

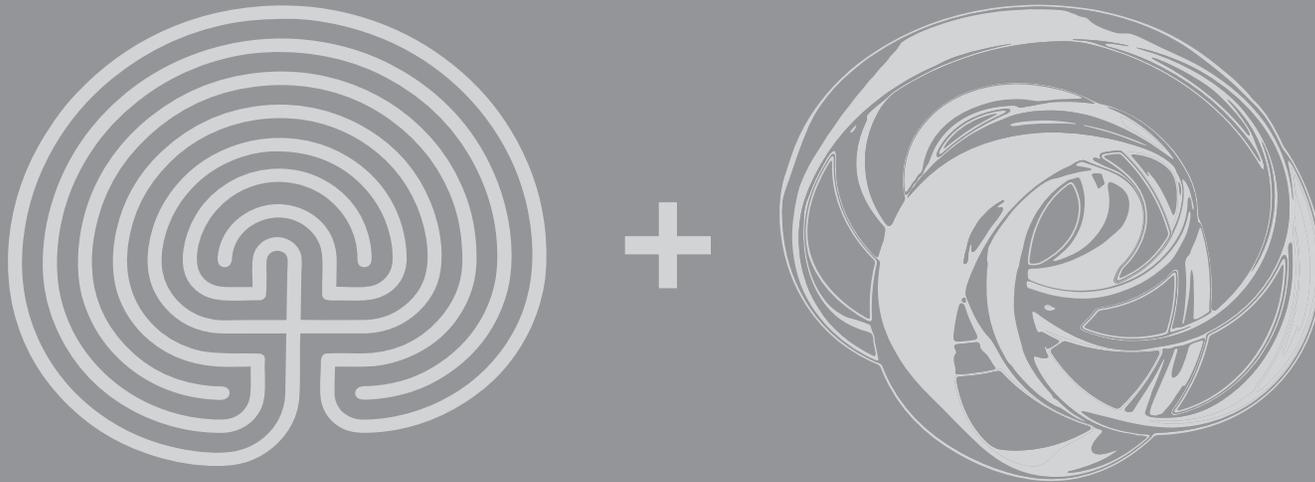
SIGGRAPH 2013

Logos & Guidelines

Basic rules for guidance in creating supporting collateral for SIGGRAPH 2013, including links for downloadable files.

For additional guidance or files not found therein:

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CS5 .AI (1MB)

RGB .JPG (1MB)

Logo

Logo files are available for download as 4-color-process and 1-color black vector art (Adobe Illustrator) suitable for offset or digital printing, and high resolution (300 dpi) jpeg suitable for online use. For one-color applications, please use black or PMS Warm Red C.



Type

The Helvetica Neue is the official font family of SIGGRAPH 2013. The logo and logotype are comprised of the bold and light versions, and all text copy should be set in Helvetica Neue Light.

Helvetica Neue Light

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Roman

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxy 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Color

The six colors below comprise the color palette for the SIGGRAPH 2013 graphic identity: Pantone, process, and web.

	PMS Process Black C	C	M	Y	K	WEB
		0	0	0	100	333333
	Cool Gray 8 C	23	16	13	46	888B8D
	7545 C	58	32	18	54	425563
	7453 C	53	26	0	0	7BA6DE
	573 C	20	0	14	0	B5E3D8
	Warm Red C	0	83	80	0	F9423A

Graphics

The two graphic elements below symbolize “left brain” and “right brain”, and should only be used in the colors shown. The interference pattern below to the far right can be used as a background as an alternative to black.

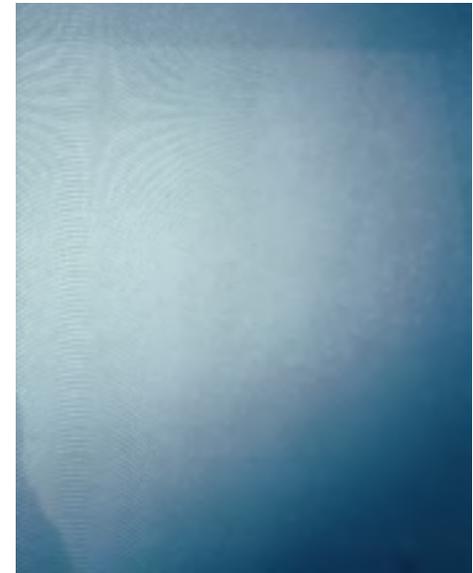
LEFT BRAIN



RIGHT BRAIN



BACKGROUND



Applications

Below are a few examples of existing collateral already designed and in use: poster, web site, postcard.

