



SIGGRAPH 2024

# Brand Guidelines



smithbucklin.

CUBICLE  
NINJAS

# Our Tagline

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T H E P R E M I E R C O N F E R E N C E  
& E X H I B I T I O N O N C O M P U T E R  
G R A P H I C S & I N T E R A C T I V E  
T E C H N I Q U E S

Established in 2021, the 2024 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 2024**  
DENVER+ 28 JUL — 1 AUG

DOWNLOAD  
LOGO

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# Brand Typography

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NINJAS**

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



The SIGGRAPH 2024 brand typography combines the mid century-inspired Articulat CF with the elegant Optician Sans. Together, these typefaces feature clean strokes, sleek geometrics, and modern style in a well-balanced package.

## PRINT

The print font is to be leveraged in physical pieces of collateral, signage and other tangible items.

### Articulat CF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### OPTICIAN 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.

### Articulat CF

ABCDEFGHIJKLMNOPQRSTUVWXYZ

### OPTICIAN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

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FONTS**

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# Color Study

The SIGGRAPH 2024 brand palette leverages dynamic shades of black and grey to give form to an expansive liminal world. Within this space, content pops in bursts of bright white, while the prism-inspired gradient offers a powerful focal point in an otherwise dark and dramatic environment.

**CUBICLE  
NINJAS**



PANTONE P 99-16C  
#2C3986  
44/57/134  
99/94/13/02

PANTONE P 115-13C  
#41BDE9  
65/189/233  
63/04/02/00

PANTONE P 179-1C  
#FFFFFF  
255/255/255  
00/00/00/00

PANTONE P 166-7C  
#F6E734  
246/231/52  
06/02/90/00

PANTONE P 52-7C  
#E64341  
230/67/65  
04/89/78/00



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PANTONE P 172-1C  
#CCCCCC  
204/204/204  
19/15/16/00

PANTONE P 179-7C  
#999999  
153/153/153  
43/35/35/01

PANTONE P 179-13C  
#555556  
85/85/85  
64/56/55/31

PANTONE P  
PROCESS BLACK C  
#222222  
34/34/34  
72/66/64/72



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# Brand Elements

SIGGRAPH 2024 utilizes shadow, depth, texture and contrast to build an expansive, surreal environment rooted in spatial liminality.

## B/W & FULL COLOR PHOTOGRAPHY

In interactive scenarios, pair high contrast b/w photography with its vibrant color equivalent for an unexpected pop of color.

Use saturated color photography that plays against stark backgrounds to create moments of vibrancy. When possible, ensure imagery displays 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.



Example of hover effect - B/W to saturated color. Examples of vibrant color photography.

## GRAIN EFFECT

Texture is used as a means of visually grounding the user and conveying a sense of timelessness in the look-and-feel. The default opacity is 60% but can be modified to best show shadows and highlights on graphics. The texture should be visible, but should not appear blocky or overly contrasted.

## DOWNLOAD GRAIN EFFECT



Note: Grain scale may also be modified to match the scale of graphic. Examples of grain effect in use.

# Brand Elements

SIGGRAPH 2024 utilizes shadow, depth, texture and contrast to build an expansive, surreal environment rooted in spatial liminality.

## PRISM GRADIENT

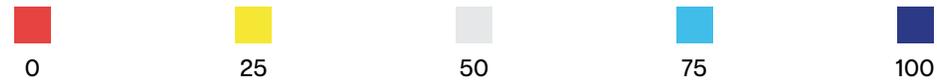
The prism gradient serves as a powerful focal point when used against dark backgrounds. Use it as a hover effect in interactive elements and to highlight primary graphics on assets.

