physcon

Style Guide

TYPOGRAPHY

The event logo utilizes two typefaces “Futura Medium” and “Helevetica Neue Light”. When creating marketing materials in conjunction with this event Futura Medium is to be used for all titles and headlines. Helvetica Neue is to be used for all body copy and supporting text.

Futura Medium

Helvetica Neue Light

PHYSCON GUIDELINES: COLOR

KEY COLORS

Key colors for the event logotype are flexible and should be set at the beginning of the event planning process as the thematic for the upcoming event is chosen.

The 2016 colors are shown here for reference.

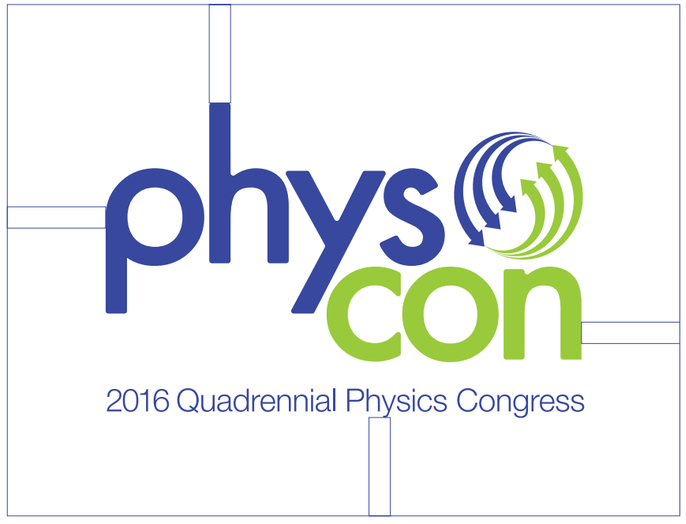
CMYK: 91, 83, 1, 0
RGB: 56, 74, 157
Hex#: 374a9d

CMYK: 45, 0, 99, 0
RGB: 154, 202, 61
Hex#: 99ca3d

PHYSCON GUIDELINES: SPACING

SPACING

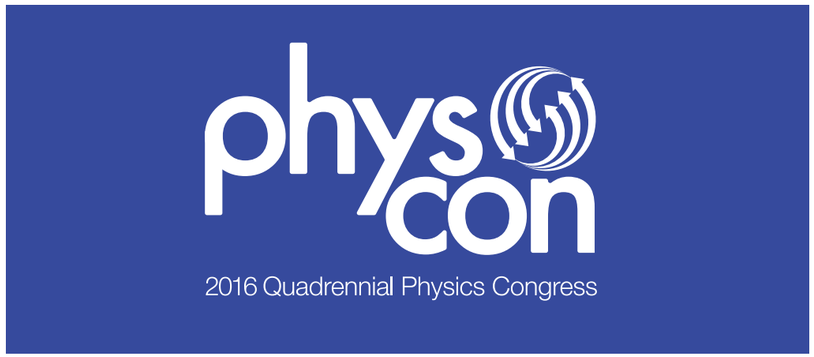
Ample space should be given to the logo when used in conjunction with other design elements. No design elements should crowd, touch or overpower the PhysCon logo. Please use this spacing guide when creating all PhysCon marketing materials.

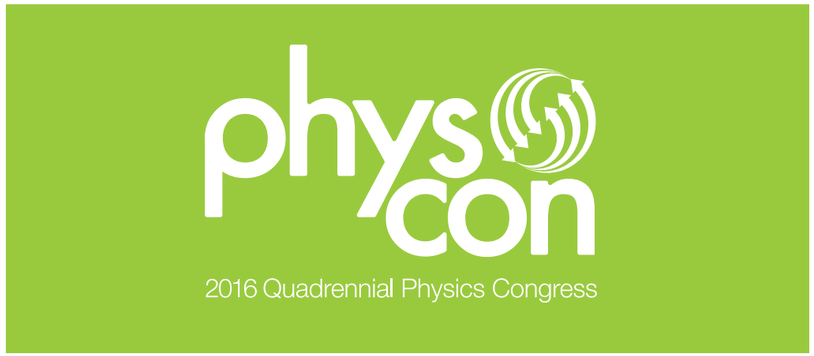


PHYSCON GUIDELINES: COLOR BACKGROUNDS

COLOR BACKGROUNDS

When the logo must be placed on a colored background the background color should be reflective of the events current thematic.

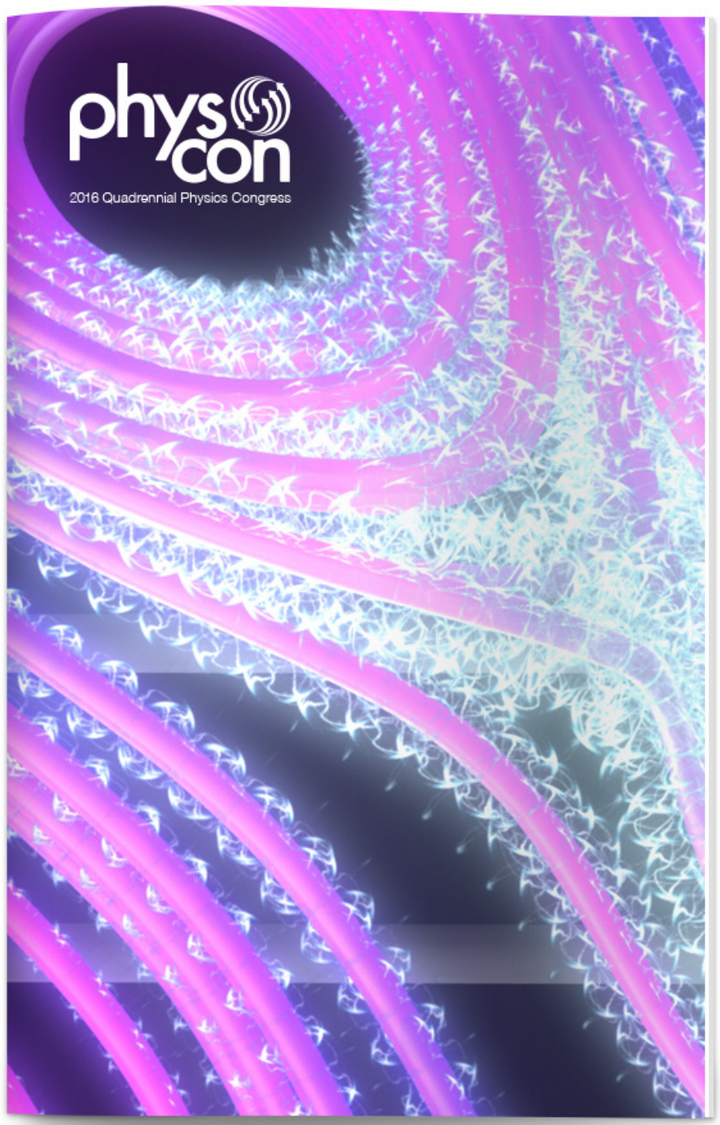




THEMATIC LOCKUP

In presentations and marketing materials that deal directly with the event thematic the following logo lockup should be used.

Unifying Fields
Science Driving Innovation



GRAPHIC ELEMENTS

The PhysCon logo can be used in conjunction with flat design elements pulled from the logo, branding and thematic directly to create a consistent look when no photography is available. When photography is available the logo should be placed within the image so that the entirety of the logo is visible and easily legible.

PHYSCON GUIDELINES: ELEMENTS

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