

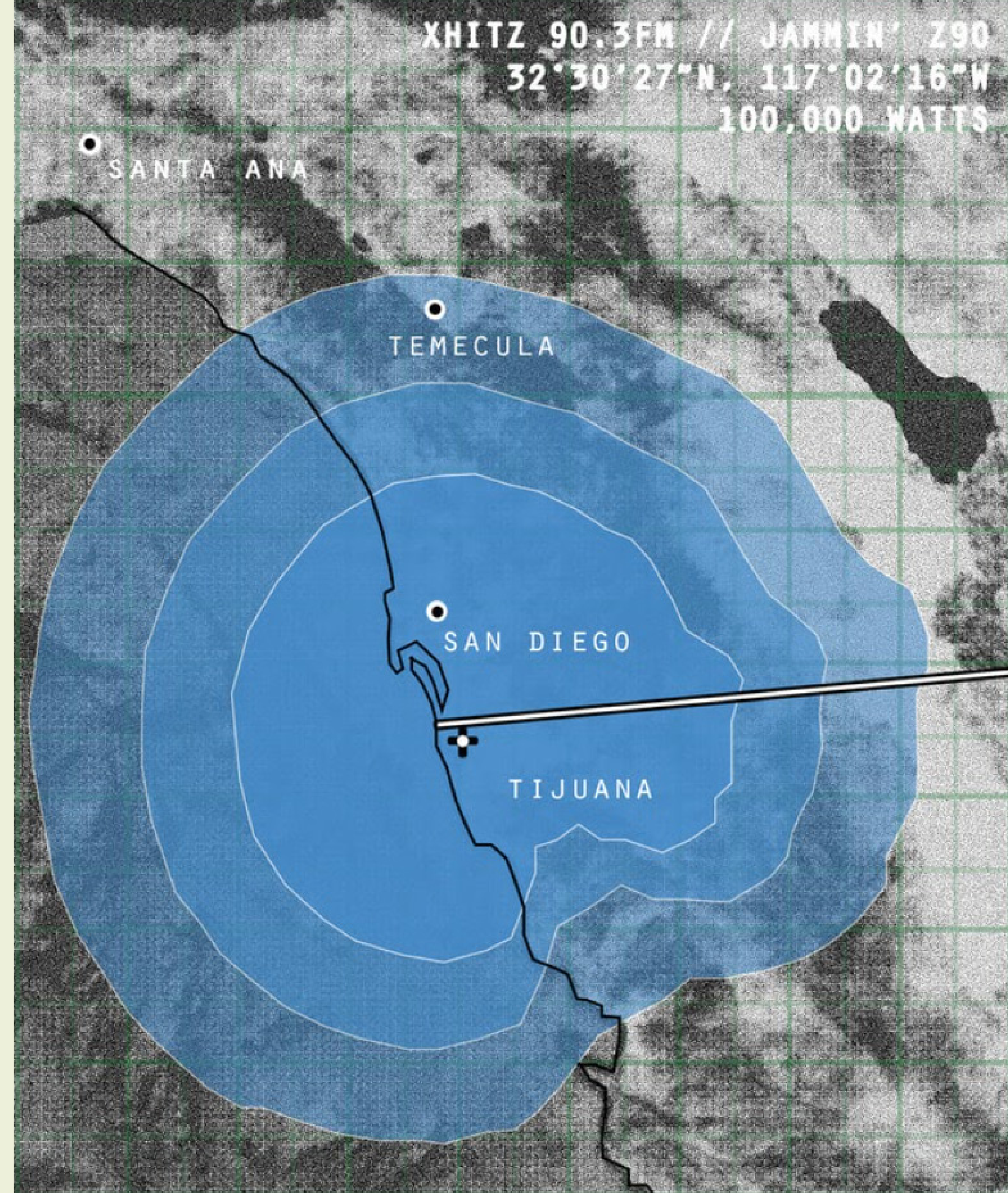
INTERGALACTIX:

against
isolation/
contra el
aislamiento

V01

Style Guide

DESIGN BY IMCAROLINA.COM



02 Brand Logo

The heart,
soul, and
center.

We will cover a lot of ground; therefore, we must create the method for connecting it all, *un encuentro*.

Our logo and brand strategy are the primary ways our audience will become familiar with us. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines in detail.

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INTERGALACTIX:
against isolation/contra el aislamiento

013

Primary Lockup

INTERGALACTIX:
against isolation/
contra el aislamiento

The brand logo identifies the *Intergalactix: against isolation/ contra el aislamiento* project as a whole. This version is the most reliable version to use regarding legibility.

This logo is a carefully created piece of locked artwork that should not be altered in any way.

014

Color Variations

Each brand logo lockup has several color variations for use on different background types, tones, and colors.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Dark

INTERGALACTIX:
against isolation/
contra el aislamiento

Type: Primary Logo
Color: Primary Color

Light

INTERGALACTIX:
against isolation/
contra el aislamiento

Type: Primary Logo
Color: Secondary Color

Dark + Accent Color

INTERGALACTIX:
against isolation/
contra el aislamiento

Type: Primary Logo
Color: Accent Color

Dark + Accent Color

INTERGALACTIX:
against isolation/
contra el aislamiento

Type: Primary Logo
Color: Accent Color

INTERGALACTIX:
 against
 isolation/
 contra el
 aislamiento

INTERGALACTIX:
 against isolation/
 contra el aislamiento

INTERGALACTIX:
 against isolation/contra el aislamiento

015

VERTICAL LOCKUP

PRIMARY LOGO

HORIZONTAL LOCKUP

A Scalable Identity System

Trying to fit the same logo simultaneously on a billboard and on the bottom of an Instagram post is a challenge. We designed our identity system for flexibility, consistency, and brand recognition.

We have provided different logo lockups that should cover every space imaginable. Instead of fitting a logo into a too-small or crowded space, simply use a different version for maximum visual impact and clarity.

016

Vertical Lockup

Designed specifically to be vertically efficient, the horizontal lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

Note that the letters of “INTERGALACTIX” begin to visually bleed into each other when reduced to a small scale; special care and attention are required.

INTERGALACTIX:

against
isolation/
contra el
aislamiento

INTERGALACTIX:
against
isolation/
contra el
aislamiento

1.5” or 100px

MINIMUM SIZE

This version is not intended for extremely small sizes. The minimum height is 1.5” for print applications and 100px for digital applications.

017

Horizontal Lockup

INTERGALACTIX:
against isolation/contra el aislamiento

This logo is useful for small spaces and imprints infamous for legibility issues, like small engravings or silkscreen imprints.

Note that the words in the tagline begin to visually bleed into each other when reduced to a small scale; special care and attention are required.

INTERGALACTIX: [.25" or 25px
against isolation/contra el aislamiento]

MINIMUM SIZE

This wordmark is designed for extra small spaces. The minimum height is .25" for print and 20px for digital applications.

Visualized Clear Space

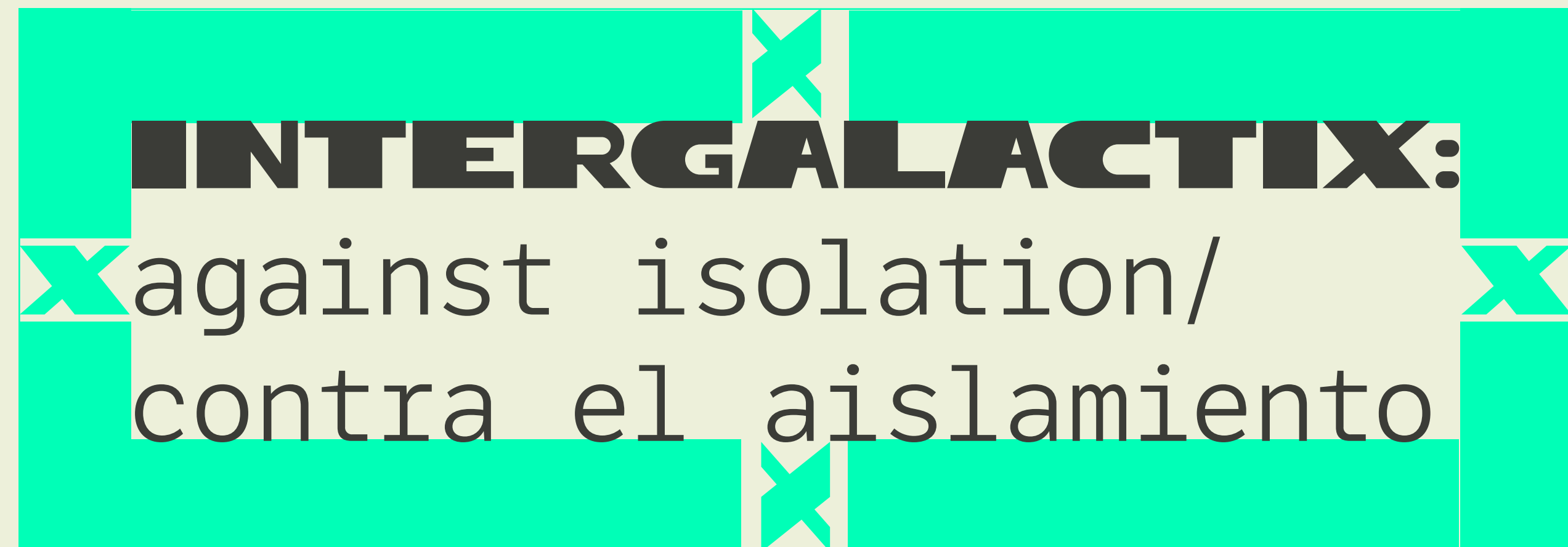
018

Clear Space

Clear space, or negative space, is the area that surrounds the logo that is completely clear of any other graphical element. Clear space helps the logo stand out from the rest of the elements on the page and ensures legibility, even at small sizes.

As a general rule, the more clear, or negative, space around the logo, the better.

At a minimum, there should be clear space equal to the height of the Pebble icon on all four sides of the logo. Using an element from the logo as a unit of measurement ensures enough clear space at any size.



Minimum Sizing

019

Logo Size

Maintaining optimal and minimal logo sizing is vital to the legibility of the mark and overall brand recognition.

