The Computer Graphics Club of BNMIT

SIGGRAPH BNMiT

Brand Identity.

Where creativity meets

Technical Ingenuity

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1 Introduction

About Siggraph BNMIT

Siggraph BNMIT is the Computer Graphics club of B. N. M Institute of Technology dedicated to fostering a community of graphic designers, artists, and creative developers who are passionate and curious about the art of computer graphics and visual communication.

The Mission of the club

To gather creative individuals and to provide a platform to enrich creative ideas in graphic design, 3d design, animation, motion graphics, branding, web development and marketing.

2 Logo

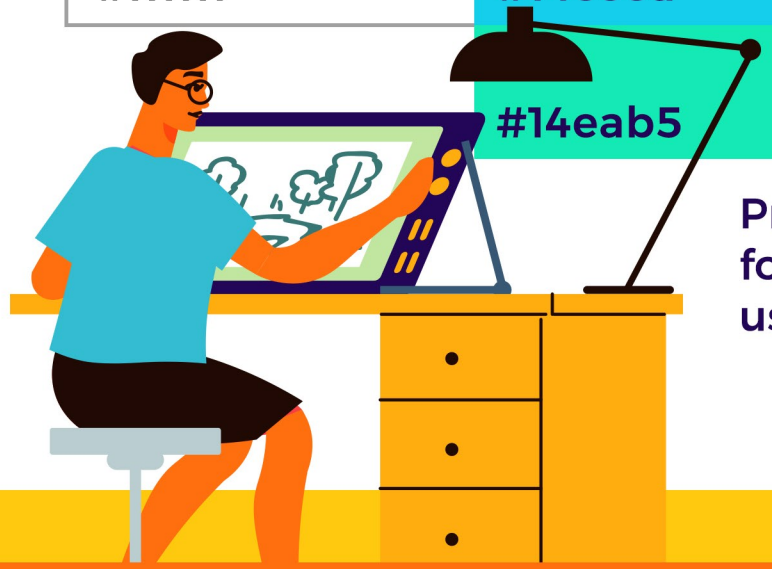
The Siggraph ‘S’ Logo is the primary logo of Siggraph BNMIT. The logo includes the first 3 letters of the club combined to form the initial of the club.

The Siggraph wordmark consists of a left justified club name using a modified Bebas Neue Font. The wordmark is the secondary logo, preferably used on darker backgrounds.

3 Colors

The brand color palette, described in the logo comprises of 1 contrast purple, 1 white and 1 black, 4 primary and 9 secondary colors.

#230658	#1851f3	#ffc90f		
#000000	#1884f3	#bdf318	#ffad0f	#ff0f0f
#ffffff	#14ceea	#7ff318	#ff970f	#ff470f
	#14eab5	#1fe148	#ff6f0f	



Preferably, use contrast purple, white and the 4 primary colors for most designs involving the brand. Secondary colors may be used to compliment or de-saturate designs.

4 Typography

Primary

BEBAS NEUE

Regular

Bebas Neue is the club's wordmark, headline and large body font. It consists of only capitalisations and provides a bold impact.

ABCDE 1234!

ABCDE 1234!

Secondary

Montserrat

Regular Medium Bold

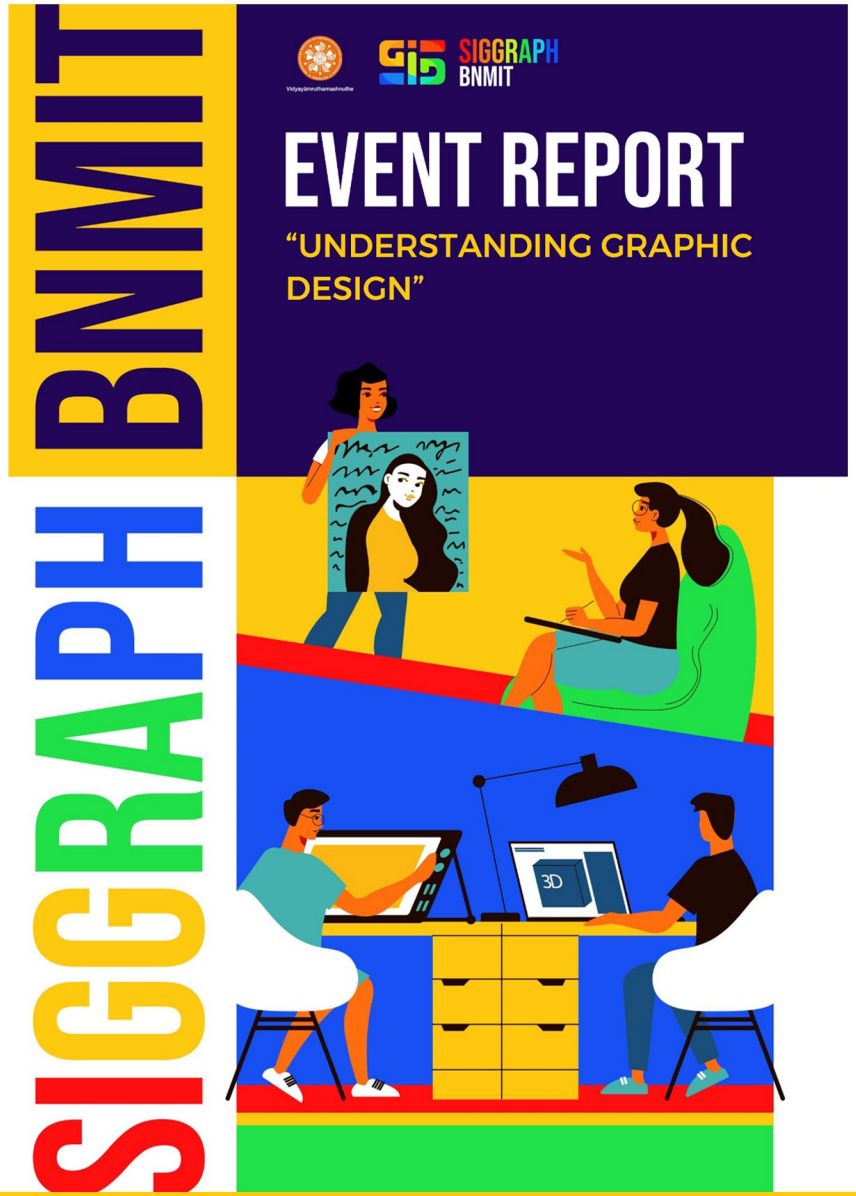
Montserrat is the club's body, subline and label font. It is used to compliment the extremely bold nature of the primary font and can also be used as a less extreme heading font.

AaBbCcDdEe 1 2 3 4 !

AaBbCcDdEe 1 2 3 4 !

AaBbCcDdEe 1 2 3 4 !

5 Application



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Thanks for viewing.