



A presentation by Character studio on behalf of CP Reykjavik

TAPSS 2020

Logo Proposals



TAPSS 2020

Trans-Atlantic Plastic Surgery Summit
14 - 17 June 2020 / Reykjavik - Iceland



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A COLORFUL FACE

HOPE AND HIGH EXPECTATIONS

This colorful logo depicts a face looking towards the sky with hope and high expectations.

There is also a reference towards the colorful and unique windows in Harpa Conference and Conference Hall.



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POWERFUL BODY

PHYSICAL AND EMOTIONAL

This logo depicts a woman / powerful body looking towards the sky with hope and dreams.

By looking up logos of plastic surgery practitioners and multinational conferences and meetings on the topic, most have either a reference towards a face or a body - or are extremely vague with no reference at all.



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CONNECTING PEOPLE

GLOBALLY SHARING IDEAS

This logo depicts people communicating and sharing ideas and know-how across a table or across a globe.

Blue is the color of trust.

The two shades of blue can also be a reference to the Atlantic Ocean; i.e. the upcoming conference in Iceland, in the middle of the two continents.



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AMAZING ICELAND

LOCATION, LOCATION, LOCATION

There is no place on earth like Iceland. If you are speaking to an audience that has never been to Iceland before, the shape of the country might be the way to go.

Blue is the color of trust.

It is also the color of the Atlantic Ocean, glaciers, and the overall latitude of Iceland, just a stone-throw away from the Arctic Circle.