



The 14th Annual Creative Summit
Graphic Standards

About The Creative Summit

The Event

Creative Summit is a symposium on creative cognition and new technology for artists, teachers and students. It includes three days of seminars, workshops and lectures from the world's leading experts on creative processes for design and instruction as well as on the interface of humans and technology. This event caters to the interface of art and science and as such will be attended by design professionals.

Themes & Taglines

Create, cognate, mingle, meet. Make connections, find new directions. Inspire and be inspired.

These can be used all together or separately.

Color Palette



PANTONE
3135 C

#008cad

R=0
G=140
B=173

C=84
M=32
Y=23
K=0



PANTONE
1575 C

#f57f34

R=245
G=127
B=52

C=0
M=62
Y=89
K=0



PANTONE
Warm Red C

#f0493e

R=240
G=73
B=62

C=0
M=87
Y=80
K=0



PANTONE
540 C

#133156

R=19
G=49
B=86

C=100
M=84
Y=39
K=33



Black

#000000

R=0
G=0
B=0

C=60
M=40
Y=40
K=100



White

#ffffff

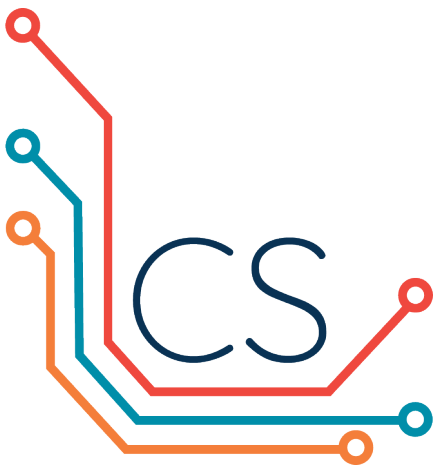
R=255
G=255
B=255

C=0
M=0
Y=0
K=0

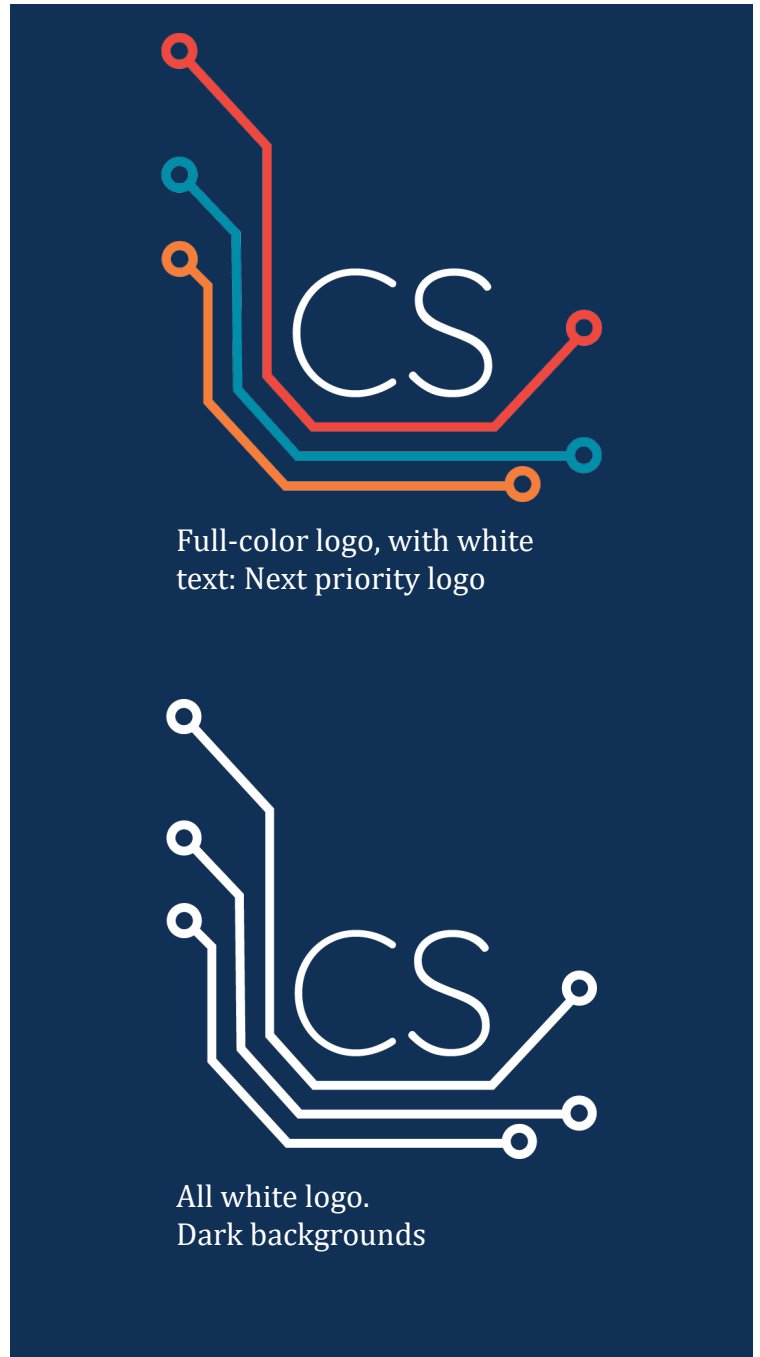
Logo

There are 11 different logo variations of The Creative Summit logo. The full-color logo should be used first if possible, or the full-color with white text if on a dark background.

