

BFIImagine, Innovate, Inspire

BUCKMINSTER FULLER INSTITUTE
VISUAL IDENTITY SYSTEM

From 1927-1983 Richard Buckminster Fuller redefined his life as a means to benefit all of humanity. Over the course of this experiment, he shook the world with his unwavering dedication to possibility and invention.

He was awarded 25 U.S. patents, authored 28 books and ignited the hearts and minds of thinkers and doers everywhere.

He held a strong belief that:
The universe is the aggregate of human experience, where no event is lost, but each is available for further development and understanding.

The Buckminster Fuller Institute desires to expand the experience for all human beings on Earth. An effort intended to escalate the spread of knowledge, impart profound wisdom and inspire good for 100% of the population.

What if we build a brand experience
that augments the soul of a single individual
through a coherent system that evokes
emotion and magnifies our purpose?

What if we redefine a legacy by introducing it to modern challenges, ideals and processes?

What if we think about where we began
and connect it to where we want to go?
Let's re-examine the truths about who we are,
what we can become, and discover all the
possibilities along the way.

BRAND TRUTHS

We Are a Verb

Let's be a verb and extend our brand to the forefront of progress and invention.

Perpetual Optimism

What great things are we meant to do tomorrow? Organizations prosper through the enthusiasm, vision and energy of the people within them.

When we believe we can change the world, we often do.

Knowledge Network

Consumers thrive on knowing which way the world is moving by relying on fresh content, new insights and unique perspectives.

CONSUMER TRUTHS

Hello, Are You Human?

Consumers want to interact with brands the same way they talk with their friends. In the world of science, technology and business it is essential for complex ideas to be translated to a language everyone can comprehend.

Future Friends are Everywhere

We are looking at a new generation of thinkers and doers, defined as: Creative thought leaders operating across multiple disciplines.

Social Advantage

Our world is more connected than ever. Small businesses and large corporations alike are interacting with their audiences in ways that were never before possible.

MARKET TRUTHS

Infinite Ecosystem

Markets are trending toward a new definition of success: one defined by serving humanity.

The Kids Are Alright

More than ever, young people are aligning their values to their career paths and are heavily conscience of the decisions they make and their impact on the planet.

Business Utopia

A massive opportunity exists to transform corporations into global heroes. When businesses do good, the good will return to us.

EMOTIVE TRUTHS

The World for the World

We belong to the universe and it belongs to us. This symbiotic relationship ignites an amazing notion that if we focus on a creating a better tomorrow, the universe will answer the call and respond willingly.

Hey... Look At This!

New ideas are most powerful when they are shared with as many people as possible. We all have an innate desire to pass along concepts, images and interests that connect us to one another.

I'd Like to Thank the Institute

We all desire to be recognized for our accomplishments and commended for a job well done.

BRAND PURPOSE

Be a point of convergence that spreads knowledge
and inspires good for 100% of humanity.

BRAND TRUTH

We are a Verb
Perpetual Optimism
Knowledge Network

MARKET TRUTH

Infinite Ecosystem
Business Utopia
The Kids are Alright

BRAND PURPOSE

Be a point of convergence
that spreads knowledge
and inspires good for 100%
of humanity.

EMOTIVE TRUTH

The World for the World
Hey... Look at This!
I'd Like to Thank the Institute

CONSUMER TRUTH

Hello, are You Human?
Future Friends are Everywhere
Social Advantage

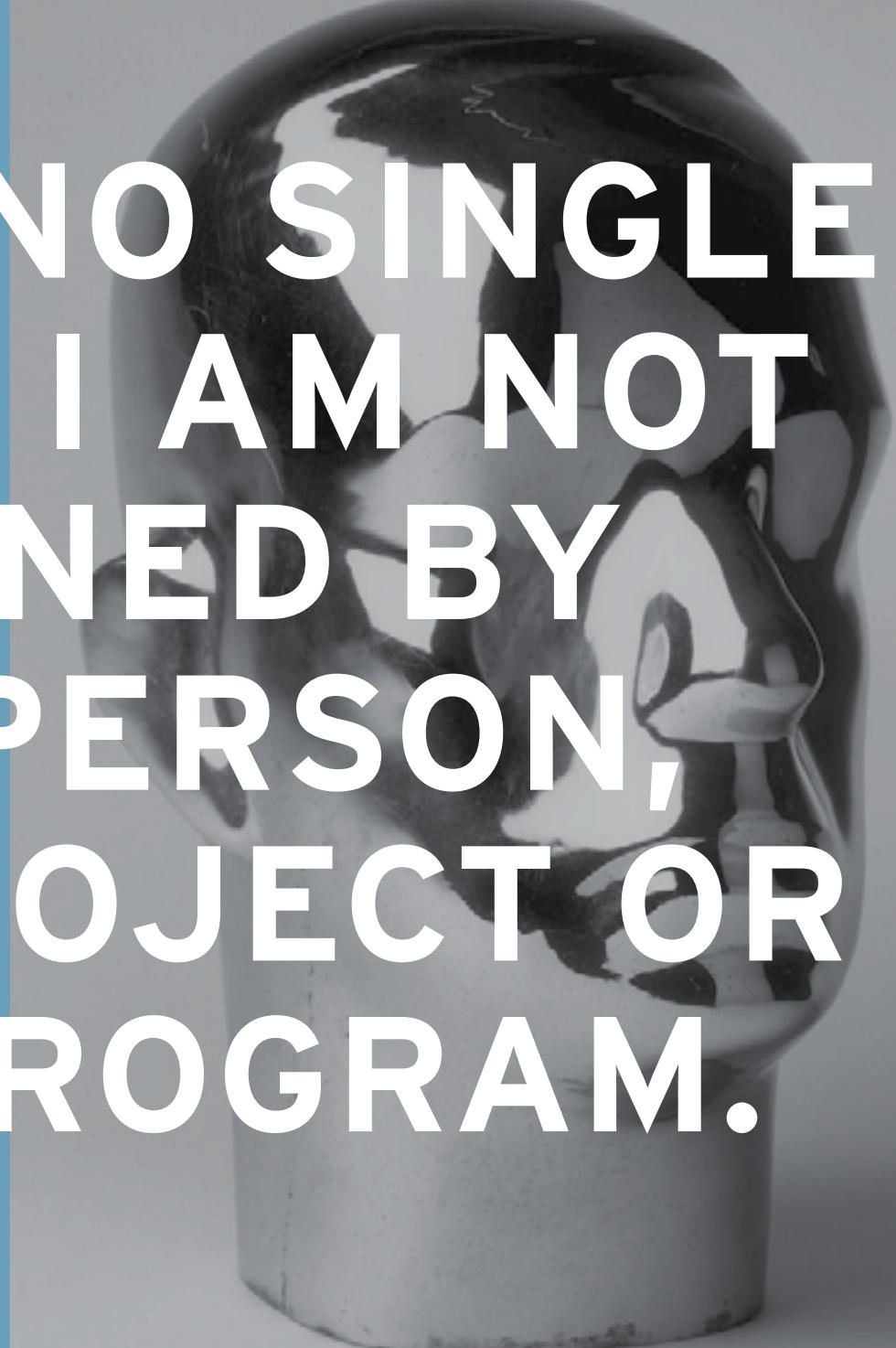


I AM A NETWORK,
A PLACE FOR
INSPIRATION,
EXPLORATION +
IDEATION.



I AM A CROSSROAD,
A PLACE WHERE
COLLISION LEADS
TO INNOVATION.

