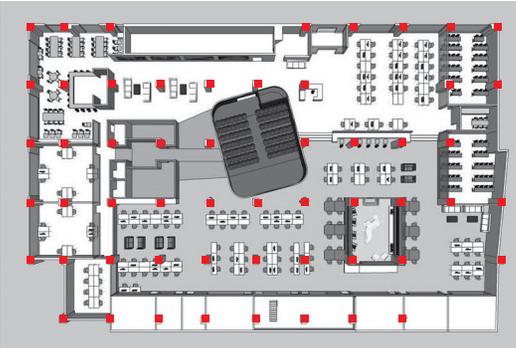
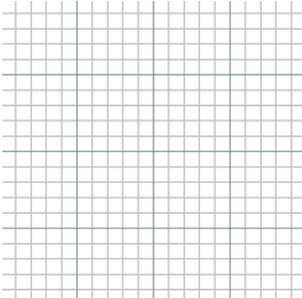


CONCEPT

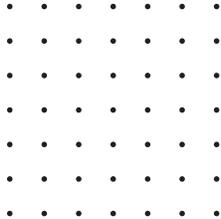


NYMC architecture plan

+



→



MADE IN NY
**MEDIA
CENTER**
BY IFP

LOGO VERSIONS

1

GENERAL USAGE
3 final logos



2

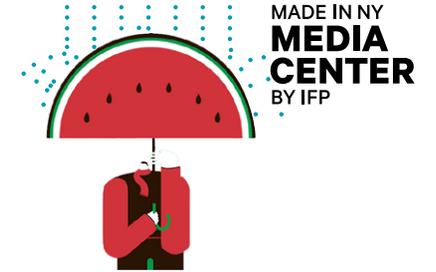
NYMC MEMBERS
Data based (functions + disciplines)
Computer generated logos



...

3

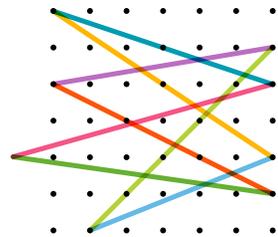
OTHER
Illustration, Interactive experience...
(Special events, collaborations...)



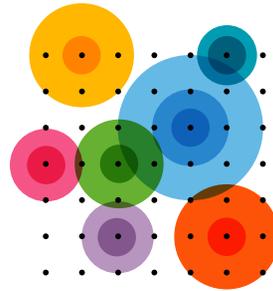
...

1. GENERAL USAGE

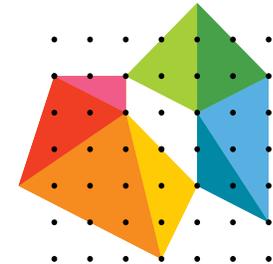
3 final logos



MADE IN NY
**MEDIA
CENTER**
BY IFP



MADE IN NY
**MEDIA
CENTER**
BY IFP

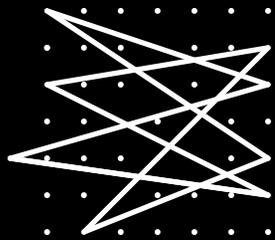


MADE IN NY
**MEDIA
CENTER**
BY IFP

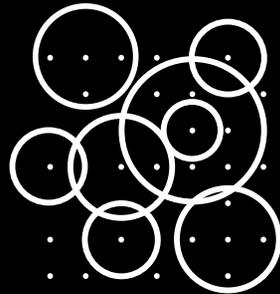
1. GENERAL USAGE

3 final logos

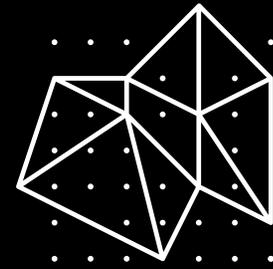
Monochrome negative



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CENTER**
BY IFP



MADE IN NY
**MEDIA
CENTER**
BY IFP



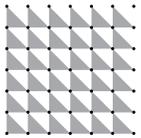
MADE IN NY
**MEDIA
CENTER**
BY IFP

2. NYMC MEMBERS

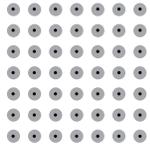
Data based (functions + disciplines)

Computer generated logos

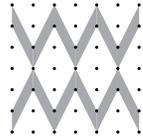
FUNCTIONS (10):



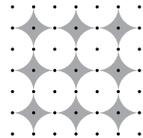
Storytellers (1)



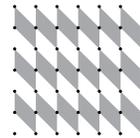
Designers (2)



