BIG BROTHER AWARDS

Graphic design
user manual

Logo

Logo is a basic symbol which distinguishes the project.
Use it wherever possible.

BIG BROTHER AWARDS

This basic variant is to be used on white background.

BIG BROTHER AWARDS

Inverse variant of the logo should be used on other one-coloured backgrounds.

How to use the logo?

Logo is a neat thing, yet only if used properly.
Let´s discuss that.

BIG BROTHER AWARDS

It is quite simple.
Use the logo as it is – no adjustments.
And don´t forget, it needs to have some space.
Leave a buffer around it - equal to one half of its height.

do not deform
do not adjust parts of the logo
do not add graphic elements
do not change the text
do not add shades
do not add colour

Colours

You do not have to worry about colours of your graphic solution.
You will get away just with black, red and white.
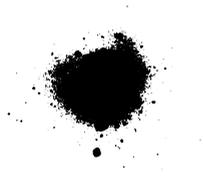
BLACK
CMYK (0, 0, 0, 100)
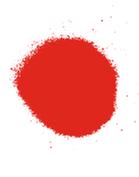
RED
CMYK (2, 94, 94, 1)
PANTONE 485 C

WHITE
CMYK (0, 0, 0, 0)

Pictures to be used

Pictures draw one´s attention
and make our graphic solution more appealing.
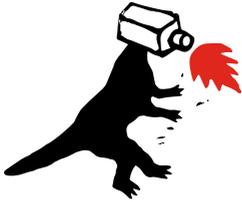
How to use the pictures? The minimalist approach

Spread the picture out over the entire page (and even beyond!).
This way, you will be able to insert text into big colourful parts of it!

BIG BROTHER IS WATCHING YOU!

How to use the pictures? The iconic approach

You can use several pictures in one area, styled as small icons. You can combine them with other graphic elements in a suitable way.

London

1984

Font for *titles*

The font has not been strictly defined. However we suggest you to use fonts that go together with the punk style of the graphics – use styles such as punk, stencilled, sprayed or brushed. You should also consider whether you want to invest some cash for the licence for the use of a font, or if you prefer a free of charge solution. We have some recommendations for you in both cases.

Big Brother

BRIDGEWATER

This font which imitates brush strokes goes together with the overall manifestation of the graphic style. It is easy to read and neat. The font comprises of three cuts – there is Regular used in this example as well as capitals North and South. These two also look good and can find its use in more distinctive titles. You have to pay for the licence of Bridgewater font, yet it costs only a few dozens of dollars. Buy the font and get more information.

Big Brother

CLARENDON WIDE STENCIL

This font imitates spraying over a template – stencilling. Stencilled signs are often used in public areas as a form of protest against system repressions. The link is thus clear. You can download this font for free via Typekit, if you have a paid account with Adobe Creative Cloud.

BIG BROTHER

BRUSHIEBRUSHIE

A variant of the Bridgewater font. The quality of the design is not as good as the original, but it is for free.

Font for *texts in paragraph*

For longer texts, an easy-to-read font is a better solution.
Font should not disturb the reader from acquiring information in an easy way.
Here as well, we have suggestions for you.

OPEN SANS LIGHT
Open Sans is a modern sans-serif font. Google uses it for its webs.
It looks great, is easy to read even when small and is free of charge.
You can download it <u>here</u>.

HELVETICA LIGHT
Helvetica is a classic.
All Apple customers will find it in their apparatuses for free.

IDEA: You can soften the font by tuning down the black. To 75 % in this case.

Streaks and stains

All sorts of sprayed streaks and paint-brush strains
are a good accessory for your graphic solution.

An overview of graphic elements

Bellow an overview of which elements you can use
to put together your visual solutions.

LOGO

FONT

PICTURES
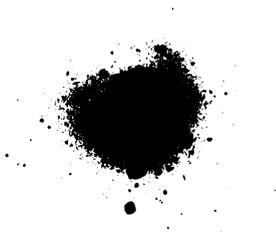
COLOURS

STREAK AND STAINS

BIG BROTHER AWARDS