



SIGGRAPH2006

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The SIGGRAPH 2006 graphic identity system establishes a consistent visual image for the organization, the SIGGRAPH conference, and promotional materials.

This manual provides 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 through sound design principles, effective communication practices, and consistency with the identity program as a whole.

This manual should be viewed as an evolving document. Pages or sections can be added, deleted, or replaced as the needs of the program change or better ideas for implementing the graphic identity are presented.

Questions, comments, assistance,
or special requests regarding the
SIGGRAPH 2006 graphic identity
should be addressed to:

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The SIGGRAPH 2006 conference logo is available for Mac and PC in a variety of formats. In printed text, the title remains SIGGRAPH 2006. Visit the SIGGRAPH 2006 web site at the address below for downloads:

<http://www.siggraph.org/s2006/formsfiles.html>

Below are color treatments for the SIGGRAPH 2006 logo.

Black and White Flat



Black and White Blend



Color Flat



Color Blend



Below are compositional treatments for the SIGGRAPH conference logo.

Centered



Left Justified



Right Justified




color

interaction
face 2BOSTON6

Black and White

interaction
face 2BOSTON6

	PMS Coated	PMS Uncoated	C	M	Y	K	R	G	B	Web
	PMS 3435 C	PMS 3435 U	100	0	81	66	0	71	49	004731
	PMS 716 C	PMS 716 U	0	45	100	0	241	124	14	F17C0E
	PMS 346C	PMS 345 U	60	0	54	0	123	197	162	7BC5A2
	PMS 389 C	PMS 388 U	20	0	95	0	215	227	0	D7E300
	PMS 5845 C	PMS 5845 U	0	1	47	30	191	182	120	BFB678
	PMS 5855 C	PMS 5855 U	0	0	31	18	193	188	123	C1BC7B
	PMS Black C	PMS Black U	0	0	0	100	0	0	0	000000

Helvetica Neue is the primary font family for use in SIGGRAPH 2006 and SIGGRAPH conference promotional materials.

Helvetica Neue Light

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQR
STUVWXYZ1234567890

Helvetica Neue Medium

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQR
STUVWXYZ1234567890**

Helvetica Neue Bold

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQR
STUVWXYZ1234567890**

	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

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