THE BRAND GUIDE

FIGMENT

THE FIGMENT BRAND

When Andy Warhol was asked what he wanted on his tombstone he responded: "I always thought I'd like my own tombstone to be blank. No epitaph and no name. Well, actually, I'd like it to say 'figment.'"

The name FIGMENT was chosen for our name as it embodies all that we do in giving people from every walk of life opportunities to imagine, create, and participate.

In 2008, we enlisted NYC design agency MSLK to help us build the brand, visually and conceptually, from the ground up.

MSLK created the Thought Bubble as the perfect visual representation of imagination and participation for FIGMENT. It is the icon at the heart of our brand, a consistent vessel that creates brand unity while allowing for endless, theme and variation. The Thought Bubble may be filled with anything from photography, to illustration, typography, textures, and found materials— the sky is the limit!

It is our hope that one day the Thought Bubble will become synonymous with FIGMENT. In order to achieve this goal, it is critical that the Thought Bubble be incorporated into all materials whenever possible. Only through repetition, will we achieve this brand awareness.

THE LOGO

At the center of every brand is its logo. The FIGMENT logo was borne out of the need for a flexible mark that establishes consistency, yet accommodates for boundless creativity and variation.

Our logo consists of two elements, the name FIGMENT, and the Thought Bubble. Unless on social media, the Thought Bubble should not be detached from the FIGMENT name. Please use one of the three versions of the logo on all applications.

There are three versions of the logo: **Small Thought Bubble, Medium Thought Bubble** and **Large Thought Bubble.** The small and medium versions should be used in the lower right corner to easily brand any piece. (see "Thought Bubble as Secondary Element" on page 5) The large version should be used when the Thought Bubble takes center stage and you are filling it with content. Depending on the format of the piece, use the version that will fit best. The only rule when using the logo is to simply USE THE LOGO! Every poster, postcard, piece of merchandise, sign, and ephemera must be branded.

No FIGMENT-city lockups exist or should be created. FIGMENT is FIGMENT, regardless of the location. The location should be placed elsewhere in the communications piece using typography.

When the name FIGMENT appears as plain text, please be sure that it is set in ALL CAPS.

The three versions of the logo and all other brand templates may be downloaded at: figmentart.org/public/brand/assets.zip

VERSION 1: SMALL THOUGHT BUBBLE
(For general branding purposes)

VERSION 2: MEDIUM THOUGHT BUBBLE
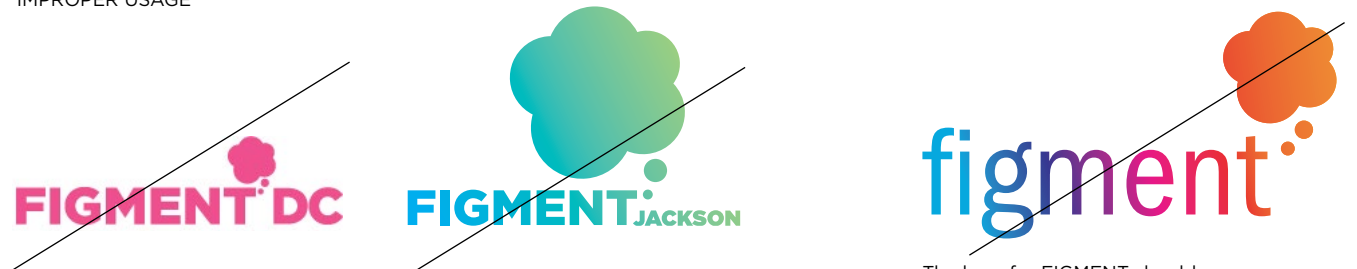(For general branding purposes)

VERSION 3: LARGE THOUGHT BUBBLE
(For filling the Thought Bubble with custom content)

IMPROPER USAGE

Please do not create lockups for each city. FIGMENT should always appear on its own. Location information is secondary and should appear elsewhere on the communications piece.

The logo for FIGMENT should never appear in lowercase or in another typeface. Always use the original artwork and avoid recreating it in digital applications.

COLOR PALETTE

FIGMENT'S color system is flexible, with a few simple rules:

• Use the rainbow gradient for the parent brand and season-long materials.

• Use solid colors or partial gradients for all single-event materials.

• There is no need to brand each year with a single color; designers should feel empowered to use a variety of colors.

• Single color usage on social media is not meant to be a permanent designation for each city.

• Bright, pure, colors should be used at all times. Avoid earth tones, browns, and neutrals, as these tend to be less fun.