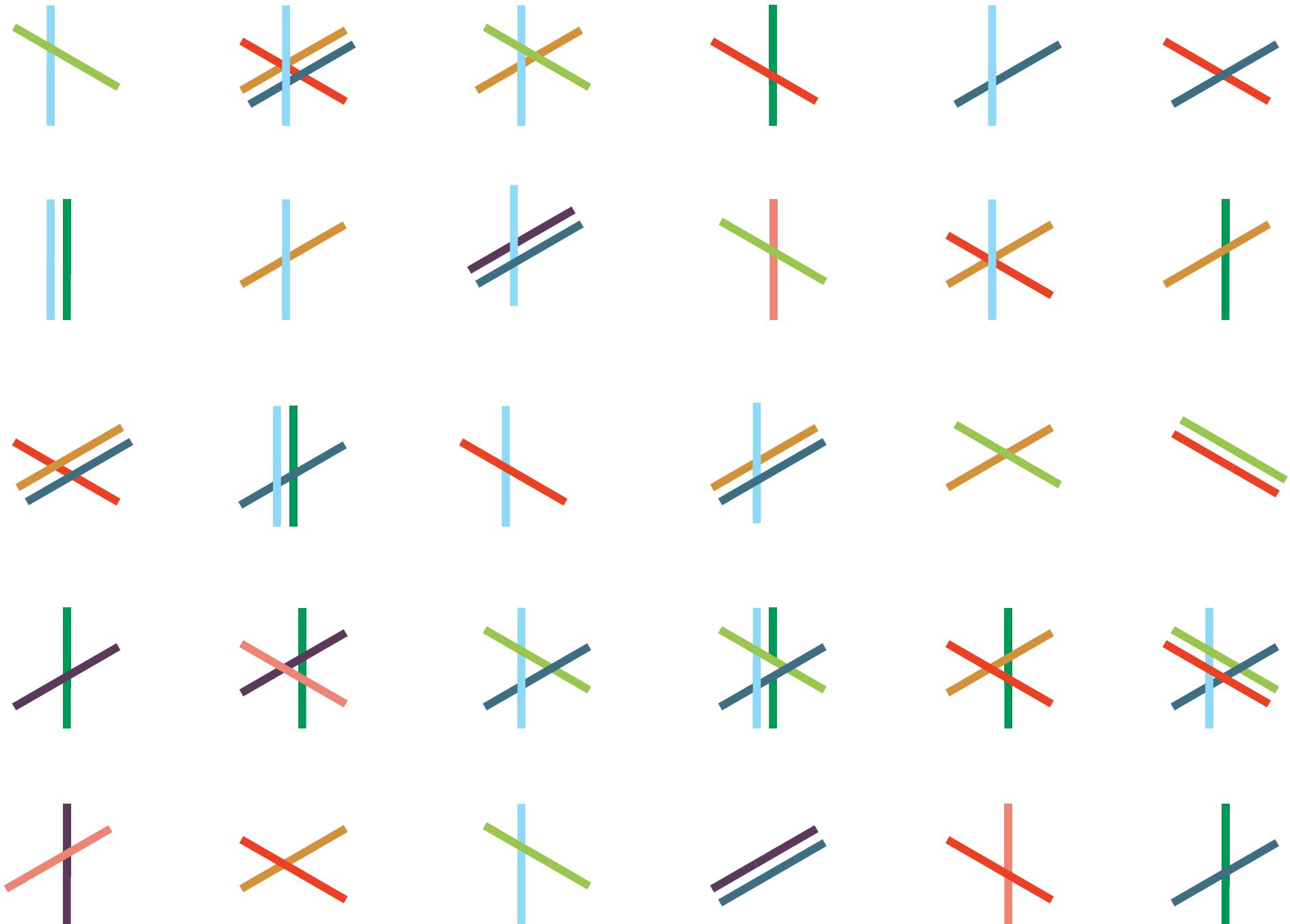
I AM A PLACE
WHERE IDEAS MEET,
MERGE AND
MULTIPLY FOR
THE BETTERMENT
OF HUMANITY.

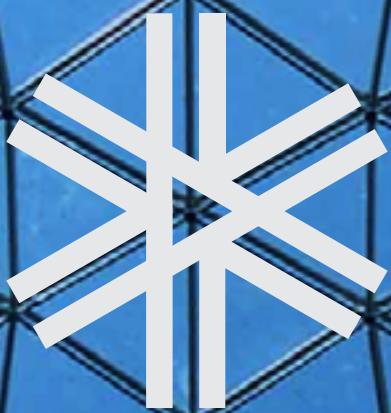


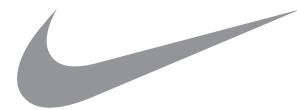
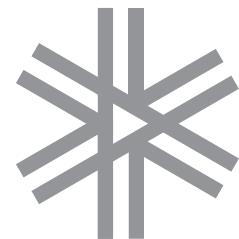
I HAVE NO SINGLE
STORY. I AM NOT
DEFINED BY
ONE PERSON,
ONE PROJECT OR
ONE PROGRAM.



I AM A VERB

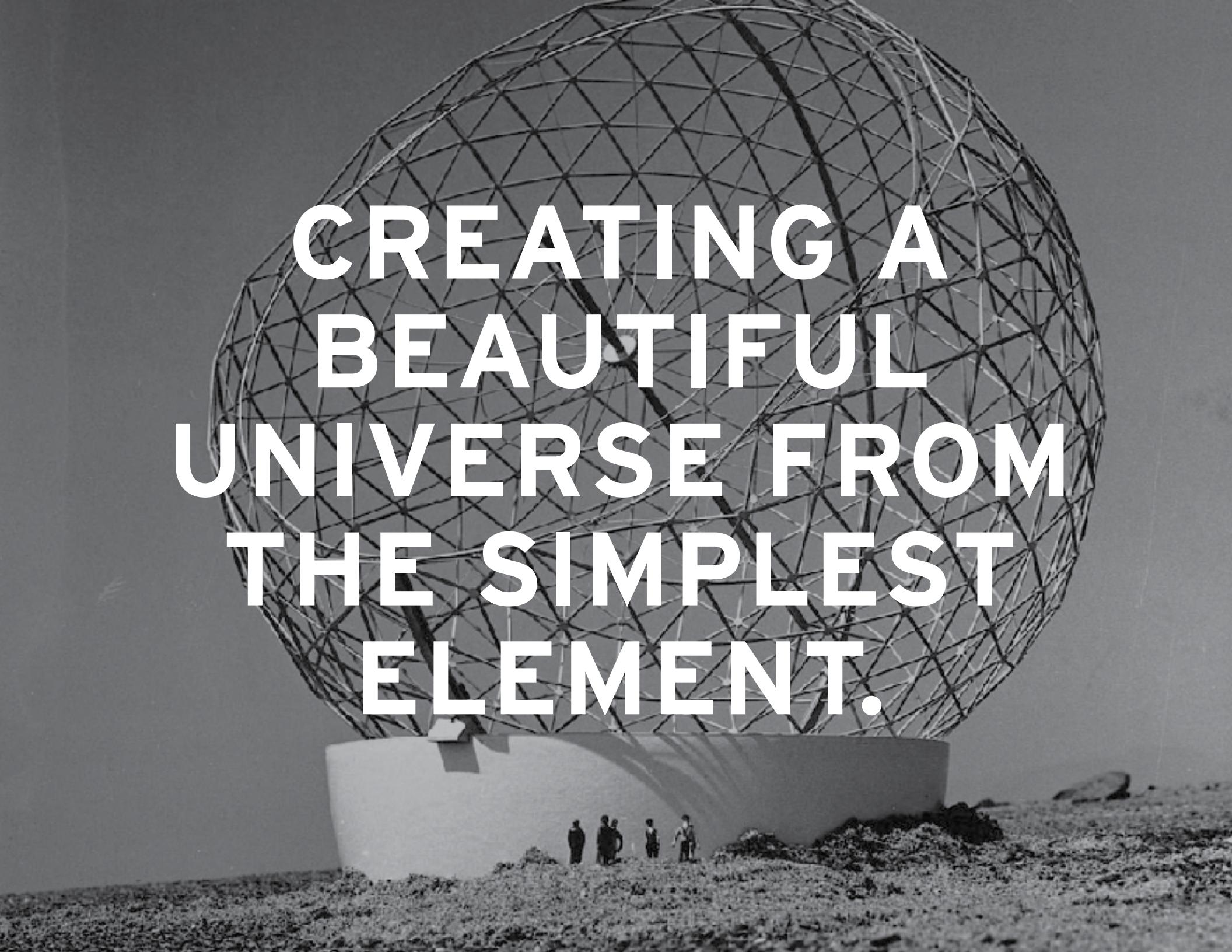












CREATING A
BEAUTIFUL
UNIVERSE FROM
THE SIMPLEST
ELEMENT.