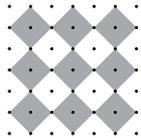
Connectors (3)



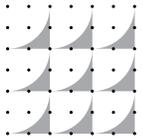
Innovators (4)



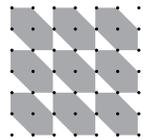
Disrupters (5)



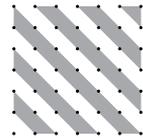
Makers (6)



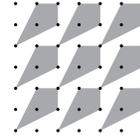
Entrepreneurs (7)



Technologists (8)

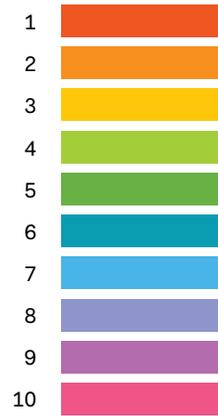


Wild Cards (9)

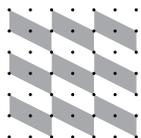


Developers (10)

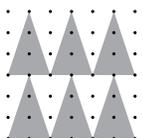
DISCIPLINES (10):



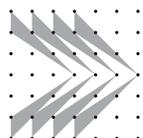
Extra functions



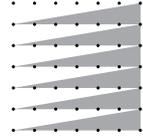
(11)



(12)



(13)



(14)

2. NYMC MEMBERS

Data based (functions + disciplines)

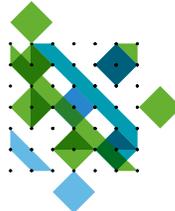
Computer generated logos



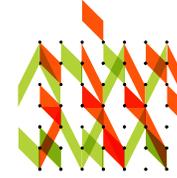
Designer + Maker + Innovator
1 + 3 + 5



Storyteller + Wild card
6



Maker + Wild card
5 + 6 + 7



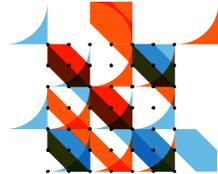
Connector + Disrupter
1 + 4



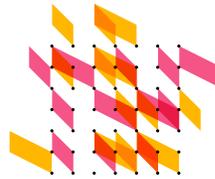
Technologist + Entrepreneur + 13
4 + 3 + 6



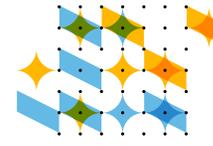
Storyteller + Disrupter
4 + 5 + 3



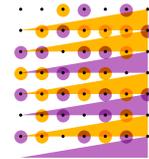
Entrepreneur + Wild card
+ Technologist
1 + 7



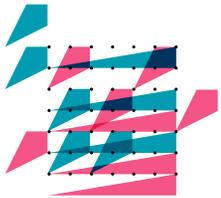
Disrupter + 11
3 + 10



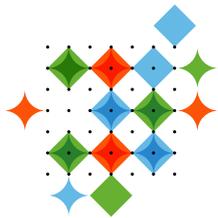
Innovator + 11
7 + 3



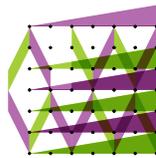
Designer + 14
9 + 3



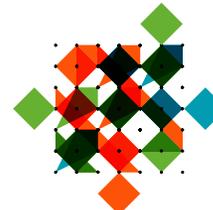
Developer + 14
6 + 10



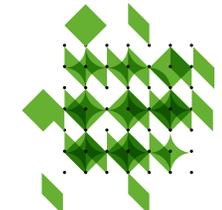
Innovator + Maker
7 + 1 + 5



Connector + 14
4 + 9



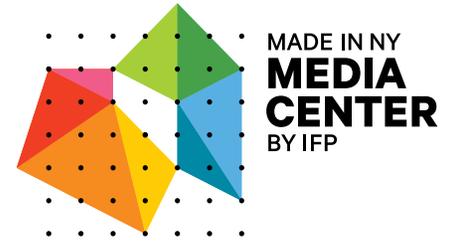
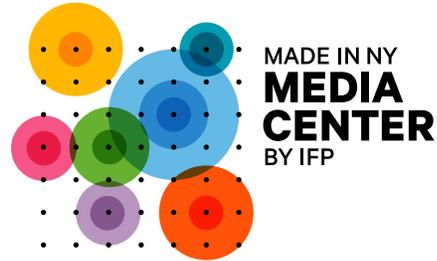
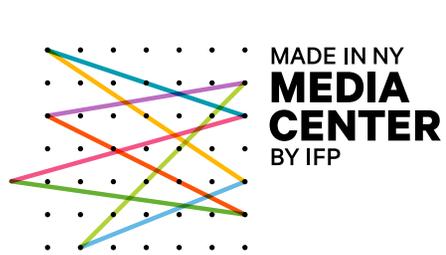
Maker + Wild card + Developer
1 + 5 + 6