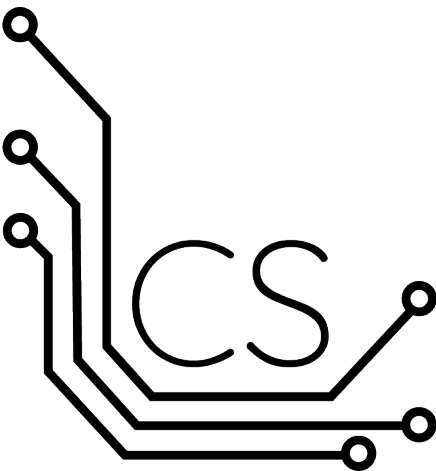
The “CS” must remain in English.



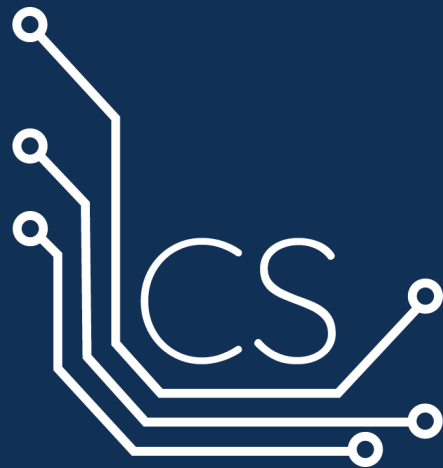
Full-color logo: Primary



Full-color logo, with white text: Next priority logo



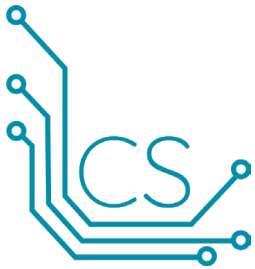
All black logo.
Light backgrounds



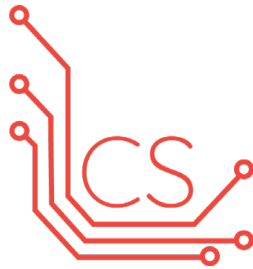
All white logo.
Dark backgrounds

Logo in each full primary brand color can be used for accoutrements, series advertising, and when color usage is restricted, such as a two-color advertisement. All full-color variations are acceptable on dark or light backgrounds, except the navy logo.

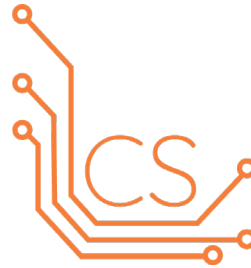
Blue Logo



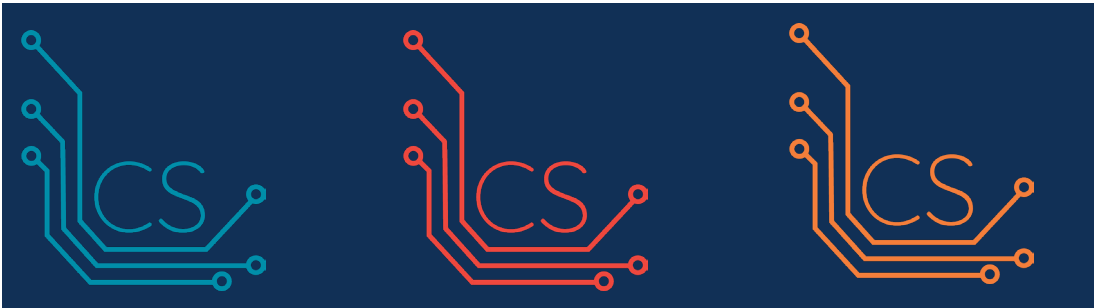
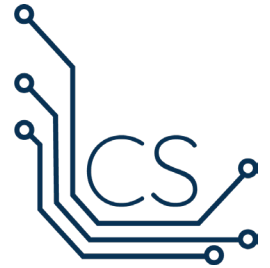
Coral Logo



Orange Logo

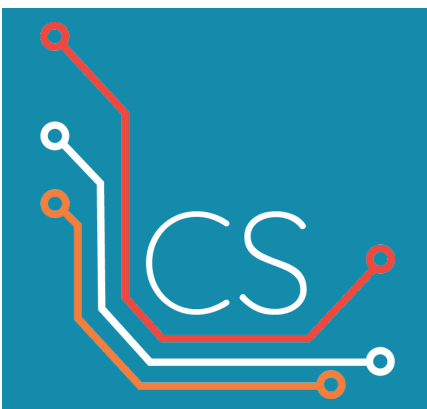


Navy Logo



Logo with one primary brand color replaced with white, for the background to be that primary color taken out of the logo.

