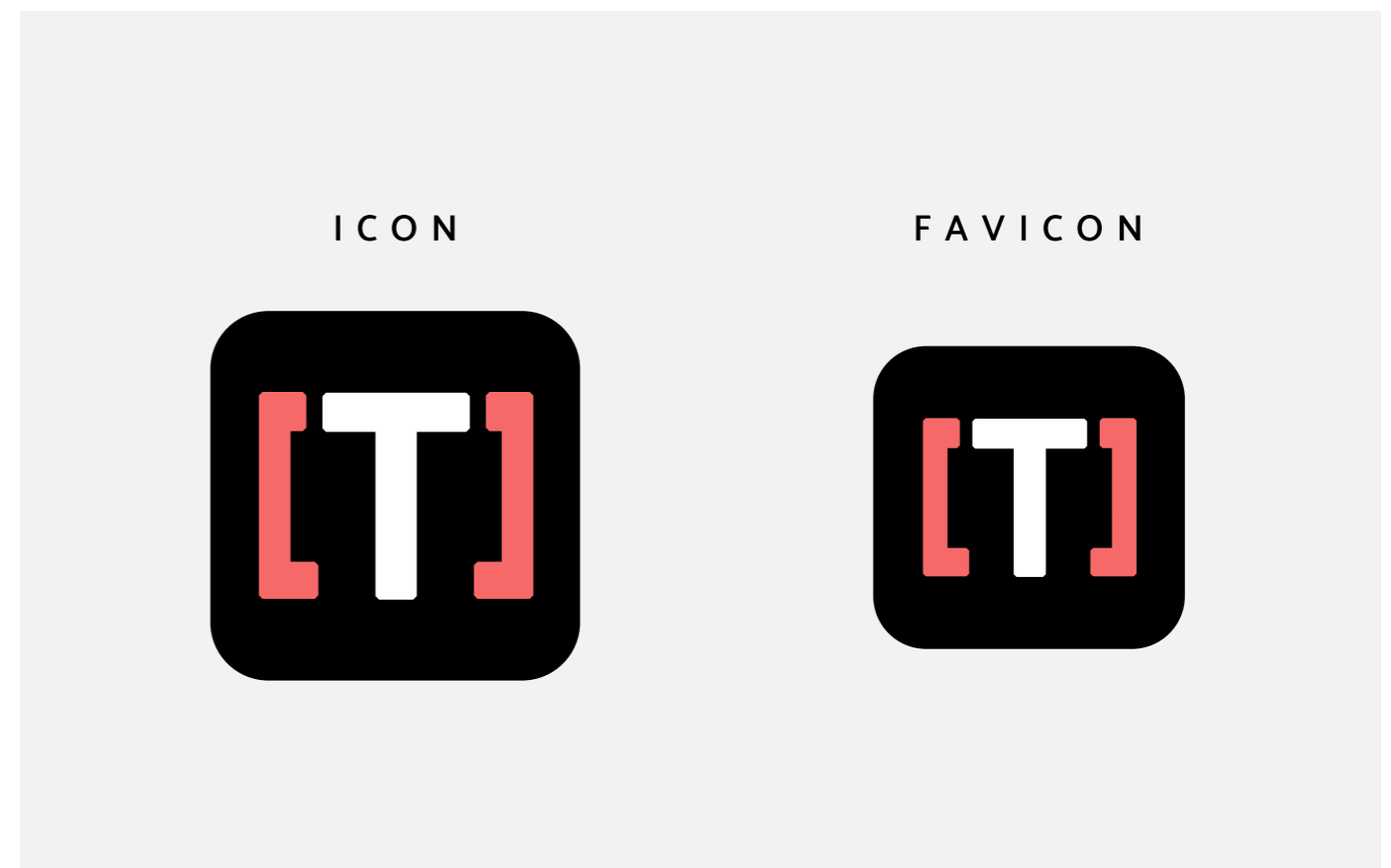
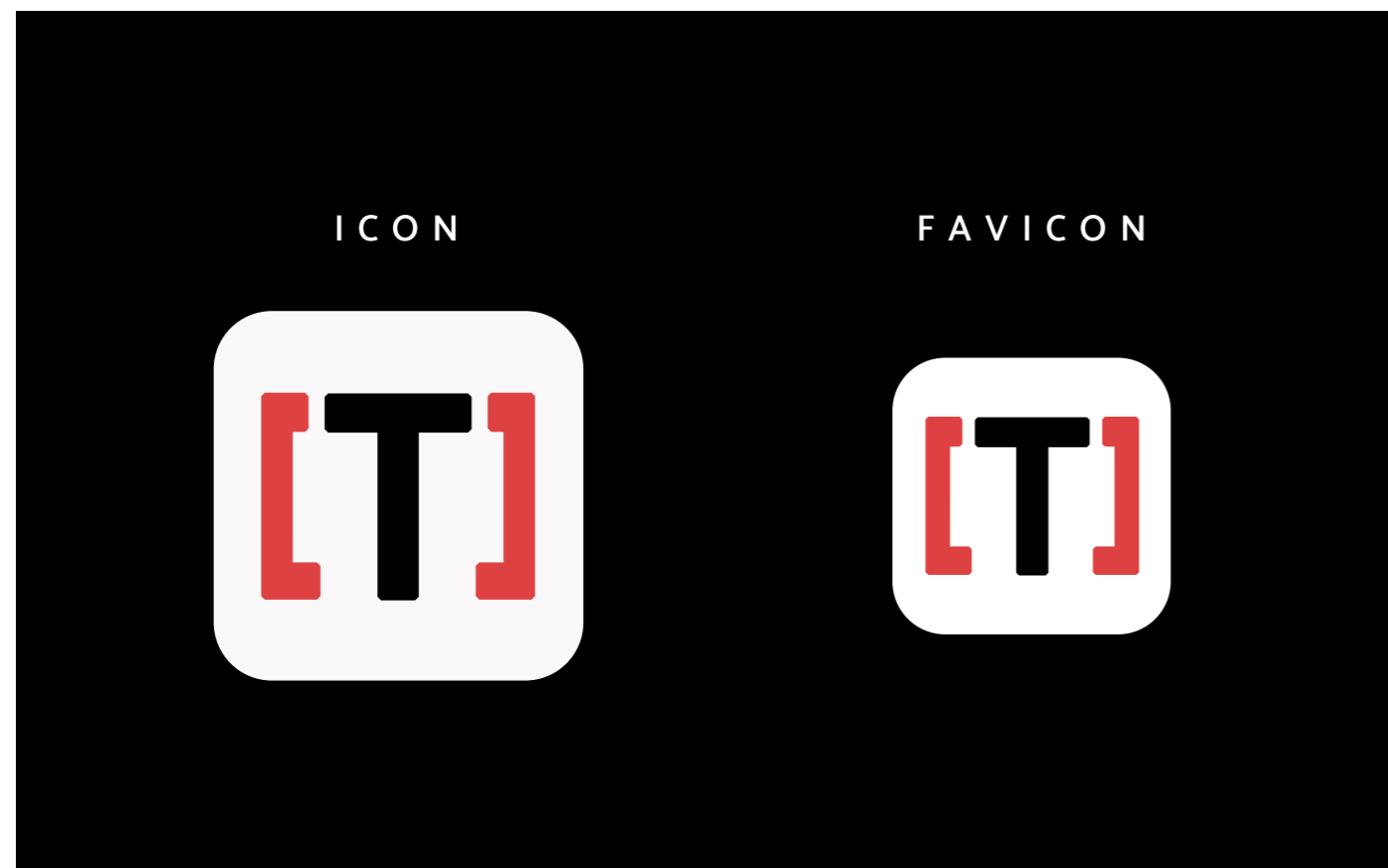
We confirm here that the logo works well at different sizes, on dark and light background.