## DOWNLOAD GRADIENT

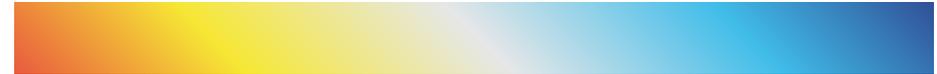
### STRAIGHT GRADIENT: 0°



Location



### ANGLED GRADIENT: 45°

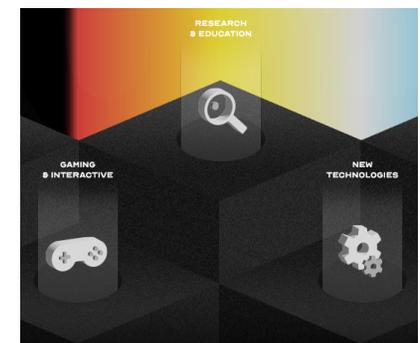


Examples of gradient in use.

## SPOTLIGHT

In addition to showing light in its prismatic state, it is also shown as a white beam accentuating key graphics. Use over dark backgrounds for best effect.

## DOWNLOAD SAMPLE SPOTLIGHT



Examples of spotlight in use.

# Brand Elements

SIGGRAPH 2024 utilizes shadow, depth, texture and contrast to build an expansive, surreal environment rooted in spatial liminality.

## ICONOGRAPHY

Use specific icons when referencing programs. Non-program icons may be used to highlight callouts and section headers.



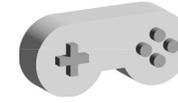
Production and Animation



Research and Education



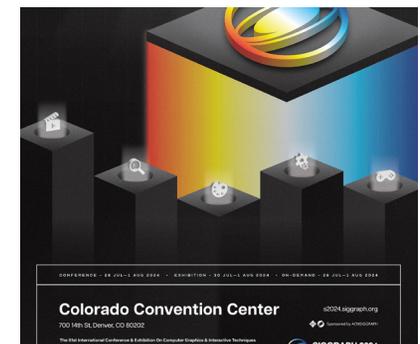
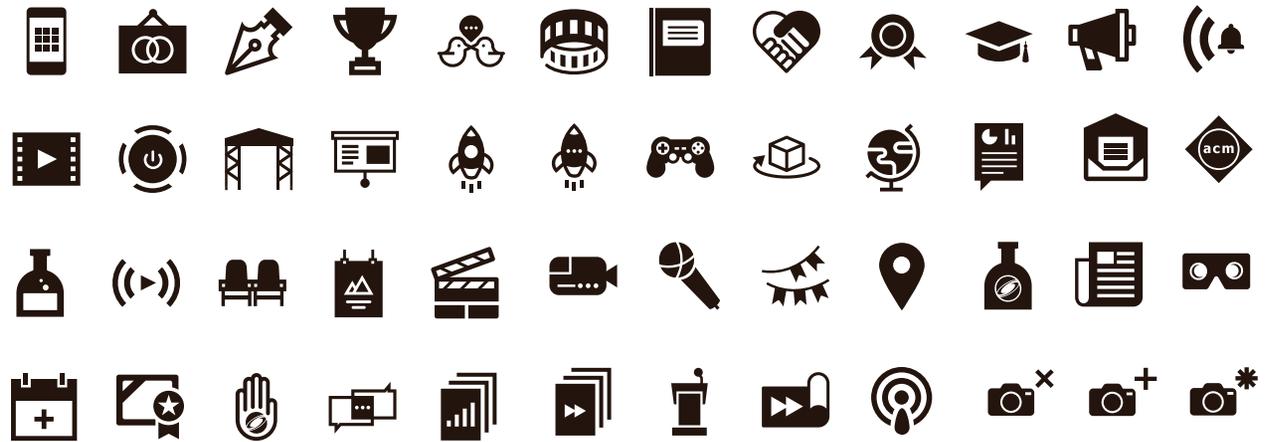
Arts and Design



Gaming and Interactive



New Technologies



## DOWNLOAD ICONOGRAPHY

Examples of icons in use.

# Email Signature

## INSTRUCTIONS

1. Visit this URL: <https://secure-email.nnja.co/siggraph/email-signature-2024/>
2. Select all: CTRL+A for Windows, CMD+A for Mac.  
Then copy: CTRL+C for Windows, CMD+C 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.