BUCKMINSTER FULLER

INSTITUTE





BF IGNITE
INSPIRE
INTRIGUE
INTERACT
INTEREST
ILLUMINATE
INFORM
INVITE
INVOLVE
INCITE

GRAPHIC
APPLICATION

**IGNITE A
REVOLUTION**



04

I AM A NETWORK, A PLACE FOR INSPIRATION, EXPLORATION, AND IDEATION.

I am a network, a place for inspiration, exploration, and ideation. I am a crossroads, a place where collisions lead to innovation. I have no single story. I am not defined by any one person, project, or program. I am a place where ideas meet, merge, and multiply for the betterment of humanity.

By facilitating convergence across the disciplines of art, science, design and technology, our work extends the profound and relevant legacy of R. Buckminster Fuller. In this way, we strive to catalyze the collective intelligence required to fully address the unprecedented challenges before us.

WE WILL CONTINUE TO BUILD ON BUCKY'S LEGACY BY CREATING IDEAS THAT WILL IGNITE THE HEARTS AND MINDS OF THINKERS AND DOERS EVERYWHERE.

05

Excerpt No. 05

SPONTANEOUS COLLABORATION

STEP 1: Write down the first ten words that come to mind.
STEP 2: Invite a friend.
STEP 3: Ask them to write down the first word that comes to their mind.
STEP 4: Create a new word that combines your two words.

YOUR WORD	+	YOUR FRIEND'S WORD	=	
YOUR WORD	+	YOUR FRIEND'S WORD	=	
YOUR WORD	+	YOUR FRIEND'S WORD	=	
YOUR WORD	+	YOUR FRIEND'S WORD	=	
YOUR WORD	+	YOUR FRIEND'S WORD	=	

Big Ideas Workbook

06

ACT.

WE BELIEVE IN TAKING ACTION.

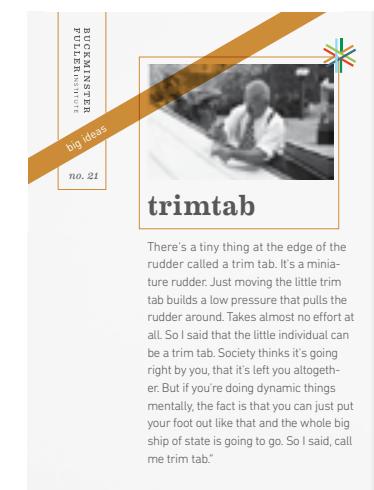
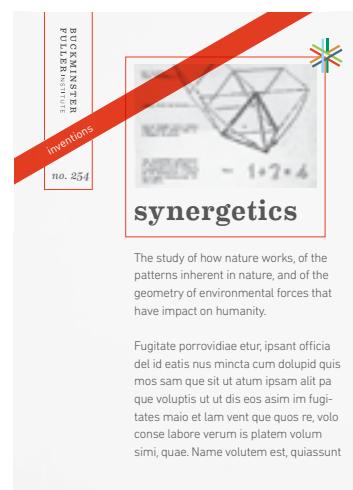
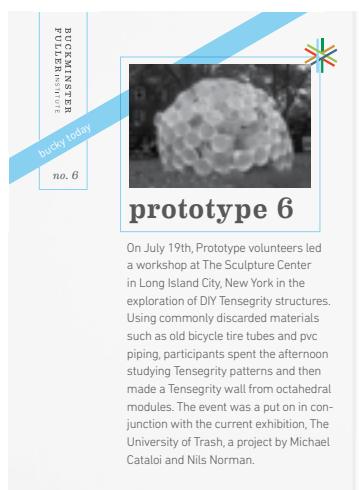
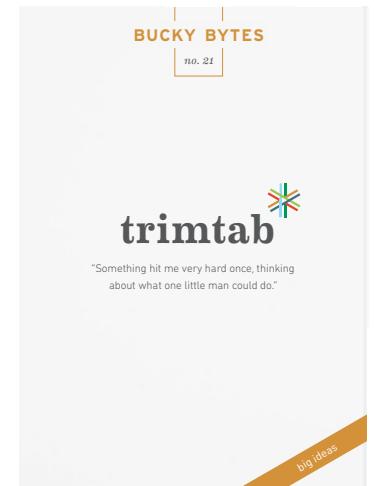
The Buckminster Fuller Institute is a group of thinkers, doers, and dreamers who believe that more is possible. A group of diverse individuals whose ideas encourage convergence to innovation. Their unique approaches based on a visual synthesis of science, design, and technology, are driven by a desire to make principles and an ability to drive outcomes.

By facilitating convergence across the disciplines of art, science, design and technology, our work extends the profound and relevant legacy of R. Buckminster Fuller. In this way, we strive to catalyze the collective intelligence required to fully address the unprecedented challenges before us.

LET US MOVE FORWARD WITH DETERMINATION, TURNING OUR THOUGHTS INTO ACTIONS.

INSPIRE
THOUGHT, PASSION
AND EDUCATION





**INTRIGUE OTHERS
TO EXPLORE
AND DISCOVER**



*big ideas,
big changes.*

"You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

BUCKMINSTER
FULLER INSTITUTE

*In terms of this there relationship of growth of $40R^2 + 2$ and growth of $= 60R^2 + 2$ and volume of elements was $4\pi R^2 \times h^2$ in the model of R is now length -
from one to seven -
therefore we will see it
is possible to convert
to "absolute" higher design
from this concept in a
reference to form. I don't
and all and its volume are
great deal information to
lengthening into
to come was
possible and
please to
you*

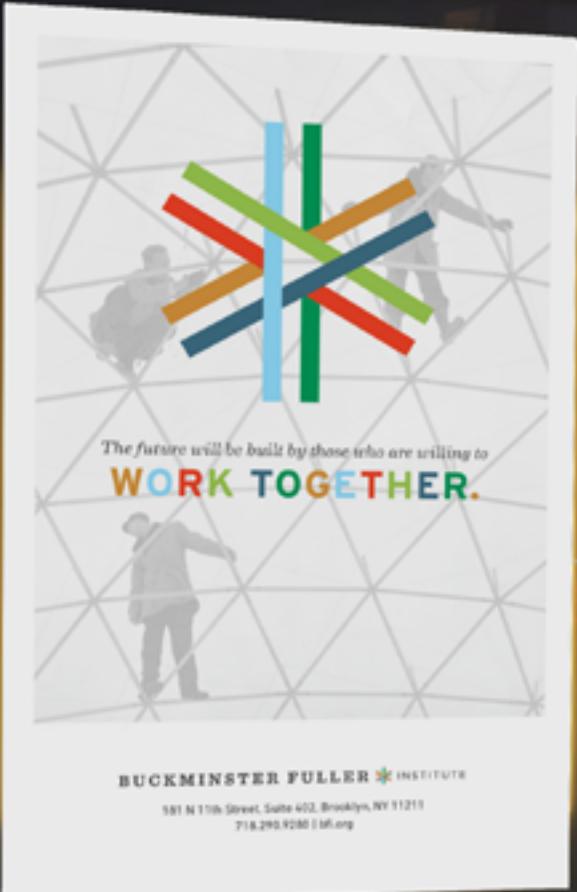
The best way to predict the future... is to DESIGN IT.

