

Goal:

- establish TriDUG as the premiere Drupal group for our region
- give TriDUG greater visibility among national DUGs
- make TriDUG into a “go-to” source of information about larger Drupal activity in the area through greater visibility to organizations that could or should be using Drupal

Common features:

- uses the same color scheme as Druplicon
- makes reference to our unique area while not singling out a specific area of the Triangle region, localized versions might be possible in the future if desired
- each option is flexible enough to allow for other color schemes and extensions to make the brand richer, some possibilities are paired with each option
- font used is DejaVu Sans in Bold, freely available (not sure if Open Source), & used in Drupal.org font stack as first option past proprietary Lucida Grande

Option 1:

- uses the outline of the Druplicon
- extensions reference Triangle’s prominence in the Drupal community and allow for interesting applications, pattern-making, buttons, etc.

Option 2:

- same as first option, but with a more geometric take on the drop design, giving the Druplicon a Triangle Hat of sorts

Option 3:

- sets the Druplicon face inside a Triangle frame
- text set underneath logo symbol gives full logotype an upward stress & an optimistic feel
- logo symbol lends itself to pattern-making & free exploration of color schemes tailored to context