

NordicFuzzCon 2019 Style Guide

A Winter Howliday - Yule Love It



A Winter Howliday

The theme for NordicFuzzCon 2019 is *jul* (Scandinavian for Christmas or yule) and the winter season. It's a time to spend with loved ones, for having fun in the snow, for generosity toward strangers, and for *akevitt*. Lots and lots of *akevitt*.

Jul has been a part of Nordic culture for hundreds of years and long before any of the northern European countries became Christian. It started as a Nordic celebration which has later become associated with Christianity. We want to avoid explicit religious references and instead presenting the "howliday" as something that's inclusive and can be enjoyed by all regardless of one's religious and spiritual beliefs.



An *akevitt*

Concepts and phrases for inspiration:

- Decorated trees
- Hot cocoa on cold nights in front of the fireplace, in a log cabin
- Singing carols with friends and family
- Presents
- Child-like excitement and wonderment
- Santa Paws / Mausie Claus
- Ugly sweaters
- Gingerbread cookies
- Winter sports (ice skating, skiing, snowboarding, curling)
- Playing in the snow
- Complaining about all this goddamn snow
- Starry skies
- A *tomte* / *nisse* enjoying porridge in the barn together with the farm cat
- Red and white candy canes
- Christmas market
- Candles and pine leaves
- A Christmas Carol
- Christmas carol singers
- *Gävle* goat (burns down each year by maniac people lighting it on fire)
- Seasonal food
- *Lucia* / St Lucy's Day
- *The Julekalender* (tv show)
- *Glögg* / *glögg* (mulled wine)
- *Akevitt* (Scandinavian whisky)

Concepts and phrases to avoid:

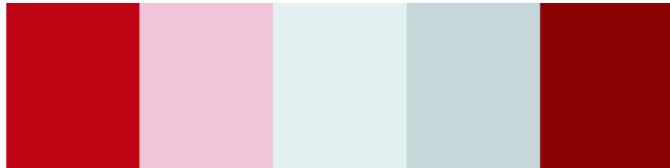
- Things that may refer to Christianity (manger, baby in a manger, 3 wise furs)
- Angels
- Crosses
- *Sinterklaas* / Saint Nicholas
- Kwanzaa
- Hanukkah
- Candle tree with nine branches



Nothing against it, just not what the theme is going for

Colour

The shades of colour related to the theme are predominantly: **red, green, blue**; with some **yellow** shades that are used for contrasting decoration such as bells. There is also the use of **earthy colour shades** due to the majority of wooden materials in an environment. Doesn't mean that saturated colour shades are out, a gift may be wrapped in a colourful pattern that appeals to children. Below are some example palettes:



Peppermint
#BF0413, #F2C4DA, #E4F1F2, #C5D7D9, #8C0303



Christmas Bell
#0C934C #5BD254, #FFCC31, #FF6565, #B82D1B



Shades of Ice
#3271A6, #3691BF, #32BAE3, #AEE5FA, #F2F2F2



Pine Tree
#744F51 #5E4C54, #4D454B, #12574D, #0D3B35



Ugly Sweater
#345528, #394136, #E0A3B3, #26303A, #A23033



Little Wood Cottage
#E3E1F #7D4F34, #D59868, #994C36, #A84434



Colour rich environment

Fonts

In general, serif fonts are encouraged especially ones where the serif are curved instead of straight angled lines. Also suitable are script fonts, they should be legible and not too fancy. One that should be used sparingly but still suitable are decorative fonts of old English text like what you would find in old English manuscripts.

Below are some fonts that have been used so far and recommended:

