
HUMAN GRID

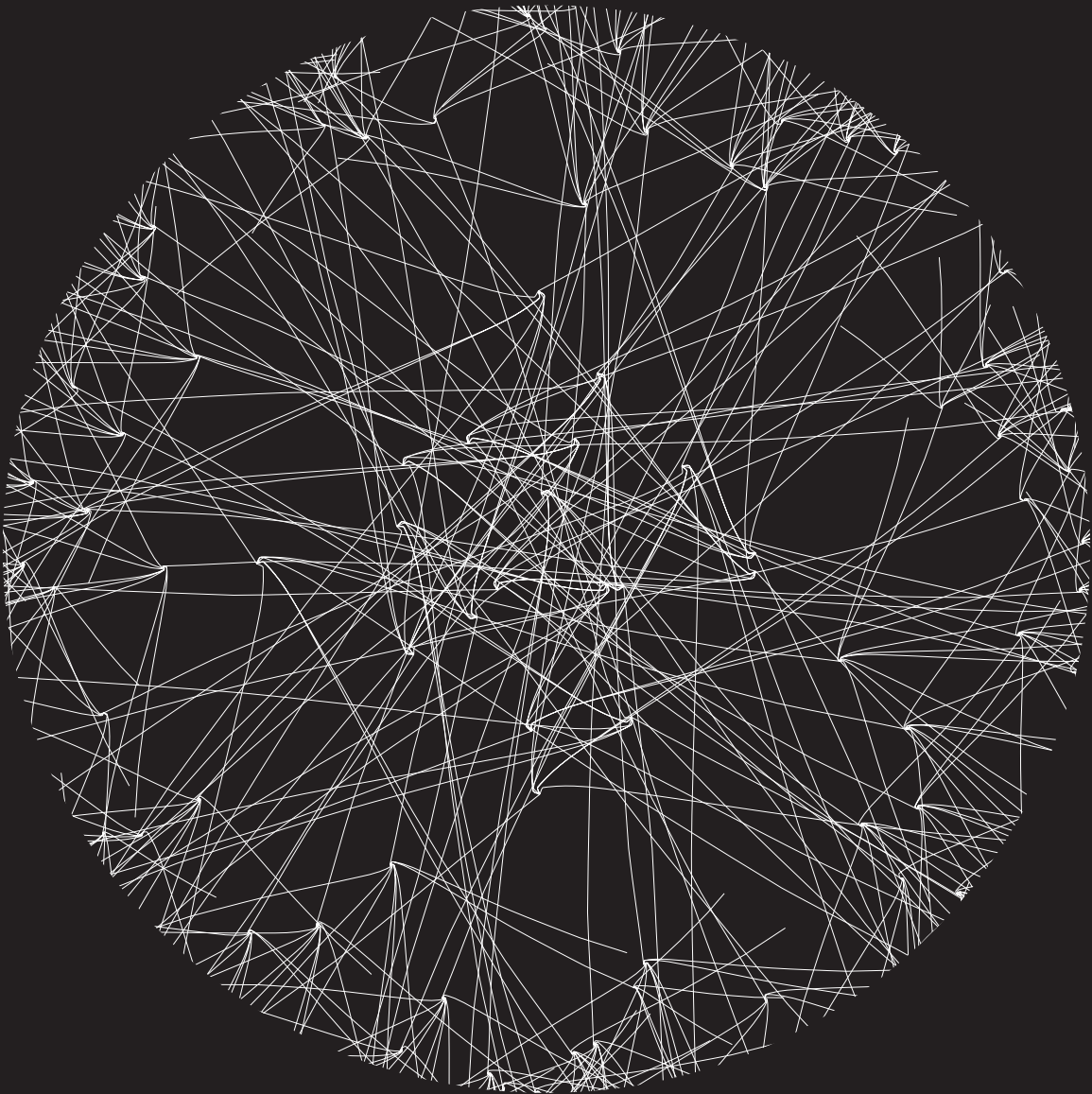


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The goal of this document is to define guidelines for the use of HUMAN GRID’s visual identity when designing applications for the brand. Throughout all media—publications, websites, mobile apps, advertising, signage, products, letterhead, or business cards—layout, color and typography should be orchestrated to impart a unified “signature”.