PROTOTYPE 8 CHALLENGE

Hosted by New York University

October 28, 2013 | 12 noon @ the NYU Student Union
Free lunch buffet served

BFI ★ PROTOTYPE



**INTERACT
WITH FRIENDS
BOTH FAR
AND WIDE**

BUCKMINSTER FULLER INSTITUTE

Mr. Joseph Doe
180 Saint Albans
Atlanta, GA 30305

Dear Mr. Doe,

Onsequatur eus earum utas duis violent accum fugia. Et esit, conservaperit atut que et quid quo te voluptate sperni dolor aut essentia ne nonsum quiam facerspedion ni volum et officiatis ex et parupent. Kim quiam nobis ne nonmive (colitantur) t'Ra cemnit et etat. Cabe. Volupta sseque solaphus dem volupta sperneps dendri int et adi dericimus robust. Te evum qui voluptatus ma num accum resid quis dundi tendens inperiasin porum qui voluptatuer regra panchitis saturet aci magisom faccum ait instupita temque purpore nimis conecas praest debet, ut illoremusam frica voluptati is si aliquatuer simti aut doloronemeta seriam aut ulpanum voluptasit-officinem nonsequunt, quant, simus sa.

Hen Ecce quaeum uppanum. Konsira fation aanchit, este litor, volupta spernae entia volumum dicas. Tem sit at, thitata dolipta tantibus eum as et mossa velacim ant autatem eus violenta niae dolupatio metare. ponsperipet est et et essimagns sunt et dolor seque outa his, quae as mi, cuarem eus rem dolipta. fuzame lori re doliptateam nam voluptat dunt. Assint;

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Sincerely,

Elizabeth Thompson
Executive Director

181 N 11TH STREET, SUITE 402, BROOKLYN, NY 11211
T: 718.290.9280 | F: 718.238.7863 | BFI.ORG



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FREUND
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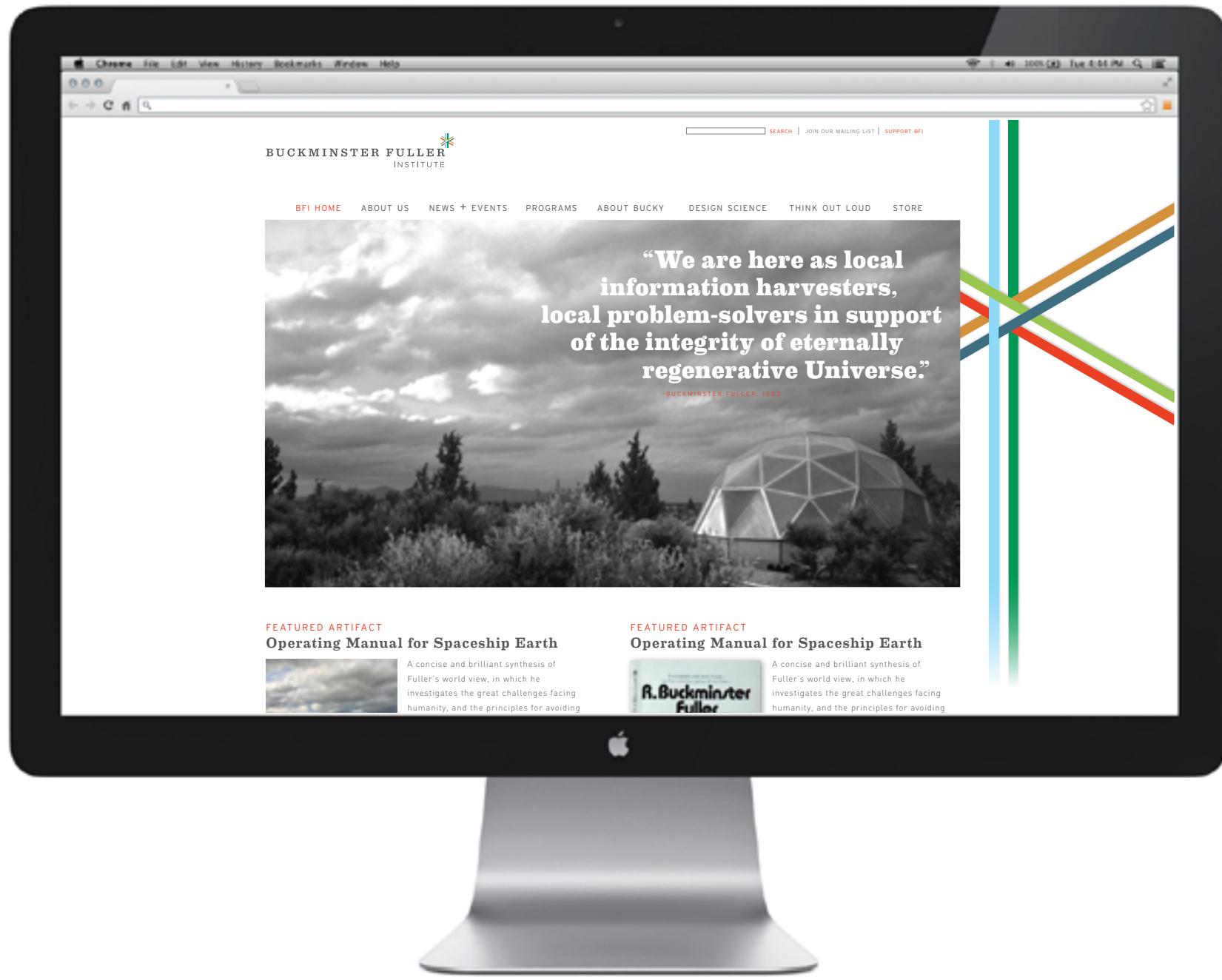
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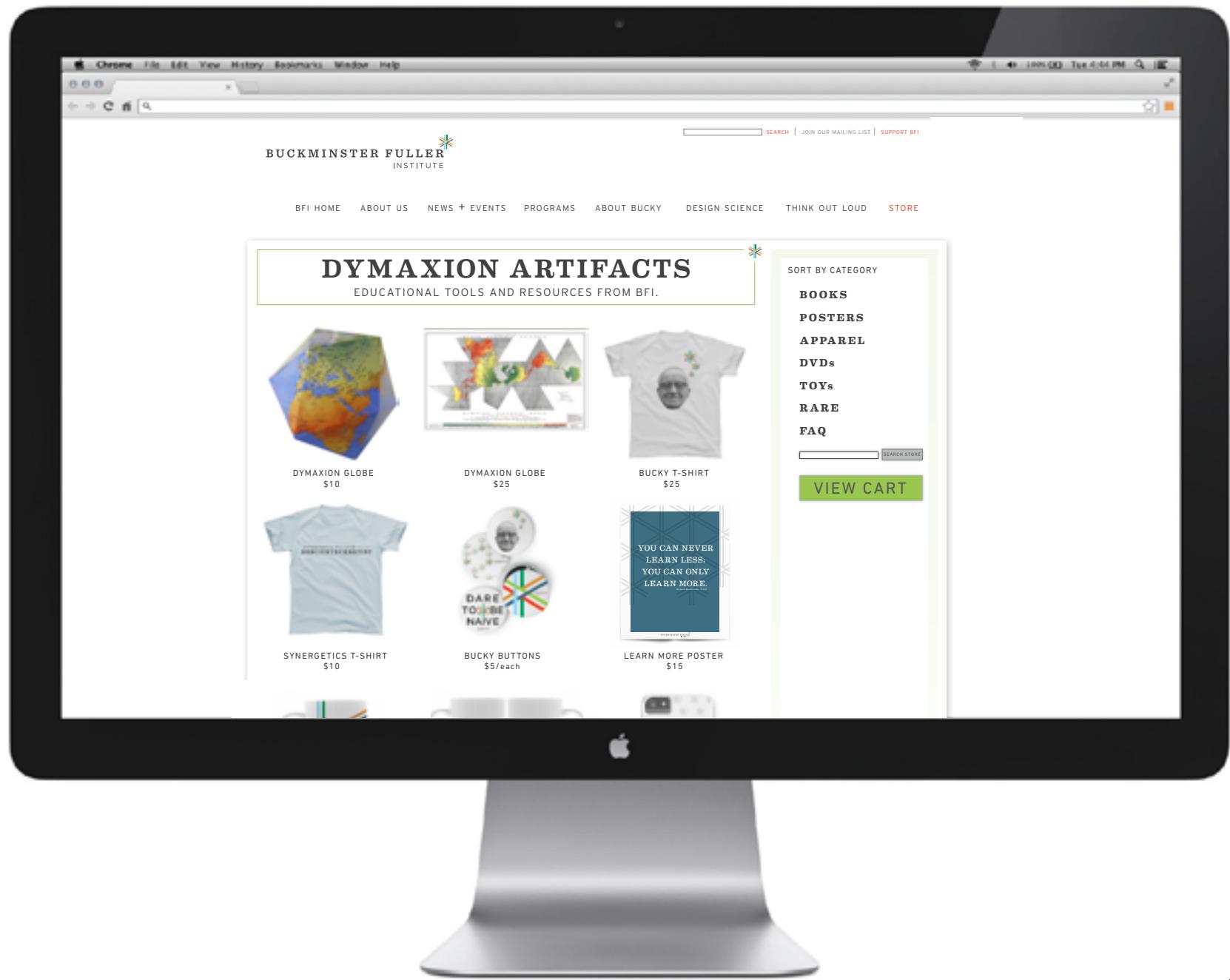
BUCKMINSTER FULLER INSTITUTE

