



SIGGRAPH 2020
BRAND IDENTITY



OUR TAGLINE

THINK BEYOND

UNIVERSAL • ACTION-BASED • INSPIRATIONAL

Think Beyond empowers brilliant minds to discover new inspiration, share new ideas, and explore new frontiers together. Collaboration, invention, community, and showmanship come together at SIGGRAPH2020 to create an immersive world of untapped inspiration where underrepresented communities are given a platform within the industry.

LOGO DESIGN



SIGGRAPH

2020 S2020.SIGGRAPH.ORG

THINK
BEYOND

SYMBOLISM & THE MARK

VARIED TEXT SIZES

Three distinct text sizes form the rectangular structure for the logo, offering a unique take on an otherwise traditional shape. In addition to creating beautiful hierarchy, this treatment places SIGGRAPH as the highest element within the logo – a reference to SIGGRAPH’s position as a thought-leader within the computer graphics industry.



UNIQUELY GRIDDED

This logo’s grid system is highly reminiscent of the mid-century modern style. Not only does this align with the 2020 aesthetic vision, but it ensures that the core pieces of the SIGGRAPH brand – the name and swoosh – remain in-tact for instant brand recognition.

COLOR AS A GUIDE

To help supplement the unique grid, each element of the logo is broken up by color. Not only does this help balance out the logo and further support the overall hierarchy, but it also demonstrates how SIGGRAPH is a multi-faceted conference where different pieces come together to form something greater.

BRAND TYPOGRAPHY

The following fonts will be used across various channels and will cover a variety of use cases including:



This concept's typography contains a distinctive tech-inspired flair. Bold, modern sans serifs are leveraged throughout the concept to give the brand a fresh and forward-thinking aesthetic – a perfect depiction of the present day.

PRINT

The print font is to be leveraged in physical pieces of collateral, signage and other tangible items. This font will sometimes differ from the logo font to ensure readability in large text areas.

FRANCHISE BOLD
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Roboto

AaBbCcDdEeFfGgHhJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

DIGITAL

The digital font will be used to allow ultimate flexibility in editing and viewing for your consumers across websites, applications, and other displays on desktop and mobile devices.

FRANCHISE BOLD
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ

Roboto

AaBbCcDdEeFfGgHhJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

COLOR STUDY

Inspired by the natural colors found across land and sea, this rich palette feels earthy, balanced, and universal while offering the vibrancy, versatility, and contrast needed for effortlessly dynamic visuals and a stunning overall color story.

CUBICLE
NINJAS



#0D1D39
13/19/57
96/85/46/57
PMS 7463C

#114568
17/69/104
98/74/36/22
PMS 7462C

#049289
4/146/137
83/22/51/03
PMS 326C

#F58C8B
245/140/139
00/56/34/00
PMS 2030C

#4CADDE
76/173/222
64/15/02/00
PMS 299C

#C7E6ED
199/230/237
20/01/05/00
PMS 290C

#B3A8A4
179/168/164
32/30/31/00
PMS 407C

#FFF3CD
255/243/205
00/03/22/00
PMS 7401C (50%)



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COLOR THEMES

COLOR THEMES / COLOR USE

Only the approved SIGGRAPH 2020 color palette should be used.

When using the color palette, consider consistency in what the colors represent. Overall color use in sections or materials should reflect this standard to retain brand integrity and color harmony.