The essence of the HUMAN GRID visual identity is the combination of individual elements to take a strong graphic position. Clear and consistent use of logotype and tagline and bold contrasts in the use of color and typography are essential for the expression of this brand.

1.00

Brand Experience

1.01

Brand Experience

HUMAN GRID creates arts-driven projects that offer insight into the power that humans wield over the technology they create. The projects range from musical performances, installation pieces, A/V recordings, and web experiences, and collectively reveal the integral role that humans play, both within and as a result of technology.

Subversive
Nuanced
Soulful
Dynamic
Elemental
Sensible

2.00

Logotype

2.01

Logotype

The logotype for print is available in black and white as an .eps file in the Logo Library. Also available in the library is a set of logotypes created specifically for screen usage. They will display perfectly on the pixel grid. In order to maintain their proper shape and crispness, they should never be resized in any way, nor should they be used in any print application.

Black & White

**HUMAN
GRID**

2.02

Logotype Scale

The logotype can be resized with ease while maintaining its recognizable form. However please make sure to keep a good readability at small sizes.

100%

**HUMAN
GRID**

60%

**HUMAN
GRID**

30%

**HUMAN
GRID**

15% ~ Min Size

**HUMAN
GRID**

2.03

Logotype Clearance

To ensure legibility and to prevent any obstruction of the HUMAN GRID logotype, always maintain a minimum space around it equal to half the height of the H in the logotype.

X Unit = Height of letter "H"



2.04

Tagline

The tagline for print is available in black and white as an .eps file in the Logo Library. Also available in the library is a set of taglines created specifically for screen usage. They will display perfectly on the pixel grid. In order to maintain their proper shape and crispness, they should never be resized in any way, nor should they be used in any print application.

Black & White

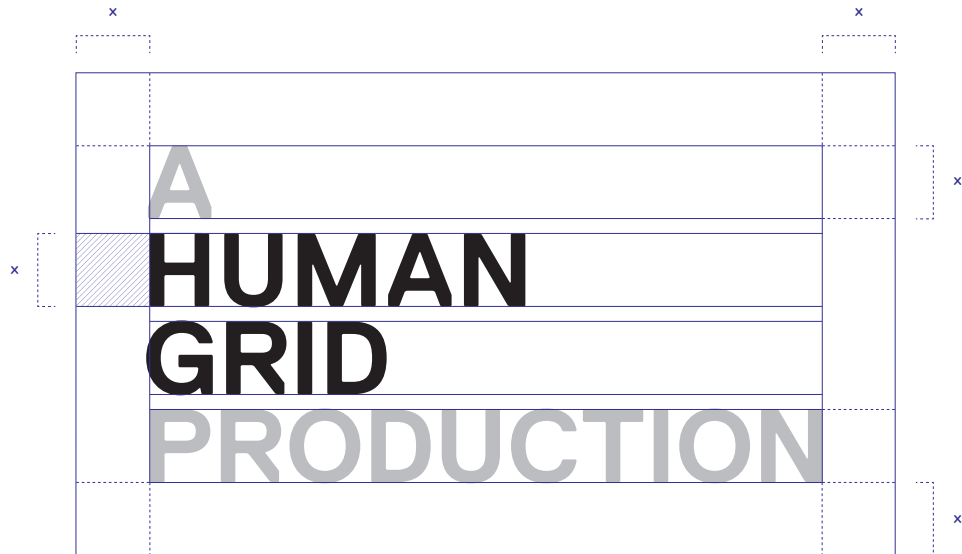
A
**HUMAN
GRID**
PRODUCTION

2.05

Tagline Clearance

To ensure legibility and to prevent any obstruction of the HUMAN GRID tagline, always maintain a minimum space around it equal to the height of the H in the logotype.

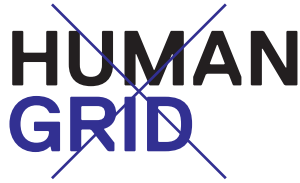
X Unit = Height of letter "H"



2.06

Logotype Do's & Dont's

The correct variations of the HUMAN GRID logotype are supplied in the Logo Library. Always use the source files provided to create a logotype. The logotype should not be altered in any way. The rules below apply also to the HUMAN GRID tagline.



