SIGGRAPH 2023

Brand Identity

ACM**SIGGRAPH**   smithbucklin.   CUBICLE NINJAS
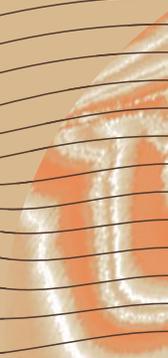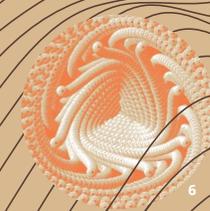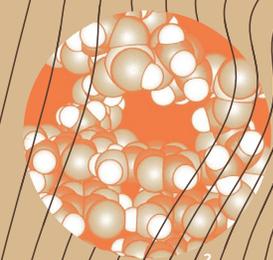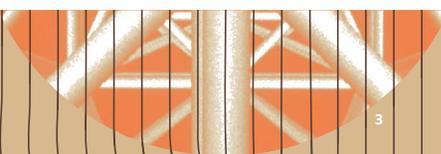
Our Tagline

THE PREMIER CONFERENCE & EXHIBITION ON COMPUTER GRAPHICS & INTERACTIVE TECHNIQUES

Established in 2021, the 2023 tagline maintains the more descriptive approach, aiming to clearly define the event and provide a universal understanding of what SIGGRAPH is about.

Logo
Design

SIGGRAPH 2023
LOS ANGELES+ 6-10 AUG

Download Logo →

Brand Typography

The brand's typography exudes vintage style and charm with a playful combination of the serif "Newgate" and the sans serif "Open Sans". "Newgate" was originally designed as an homage to the 70s with the goal of creating retro letterforms that feel at home in a contemporary setting. "Open Sans" is a web-safe font similar in look to the classic 1957-designed "Helvetica". Together, the two create an authentic mid-century modern experience across both traditional materials and digital media.

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

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.

Newgate
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ

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.

Newgate
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Open Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Download Fonts →

Color Study

We've leveraged specific color combinations to deliver an authentic retro feel. Leaning into the muted hues, the orange and taupe are paired in daring and unexpected ways to translate a quintessential 70s vibe while moments of starker contrast come to surface with the fusion of the dark brown and versatile taupe. The overall effect feels like a bygone era exuding style, character, and confidence.

#23150E
PMS BLACK 4C
35/21/14
61/70/73/81

#D7B88F
PMS 467C
215/184/143
16/26/47/00

#DEA635
PMS 124C
222/166/53
13/36/94/00

#F5EDE3
PMS 467C, 25%
245/237/227
03/05/09/00

#FFB0A4
PMS 169C
255/176/164
00/38/27/00

#F07C46
PMS 164C
240/124/70
02/63/80/00

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Brand Elements

The use of photography within the SIGGRAPH 2023 branding should be intentional and accompanied by impactful, supportive copy. 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 PHOTOGRAPHY

When possible, photos should display more than one person to create a sense of the SIGGRAPH experience. Individuals should be engaged in an activity or interacting with people or technology. Use imagery that is texturally rich and visually vibrant.

GRADIENT MAP OVERLAY

Use the gradient color treatment to highlight photos in header areas. This effect may also be applied to individual portraits such as a featured speaker. All images receiving this treatment should be encased in a circle frame.

In Photoshop, apply a gradient map above the photo with the following settings:

Stop 1: #F07C46 (Location 0),

Stop 2: #D7B88F (Location 12%)

Stop 3: #FFFFFF (Location 82%)

Gradient Map layer should be set to "Normal"

Download Photo Treatment PSD →

GET TO KNOW SIGGRAPH

About the Conference

SIGGRAPH is the world's largest conference on computer graphics and interactive techniques. The conference is attended by tens of thousands of computer graphics professionals each year.

EDWARD JOSEPHS
Name of Company

JOHN DOUGH
Name of Company

DEBORAH BENTON
Name of Company

ANDREA MARCKUS
Name of Company

Brand
Elements

SIGGRAPH 2023 branding uses a combination of photography, linework, color blocking, and typography to create an authentic retro feel that celebrates the past while embracing the creation of new waves that will ripple through time.

"50" LINE GRAPHIC

The core visual is an abstracted "50" composed of individual timelines. Use cropped areas of this graphic as a background element behind text.

When combined with other elements, such as photo circles or shapes, ensure that these elements are integrated within the linework. This may include overlapping lines over image and/or warping lines to follow the curvature of the element.