Milonga: The Quick Brown Fox Jumped Over The Lazy Dog

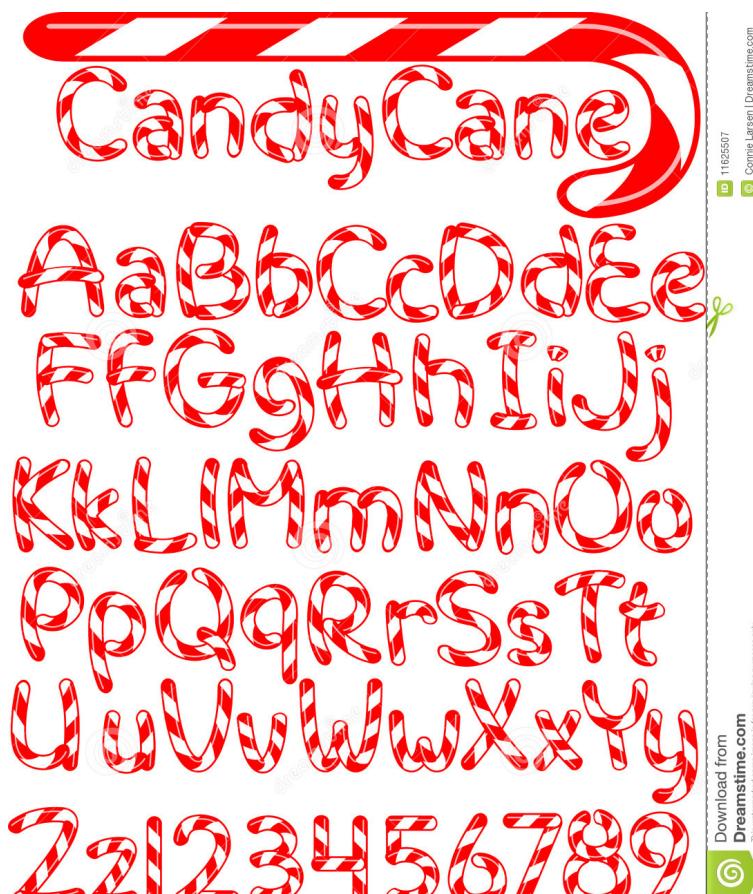
Albertus: The Quick Brown Fox Jumped Over The Lazy Dog

Niconne: *The Quick Brown Fox Jumped Over The Lazy Dog*

Sofia: The Quick Brown Fox Jumped Over The Lazy Dog

Old English Text Alt: The Quick Brown Fox Jumped Over The Lazy Dog

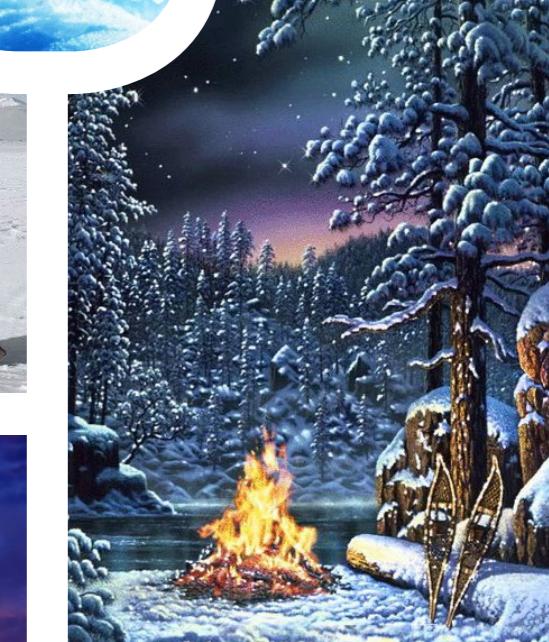
Remember to check the font license, stay classy with your choice and don't use Candy Cane.



Do not use this font

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Mood Board



FAQ

Does my art have to be Scandinavian?

No, you are free to draw inspiration from any other Yule traditions. But we try to keep it Scandinavian-ish.

What word should I use: Christmas, Yule, or Jul?

We will mainly be using Yule (a shortening of Yuletide) which is the common Anglicization of the Scandinavian Jul. The word Jul is also fine, but should be used more sparingly. We want to avoid the term Christmas when possible, both due to the word's roots in modern religion, and because it takes away from the Nordic-ness.

Why is Saint Lucy's Day / Lucia included even though it's religious?

Lucia is an old Swedish tradition that originates long before *Lucia* was known in Sweden. In the Julian calendar that was used back in the 1300, the 13th of December was the winter solstice, the longest night of the year. This naturally meant that spirits and ghosts could wander the most free, so it was important to keep awake during this night and the best way to keep awake was to party. But just sitting and drinking is no fun. So people dressed up in drag, walked from farm to farm and sang for booze.

This did not sit right with the Catholic church, and in an attempt to obfuscate the immoral parts, they looked through their own calendar and found a Saint from Syracuse that was celebrated on the same date. Renaming the tradition and claiming it was for this saint. That is why we celebrate it with the tallest blondest girl leading a procession of ghost singing badly camouflaged drinking songs, very far from how the procession goes in Syracuse.