DO NOT change the color of all or part of logotype



DO NOT use gradient on logotype (colors need to be solid)



DO NOT cut logotype



DO NOT distort part of the logotype



DO NOT change the proportion and arrangement of any part of logotype



DO NOT apply effect on logotype

3.00

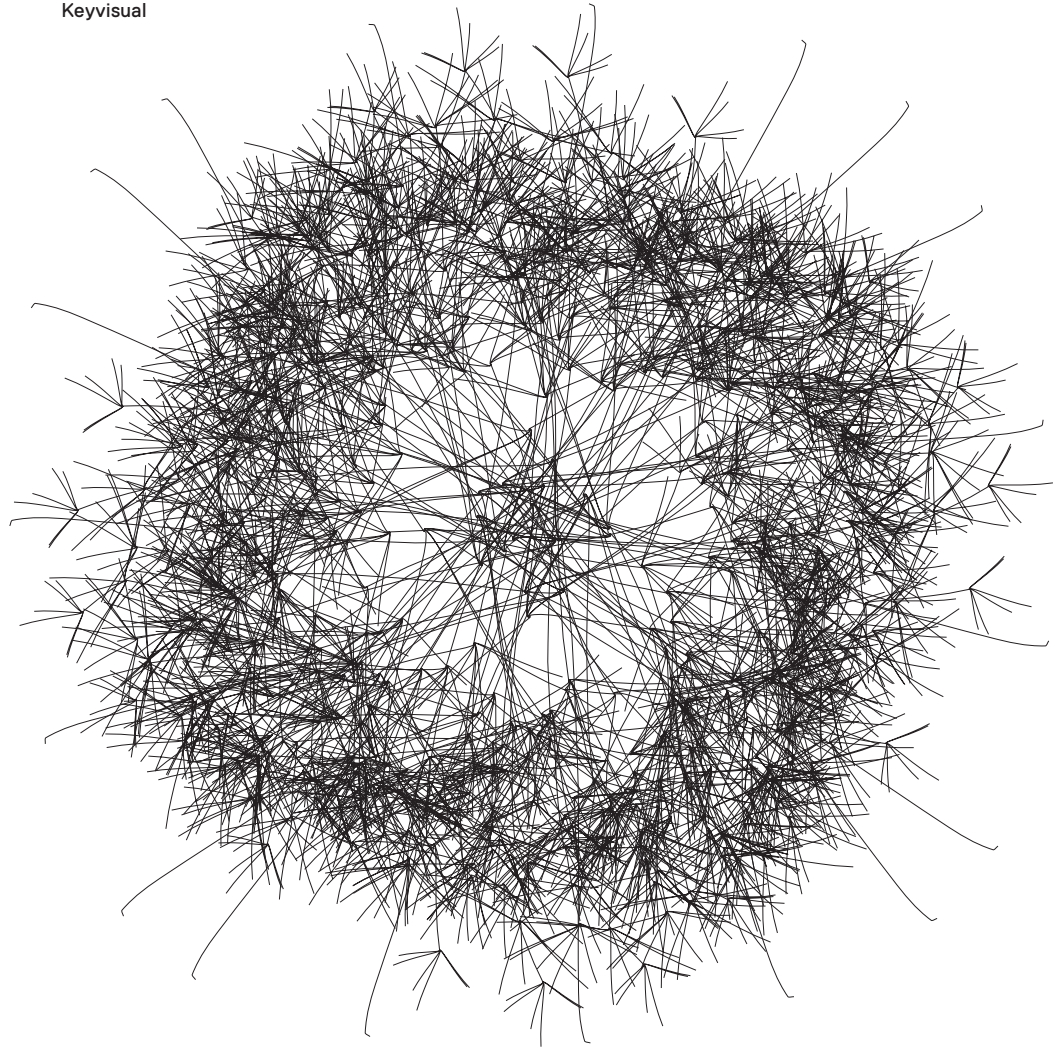
Keyvisual

3.01

Keyvisual

The HUMAN GRID keyvisual is the organic part of the brand. It allows for variation and flexibility—used as stand-alone or background element—always depending on the application. The correct variations are supplied in the Brand Library. Always use the source files provided and do not alter in any way.