FULL RAINBOW GRADIENT

The full rainbow gradient, either within the logo or as a background, represents the FIGMENT parent brand and should be used on evergreen and season-long materials.
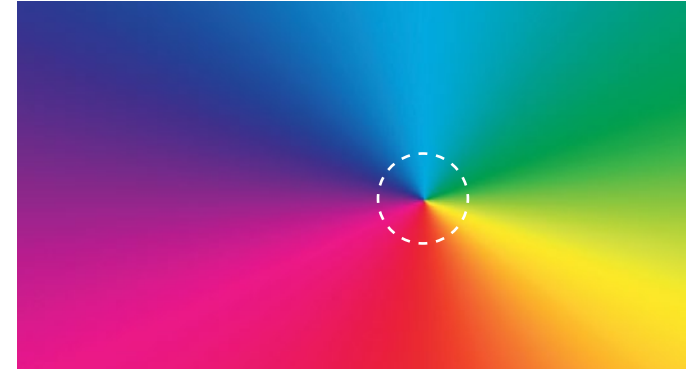
When using the rainbow gradient as a background, please be sure to cover the origin point with the Thought Bubble or another graphic element in your composition.

SINGLE COLOR AND PARTIAL GRADIENTS
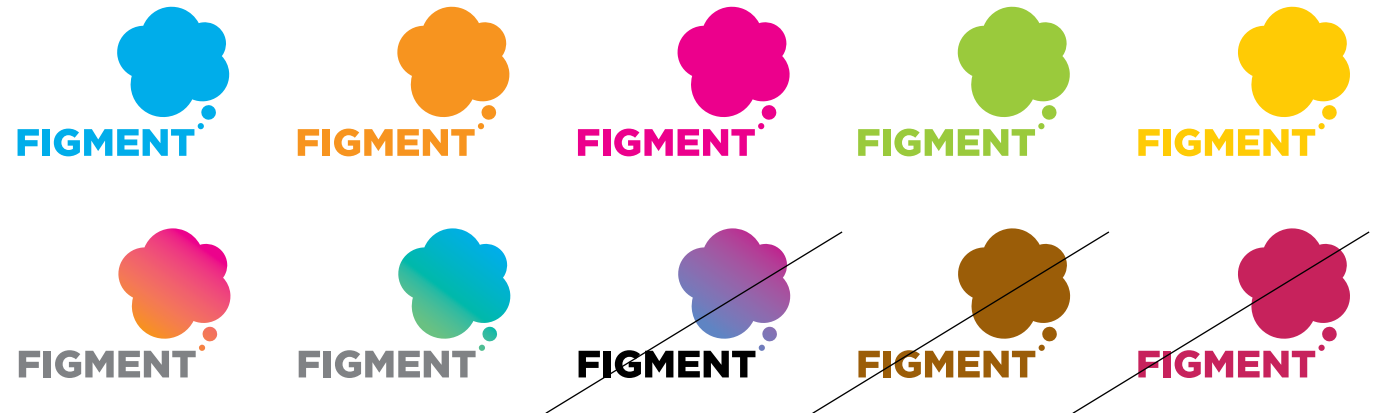
When using partial spectrum gradients, the FIGMENT name may appear in grey.

The FIGMENT name should not appear in black on full color applications. Avoid earth tones, browns, ochres, and burgundies.

USING THE LOGO

We encourage theme and variation, although the Thought Bubble needs to be clearly established first before straying too far from it. This is especially critical for new cities that need a proper introduction to the brand. Fill the Thought Bubble with different imagery for the first two years to establish brand recognition before becoming more adventurous.

THOUGHT BUBBLE AS MAIN VISUAL

Unique to the FIGMENT brand is the ability to use the logo large and dynamically. Use the **Large Thought Bubble** version of the logo when you desire the bubble to take center stage and be filled with unique content. This is the preferred option, especially for new cities where the brand needs the most introduction. The examples on the right illustrate how versatile the Thought Bubble can be—it can be filled with photography or illustration, or made from handwritten words, textures and found materials. You can bring more conceptual meaning to your piece by using words such as "think," "ponder," and "imagine," which ties everything back to the Thought Bubble.

THOUGHT BUBBLE AS SECONDARY ELEMENT

When the message or call to action takes central importance, place either the **Small Thought Bubble** or **Medium Thought Bubble** version of the logo in the lower right corner, aligning with other elements in your composition.

The color of the logo should stand out from other elements on the page.

