Suggested *Pandoc* logo.

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(On the occasion of [this discussion on the Pandoc mailing list.](#))

(If you are reading the PDF version of this document the illustration and the code for some input formats are on the next page!)

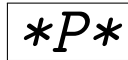*If* Pandoc is going to have a logo I think we should learn from history:

- +1 Knuth designed a logo for TeX which could be reproduced by *tex* the program without relying on any image file.

- -1 He didn't make it simple enough: it was and is hard to reproduce with other tools.

Thus a Pandoc logo should be possible to reproduce with pandoc and the tools pandoc uses and caters for, without the need for any special tools, fonts, images or drawing skill.

Therefore I suggest a logo which is the word 'Pandoc' in an italic 'typewriter' font, with an asterisk on either side. I prefer the Computer Modern italic typewriter font, because it looks both italic and typewriter-like, but any italic typewriter font should do.

Pandoc

or, as an icon:

$\boxed{\textit{*P*}}$

Such a logo can be easily reproduced with code like the following.

docbook: `<emphasis><literal>*Pandoc*</literal></emphasis>`

html: `<em><code>*Pandoc*</code></em>`

latex: `\emph{\texttt{*Pandoc*}}`

markdown: `` *`*Pandoc*`* ``

mediawiki: `''<code>*Pandoc*</code>''`

rst: `` *``*Pandoc*``* ``

textile: `_@*Pandoc*@_`

When there *is* need for something icon-like (although to me icon and CLI don't really go together) the equivalent of `` *`*P*`* ``, possibly framed, can be used.

/bpj

Admittedly the illustration was produced with the following LaTeX/HTML code:

```
\begin{center}

{\huge\emph{\texttt{*Pandoc*}}}

\bigskip

or, as an icon:

\bigskip

\framebox{\huge\emph{\texttt{*P*}}}

\end{center}
```

```
<div style="text-align: center">
<p><span style="font-size: 300%; font-family: monospace !important; font-style: it
<p>or, as an icon:</p>
<p><span style="font-size: 300%; font-family: monospace !important; font-style: it
</div>
```