

Contest name: Design the logo for ENCATC's 20<sup>th</sup> Anniversary

**Created by Jan Kovářiček / Czech Republic**

x-height —————  
baseline —————  
encatc

encatc

various sizes  
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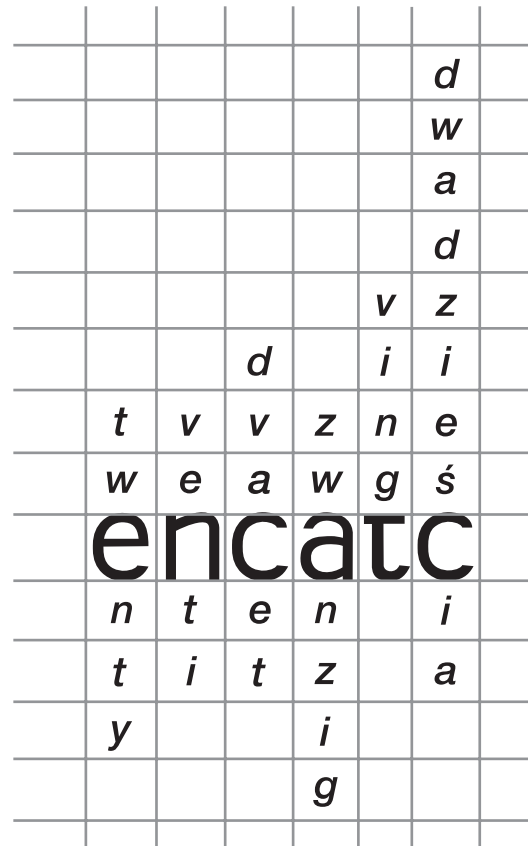
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When approaching this logo contest, I was firstly interested in redesigning the existing logo of ENCATC organisation.

I used the old logo as a template for a new, fresh logo redesign (seen above). The type used in this draft was developed specially for this occasion.



Italian German Polish  
 English Czech French



After the first phase I moved to the main part, 20<sup>th</sup> Anniversary logo.

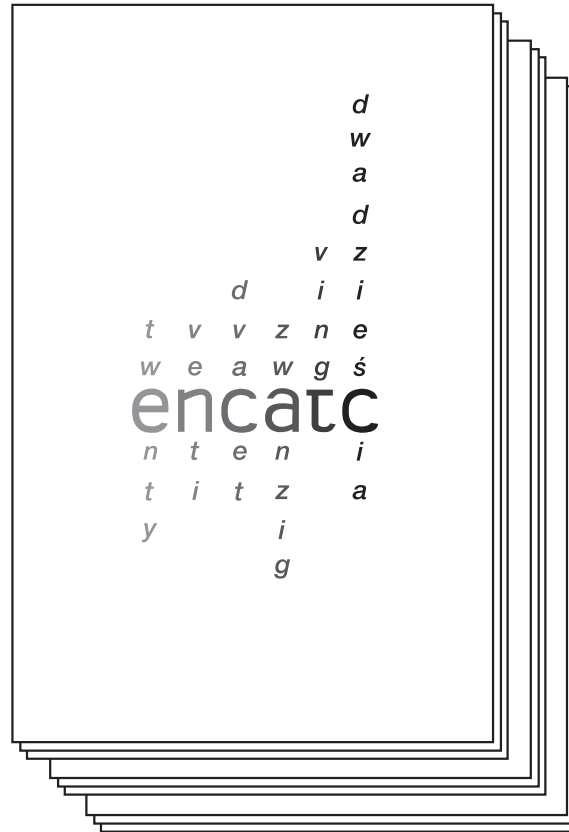
Logo was made by applying a grid in which the redesigned ENCATC logo was placed and afterwards adding the word “20” in different European languages vertically.





The third and the last phase of the process was adding a triangular grid with colour scheme provided from ENCATC website (used as a corporate identity colours).

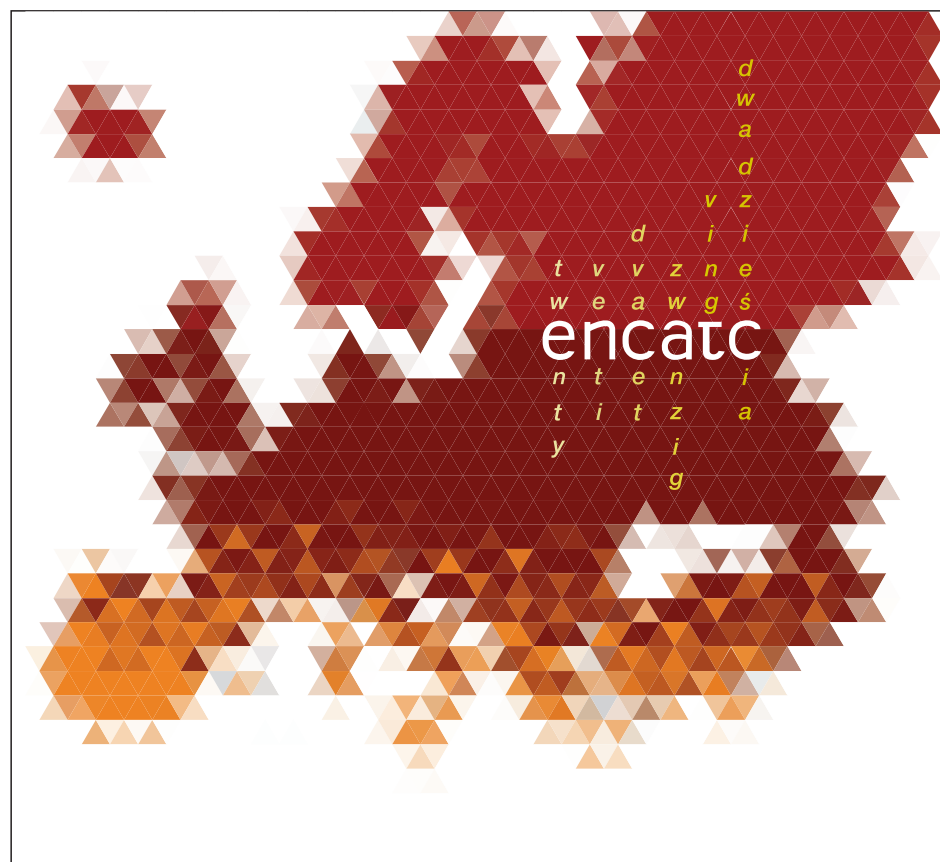
Triangles were chosen because of their trendy look. Also for its certain metatext (two sides as for two decades successfully passed, and the third decade yet to come).



Every well-designed logo should have different variants for different usage. In the previous page was introduced full-coloured logo for general and web use.

Main purpose of variant shown here is in gray-scale printing i.e. letter papers, documents etc.





As for this happy anniversary, I decided to design a special wallpaper with the new ENCATC logo draft.

I used map of Europe as a template and the triangular style is also applied on the logo. This wallpaper can be used on various promotional items / as an advertisement.



example of use



example of use







example of use