

SAN ANTONIO
SIGGRAPH
2002

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The SIGGRAPH 2002 graphic identity program establishes a consistent visual image for the conference and its promotional materials.

This manual provides rules and guidelines for implementation of the graphic identity program. 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 changes or better ideas for implementing the graphic identity are presented.

Questions, comments, assistance, or special requests regarding the SIGGRAPH 2002 graphic identity should be addressed to:

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The SIGGRAPH 2002 logo is available for Mac and PC in a variety of formats. In printed text, the conference title remains SIGGRAPH 2002.

Black and White

MAC:

www.siggraph.org/logos/s2002a_bw.eps

PC:

www.siggraph.org/logos/s2002ap_bw.eps



2 Color

MAC:

www.siggraph.org/logos/s2002a_2c.eps

PC:

www.siggraph.org/logos/s2002ap_2c.eps



4 Color

MAC:

www.siggraph.org/logos/s2002a_4c.eps

www.siggraph.org/logos/s2002a.tif

www.siggraph.org/logos/s2002a.jpg










PC:

www.siggraph.org/logos/s2002ap_4c.eps

www.siggraph.org/logos/s2002ap.tif

www.siggraph.org/logos/s2002ap.jpg



	PMS Coated	PMS Uncoated	C	M	Y	K	R	G	B	Web	
	PMS 7409 C	PMS 7409 U	0	25	100	0					
	PMS 159 C	PMS 159 U	0	65	100	9					
	PMS 202 C	PMS 201 U	0	100	65	47	153	0	0	990000	
	PMS 2955 C	PMS 2955 U	100	43	0	34	51	51	153	333399	
	PMS 2768 C	PMS 2768 U	100	83	0	56					
	PMS 5605 C	PMS 5605 U	72	0	60	91					
	PMS 5625 C	PMS 5625 U	30	0	30	51					
	PMS 8001 C or PMS 424 C	PMS 8001 U PMS 424 U	0	0	0	65	102	102	102	666666	
	Special mix ink Supplier: Braden-Suphtin Name: Special Kraft Royal Birch Brown Number: N2022240		25	30	50	0	(dark) (med) (light)	102 153 204	102 153 204	51 102 153	333399 999966 CCCC99

Use this guide when selecting embroidery threads for the SIGGRAPH 2002 logo. Colors have been selected from the Madeira Color Card 427.



Clarendon is the primary serif font family for use in SIGGRAPH 2002 promotional materials.

Clarendon Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

Clarendon Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

Clarendon Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

Century Old Style Italic is the primary italic serif font family for use in SIGGRAPH 2002 promotional materials.

Century Old Style Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

News Gothic is the primary sans serif font for use in SIGGRAPH 2002 promotional materials.

News Gothic Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890

News Gothic Oblique

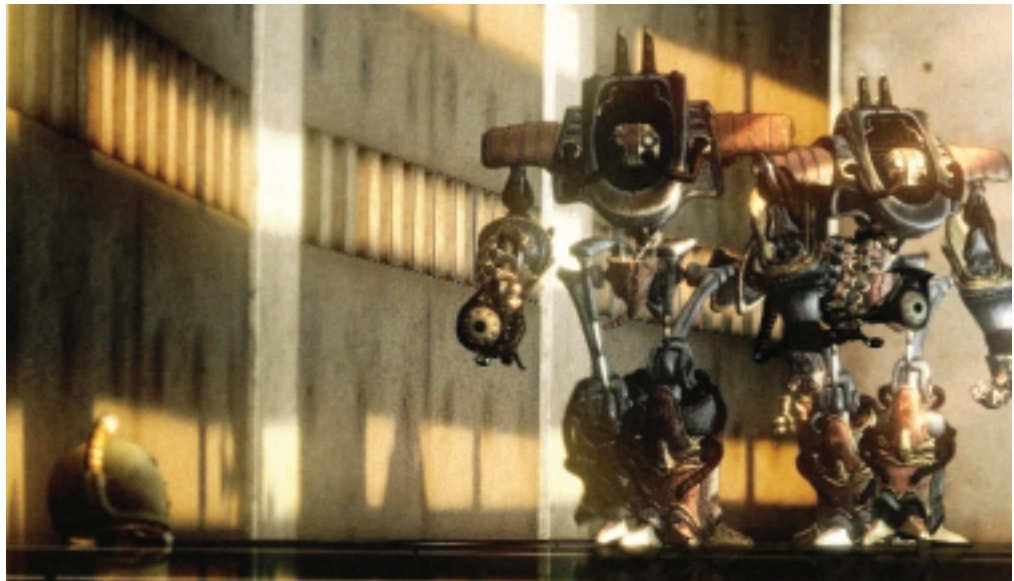
*abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890*

News Gothic Bold

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQR
STUVWXYZ1234567890**

	Stock	Finish	Cover Weight	Text Weight	Colors
Coated	Warren Lustro Offset Enamel	Gloss	80 lb.	80 lb.	White
	Potlatch McCoy	Dull	80 lb.		White
Uncoated	Neenah Classic Columns		80 lb.	80 lb.	Recycled Bright White
	Wausau Royal Fiber		80 lb.	80 lb.	Birch
	Lakeland Paper Omni-Kote		14 pt.		Kraft/White
	French Speckletone		70 lb.	80 lb.	Kraft
Stationery	Neenah Classic Columns		80 lb.	24 lb. writing	Recycled Bright White
	Neenah Classic Columns Duplex		120 lb.		Recycled Bright White/Indigo
Bond	Ultrawhite Bond				

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f8 ©2000 Jason Wen, Crystalline Lens

Multiple credits should be separated with a semi-colon.

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All SIGGRAPH 2002 publications must include the ACM signature and the ACM and SIGGRAPH logos.

Use the following ACM signature for the SIGGRAPH 2002 conference:



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