The execution will often dictate the right logo size. But in order to maximize legibility, try to use the largest size (within reason) for each logo version listed. In some circumstances, it may be acceptable to use the minimum size.

Never reproduce our logos smaller than the minimum sizes listed on this page.

INTERGALACTIX:
against isolation/
contra el aislamiento

┆ .75"
┆ 50px

PRIMARY LOCKUP

Minimum height is .75" for print and 50px for digital applications.

INTERGALACTIX:
against
isolation/
contra el
aislamiento

┆ 1.5"
┆ 100px

VERTICAL LOCKUP

Minimum height is 1.5" for print and 100px for digital applications.

INTERGALACTIX:
against isolation/contra el aislamiento

┆ .25" or 25px

VERTICAL LOCKUP

Minimum height is .25" for print and 25px for digital applications.

Background Control

Contrast is the name of the game when considering placing the logo on any background.

Our logo should not only be legible; it should also make a clear, strong statement when used. If there is not enough contrast between the logo and the background, the presence of the logo is weakened.

The logo may be placed on photographs, textures, and patterns as long as there is enough contrast for the logo to be visible.

INTERGALACTIX:
against isolation/
contra el aislamiento

The one-color, dark version of the logo may be used on any light photographic background.

INTERGALACTIX:
against isolation/
contra el aislamiento

The one-color, light version of the logo may be used on any dark photographic background.

INTERGALACTIX:
against isolation/
contra el aislamiento

The one-color, dark version of the logo may be used on any light photographic background. Do not use the two-color version on photographs.

INTERGALACTIX:
against isolation/
contra el aislamiento

The one-color version of the logo may be used on low-contrast patterns. Use the dark or light version to achieve maximum contrast.

021

Placement of the logo on canvas is vital to a consistent visual style.

Where our logo is placed communicates a great deal about our brand's visual style. In this chapter, you will find high-level guidance on how the logo should be positioned on a variety of touchpoints and media.

As a general rule, our logo should not be centered in an area. We typically favor a left-aligned layout with the logo aligned to the primary grid line—the spine.

Exceptions to this rule will inevitably surface. When in doubt, connect with a member of our team

###. On The Page

###. As Signage

###. On Merchandise

###. On The Web

###. On Social Media

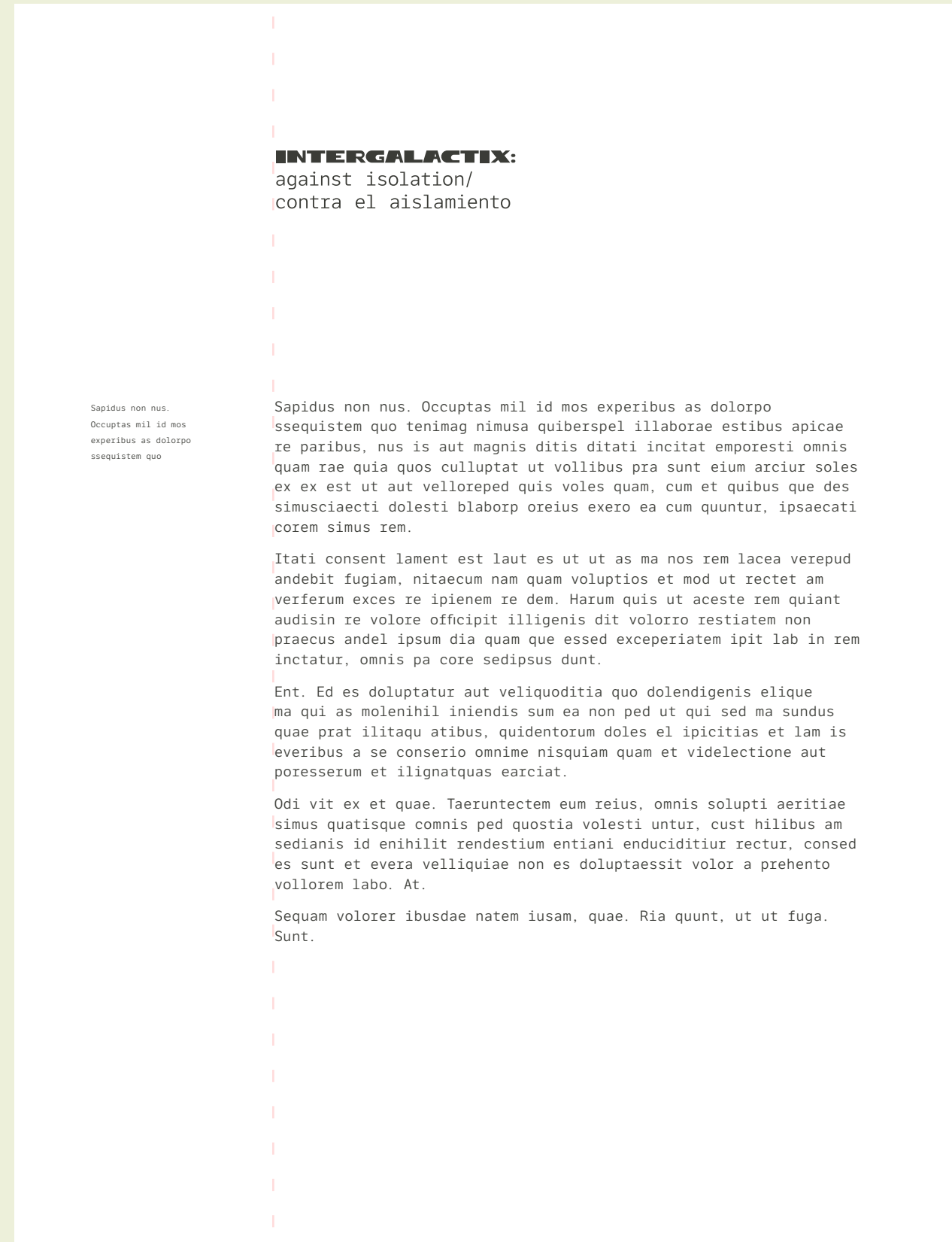
022

On The Page

Place the logo left-aligned on the primary grid line. If this space is not available, the logo belongs in the top or bottom left page corners.

Specific stationery layouts are provided in the Brand Collateral section of this document.

Placement



PREFERRED

Align the logo to the primary grid line (referred to as the spine). The primary lockup looks best when left-aligned.



ALTERNATE OPTIONS

Align the primary lockup to the left corners.

As Signage

When used on the building's exterior, signage should follow the same left-aligned placement of the logo on other touchpoints. We could also place the logo on the right corner when the signage incorporates additional visual elements, like images or patterns.

If manufactured signs are required, place the logo on the sign asymmetrically (either horizontally or vertically). Detailed template files are available.

Placement



INTERGALACTIX:
against
isolation/
contra el
aislamiento

VERTICAL POSITION

Align the logo in the lower left of a vertical rectangular hanging sign to achieve asymmetry.

HORIZONTAL POSITION

Align the logo in the lower left hand corner of a rectangular hanging sign to achieve asymmetry.

INTERGALACTIX:
against isolation/
contra el aislamiento

On Merchandise

PRIMARY LOGO & VERTICAL LOCKUP

Left-align the logo when possible; consider incorporating the accent color by selecting accent color inspired t-shirts.

HORIZONTAL LOCKUP

Using this version of the logo, going big and centered, works well when used with the primary brand colors: beige and dark gray tones.



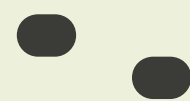
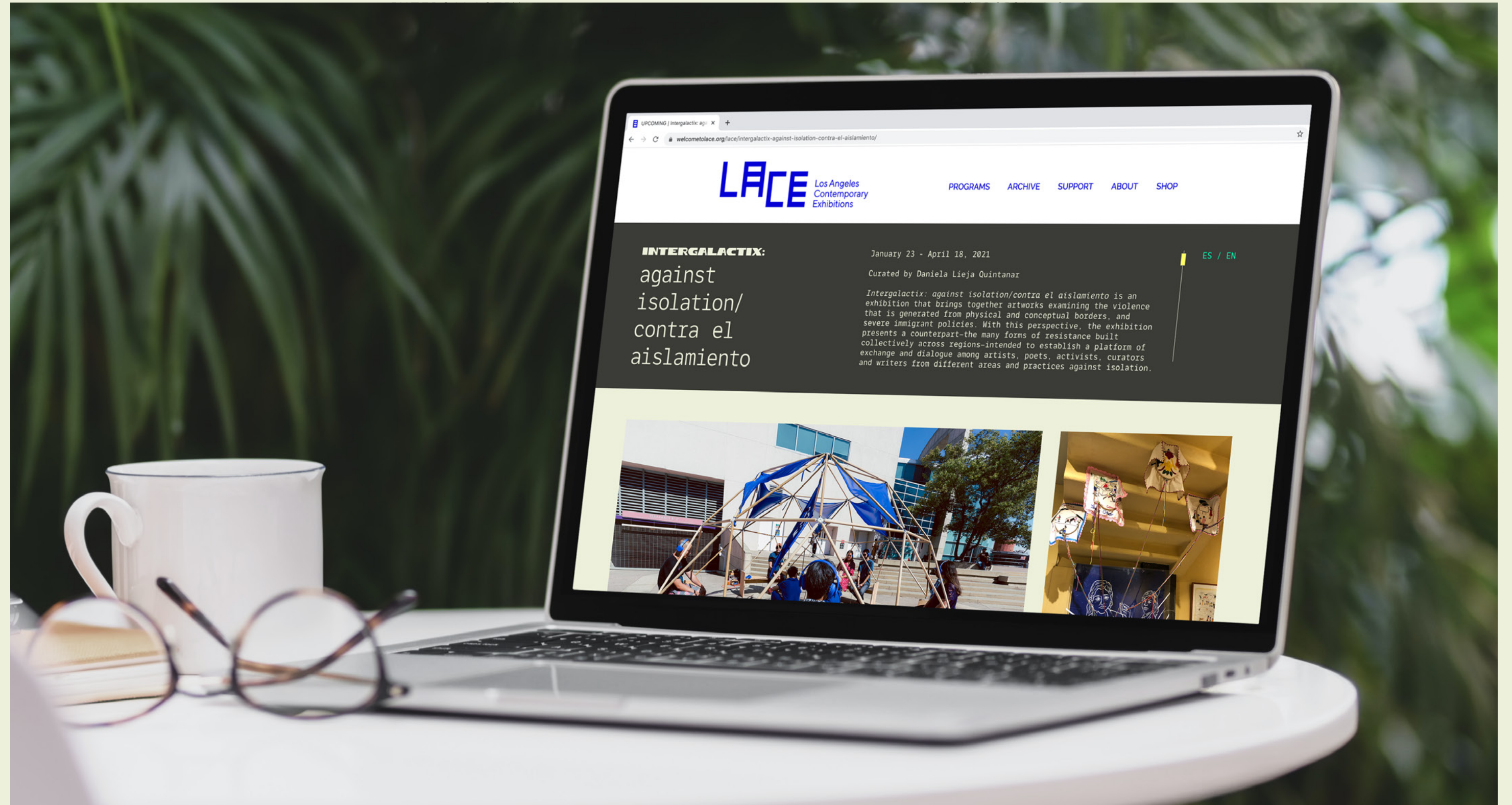
Placement

On The Web

The Intergalactix collection will be incorporated into the LACE website and, therefore, should adhere to LACE brand guidelines.

