



SIGGRAPH 2022 BRAND IDENTITY



OUR TAGLINE

THE PREMIER CONFERENCE & EXHIBITION ON
COMPUTER GRAPHICS & INTERACTIVE TECHNIQUES

Embracing a more descriptive approach, the 2022 tagline aims to clearly define the event and provide a universal understanding of what SIGGRAPH is about.

LOGO DESIGN



SIGGRAPH 2022
VANCOUVER+ 8-11 AUG

DOWNLOAD LOGO



BRAND TYPOGRAPHY

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

Visia Pro is the primary font family for print and digital channels. This sans serif typeface feels elegant yet approachable with thin, rounded letter forms that convey soft familiarity while maintaining a professional look.

Note: The outlined version of Visia Pro is a live font, so accessibility aids will be able to read it like any other on-screen text.

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.

VISIA PRO FONT FAMILY

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.

VISIA PRO FONT FAMILY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

DOWNLOAD FONTS



COLOR STUDY

In the true spirit of wireframes and schematics, these concepts leverage a largely monochrome palette featuring white, grey, and black. This minimalist approach creates the perfect blank slate for attendees to bring to life. In stunning contrast, pops of blue, gold, and coral are strategically leveraged in order to denote moments of action, reward user interaction, and ultimately drive attendee engagement.

**CUBICLE
NINJAS**



#E1645A
08/75/64/00

#E6AF57
10/32/77/00

#4767AA
80/63/04/00

#000000
60/40/40/100

#1A1F1F
75/65/65/75

#989898
43/35/36/01

#E0E0DF
11/08/09/00



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BRAND ELEMENTS

The use of photography within the SIGGRAPH 2022 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. Subjects should be engaged in an activity or interacting with people or technology. Use imagery that is texturally rich and visually vibrant.



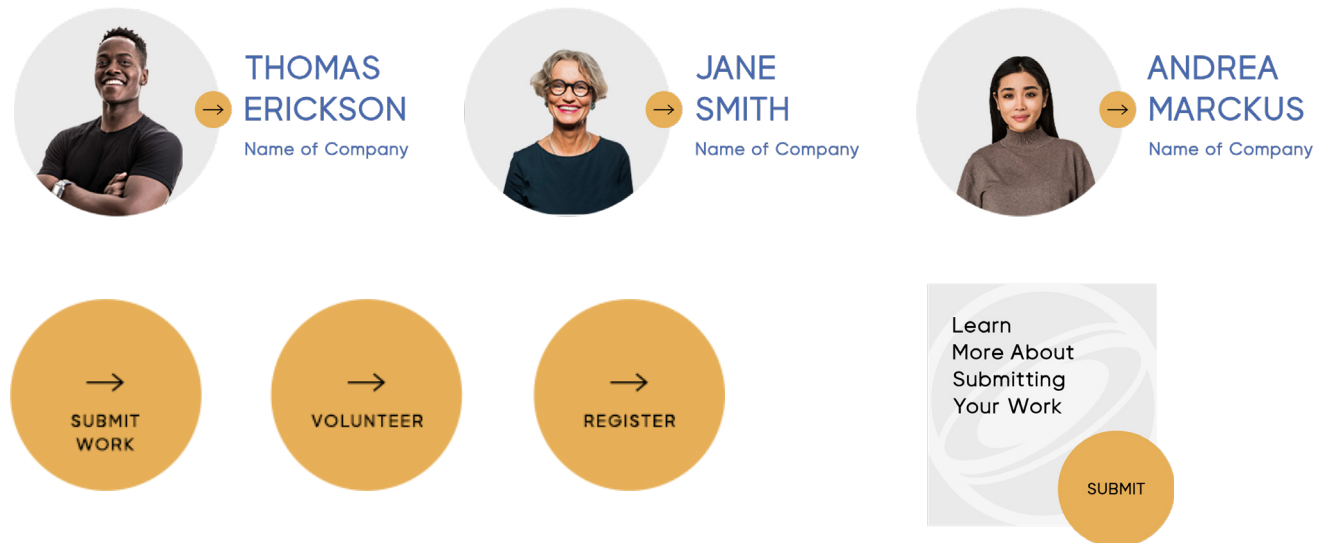
CIRCLE MOTIF

Highlighting Individuals

Use high contrast color photography when highlighting individuals such as speakers and committee members. To the right is an example of speakers enclosed in circles. This serves to highlight the area and creates unity with the accompanying text and circle arrow. Note: The cut-out treatment at right is optional.

CTA's

The 2022 brand uses gold circles to denote interactivity. To the right are various styles of calls to action incorporating the circle.



BRAND ELEMENTS

COLOR BLOCKING

Color blocking helps to denote sections and provides structure to your collateral. Use the following settings to apply to your collateral.