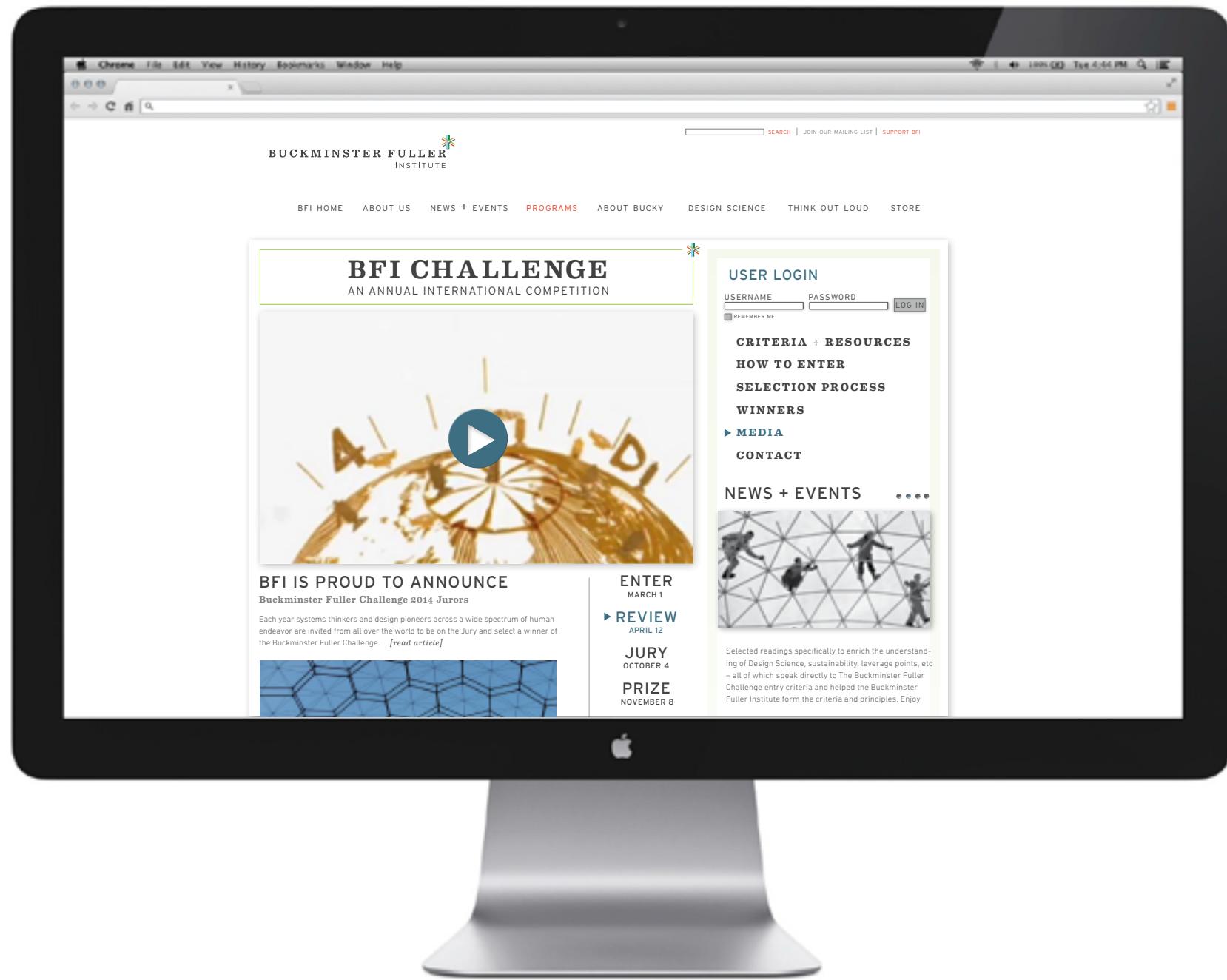
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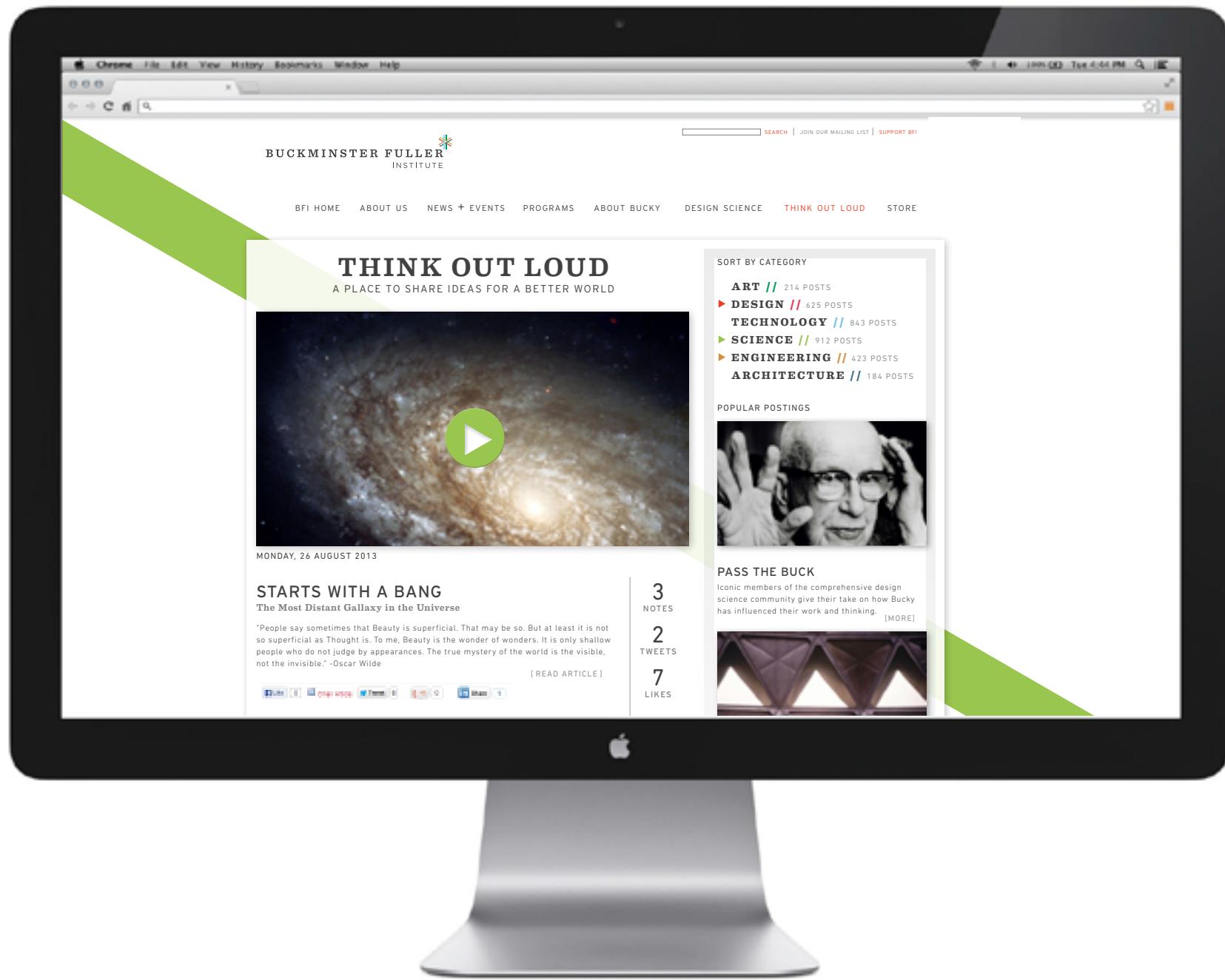
**INTEREST
FUTURE FRIENDS
TO CONNECT
AND ENGAGE**