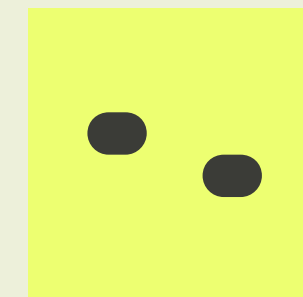
If the Intergalactix has its website, place the logo in the navigation bar's upper left-hand corner and use the recommended favicon pictured here. Do not center the logo on the screen, even on small screens.

Placement



FAVICON

Our favicon—a 32px x 32px icon that is displayed in the browser next to the url—is the only other approved usage of our icon in solid form.



DEVICE ICON

If our website is saved as a bookmark on the home screen of some mobile devices, this graphic will be displayed. Default size is 192px x 192px.

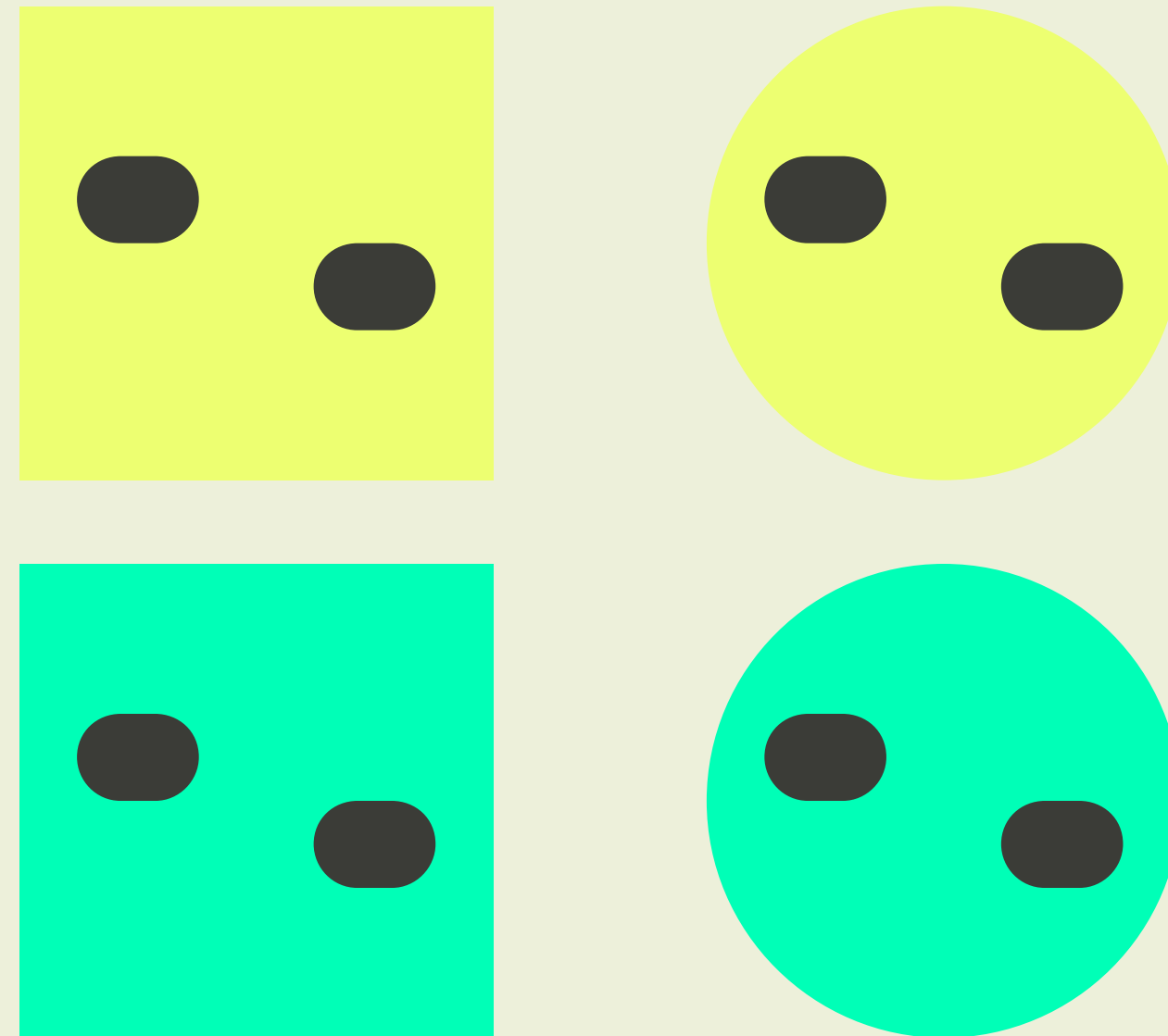
On Social Media

When used as social media avatars, the icon-only logo should be used with the right amount of clear space on all sides.

We have developed two approved avatar images found here on this page. They are each approved for both circular and square avatars shapes of all sizes.

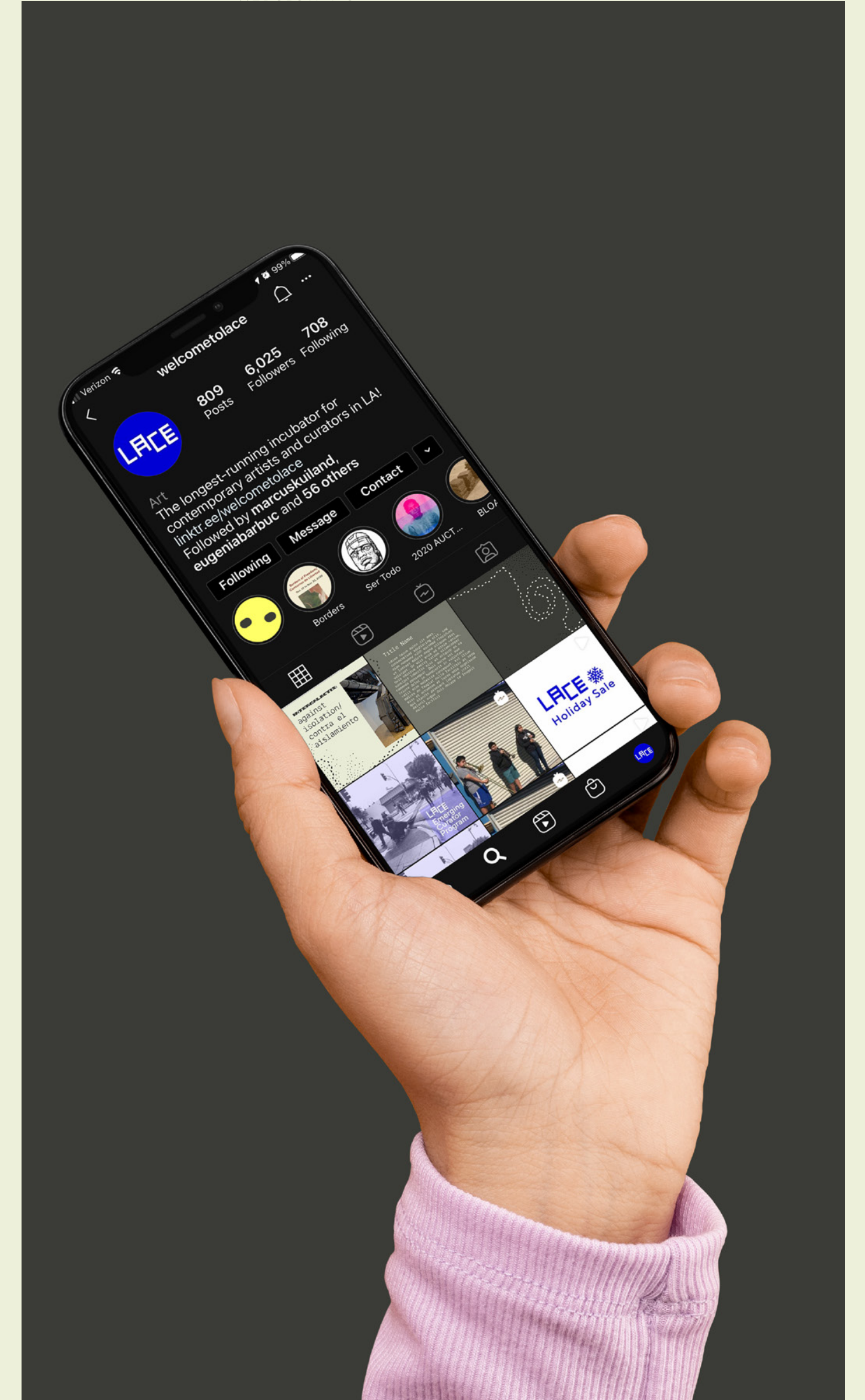
While the layout of these avatars should not be altered in any way, approved secondary brand colors may be used to address special events, holidays, and seasonal changes.

Placement



ICON AVATAR

Preferred avatar for use on all platforms. All approved color combinations may be used.