Keyvisual

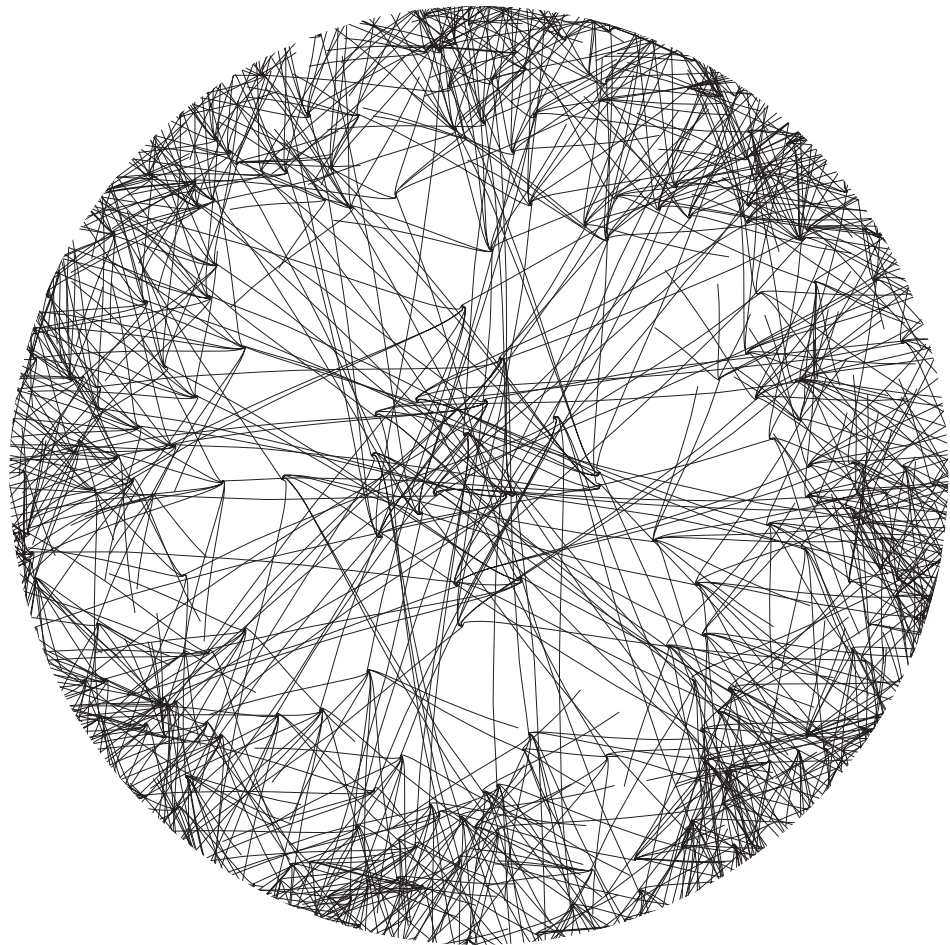


3.02

Keyvisual Masked Version

The HUMAN GRID keyvisual is the organic part of the brand. It allows for variation and flexibility—used as stand-alone or background element—always depending on the application. The correct variations are supplied in the Brand Library. Always use the source files provided and do not alter in any way.

Keyvisual masked version



4.00

Color

4.01

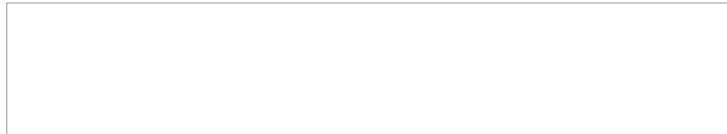
Primary Color Palette

The brand color palette, composed of primary colors and secondary colors, should be enough for brand expression. No new colors should be used (other than those brought in by photography). Do not use print colors for screen.

Primary / Accent colors



Black
C 0 / M 13 / Y 49 / K 98
Pantone Black
#1A1A1A



White
C 0 / M 0 / Y 0 / K 0
#FFFFFF

Accent colors



Purple
C 90 / M 95 / Y 0 / K 0
R 100 / G 69 / B 179
Pantone Violet C



Purple
C 0 / M 0 / Y 100 / K 30
R 187 / G 187 / B 0
Pantone 3975 C

4.02

Secondary Color Palette

The brand color palette, composed of primary colors and secondary colors, should be enough for brand expression. No new colors should be used (other than those brought in by photography). Do not use print colors for screen.