THOUGHT BUBBLE AS MAIN VISUAL

Theme and Variation
Use the Large Thought Bubble version of the logo when filling it with content. Cities that have already established the Thought Bubble may be more adventurous such as in the lower right example.

THOUGHT BUBBLE AS SECONDARY ELEMENT

Space has been added and the logo is used in the lower right.

This postcard is missing the FIGMENT logo.

USING THE LOGO

THE VITAL BAR

The Vital Bar contains all of the essentials: the FIGMENT logo on the right and a call to action on the left. When you desire complete freedom to create a unique design, the Vital Bar needs to be placed along the bottom, which will instantly brand the piece.

When customizing the information within the Vital Bar keep these rules in mind:

- The bar should be a bright, solid color that complements your design, or if the design is black and white, use a black bar

- The text and logo should be white, reversing out of the color for maximum legibility.

- The call to action statement can be customized however you wish, but it should always point people to a URL. In most cases it can be a variation of: "For more information, visit figmentproject.org" (or a more specific URL for the city).

The Vital Bar and all other brand templates may be downloaded at: figmentart.org/public/brand/assets.zip

USING THE LOGO

HAND-DONE APPLICATIONS

Hand-drawn signage and ephemera is a big part of FIGMENT, and we love it! You should feel free to be as creative as you want when creating these items. When-ever possible, we encourage making the Thought Bubble the primary focus of your design both visually and conceptually. Like all other materials, these pieces need to uphold the brand, and we have created stickers to help assist with this. FIGMENT stickers feature the logo against the parent rainbow gradient.

Unless you are drawing the logo or cutting it out for a 3D application, (bonus points!) make sure to place a FIGMENT sticker in a prominent position on your piece to instantly brand it.
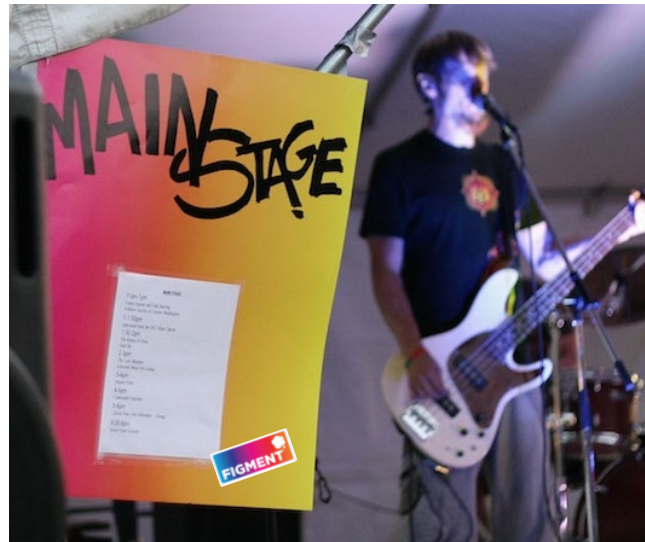
There is no need to use stickers if you are incorporating the Thought Bubble into the design as we see here.

TYPOGRAPHY

Good, clear typography is essential to good, clear communication. As a branding element, consistent typography is a powerful tool in creating a unified look and feel.

FIGMENT'S typeface is Gotham, chosen for its legibility and friendliness. Gotham comes in many weights, but for our brand, only two weights should be used in most cases: Black and Book. Gotham Black all caps should be used for headlines and call-outs, while Gotham Book should be used for body copy.

When the name FIGMENT appears as plain text, please be sure that it is set in ALL CAPS.

Unless there's a good reason, other typefaces should be avoided. Your creativity should come through in the artwork and concepts. This helps the FIGMENT brand gain recognition.

GOTHAM BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

GOTHAM BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

HEADLINE AND BODY COPY TREATMENTS

HEADLINE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum nunc nisl, facilisis non rutrum vel, mollis at ante. Vivamus leo ante, blandit sit amet ornare vitae, egestas ac justo. Donec lobortis, urna id hendrerit vehicula

Gotham black all caps is used for the headline, and Gotham book is used for the body copy.

FIGMENT
PARTICIPATORY ART
FREE TO ALL

Sample poster typography treatment—stacked Gotham black all caps, with the small version of the logo on top.

USING THE TEMPLATES

The poster and postcard templates are meant to be easy to use, so there shouldn't be the need to reinvent the wheel if you don't have to—especially for new cities that need a proper introduction. Use the templates shown here to ensure event materials are on-brand.