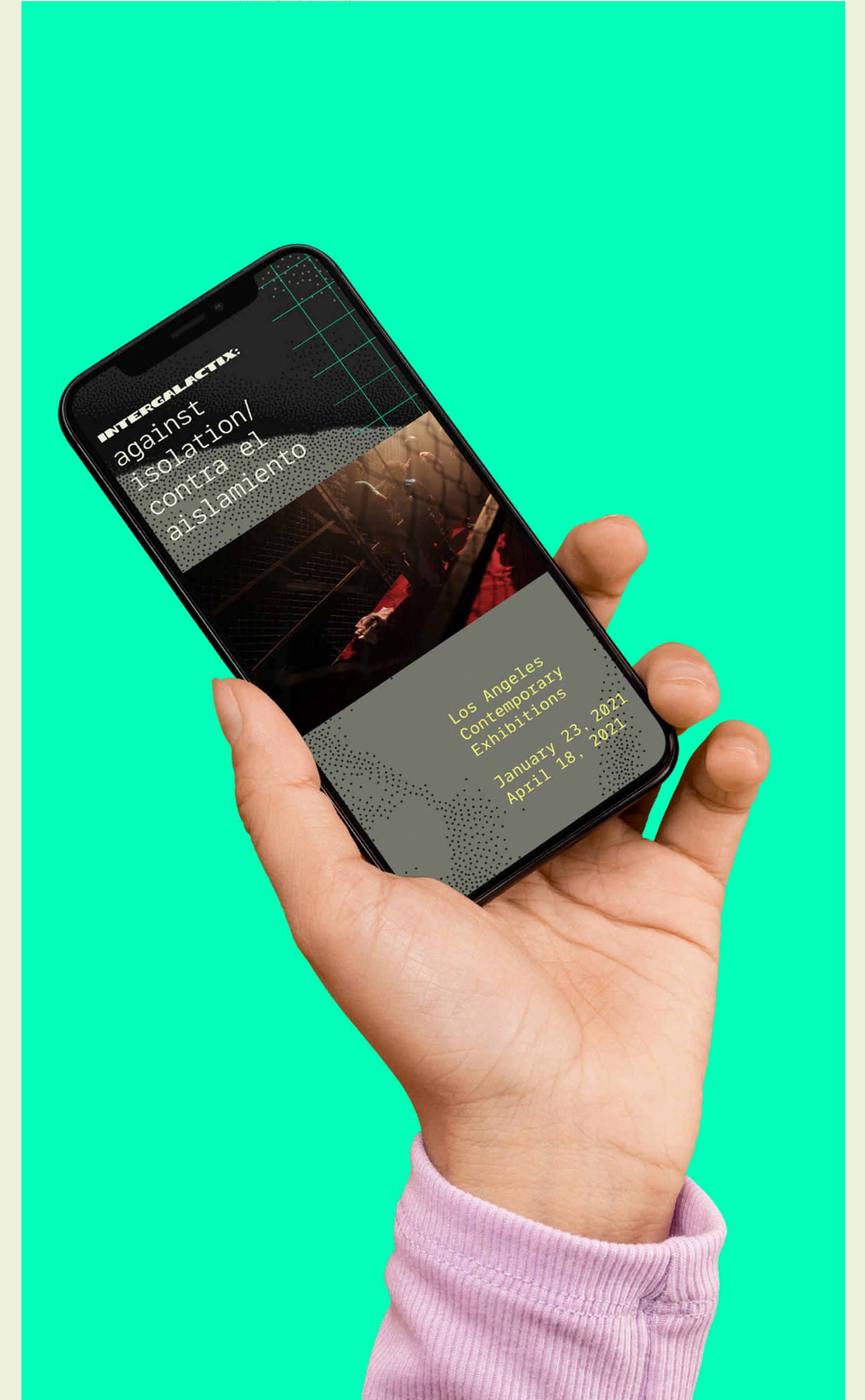


027

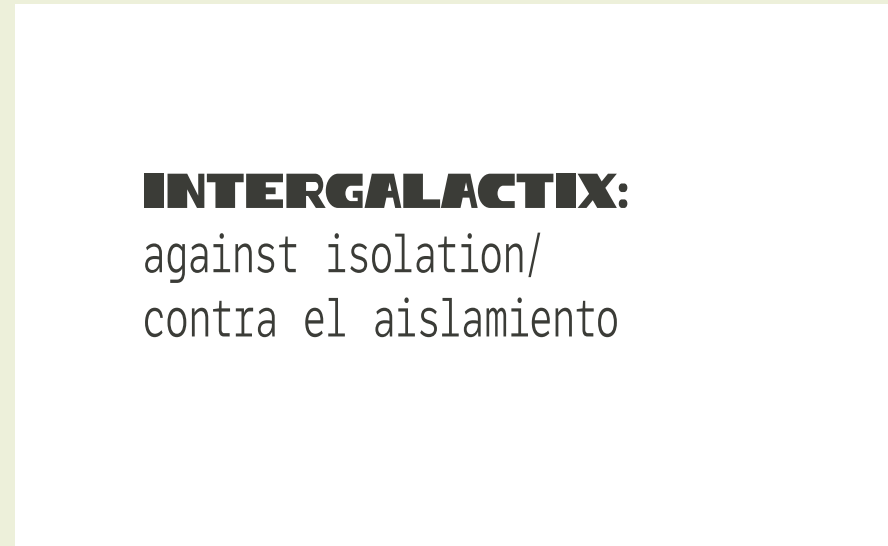
IG STORY

To continue the visual and conceptual themes of paths and *encuentros*, we recommend using the Instagram carousel to visually guide the viewer through the various artists and artworks of intergalactix

Application



Common Errors



Do not stretch, squash, skew, or distort the logo in any way.



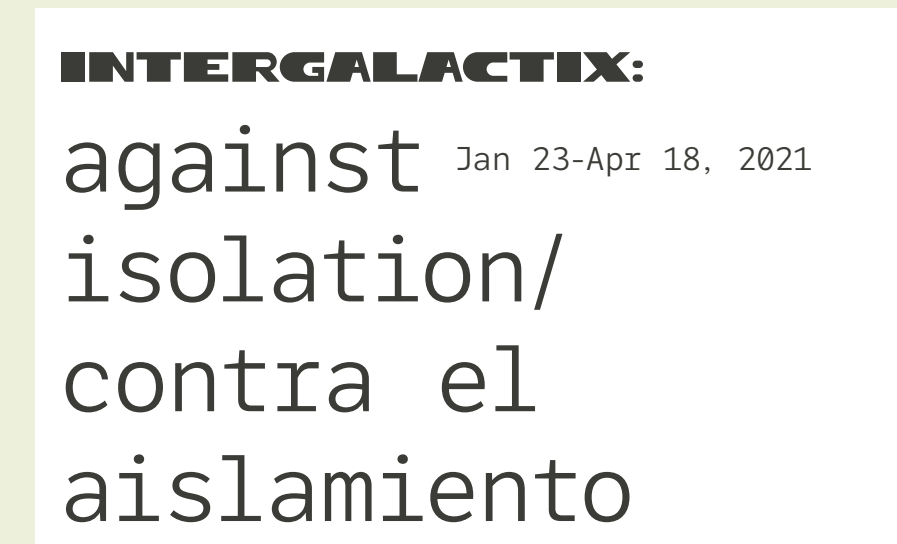
Do not edit the logo color, use an off-brand color, or reduce the logo opacity.



Do not add graphic effects to the logo, including drop shadows.



Do not place the logo on a high-contrast pattern or busy photograph.



Do not encroach on the required clear space surrounding the logo.

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

03 Brand Colors

Color sets us apart & helps to invoke emotion.

The colors we've chosen for our brand is a key factor in differentiation and brand recognition.

As such, it is vital that our colors are reproduced faithfully and combined in the right way. This section covers these guidelines in detail.

Any color outside of those outlined within this section will be considered unauthorized.

PAGE ##

Primary Palette

PAGE ##

Accent Color

PAGE ##

Approved Pairings

Primary Colors

Primary / Past

If anyone asks: our primary color is a very unsaturated, light warm reddish-yellow. The color of sand.

CMYK: 1, 0, 9, 5
RGB: 237, 240, 218
HEX: #EDF0DA

030

Inspired by nature, these dark warm colors are soft yet firm, providing an excellent backdrop for the various artists in *Intergalactix*. Use the primary color to convey our brand voice while using our accent colors to draw attention and invoke curiosity.

Ideal for backgrounds or subdued typography. When reproducing these colors, please ensure accuracy on every touchpoint or execution.

Secondary / Present

This very unsaturated dark warm yellow, becomes flat, and firm. The color of stone

CMYK: 0, 0, 9, 52
RGB: 119, 120, 109
HEX: #77786D

Tertiary / Future

Our darkest color leans towards the green spectrum, a gesture towards our connection with nature. Soft, neutral green.

CMYK: 1, 0, 8, 76
RGB: 59, 60, 55
HEX: # 3B3C37

Accent colors

031

Color invokes emotion in a composition. Considering our identity's intergalactic nature, we decided to take a modern approach to select these bright and animated colors.

Our starting off point was green: the color of nature and health, meant to represent growth, nature, money, fertility, and safety. We moved towards yellow from green and created our primary and accent colors from the places in between. High and low. Bright and dark. Saturated and unsaturated.

Accent Color #1 / Here

Mindaro. An unsaturated, very light warm greenish chartreuse. Use sparingly when subtlety is required.

CMYK: 7, 0, 55, 0
RGB: 237, 255, 113
HEX: #EDFF71

When Mindaro is not available, a close alternative is yellow so that if and when both accent colors overlap, they make the color green.

Accent Color #2 / There

Bright Turquoise. A very saturated very light cold spring green. Use with restraint for maximum impact.

