



SIGGRAPH2007

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The SIGGRAPH 2007 graphic identity system establishes a consistent visual image for the organization, the SIGGRAPH conference, and promotional materials.

This manual provides some general rules and guidelines for implementation of the graphic identity system. It is an information resource, but does not provide all the answers to graphic communications problems. These guidelines should be used to solve identification problems in conjunction with sound design principles, effective communication practices, and consistency with the identity program as a whole.

This manual should be viewed as an evolving document.

Questions, comments, assistance,
or special requests regarding the
SIGGRAPH 2007 graphic identity
should be addressed to:

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todd@q ltd.com

The SIGGRAPH 2007 conference logo is available in a variety of digital formats. In printed text, the title remains SIGGRAPH 2007. Visit the SIGGRAPH 2007 web site at the address below for downloads:

<http://www.siggraph.org/s2007/formsfiles/>

Below are color treatments for the SIGGRAPH 2007 logo.

Logo Black



Logo Color Flat



Logo Color Blend



Below are the compositional treatments for the SIGGRAPH 2007 brand mark. These are the only acceptable arrangements.

Centered



Left Justified



Right Justified



“Face Tomorrow” is the primary message the SIGGRAPH 2007 conference has in place to convey its tone. These two configurations show how this message links up with the SIGGRAPH 2007 conference logo to create a singular impression. The use of one or the other depends on dynamics such as application size, messaging hierarchy, and primary audience.









NOTE: Many of the components of the SIGGRAPH 2007 conference identity were designed to function best on a navy blue background. When possible, the configuration below is preferred.



face tomorrow
SIGGRAPH2007



siggraph 2007
FACE TOMORROW

| | PMS Coated/Uncoated | C | M | Y | K | R | G | B | WEB |
|--|----------------------------|----------|----------|----------|----------|----------|----------|----------|------------|
|  | PMS 288 C/UC | 100 | 85 | 23 | 15 | 0 | 48 | 130 | 003082 |
|  | PMS 284 C/UC | 54 | 22 | 0 | 0 | 108 | 171 | 231 | 6CABE7 |
|  | PMS 283 C/UC | 40 | 15 | 0 | 0 | 146 | 191 | 235 | 92BFEB |
|  | PMS 122 C/UC | 1 | 15 | 80 | 0 | 253 | 212 | 79 | FDD44F |
|  | PMS 170 C/UC | 0 | 58 | 43 | 0 | 255 | 137 | 123 | FF897B |
|  | PMS 367 C/UC | 39 | 0 | 77 | 0 | 164 | 215 | 103 | A4D767 |
|  | PMS Cool Gray 6 C/UC | 32 | 25 | 25 | 0 | 176 | 177 | 179 | B0B1B3 |
|  | PMS Black C/UC | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 000000 |

Helvetica Neue is the primary font family for use in SIGGRAPH 2007 and SIGGRAPH conference promotional materials.

Helvetica Neue Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Medium

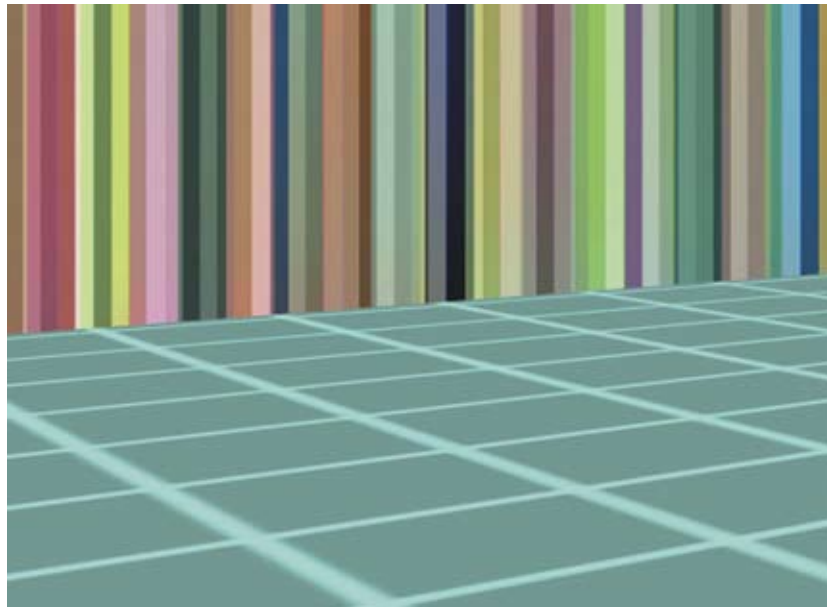
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Neue Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

| | Stock | Finish | Cover Weight | Text Weight | Color |
|------------|-----------------|----------------|---------------------|--------------------|-----------------|
| Coated | Sappi Porcelain | Gloss and Dull | 80lb. / 100lb. | 80lb. / 100lb. | White |
| Uncoated | Mohawk Navajo | Ultra Smooth | 100lb. | 100lb. | Brilliant White |
| Stationery | Mohawk Navajo | Ultra Smooth | 100lb. | 32lb. / 80lb.. | Brilliant White |

Images created by SIGGRAPH presenters and used for promotional purposes must have a signed Submission & Authorization Form that grants permission to use the art. All imagery approved by the owner for SIGGRAPH publications must include a full author/artist credit.



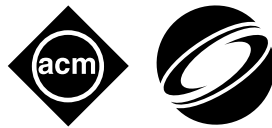
Here © 2004 Lee Arnold, Pratt Institute

Multiple credits should be separated with a semi-colon.

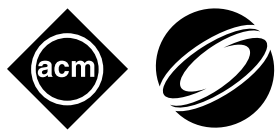
Credits or credit lists not appearing near or on the same page as their images should designate a location reference or page number.

All SIGGRAPH publications must include the ACM signature and the ACM and SIGGRAPH logos.

Use the following ACM signature for the SIGGRAPH conference.



Sponsored by ACMS**SIGGRAPH**



Sponsored by ACMS**SIGGRAPH**