The graphic file is set up with a 6x6 envelope mesh. You can alter the mesh grid by changing these values in Illustrator:


Warp by selecting either nodes or handles with the Direct Selection Tool.

Once warping is complete, go to Object > Expand > Checkmark both Object and Fill > Click Ok

You can change stroke color once expanded.
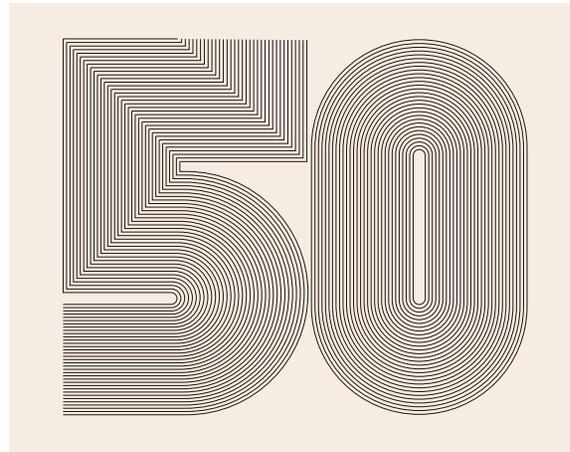
"50" Line Graphic before warp.
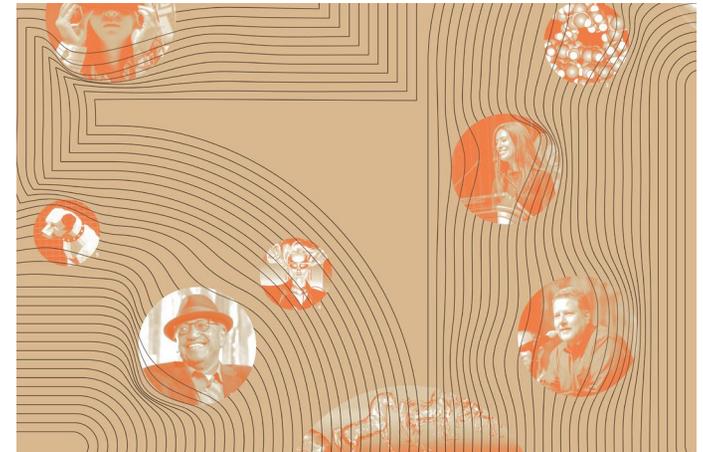
Example of warp flowing around other graphics.
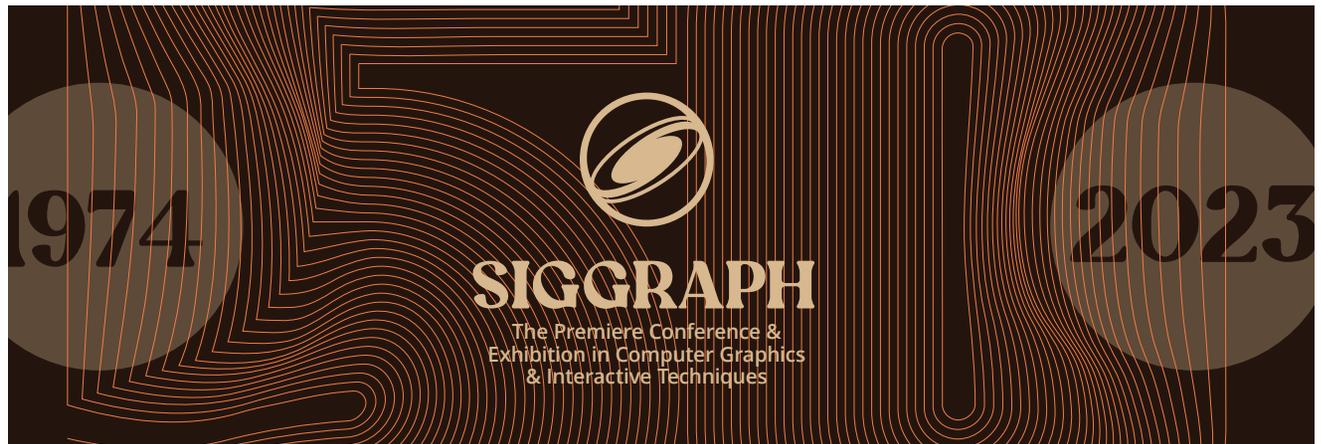
Example of warp on the the apparel print. *Note: The colors used for apparel are not standard.*

Download Line Graphic ➔

Brand Elements

SIGGRAPH 2023 branding uses a combination of photography, linework, color blocking, and typography to create an authentic retro feel that celebrates the past while embracing the creation of new waves that will ripple through time.