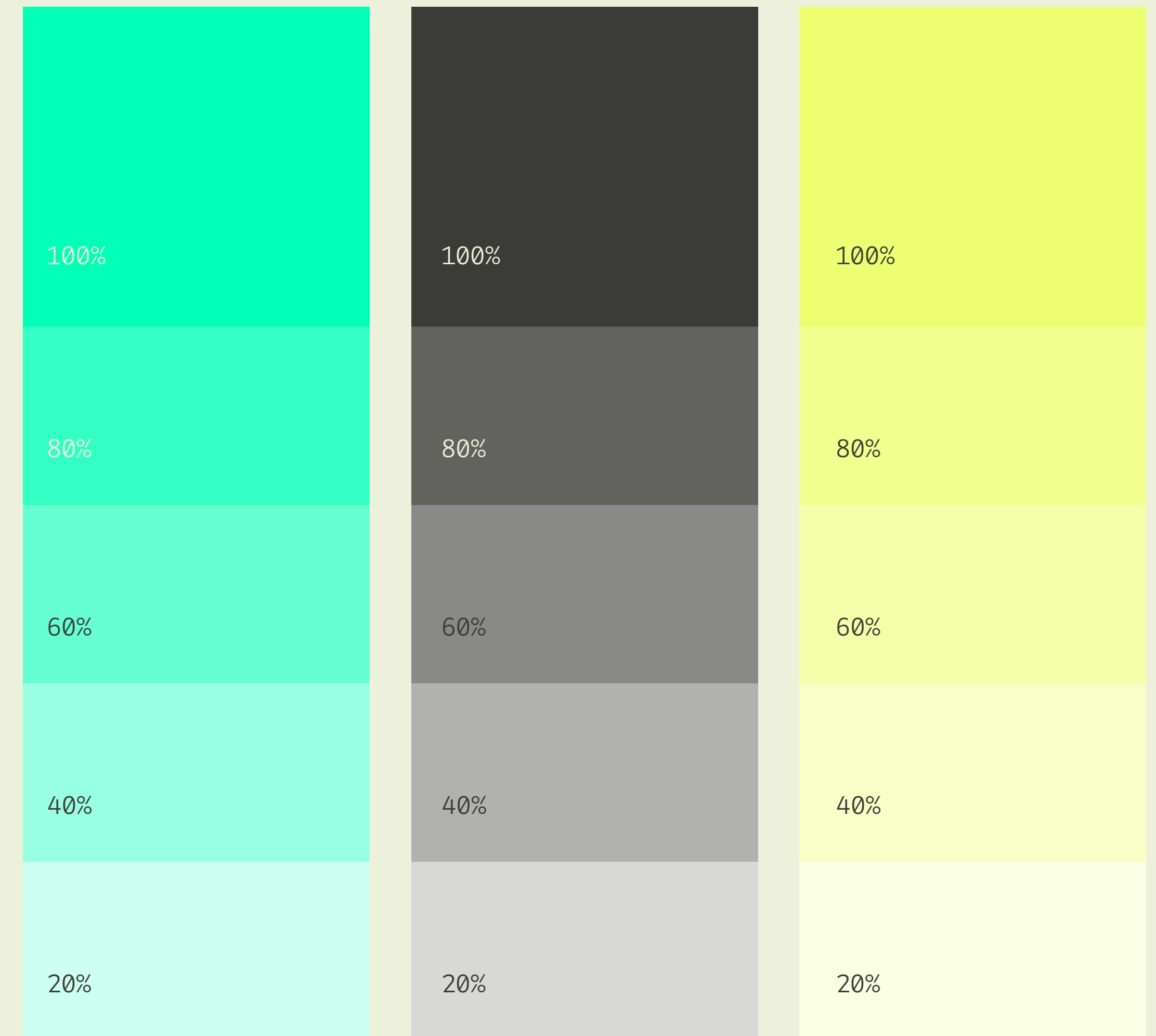
CMYK: 100, 0, 28, 0
RGB: 0, 255, 183
HEX: #00FFB7

Using Tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

Colors



033

Approved Pairings

INTERGALACTIX:
against
isolation/
contra el
aislamiento

01 / 10

INTERGALACTIX:
against
isolation/
contra el
aislamiento

01 / 10

INTERGALACTIX:
against
isolation/
contra el
aislamiento

01 / 10

INTERGALACTIX:
against
isolation/
contra el
aislamiento

01 / 10

INTERGALACTIX:
against
isolation/
contra el
aislamiento

01 / 10

INTERGALACTIX:
against
isolation/
contra el
aislamiento

01 / 10

INTERGALACTIX:
against
isolation/
contra el
aislamiento

01 / 10

INTERGALACTIX:
against
isolation/
contra el
aislamiento

01 / 10

Nearly all of the colors within our primary palette can be used in combination. Whenever possible, strive for legibility with contrast, especially when setting typography.

Ensure Accessibility

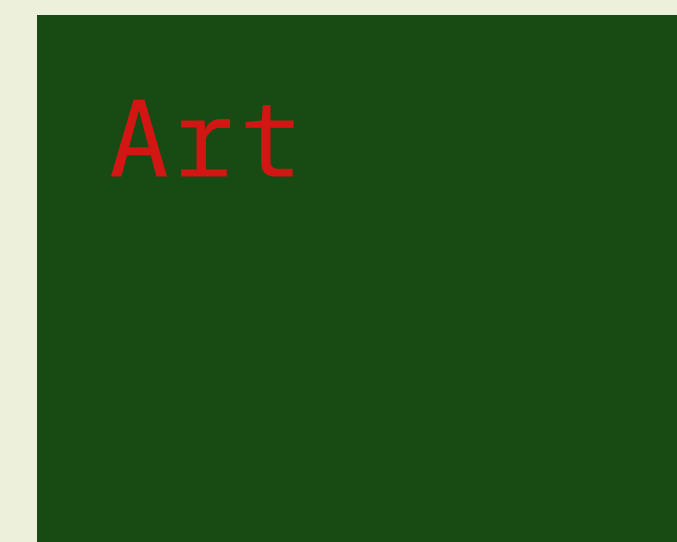
Everyone should be able to read what we write and see what we make. Color contrast is vital to ensure an accessible execution. We recommend maintaining a minimum contrast ratio of 4.5:1.

When in doubt, check the contrast ratio using tools like contrast-ratio.com.

Common Errors



Be mindful when overlapping accent colors. Do not set important text with these colors. The contrast ratio is too low.



Do not change or adjust our colors in any way. Consistency in color is vital to brand recognition.



Do not use tints as primary colors. They should be reserved for effects and secondary tones in illustration.



Do not use true black and true white in combination. This produces too much contrast for our brand.



Do not use off-brand colors, especially in combination with approved brand colors.

04 Typography

We are
obsessed with
the beauty of
typography.

Few things communicate the look and feel of a brand more clearly than the way letters, numbers, and symbols are put together. We believe typography should strike a balance between legibility and interest.

This section will cover approved typefaces, the way we use typography to communicate clearly, and some helpful usage tips.

Any typeface not referenced in this section will be considered unauthorized for use.

PAGE ##

Primary Typeface

PAGE ##

Approved Weights

PAGE ##

Digital
Typography

LFT Etica Mono

036

The typeface we chose for all brand executions.

Technical but not limiting, a monospaced sans that encodes the bytes of a beautiful life.

Adobe Font: [LFT Etica Mono](#)

ACCEPTABLE ALTERNATIVES

We recommend the google font **Inconsolata**, a monospace font.

Inconsolata is free and open-source: neither paid licenses nor accreditation are required for use. Download it free from Google Fonts.

Note: this should not occur frequently.

fonts.google.com/specimen/Inconsolata

037

Hierarchy & Weight

We typically stay within these four weights.

Use contrast between heavy and lighter weights to communicate relevant importance, otherwise known as hierarchy, of information.

Weights

Light

aåbcçdðeéffghiîjklm̃nñoøpqaerstuüvwxyz
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
 0123456789°(.,'”-;:!)?&©´°π®†≈◇™£¢∞§•a o

Book

aåbcçdðeéffghiîjklm̃nñoøpqaerstuüvwxyz
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
 0123456789°(.,'”-;:!)?&©´°π®†≈◇™£¢∞§•a o

Regular

aåbcçdðeéffghiîjklm̃nñoøpqaerstuüvwxyz
 AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
 0123456789°(.,'”-;:!)?&©´°π®†≈◇™£¢∞§•a o

Bold

aåbcçdðeéffghiîjklm̃nñoøpqaerstuüvwxyz
AÅÂBCÇDEFGHIÍJKLMNOØÓÔÒPQRSTUVWXYZ
0123456789°(.,'”-;:!)?&©´°π®†≈◇™£¢∞§•a o

The Six Type Commandments

When constructing layouts, these tips will help you build dynamic, interesting, and on-brand compositions with typography.

While these rules are proven and sound, sometimes breaking them is the right call.

01

Stay Left-Aligned, Rag Right

Legibility and clarity are vitally important to great typographical layouts. Since most people read from left to right, we should align our type accordingly. And besides, we're a little off-center as a brand anyway.

02

Skip Weights & Double Size

Contrast is the name of the game when it comes to great design. When in doubt, skip a weight when pairing two weights, and double the size between two text elements.

03

Align X-Heights or Baselines

Whenever you place text next to each other, either align the baselines (the line that the bottom of a lowercase x sits on) or align the x-heights (the top of a lowercase x). This helps align each line visually.

04

Watch The Rag

When setting paragraphs, keep an eye on the right (ragged) edge. If the rag unintentionally creates a recognizable shape, consider tweaking the language or resizing the container. Also, try to prevent single-word lines (orphans).

05

Give Things Space, If Needed

Negative space, or the space around elements is vitally important. That being said, if informational elements belong together, move them closer together. Use grouping wisely: just try not to cram too many things in one space!

06

Keep Line Length Reasonable

It is easy for the user to get lost in long lines of text, and short ones are easily ignored. It's best to keep lines between 45 and 70 characters long, depending on the size of the font. This will ensure legibility as the font

038

Using Type

Heading

USAGE

- Page Headings
- Major Section Headings
- Emphasized Words

SPECIFICS

Font: Inter Medium
 Size: 80px (4.44rem)
 Bottom Margin: 50px

Heading Two

USAGE

- Section Headings
- Blog Body Headings
- Product Headings

SPECIFICS

Font: Inter Semi-Bold
 Size: 52px (2.89rem)
 Bottom Margin: 30px

Heading Three

USAGE

- Sub Headings
- Call To Action Headings
- Blog Sub Headings

SPECIFICS

Font: Inter Semi-Bold
 Size: 34px (1.89rem)
 Bottom Margin: 30px

HEADING FOUR

USAGE

- Minor Headings
- Table Labels
- Sub-Sub Headings

SPECIFICS

Font: Inter Bold, Uppercase
 Size: 18px (1rem)
 Bottom Margin: 20px

039

Website Headings

The heading structure on this page is in direct reference to our current website design. This is the basic breakdown of standard heading sizes, and their relationship to body copy.