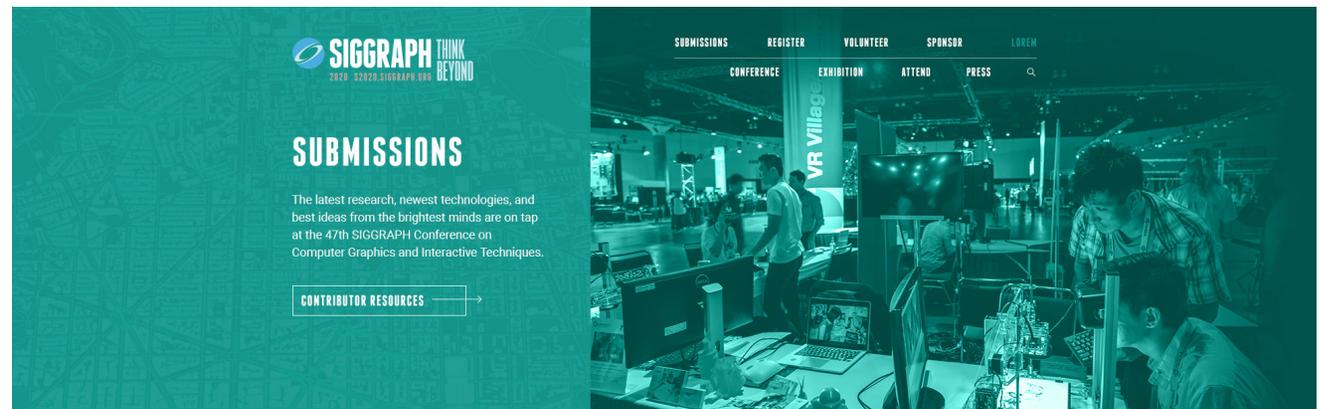
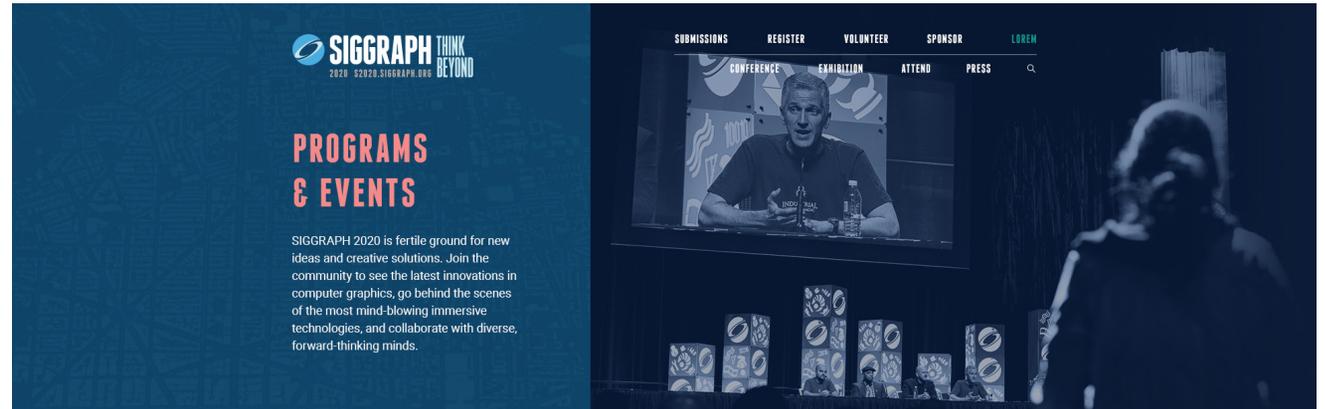
Submissions content should be called out using the teal color to differentiate the Submissions from the Programs and Events content.

#114568
17/69/104
98/74/36/22
PMS 7462C

Base Color,
Programs & Events

#049289
4/146/137
83/22/51/03
PMS 326C

Submissions



PHOTOGRAPHY

The use of photography within the SIGGRAPH 2020 branding should be intentional and accompanied by impactful, supportive copy. Photography should be used as a main graphic element. Photos should feel personal, conveying a sense of action, as well as thought provoking. They should also communicate the visionary and forward-thinking nature of the conference.

FULL COLOR

When possible, photos should display more than one person to create a sense of community. The photo treatment should be high in saturation and contrast. Subjects should be engaged with people or technology. Full color imagery should be used to support copy and should not be used in key content areas, such as website headers.



COLOR OVERLAYS

Vibrant color-overlaid imagery using the s2020 color palette. This kind of image treatment should be used for key content, such as website headers. It should also be used as background elements, overlapped by solid blocks of color. When placing text on top of color overlays, large headings should be used, not body copy, to ensure the content is legible.



POSTER

Download the SIGGRAPH 2020 Poster.

The poster is a 2x3 grid of panels, each with a unique theme and visual style. The top-left panel, 'WELCOME TO ARTS & DESIGN', features a stylized pencil and a blue brushstroke. The top-right panel, 'WELCOME TO NEW TECHNOLOGIES', shows a person wearing a VR headset. The middle-left panel, 'WELCOME TO PRODUCTION & ANIMATION', depicts a camera lens and a film strip. The middle-right panel, 'WELCOME TO GAMING & INTERACTIVE', features a video game controller. The bottom-left panel, 'WELCOME TO RESEARCH & EDUCATION', shows a 3D cube and a tree. The bottom-right panel, 'WELCOME TO DC', illustrates a modern city building.

WELCOME TO ARTS & DESIGN

WELCOME TO NEW TECHNOLOGIES

WELCOME TO PRODUCTION & ANIMATION

WELCOME TO GAMING & INTERACTIVE

WELCOME TO RESEARCH & EDUCATION

WELCOME TO DC

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The 47th International Conference & Exhibition
on Computer Graphics and Interactive Techniques

  Sponsored by **ACM SIGGRAPH**

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2020 **S2020.SIGGRAPH.ORG**