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

For additional guidance or files not found therein:

Todd Szymanski
Creative Director - Q LTD
todd@qltd.com
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.
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**

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Helvetica Neue Roman**

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```

**Helvetica Neue Bold**

```
abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
```
The six colors below comprise the color palette for the SIGGRAPH 2013 graphic identity: Pantone, process, and web.

<table>
<thead>
<tr>
<th>Color</th>
<th>CMYK</th>
<th>Web</th>
</tr>
</thead>
<tbody>
<tr>
<td>Process Black C</td>
<td>0 0 0 100</td>
<td>333333</td>
</tr>
<tr>
<td>Cool Gray 8 C</td>
<td>23 16 13 46</td>
<td>888B8D</td>
</tr>
<tr>
<td>7545 C</td>
<td>58 32 18 54</td>
<td>425563</td>
</tr>
<tr>
<td>7453 C</td>
<td>53 26 0 0</td>
<td>7BA6DE</td>
</tr>
<tr>
<td>573 C</td>
<td>20 0 14 0</td>
<td>B5E3D8</td>
</tr>
<tr>
<td>Warm Red C</td>
<td>0 83 80 0</td>
<td>F9423A</td>
</tr>
</tbody>
</table>
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.