Obviously, exceptions exist, especially between different page templates. Also, the h-level of each heading should be set in accordance with search-engine and development best practices.

Digital

040

Body Text

The root body text size, line width, line height, and tracking are set to enhance visibility and legibility on all screens.

Certain typographic situations specific to digital type like block quotes and text links are also outlined on this page.

Digital

PARAGRAPH

Weight: Light
 Size: 18px
 Line Height: 27px
 Primary Color: Tertiary
 Bottom Margin: 16px

STRONG OR BOLD

Weight: Semibold

BLOCK QUOTE

Size: 30px
 Line Height: 36px
 Margins: 20px, 0
 Padding: 0, 0, 0, 40px
 Border (Left): 3px

TEXT LINKS

Weight: Medium
 Color: Accent Color #2
 Underline, 2 px

Max Width: 700px

Omnimus cuscilit que ea volesto et, sitatur minum rae. Et expel inctae rerum ea que omnima consedit maio conet, venimaximi, corepel iquunt volorpos quam, si quos intiusciate sitas millabo reicita tiissimus explantecab imet doluptati delit, sequiandit, aperfernam, officiisti dolorerate rerchil eaquassequid ut dolendit aciet officiatur am debis sum simporem nit, ut ut fuga. At fugit dent, suntur, consenim ad undae. Necta cus quodior iandund andionsed ut remque sinctotatur amus.

Aximo quis veni dolupta spiet, sit harunto eum illor arumquas et **enecus, sundiam, odit laboreptas** qui aci cus, omnia qui doluptam in coreribus ellaccus.

Dolut venis pre aboreri berions edicius doluptat rehendi omnihicitas quasperum ex esed magnatur magniet acerio con re doluptate sum iume vendi que repudae ctibus dero occae venim

Met prepudi piderovid estio
 magnat adit offictet as aut dolori
 acerspedis.

Ut et postisquasin necuscipsam volesci mendae et inctem eos sundi reptaquia porepudio inctem quatio molectasped molorpos esci molectasped molorpos.

Quatia dolum aliquae es asped es aliquam, qui ducimus andunte volorendam ressitempos corrum ratur? Harita sequam inctotate.

Lists

List styling is another important element of digital typography. Typically, lists are found in the body of blog articles, pages, and product descriptions.

Styling for both ordered lists (ol) and unordered lists can be found on this page.

Digital

Ordered List (ol)

1. North America
 1. Los Angeles, CA
 2. New York City, NY
 3. Boston, MA
2. Europe
 1. London, UK
 2. Rome, IT
 3. Paris, FR

SPECIFICS

Weight: Light
 Size: 18px
 Line Height: 26px
 Color: Grey
 Bottom Margin: 14px
 Indents: 20px

Unordered List (ul)

- North America
 - Los Angeles, CA
 - New York City, NY
 - Boston, MA
- Europe
 - London, UK
 - Rome, IT
 - Paris, FR

SPECIFICS

Weight: Light
 Size: 18px
 Line Height: 26px
 Color: Grey
 Bottom Margin: 16px
 Indents: 20px
 Default Bullet Icon

Master Style List

This is a guide to the grey areas in grammar, spelling, and commonly confused styles. This list is not comprehensive. When in doubt, refer to a recent version of the AP Style Guide.

Headlines

- Headlines should be short, clear, and “hook” the user into reading more
- Use “&” instead of “and”
- Use Title Case, not sentence case
- Use periods when writing in sentences

Punctuation

- Use consistent punctuation
- Do not use spaces around the em-dash
- Do not end bulleted or numbered lists in periods, unless the list item contains multiple sentences.
- Do not hyphenate paragraphs

Correct Spelling

- Use grey, not gray

Formatting

- Capitalize the first word in a sentence

Contact Information & Times

- Phone numbers should be written with hyphens. Do not use periods or parenthesis. For example: 123-456-7890
- Use military time formatting. For example: 1330, not 1:30PM or 1:30 p.m.
- Military time should never use a colon
- Use en-dash when referring to time ranges instead of words like “through, to, or thru”
- Do not use AM or PM in any form.
- List 0000 hours as midnight
- List 1200 as noon
- Use 24-hour instead of 24 hour
- Days should never be abbreviated. Use the full spelling: Monday – Thursday
- Only the state or province should be abbreviated in addresses:

A Place to Meet
1234 Main Street
Long Beach, CA 12345

Oh, Goodness, No...

Omnimus cuscilit que ea volesto et,
sitatur minum rae. Et expel inctae rerum
ea que omnima consedit maio

Do not use unauthorized fonts or typefaces. The only exception is stylized merchandise or illustrations on a case-by-case basis.

No t good,

Omnimus cuscilit que ea
volesto et, sitatur minum
rae que omnima consedit maio
connet venima ximi corepel
idduint volorpos quam si
quos intiusciate sitas

Keep tracking, kerning, and leading reasonable and legible. Do not stray far from the examples in this guide.

Not For Us

Omnimus cuscilit que ea
volesto et, sitatur minum
rae. Et expel inctae rerum

Do not use centered or completely justified alignment for multi-line text. There are no exceptions.

Help me

Do not stretch, squish, or otherwise mangle typography. Use the appropriate weight instead.

Too Much Stroke

Omnimus cuscilit que ea
volesto et, sitatur minum

Do not use a stroke or outline on typography. Also avoid using a drop shadow on typography at all costs.

I'm Falling!

Omnimus cuscilit que ea
volesto et, sitatur minum

Do not use typography on any angle other than 0° or 90°. Our typography should always read up if 90°.

Common Errors

Note: This is not a comprehensive list of errors. It is simply the most common or egregious.

05 Visual Style

The elements
for on-brand
layouts and
composition

While brand consistency relies heavily on logo usage, color, and typography, we recognize that these are not the only elements within a brand identity design system.

This section contains guidelines on grid usage and references to approved visual elements like icons, illustrations, patterns, frames and more.

PAGE ##

Grids

PAGE ##

Iconography

PAGE ##

Graphic Elements



INTERGALACTIX:

against
isolation/
contra el
aislamiento

2021-2021

*Intergalactix: against
isolation/ contra el
aislamiento* is an
exhibition that brings
together artworks
examining the violence
that is generated from
physical and conceptual
borders, and severe
immigrant policies.

046

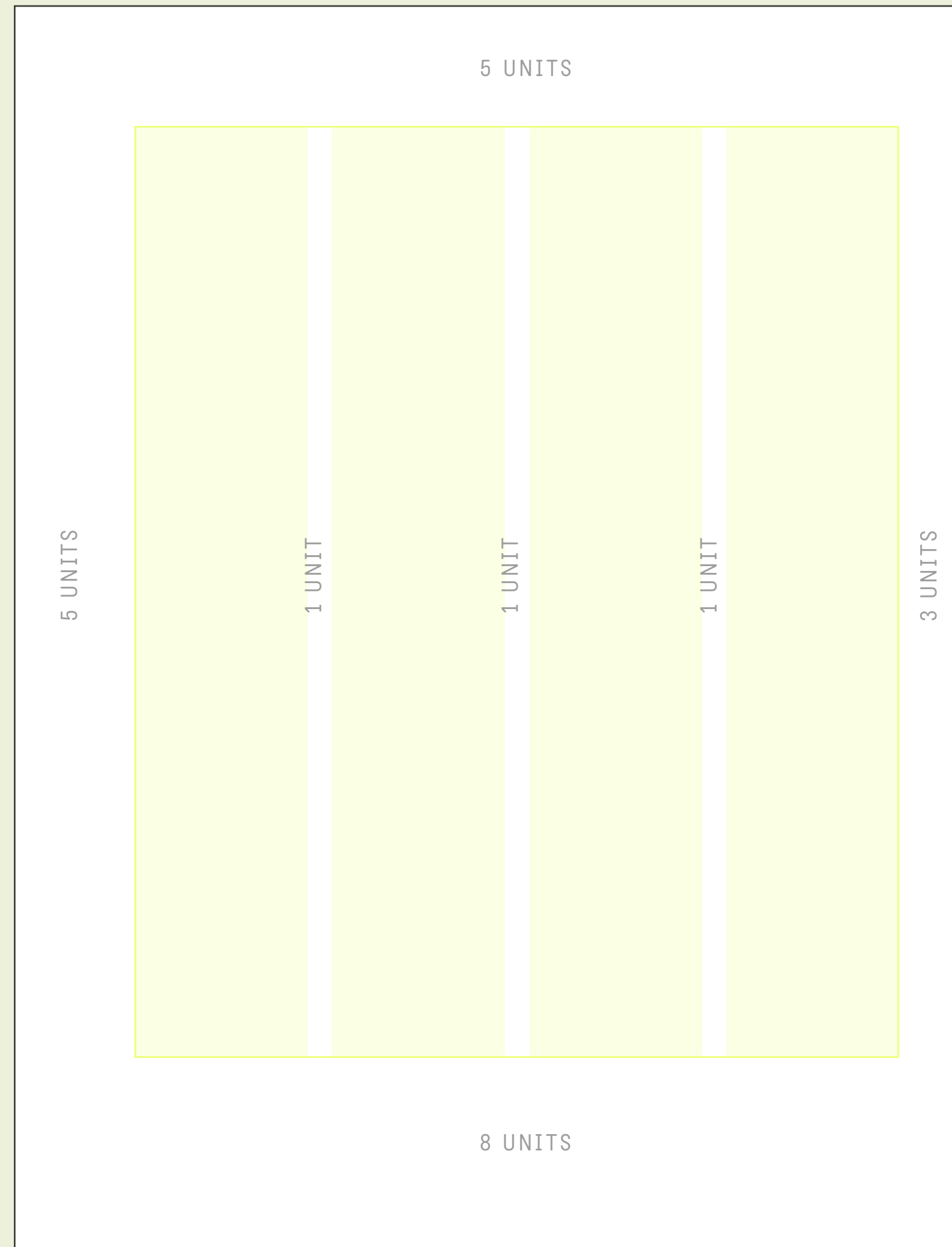
Letter

Portrait orientation grids are typically four-columns, with generous margins that reflect the golden section.

The type area is always off-center, with the largest margin on the left side of the page.