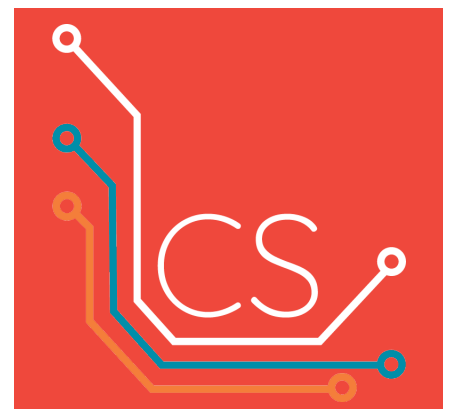
Logo with blue background



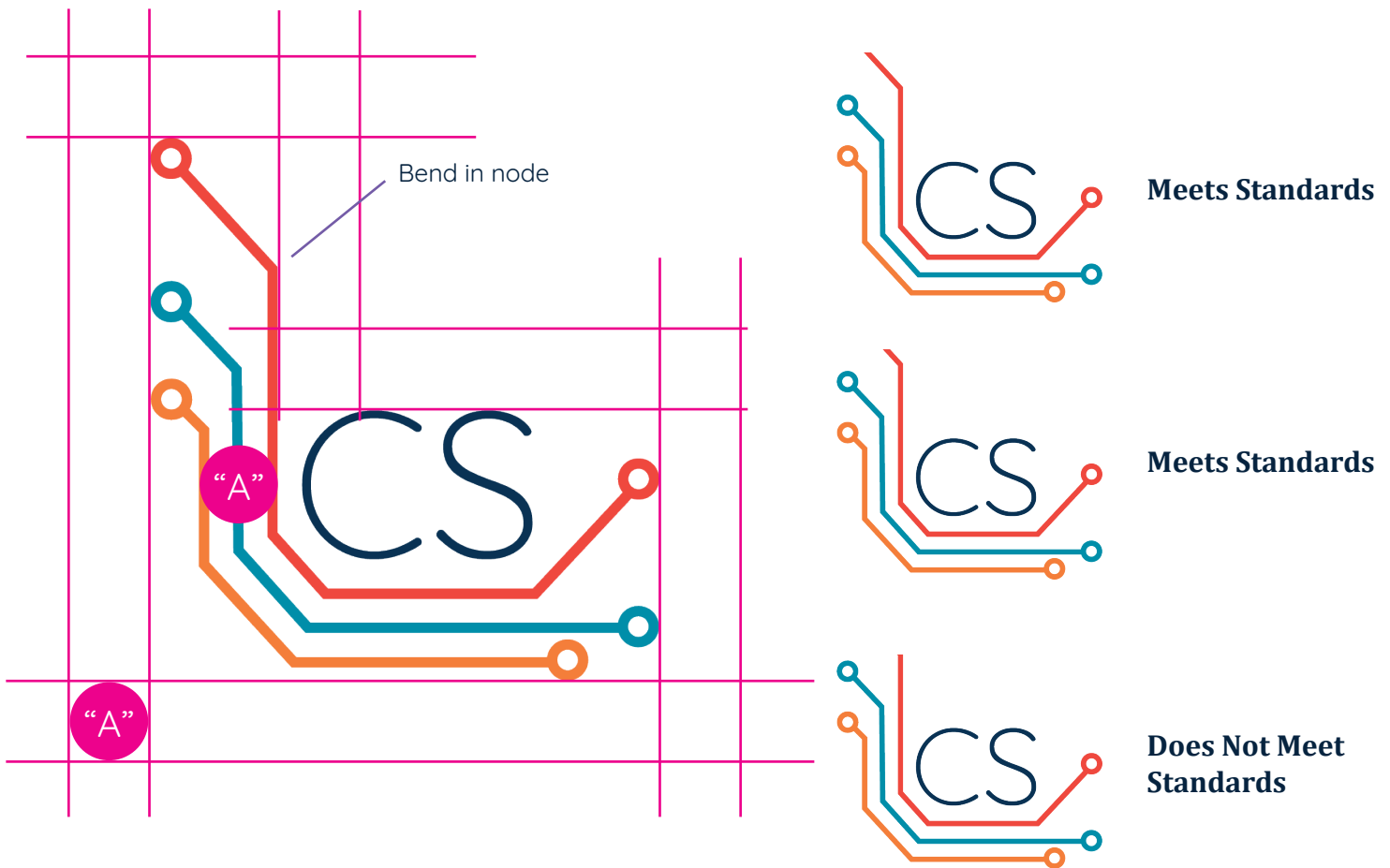
Logo with orange background



Logo with coral background



Logo Spacing



At a minimum, leave "A" space around the logo. The topmost node can be bled off the top of the page when felt necessary, but no lower than where the bend of the node starts.

Typography

Quicksand and Cambria are the primary fonts used to represent The 14th Annual Creative Summit. Quicksand, or available replacement, should be used for headings and accent text. Cambria, or available replacement, should be used for body text. If these are not accessible substitute these fonts in this order of availability:

Quicksand - Comfortaa, Montserrat

Cambria - Merriweather, Georgia

Illustrations

This illustration can be used as an accent piece, never as a primary logo or the focus element. Never use behind text to prevent readability issues, unless the transparency is brought to 10% or below.