There are two poster templates: one for the event, and one for season-long experiences. The placement of the FIGMENT logo and different scales of the Thought Bubble are meant to differentiate these two entities, so these elements should be kept in the same place. When creating new posters within these templates, it should be as simple as changing copy, imagery, and background colors. Designers should feel free to use different backgrounds and textures to create richness, but the general layout should remain the same.

New cities should use the first-year event poster template, which is the same layout as the event posters seen here, but the Thought Bubble is blank since there is no imagery to use from the previous year.

There is one postcard template for the front and back. If promoting a season-long experience, be sure to use the rainbow gradient.

All brand templates may be downloaded at: figmentart.org/public/brand/assets.zip

POSTERS

Season-Long Posters have a smaller Thought Bubble, and a rainbow background. When creating new posters, the copy and image within the Thought-Bubble should change.

Event Posters have a larger, bleeding Thought Bubble and can be filled with anything representative of the event. The background color can be any bright color or gradient and can contain pattern and/or texture.

POSTCARDS

Season-Long Front   Event Fronts   Back

IMAGERY

A picture is worth a thousand words, so selecting photography and illustration that is on-brand is critical. Most importantly, images selected should be clear and communicate the broad appeal of FIGMENT.

PHOTOGRAPHY

For photos meant to promote the entire event, (as opposed to a specific project) make selections that focus on illustrating the fun, carefree spirit of the festival. The photos should have a person or project as a focal point, while showcasing other projects and people in the background. The goal is communicate what the festival is as a whole. Photos of specific projects should illustrate people interacting with the art. While FIGMENT is an all-ages event, children should not be the focus of these photos.

ILLUSTRATION

Illustration is a natural extension of the FIGMENT brand and should be used when photos aren't doing the job in communicating the idea at hand. There are no style restrictions.

The benefits of using illustration are:

• It has the potential to be more universal because it isn't referencing ethnicity, demographics etc.

• It creates opportunities for using words as images to convey complex concepts

• It allows for the creation of images that are specific to the Thought Bubble shape
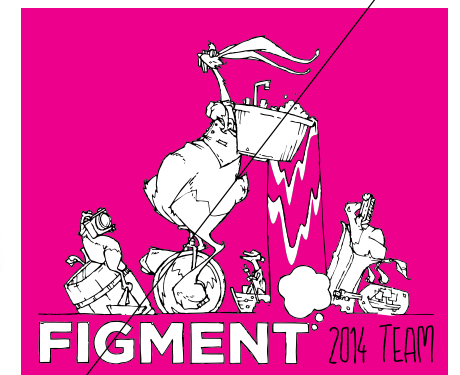
PHOTOGRAPHY

Dynamic photos that showcase the general spirit of the festival

This photo is too kid-centric to be successful in promoting the entire event.

ILLUSTRATION

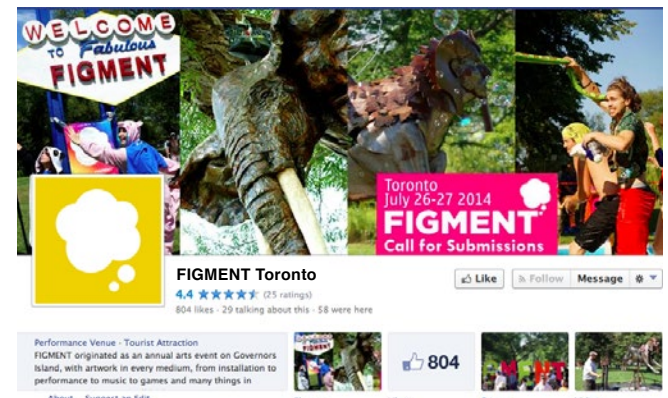Successful illustrations that showcase many aspects of FIGMENT.

This is a less successful illustration. The Thought Bubble is lost, when it should be the central focus. It is also unclear what this image is really communicating.

SOCIAL MEDIA

FIGMENT has a growing social media presence that needs to be kept fresh and vital in order to continue to gain more fans and participants for our events. Facebook and Twitter pages exist for the parent brand as well as for individual cities.

Social media is the only place where the Thought Bubble should be used by itself, as a profile pic. The cover image should be an overall event photo or specific project. This formula should be used for both Facebook and Twitter. The color used for each city is for social media only, and isn't meant to be the color designation for that specific city. To establish consistency, be sure to use the same color profile pic for both Facebook and Twitter. The cover images need not be the same.

FACEBOOK

TWITTER