Gutters are typically one unit of measurement in comparison to the margins.

Grids



UNITS OF MEASUREMENT

Units of measurement can change depending on the desired layout. The ratio between them is the most important element.

MARGINS

Generous margins set our stationery materials apart. We don't waste space with unnecessary filler.

MOUSE TYPE

If desired, mouse type or other small related elements can be set outside of the primary grid area.

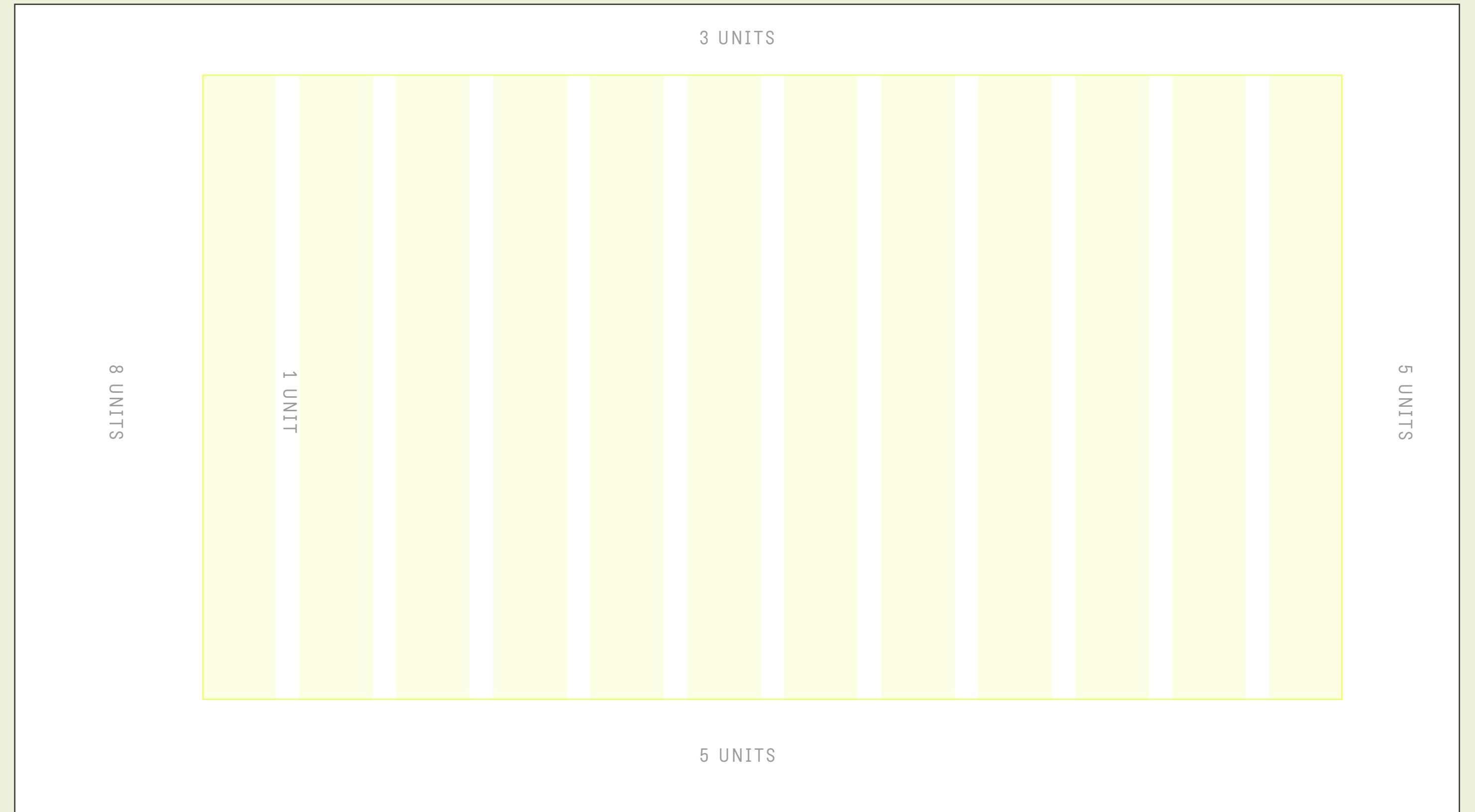
047

Presentation

Landscape orientation grids are typically 12-columns, with equally generous margins that reflect the golden section.

The type and content area is off-center, with the largest margin on the left side of the screen/page.

Gutters are typically one unit of measurement when compared to margins.



EXAMPLE

This guide is an excellent example of how we use the presentation grid. Take note of how elements are aligned within columns.