Secondary



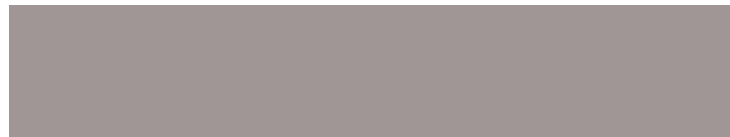
R 222 / G 186 / B 189
Pantone 691 C



R 232 / G 183 / B 133
Pantone 473 C



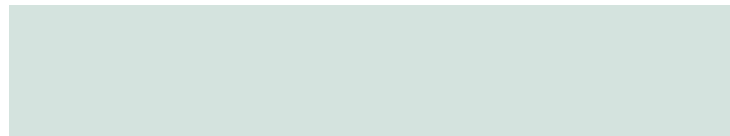
R 220 / G 204 / B 168
Pantone 467 C



R 189 / G 177 / B 176
Pantone 436 C



R 177 / G 188 / B 199
Pantone 5435 C



R 211 / G 227 / B 223
Pantone 559 C

4.03

Logotype on Color

Depending on the color it displays on, the logotype is either solid black or solid white. Use only clean and minimal compositions.

Ligth Color Combination



Dark Color Combination



Mid Tone Color Combination



Full Color Combination

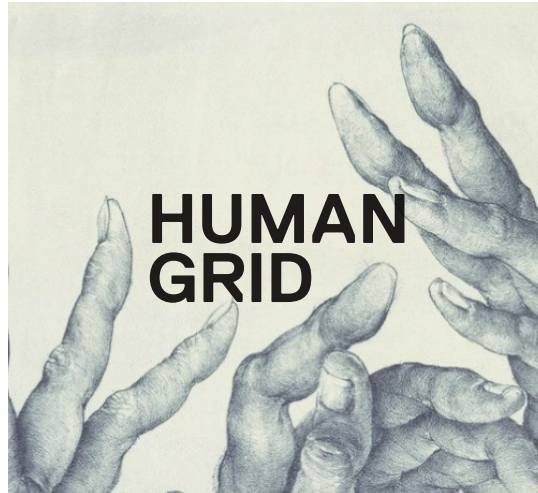


4.04

Logotype on Image

Depending on the image it displays on, the logotype is either solid black or solid white. Use only clean and minimal compositions.

Light Color Combination



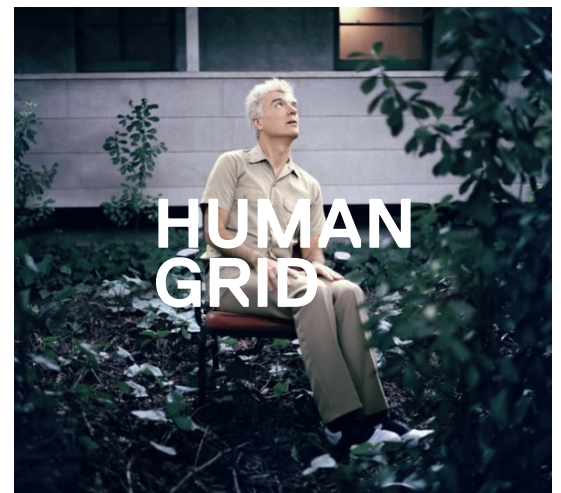
Dark Color Combination



Mid Tone Color Combination



Dark Color Combination



4.05

Tagline on Color

Depending on the color it displays on, the tagline is either solid black or solid white. If needed, the words “A” and “Production” can be dimmed down by adding transparency or multiplying the words with the background color. Use only clean and minimal compositions.