ICON

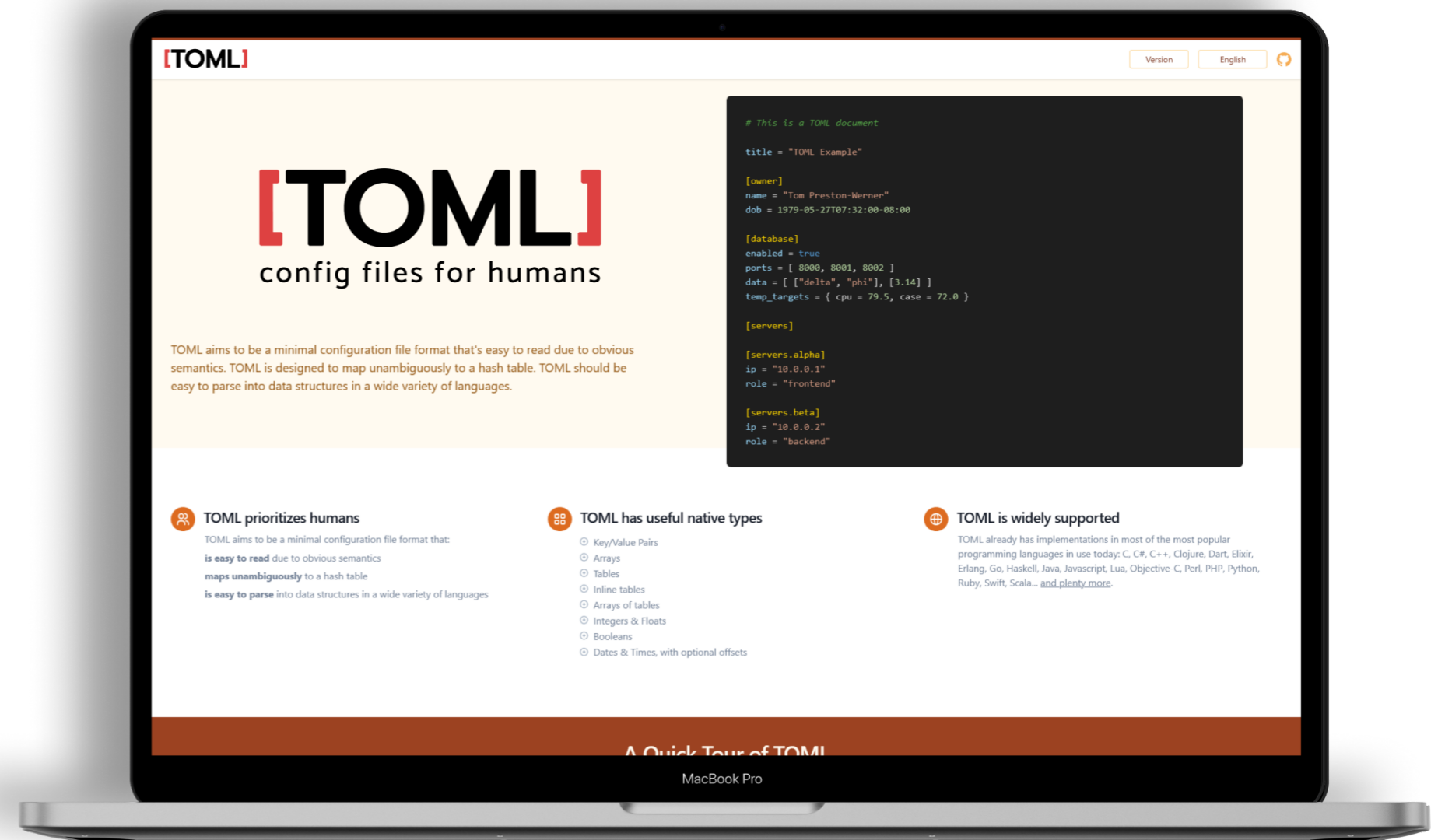
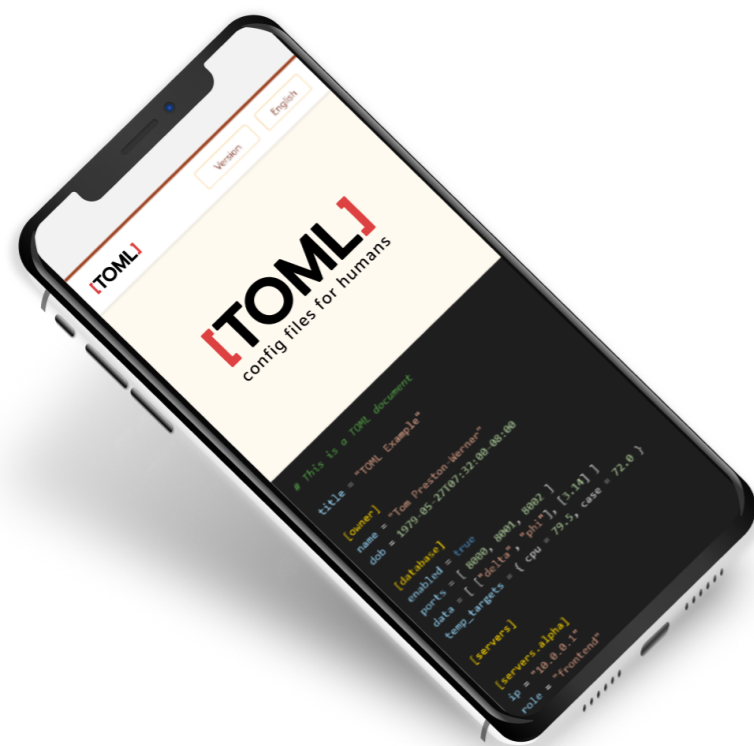
Icon, favicon

Example of icons on dark and light background



Logo in Context

Example of rendering



THANK YOU

Thank you

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