Maker + Innovator +
Disrupter
5

1. GENERAL USAGE

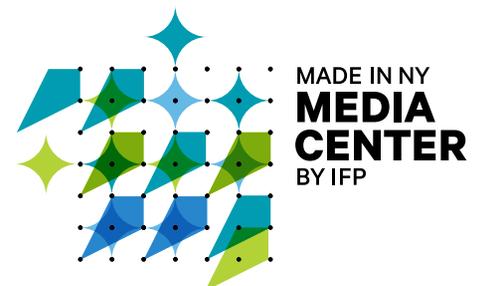
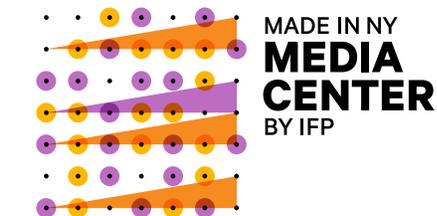
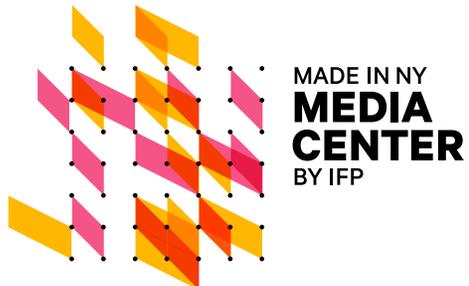
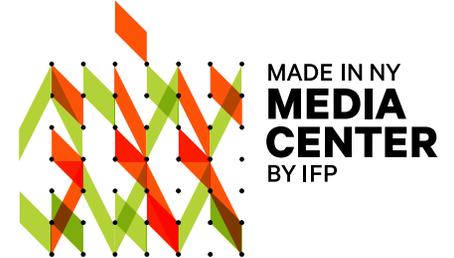
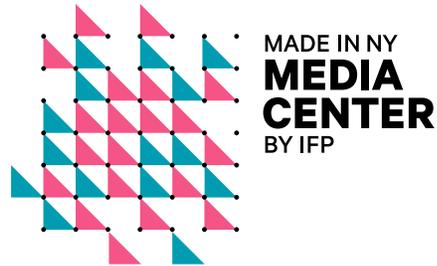
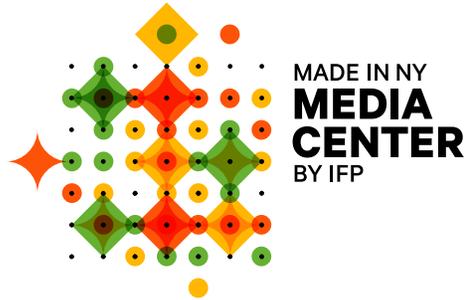
3 final logos



2. NYMC MEMBERS

Data based (functions + disciplines)

Computer generated logos



LOGO VERSIONS (SIZE)

VERY SMALL LOGO
(only for very small sizes)

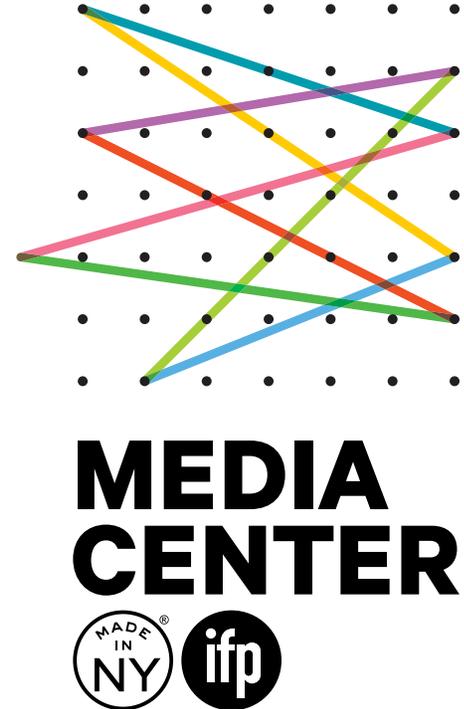


0.4 inches width (or less)

MAIN LOGO



SECONDARY LOGO
(only for big sizes)



2 inches width (or more)