Blue
#4767AA

Gray
#EAEAEA

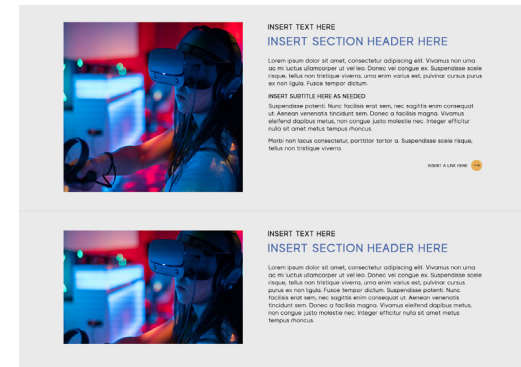
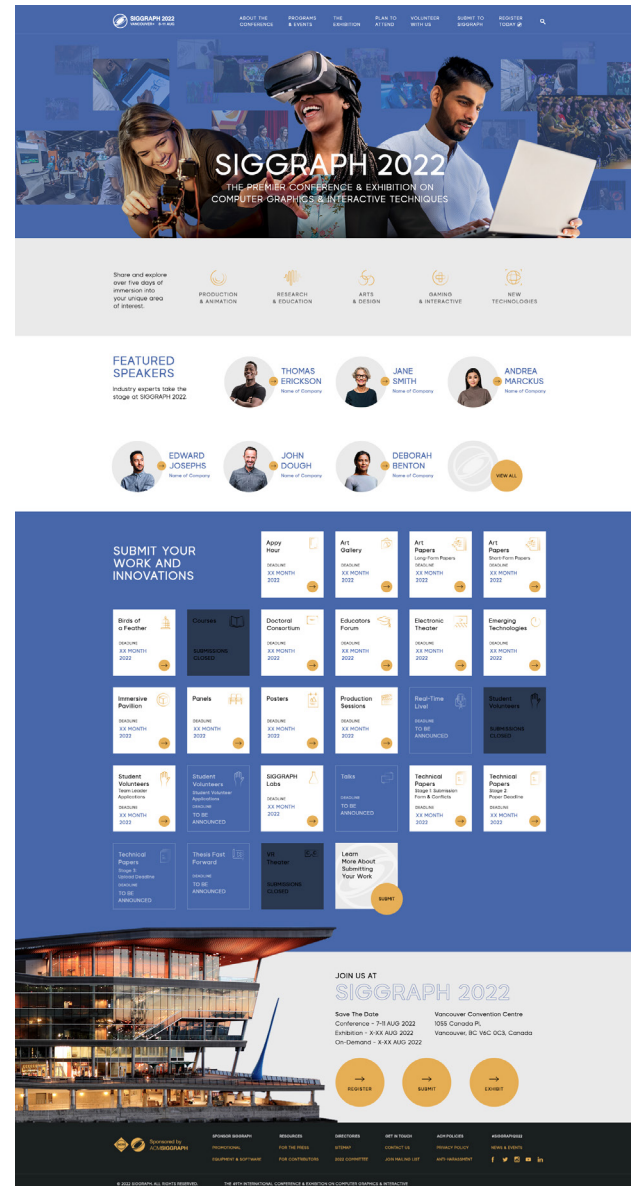
White
#FFFFFF

For subsections, use rules to separate content.

Rule Specifications

1 px height
#000000, 15% Opacity

SIGGRAPH 2022 branding leverages gradient iconography, color blocking and minimal, gridded layouts to create visual interest and intuitive hierarchy.



Example of subsections

GRAPHIC ASSETS

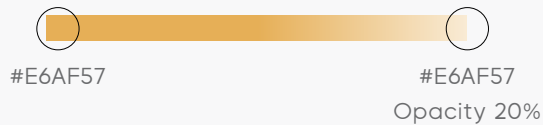
SIGGRAPH 2022 branding leverages gradient iconography, color blocking and minimal, gridded layouts to create visual interest and intuitive hierarchy.

ICONOGRAPHY

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

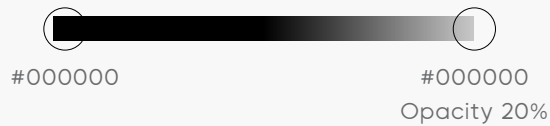
Use the gold gradient for icons on white or light gray backgrounds.

Gold Gradient Values

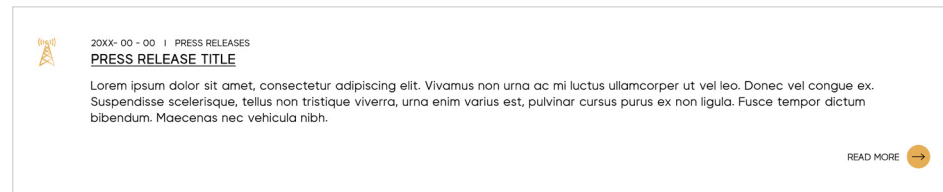


Use the black gradient for icons on gold (#E6AF57) or coral (#E1645A) backgrounds.

Black Gradient Values



Examples of icons in use:



DOWNLOAD ICON LIBRARY



EMAIL SIGNATURE

INSTRUCTIONS

1. Visit this URL: <https://secure-email.nnja.co/siggraph/email-signature-2022/inline-2022-sig.html>
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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CONFERENCE CHAIR

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