Tagline Dark



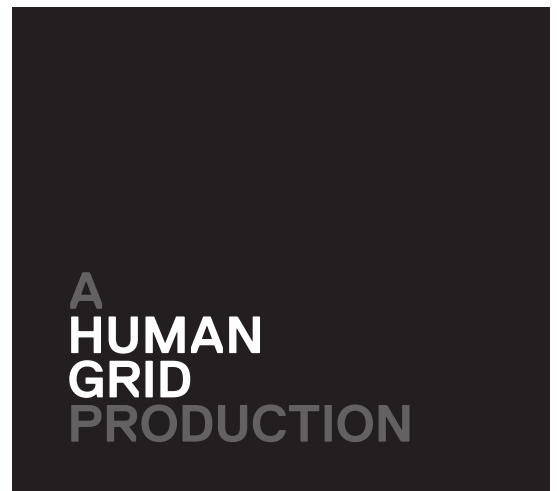
Tagline Light



Tagline Dark



Tagline Light (Accent)

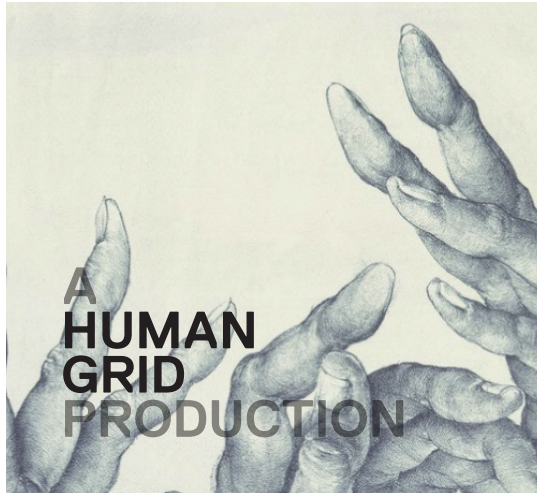


4.06

Tagline on Image

Depending on the image it displays on, the tagline is either solid black or solid white. If needed, the words “A” and “Production” can be dimmed down by adding transparency or multiplying the words with the background color. Use only clean and minimal compositions.

Light Color Combination



Dark Color Combination



Mid Tone Color Combination



Dark Color Combination



5.00

Typography

5.01

Primary Typeface

Replica Bold is used as primary brand typography. It should be used for for top level elements.

LL Replica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890—\$%&(.,;:#!?)

Aa

Secondary Typeface

LL Replica Regular is used as secondary typography. It should be used for body text and more generally secondary level elements on screen.

LL Replica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890—\$%&(.,;:#!?)