TYPOGRAPHY: CALIBRE

Calibre Thin + *Italic*
Calibre Light + *Italic*
Calibre Regular + *Italic*
Calibre Medium + *Italic*
Calibre Semibold + *Italic*
Calibre Bold + *Italic*
Calibre Black + *Italic*

CALIBRE regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

CALIBRE semibold

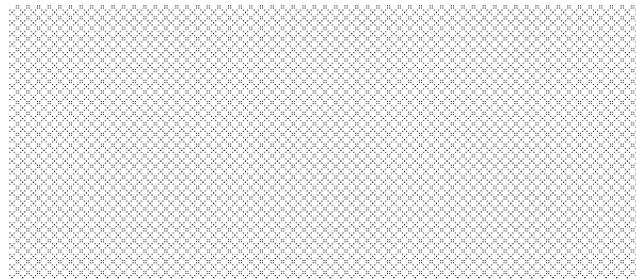
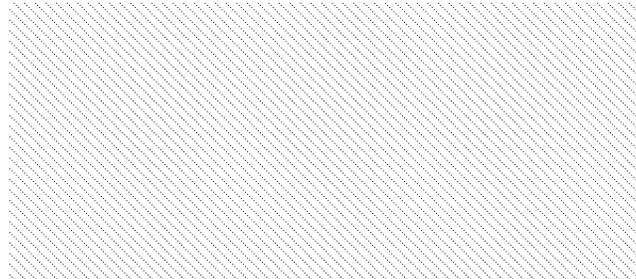
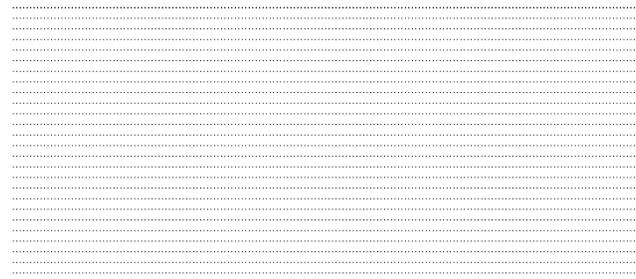
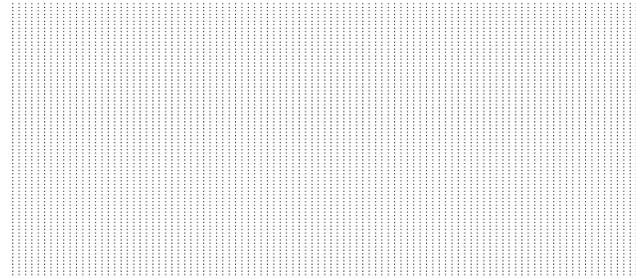
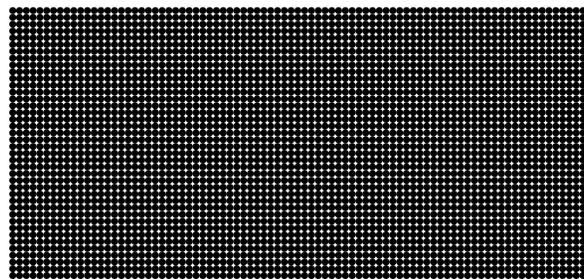
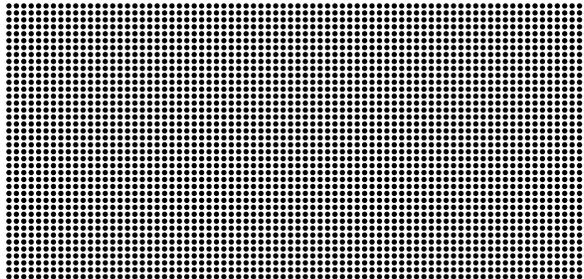
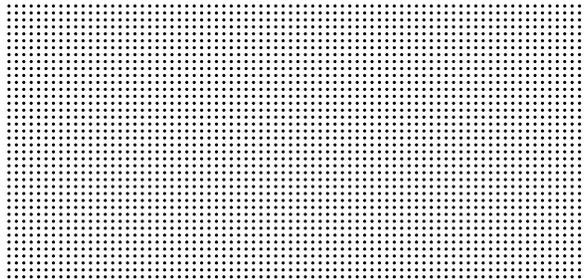
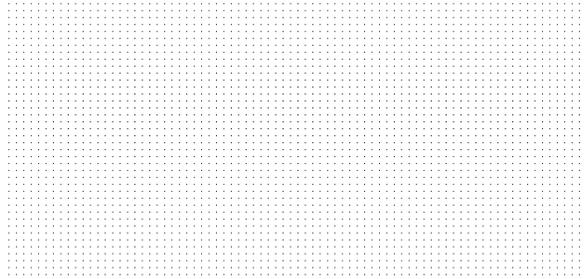
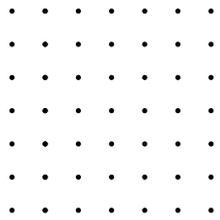
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WHAT'S YOUR STORY

