

# Logo Design Series: DNNSummit 2020, 2021, 2025

The original logo for the DNNSummit user conference was established for the Denver Colorado 2017 location. Planned events for Orlando and Las Vegas created an opportunity to create a new logo variation for each conference location.



The annual DNNSummit conference has been held in multiple travel destinations and has now established a design tradition of a new logo version for each location.

The first location change in 2020 to Orlando inspired ideas of the beach, the sun and the warm climate as compared to previous snowy Denver. Initial concepts included visual elements such as sunglasses, a beachball and palm fronds, each maintaining familiar elements of circuit board and treatments from the original Denver mountain and circuit board themed logo.

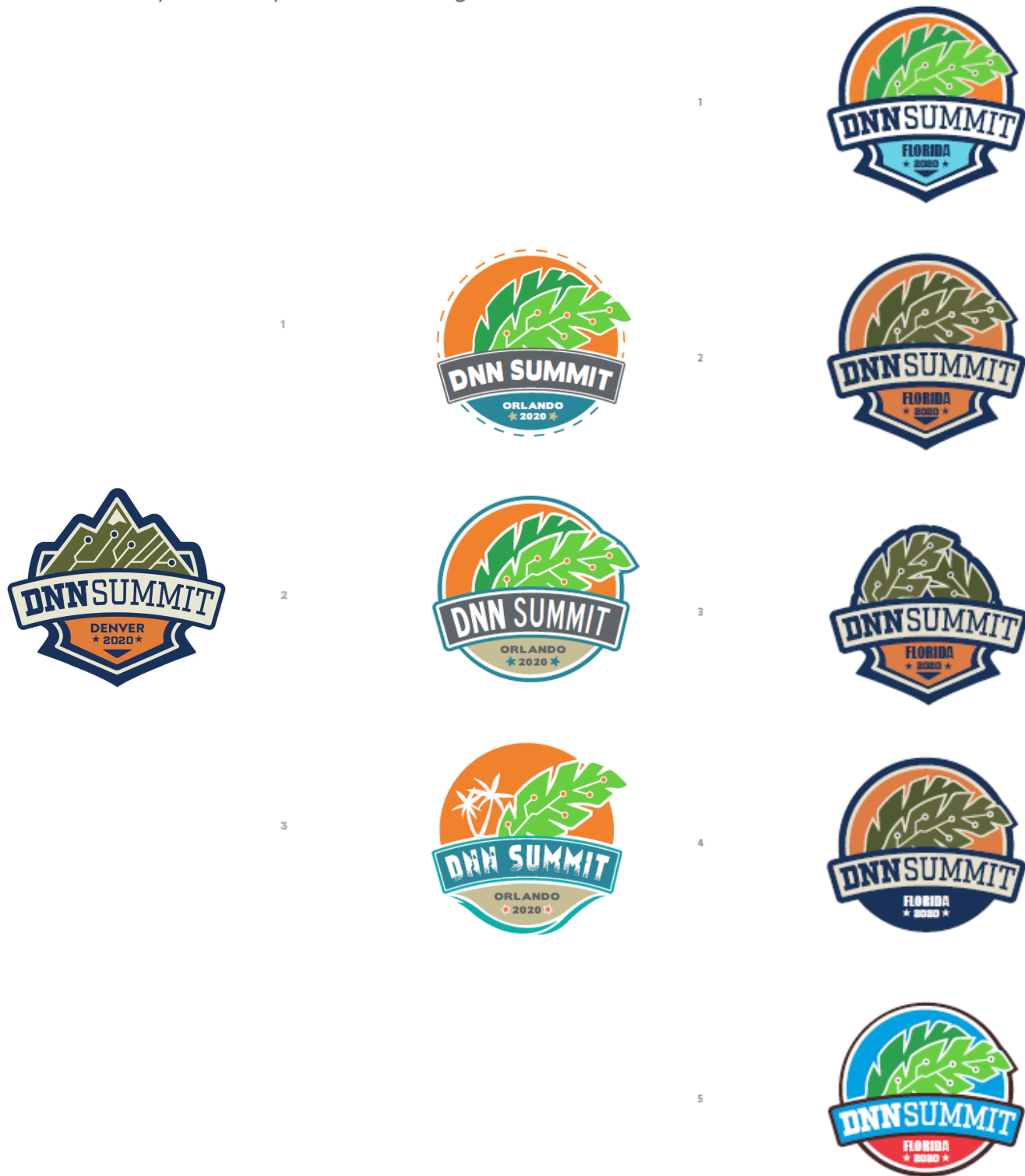
Portfolio Sample

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Early concepts worked with variations on elements involved in the logo including the overall shape, outline and font treatment for the name and color options. Additional rounds of discussions directed the design to maintain more elements of similarity to the original logo including the type treatment, outline and styles of shapes within the logo.



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Final decisions regarding the colors lead the logo to utilize the same color set as the original, further establishing the logo's blue, orange, green and cream as the primary colors for DNNSummit branding for the next several years.

A final variation for consideration was whether the palm leaves would remain within the rounded sun shape or whether they would break out of the edges. A compromise amount of breakout was finalized.

1



2



As the approval of this first new logo version, there were questions about the size of the 2020 Orlando logo and whether the base shape and “DNN Summit” wording was larger in the new design. This question seemed due to the visual illusion trick of two items of the same size seeming different because of placement. I resolved this discussion by providing for conversation an overlay of the two logos “on top” of each other in line art.



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After the 2020 Orlando DNNSummit, the event occurred online only from 2021 through 2024. The chosen logo version for the next online event was a simplified version of the original mountain shape from Denver's logo. Concepts were presented, however with a range of options to consider.



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During the design process of the 2021 Virtual event logo, an additional DNN Global event was planned and potential sharing of the DNNSummit and a global-themed logo was briefly considered. Meanwhile, the decision of how to address the location wording changing into phrases such as “online” or “www” were discussed. Within this round, the final version was chosen.



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Plans in early 2022 could have taken the DNNSummit to Las Vegas for a hybrid online + in-person conference. Concepts for a Vegas theme included elements of famous landmarks, signage and games.



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The final round of concepts included a brighter color usage of cream for the main visual elements which allowed the blue and orange to remain key elements for the shield shape and logo text.



The Las Vegas location logo concepts proceeded forward until the conference plans changed to continue online only from 2022 through 2024. These early plans for a Las Vegas location logo were utilized in 2025 when the conference returned to in-person activities, in Las Vegas.

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