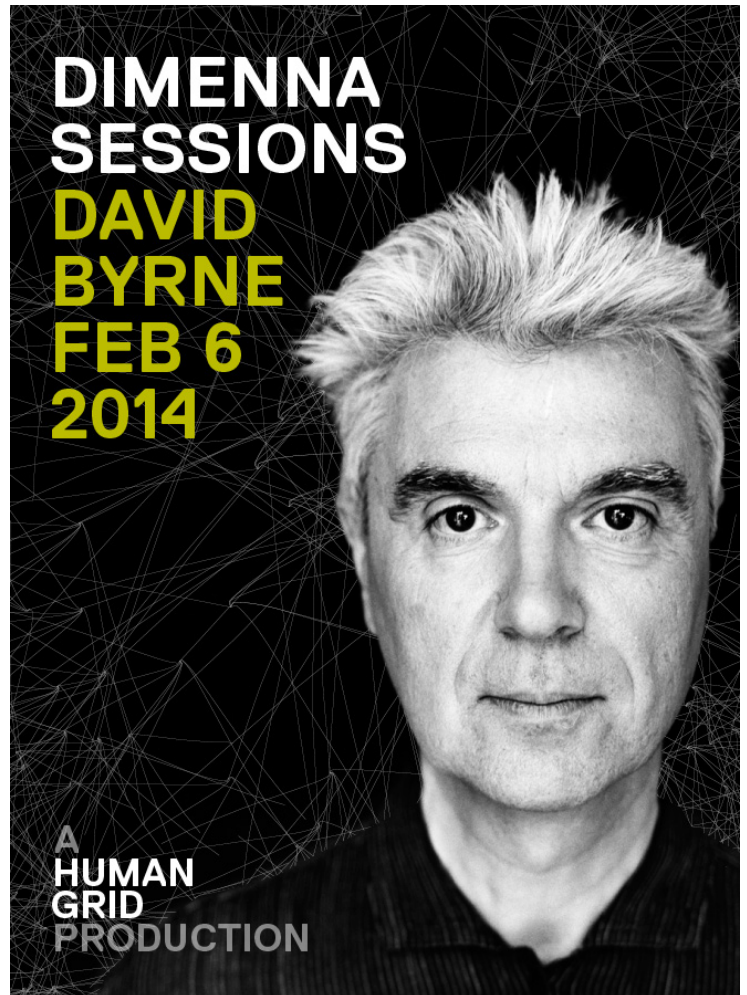
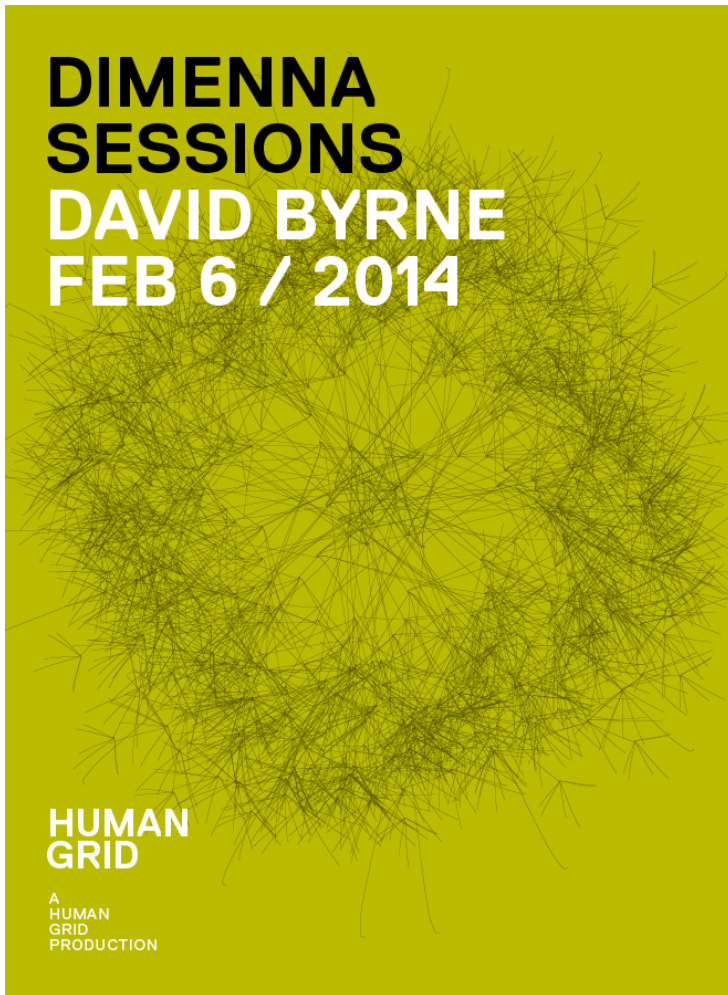
Aa

