

SWANCON STYLE GUIDE

This is a guide to using the Swancon style guide.

Using a style guide should be a positive experience, and you should have fun with it.

The purpose of a style guide is to provide consistency across the years, so that your hard work today will help Swancon in the long term, not just the short term.

The style guide is designed to allow room for creativity and themed material from year to year, while repeating elements each year to link them together.

Swancon doesn't have so much money that we can afford to waste our marketing budget on creating an entirely new reputation every year. We have a 40 year history to build on, and using a consistent style guide helps maintain that.

Please take your responsibility to members seriously and help maintain Swancon's brand, but in the words of George Orwell: "Break any of these rules sooner than say design anything outright barbarous."



SWANCON STYLE GUIDE

The Swancon logo should be used in its stacked version where possible.

Only use the landscape version where it is absolutely necessary.



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"Open Sans" is a free font that can be installed on your computer and used online.

Generally it is a good idea to limit the number of weights and sizes used on one piece of material.

Use light and regular weights for body text, italics for gentle emphasis within the text, and bolds for headers.

Open Sans Condensed Light

Open Sans Condensed Light Italic

Open Sans Condensed Bold

Open Sans Light

Open Sans Light Italic

Open Sans Regular

Open Sans Italic

Open Sans Semibold

Open Sans Semibold Italic

Open Sans Bold

Open Sans Bold Italic

Open Sans Extrabold

Open Sans Extrabold Italic

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Colours can be changed from year to year to suit the theme of the convention.

One colour should be chosen as the year's main colour, with a small range of additional colours used as highlights where necessary.

If you have a main piece of artwork to promote this year's theme, choose the colours accordingly.



SWANCON TWENTY TWENTY
APRIL 9-13 2020



SWANCON 2021
APRIL 1-5 2021



SWANCON 2022
APRIL 14-18 2022

SWANCON STYLE GUIDE

Choose illustrations or stock photographs that help evoke your theme.

The logo may be smaller and placed near the corner of the artwork when there is more relevant information to be communicated, or turned into a feature for brand-awareness materials.

The logo can be used as an overlay, or patterns can be placed within the logo.



***SCIENCE FICTION,
FANTASY, SPEC FIC,
HORROR, ANIME, URBAN FANTASY,
STEAMPUNK, SPACE OPERA, FAN FIC,
COMICS, GAMING, ART...***

**PERTH'S LONGEST-RUNNING SCIENCE FICTION
CONVENTION HAPPENING ALL EASTER WEEKEND.**



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SWANCON 2021
APRIL 1-5 2021

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APRIL 1-5 2021

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