ICONOGRAPHY

Use specific icons when referencing programs. Non-program icons may be used to highlight callouts and section headers.
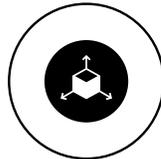
Production and Animation
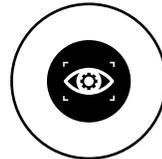
Research and Education
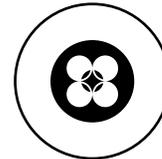
Arts and Design

Gaming and Interactive

New Technologies

Download Icon Library →
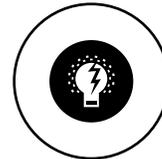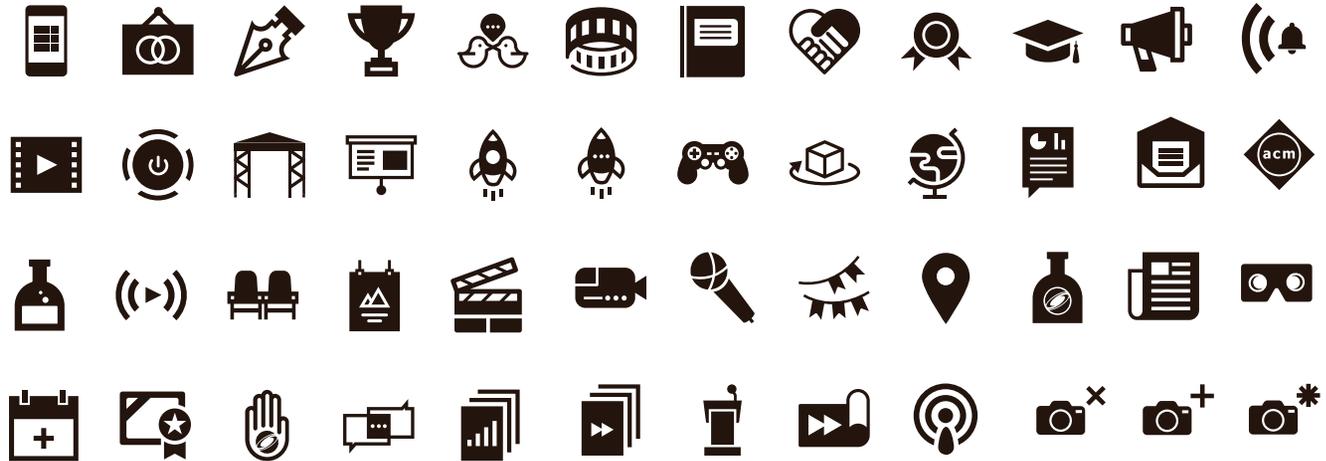
Examples of icons in use:

OUR COMMUNITY

Explore Your Interests

SIGGRAPH is built on a strong foundation – our community. Each area of interest exists to engage each attendee and connect with their passion for their field of expertise. Explore our programming by clicking a link below to see what SIGGRAPH has to offer.

Production & Animation

Research & Education

Arts & Design

Gaming & Interactive

New Technologies

See All Programming →

20XX- 00 - 00 | PRESS RELEASES
PRESS RELEASE TITLE

Appy Hour — Due xx Month 2023 →

Art Gallery — Due xx Month 2023 →

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ROUNDED CORNERS

This brand embraces organic shapes and soft curves evocative of the retro aesthetic.

Use rounded corners on areas you want to call out or as a backdrop to gridded graphics.

Digital: 8 px radius

Print: 0.0625 in radius
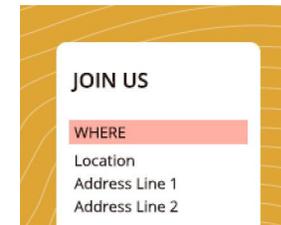
Email Signature

INSTRUCTIONS

1. Visit this URL: https://secure-email.nnja.co/siggraph/email-signature-2023/

2. Select all: CTRL+A for Windows, CMD+A for Mac.

3. Go into your email and paste CTRL+V for Windows, CMD+V for Mac.

4. Select only the text you want to change (Name, Title, or Phone Number) and type in your new values. Make sure your selections are precise, as you may accidentally delete the invisible structure.

5. Copy and paste this into your email client signature box to use as your new signature moving forward.

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2023

Jeremy Freeman
CREATIVE PROJECT MANAGER

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