6.00

Brand Application

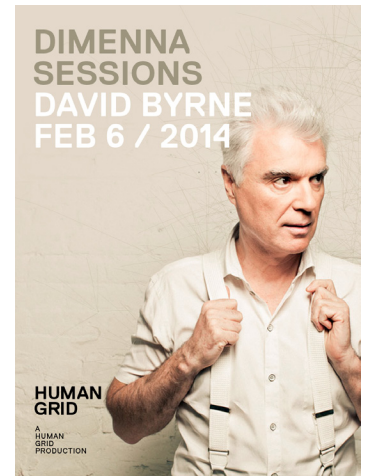
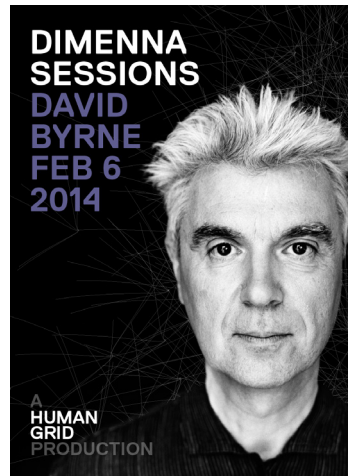
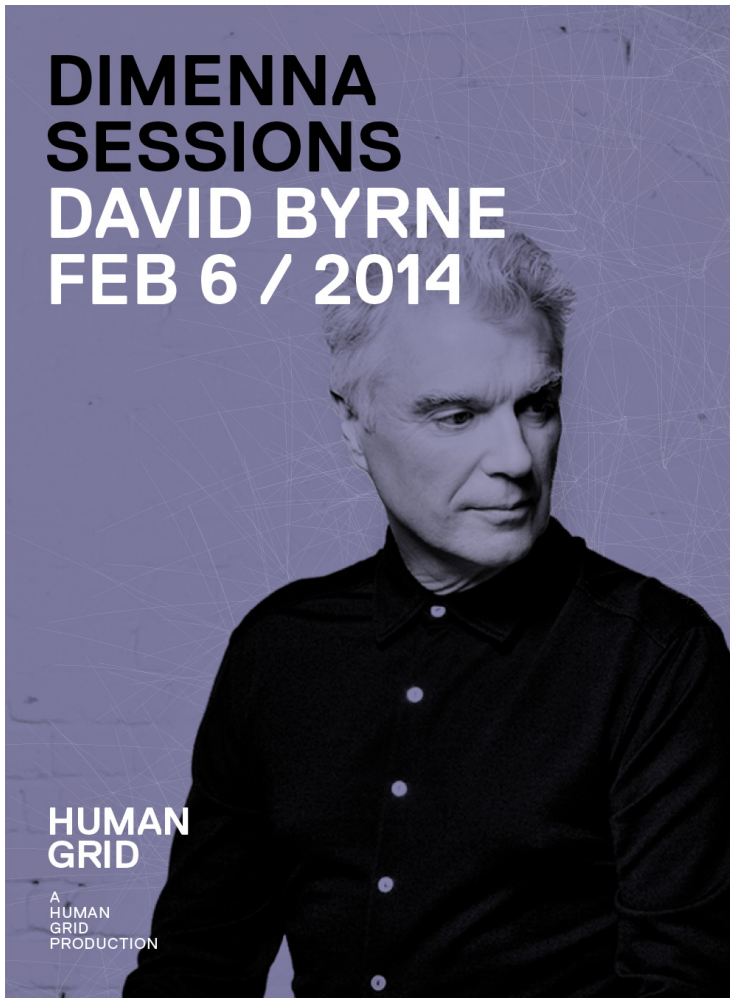
6.01

Poster Exploration



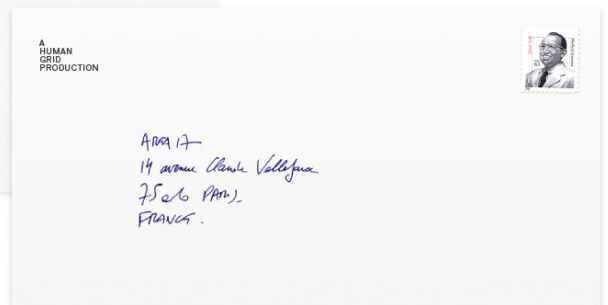
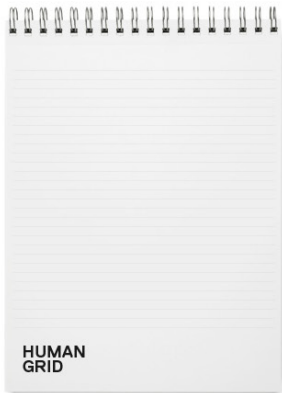
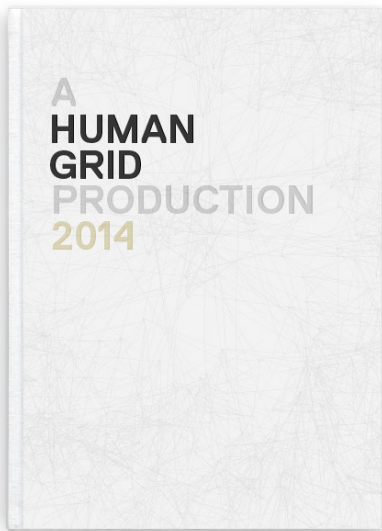
6.01

Poster Exploration



6.02

Stationary Exploration



6.03

Website Exploration