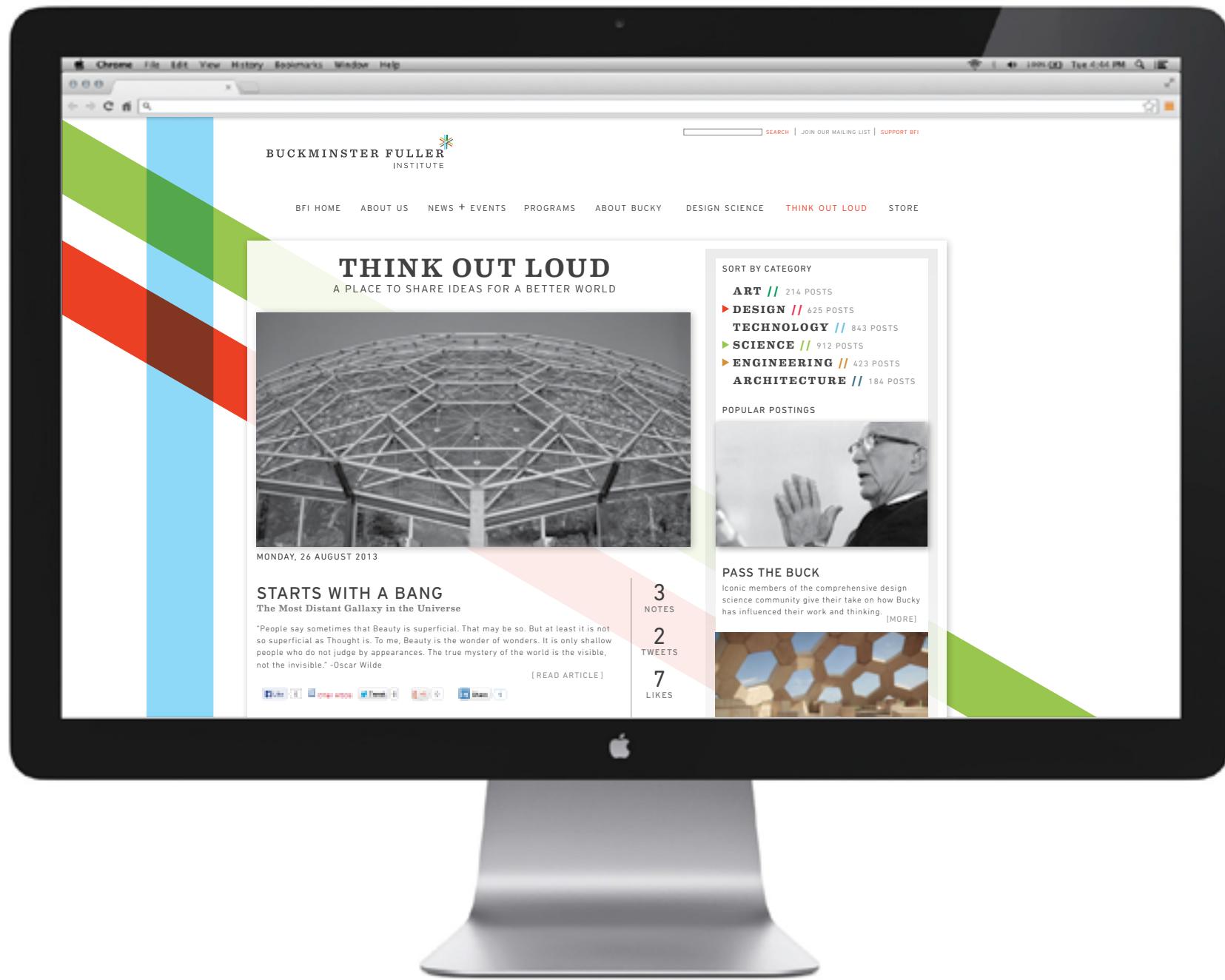




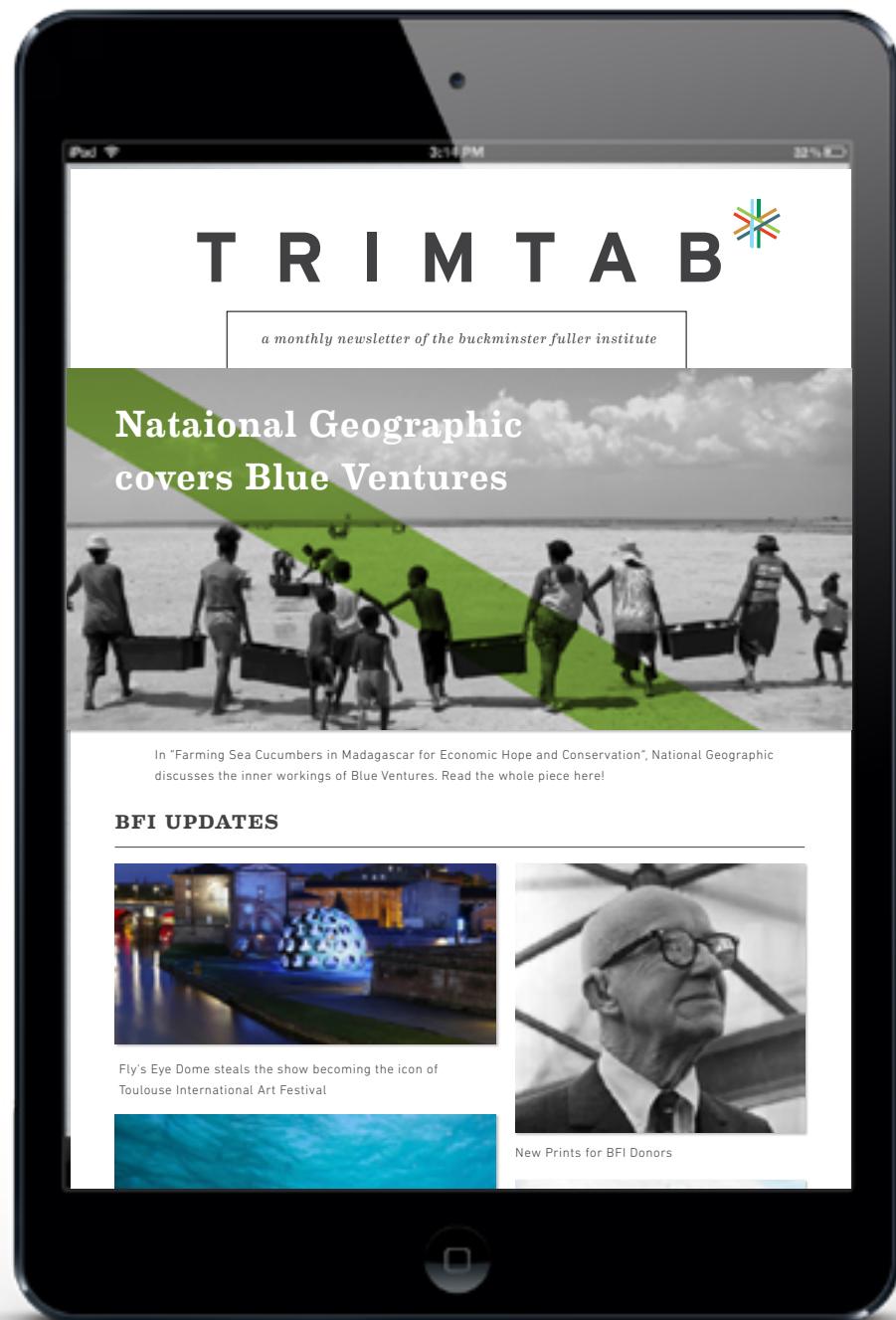


**ILLUMINATE
EXTRAORDINARY
IDEAS AND
POSSIBILITIES**





**INFORM ABOUT
THE PEOPLE
AND PROJECTS
THAT ARE
CHANGING OUR
WORLD**

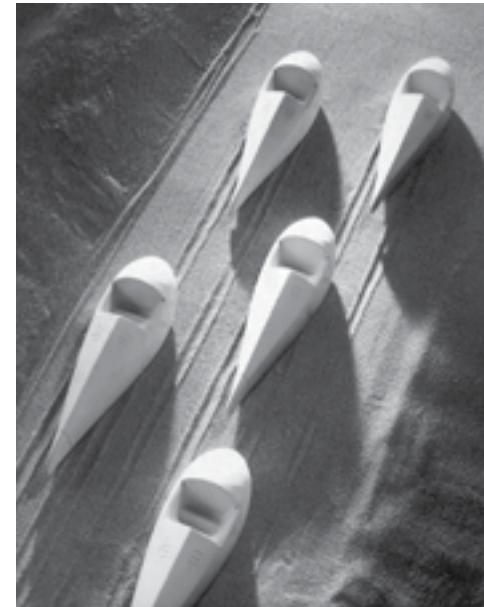


**INVITE OTHERS
TO PARTICIPATE
AND LEARN**

THE BUCKMINSTER FULLER INSTITUTE PRESENTS

THINK OUT LOUD

a day of workshops, lectures and networking



SPEAKERS INCLUDE:

Enric Ruiz-Geli Peter Sims

FEBRUARY 15, 2014, 10 AM – 2 PM

THE COPPER UNION

**INVOLVE
EVERYONE
AND SPREAD
THE WORD**

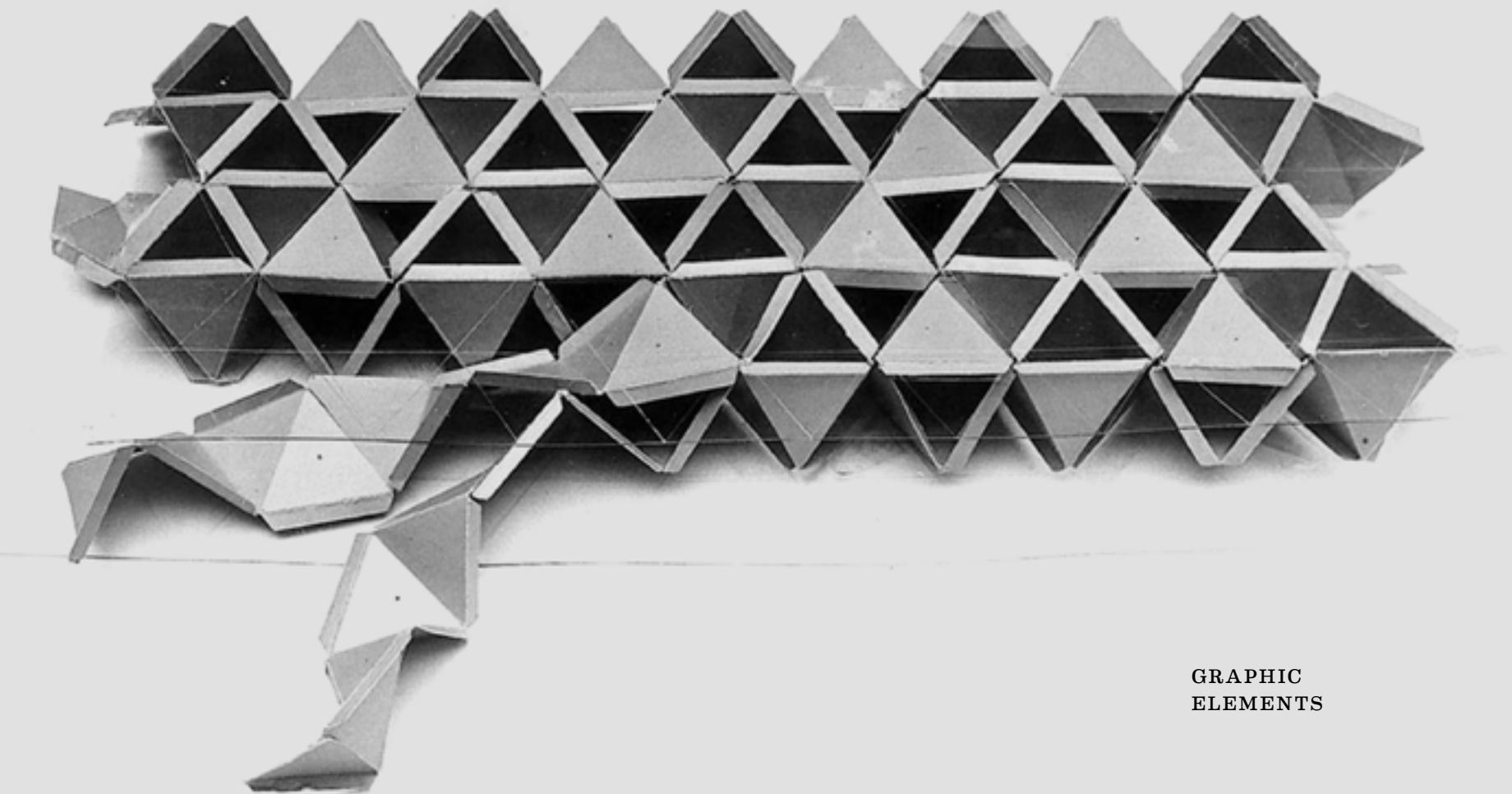


**INCITE NEW IDEAS
AND IMAGINATIVE
THINKING**





& / P



GRAPHIC
ELEMENTS

I'M A CATALYST
FOR POSITIVE
PARTNERSHIPS



I'M ALL ABOUT
INSPIRING ACTION

BFINSPIRE 

BFIGNITE 

BFINNOVATE 

BFINVOLVE 

BFIMAGINE 

BFINVENT 

I'M A UNITED
AND COHERENT
SYSTEM FOR GOOD
IN THE WORLD

BFI  CHALLENGE

BFI  IDEA INDEX

BFI  RESEARCH & DEVELOPMENT

BFI  DESIGN SCIENCE EDUCATION

BFI  PROTOTYPE

BFI  STORE





BUCKMINSTER FULLER  INSTITUTE

BUCKMINSTER
FULLER  INSTITUTE

BFI 

& / 

INTERSTATE BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Eames Century Modern Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Eames Century Modern Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

Sentinel Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

DIN Next LT Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789

The Sans Mono

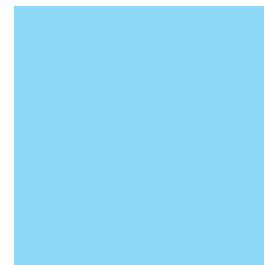
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz0123456789



Emerald
Pantone 355
C: 100, M: 90, Y: 0, K: 10
R: 0, G: 152, B: 86



Red
Pantone 1795
C: 0, M: 90, Y: 100, K: 10
R: 235, G: 64, B: 35



Blue
Pantone 2905
C: 40, M: 0, Y: 0, K: 10
R: 142, G: 216, B: 248



Navy