Media Center will promote collaboration between Entertainment, Advertising and New Media Industries and offer educational programs to support the next generation of innovators. The "Made in NY" Media Center will be housed in an 18,000 square foot street-level facility at 20 Jay Street in DUMBO, Brooklyn overlooking Brooklyn Bridge Park. It aims to bring together professionals from the film, television, advertising, new media, gaming, marketing and branding industries for collaboration and new opportunities.

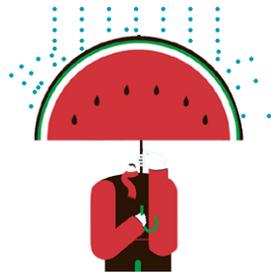
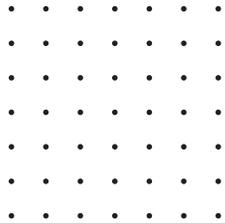
**Clean, Simple, Provocative,
Engaging, Inclusive,
Contemporary,
Artistic, Innovative**

GRAPHIC ELEMENTS



logo (dynamic system)

MADE IN NY
**MEDIA
CENTER**
BY IFP



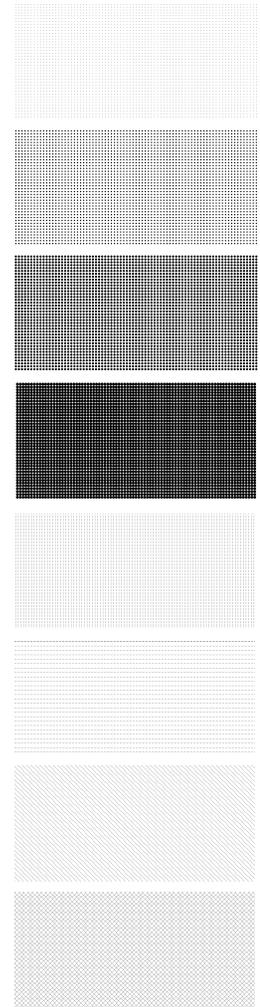
type

Calibre Thin + *Italic*
Calibre Light + *Italic*
Calibre Regular + *Italic*
Calibre Medium + *Italic*
Calibre Semibold + *Italic*
Calibre Bold + *Italic*
Calibre Black + *Italic*

color



graphic elements



COLLATERAL

1. General usage logo



info@nymediacenter.com
68 Jay Street, Suite 425
Brooklyn, NY 11201
(212) 465-8200
mediacenter.ifp.org



Andrew Houchens
Special Projects Coordinator
(212) 465-8200
andrew@nymediacenter.com
20 Jay Street 1st Floor
Brooklyn, NY 11201



MADE IN NY
**MEDIA
CENTER**
BY IFP



COLLATERAL

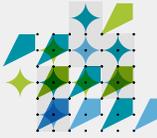
- 1. General usage logo +
- 2. NYMC Members' logo



**MADE IN NY
MEDIA
CENTER
BY IFP**

Andrew Houchens
Special Projects Coordinator
ahouchens@mediacenter.ifp.org

68 Jay Street, Suite 425
Brooklyn, NY 11201
(212) 465-8200
mediacenter.ifp.org



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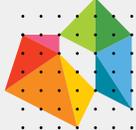
John Smith
john@mediacenter.ifp.org

68 Jay Street, Suite 425
Brooklyn, NY 11201
(212) 465-8200
mediacenter.ifp.org



**MADE IN NY
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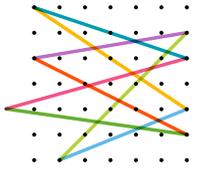


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MEDIA
CENTER
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MEDIA
CENTER
BY IFP**





MADE IN NY
**MEDIA
CENTER**
BY IFP

2013

NEW MEDIA
ENTERTAINMENT
ADVERTISING
EDUCATION

The “Made in NY” Media Center will be housed in an 18,000 square foot street-level facility at 20 Jay Street in DUMBO, Brooklyn overlooking Brooklyn Bridge Park. It aims to bring together professionals from the film, television, advertising, new media, gaming, marketing and branding industries for collaboration and new opportunities.

GRAPHIC ELEMENTS (IN USE)