Grids

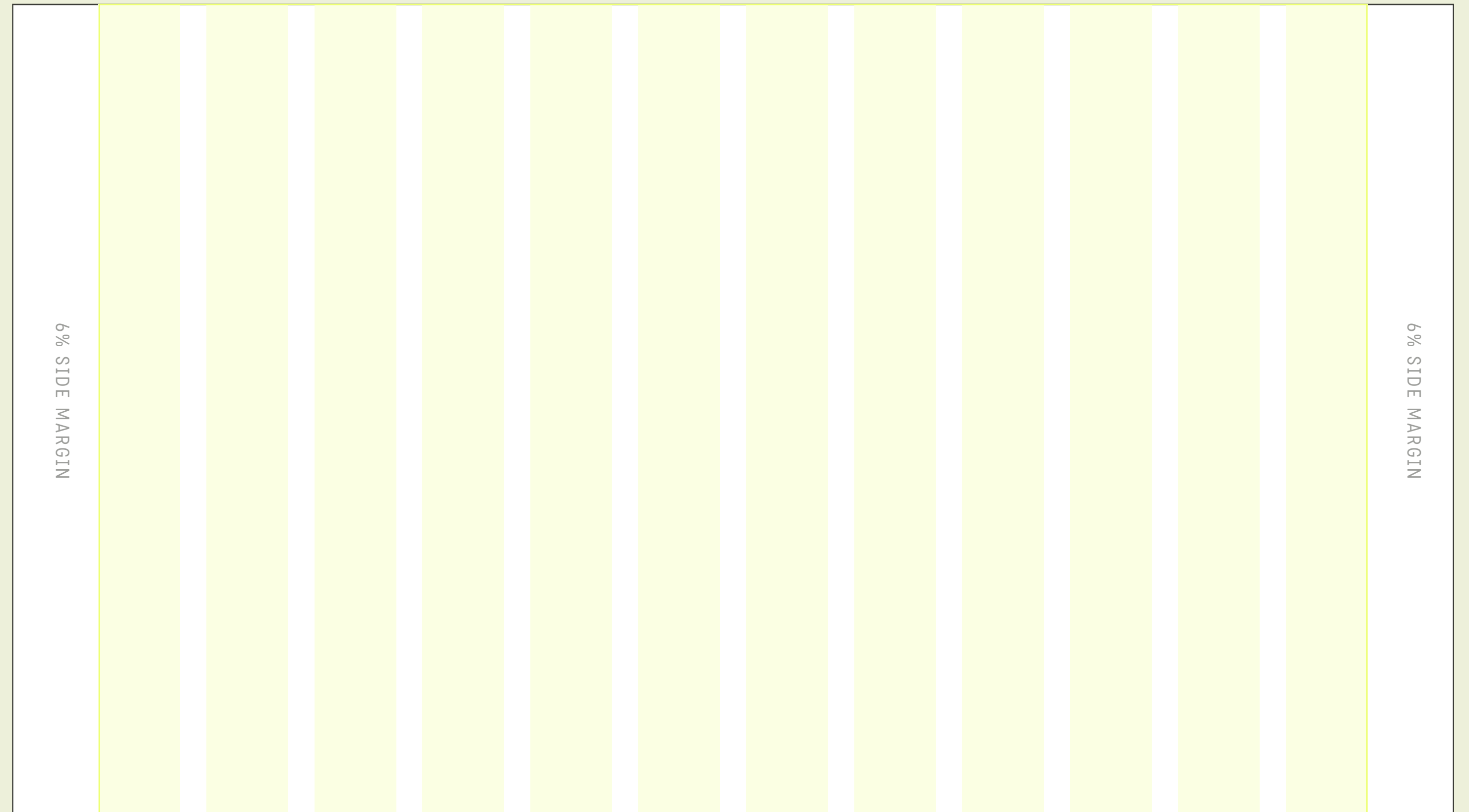
048

Website

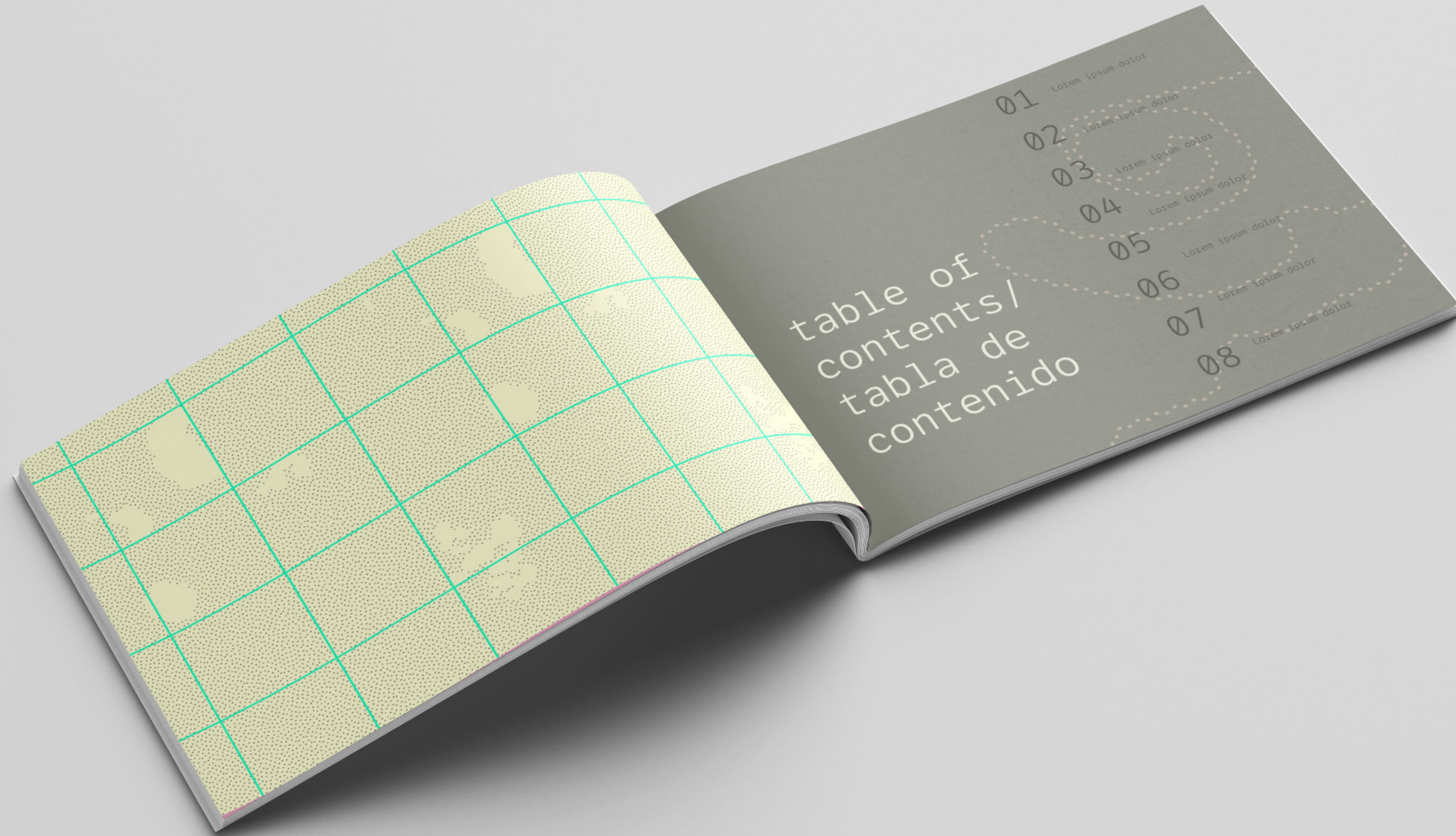
In order to maximize compatibility across all devices and to ensure flexibility of layout, the website grid is symmetrical and centered in the browser.

On the desktop version of the grid, there are 12 full columns. The number of columns decrease as the browser window gets smaller, until finally arriving at a single column layout on mobile devices.

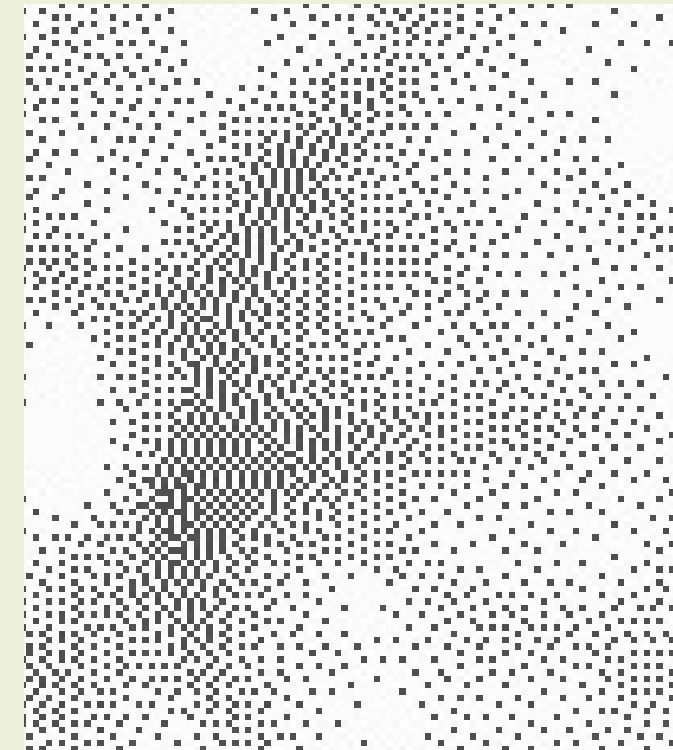
Gutter widths and side margins are calculated as a percentage of the user's window size, and vary depending on column quantity. There are no top and bottom margins.



Grids



050



What our textures stands for.

Accessible. Transformational.
Resilient. Connections.

Our textures signifies these brand values.

051



What our symbols stands for.

Exploration. Resilience. *Encuentro*.
Our symbol signifies these values.

Much of our graphic elements are inspired by topography, particularly how we interact with and against the earth. These shapes come together to form an imperfect and organic path rendered in a perfect pattern.

Shapes

Drawing inspiration from topography, these original paths can come together in graphic compositions in various ways.

Use this shape as inspiration to create new elements.

Whenever possible, avoid using straight lines shapes in favor of curved lines. We also recommend using the background textures as inspiration for the placement and direction of these paths.



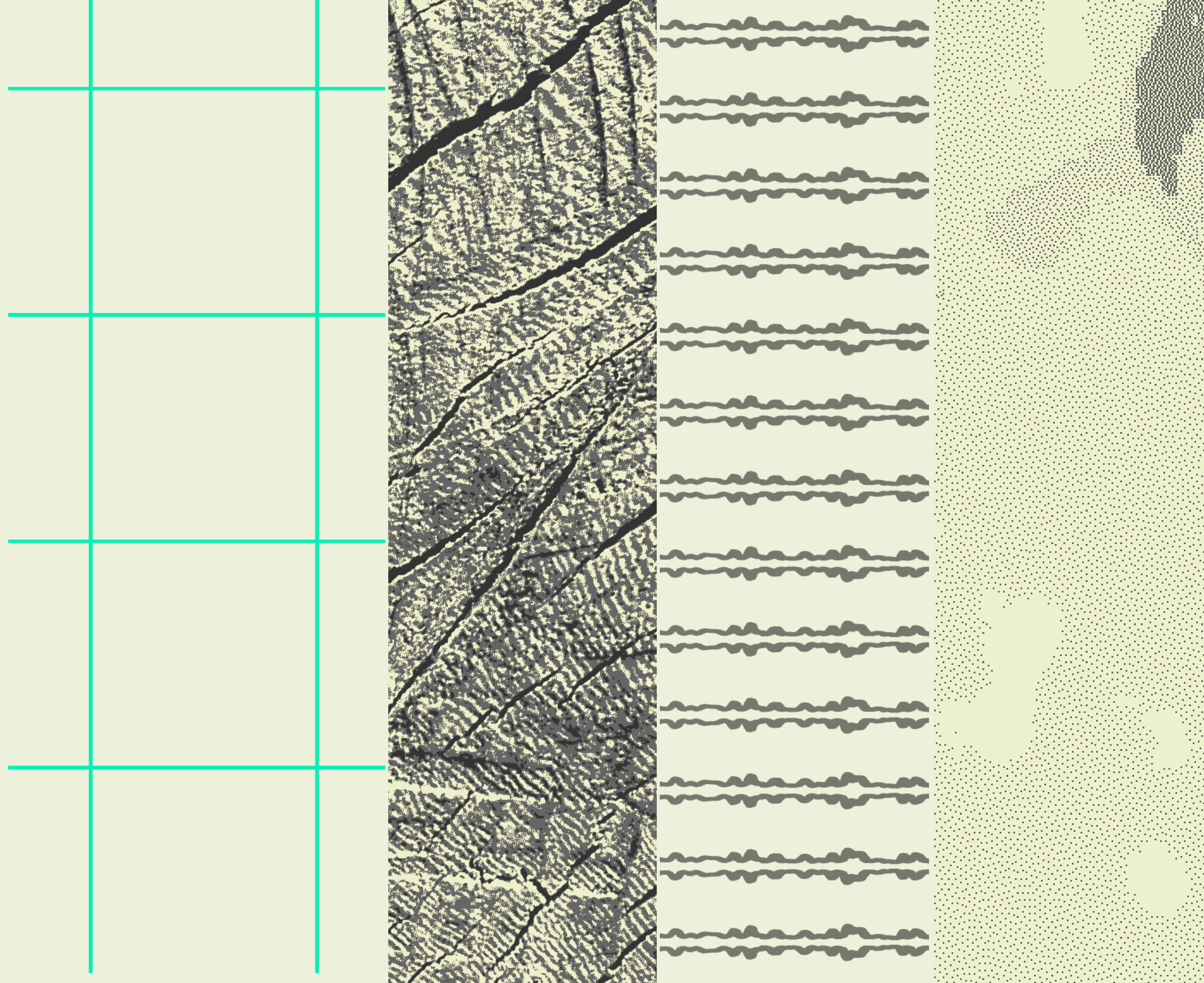
Elements

Patterns

These topographic inspired Branded Patterns, aside from the grid, embrace organic textures that compliment mixed medium artwork using neutral brand colors.

The grid is a reminder of the ways people have historically claimed land; this is our opportunity to decolonize the design by bringing awareness to the structure itself. The grid appears partial and fragmented to reveal the ways we have broken free to create our path.

Elements



I see nothing. We may sink and settle on the waves. The sea will drum in my ears. The white petals will be darkened with sea water. They will float for a moment and then sink. Rolling over the waves will shoulder me under. Everything falls in a tremendous shower, dissolving me.

054

Shapes + Patterns

Textures provide depth to a composition when used correctly. When used incorrectly, they distract the eye.

Fusion



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08 Brand Collateral

Pre-designed
layouts,
crafted with
care.

From social media to book design,
we've created template files for
print and production.

In this section, you will find
guidelines on using the accompanying
template files for standardized brand
collateral.

Most of the specific guidelines,
instructions, and details are
contained within the template files
themselves.

PAGE ##
Social Media

PAGE ##
Deliverable

PAGE ##
Deliverable

IG Feed

To continue the visual and conceptual themes of paths and *encuentros*, we recommend using the Instagram carousel to visually guide the viewer through the various artists and artworks of intergalactix.

Post A

INTERGALACTIX:
against
isolation/
contra el
aislamiento

Artist Name

Onsectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit

Post B

Los Angeles Contemporary Exhibitions

Post C

INTERGALACTIX:
against
isolation/
contra el
aislamiento

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing

Social Media

057

IG Story

To continue the visual and conceptual themes of paths and *encuentros*, we recommend using the Instagram carousel to visually guide the viewer through the various artists and artworks of intergalactix.

Social Media