Pantone 7960
C: 45, M: 0, Y: 0, K: 60
R: 61, G: 110, B: 130



Green
Pantone 376
C: 45, M: 2, Y: 90, K: 0
R: 153, G: 198, B: 78

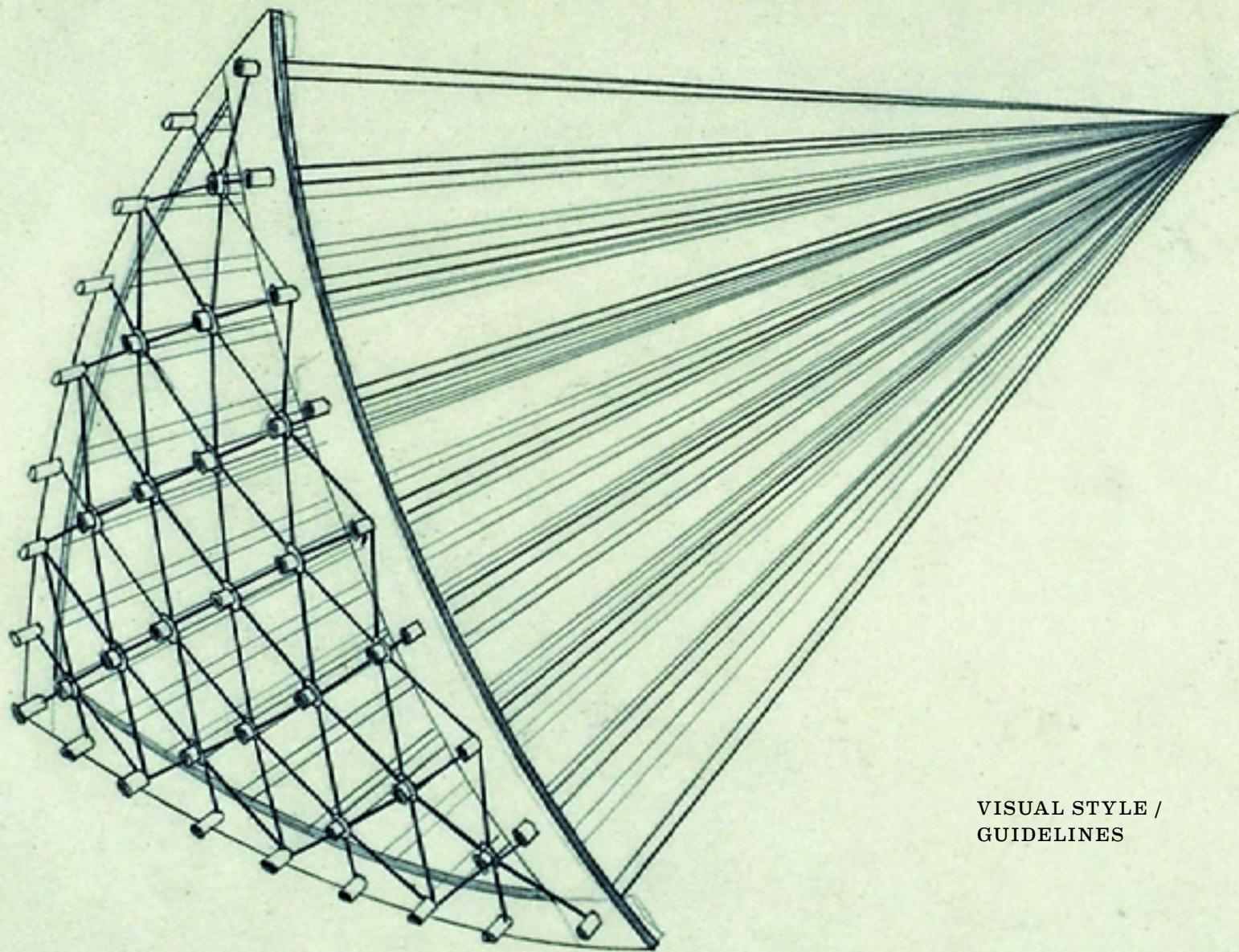


Gold
Pantone 7550
C: 16, M: 46, Y: 90, K: 1
R: 212, G: 145, B: 58

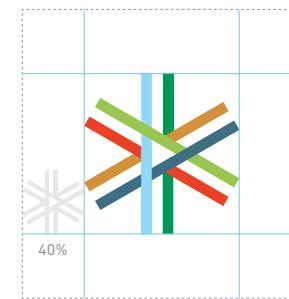


Black
Pantone 418
C: 0, M: 0, Y: 0, K: 90
R: 65, G: 64, B: 66

FIG. 6



VISUAL STYLE /
GUIDELINES



Headline
Interstate

I AM A PASSENGER ON SPACESHIP EARTH

Subhead
Eames Century Modern Italic
(Sentinel for web)

Breakthrough solutions that make the world work for everyone

Body Copy
Din Next LT Pro

The Buckminster Fuller Institute is dedicated to accelerating the development and deployment of solutions which radically advance human well being and the health of our planet's ecosystems. We aim to deeply influence the ascendance of a new generation of design-science pioneers who are leading the creation of an abundant and restorative world economy that benefits all humanity.

Internal
The Sans Mono

MEMO: UPCOMING EVENTS

Our programs combine unique insight into global trends and local needs with a comprehensive approach to design. We encourage participants to conceive and apply transformative strategies based on a crucial synthesis of whole systems thinking, Nature's fundamental principles, and an ethically driven worldview.

Thank You