

INTER- VENTIONS

conference brand and component guidelines

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ABSTRACT

Interventions brings together creative thinkers across disciplines and industries to discuss the role of designers, engineers and entrepreneurs in developing brands, products and services that shift societal norms in an age of rapid technological advancement. Through a series of lectures and workshops, our guests will share the impact of their successes, failures, and accidents in transforming the perceptions of everyday experiences.

VOICE OF CONFERENCE

The voice of the conference should feel youthful, but professional. While the look is playful, it should not be immature or disrespectful in nature. The conference should be able to stand on its own as a brand, but it should also look related to Scout. Using Scout typefaces and patterns will connect the two brands.

INTER- VENTIONS

a scout conference

Hyphenated logo, black, color tagline.

WORDMARK

The "Interventions" logo shall be used with the tagline underneath unless the font size is below 8pts. The logo can be used as one word or as a hyphenated word, where the hyphen is placed after "INTER."

"Interventions" should always be all caps, Rubik Black. "A scout conference" should always be all lowercase. It should usually be on a narrow colored background, but can occasionally stand on its own.

The logo can exist in any combination of brand colors except light grey.

"Interventions" can be white or black. "A scout conference" should always be white on a colored or black background.

INTERVENTIONS

a scout conference

INTERVENTIONS

a scout conference

INTERVENTIONS

a scout conference

INTERVENTIONS

a scout conference

Variety of color combinations, one word.

**INTER-
VENTIONS**
a scout conference

Hyphenated logo, all white on black, tagline stands on its own.



INTERVENTION
A Scout Conference

Do not shrink or stretch



INTERVENTION
A Scout Conference

Don't use the logo on a low-contrast background color



INTERVENTION
A Scout Conference

Don't add a strokes



INTERVENTION
A Scout Conference

Don't add a drop shadow or other effects

WORDMARK DON'TS

As seen in all of the examples above, DO NOT use sentence case for the tagline. DO NOT forget the S at the end of Interventions.

TYPOGRAPHY

Our primary typefaces are Rubik and Sentinel Italic.

Sentinel should ONLY BE USED in all lower-case italic, otherwise it looks too old-fashioned.

These typefaces shall be used consistently in order to unify the appearance of all visual materials.

RUBIK

Rubik Black all caps is used for headings.

Rubik

Rubik Medium is used for second tier headings.

Rubik

Rubik Regular is used for body text.

sentinel

Sentinel Medium Italic is used for subheadings and taglines.

sentinel

Sentinel Book Italic is used when Medium just seems too bold.



Lavender #cb9ac6
RGB (204, 154, 198)
CMYK (18, 44, 0, 0)



Blue #0c4ba0
RGB (13, 75, 160)
CMYK (100, 82, 0, 0)



Teal #00a1b6
RGB (2, 161, 183)
CMYK (78, 17, 25, 0)



Coral #ff5A5f
RGB (241, 91, 97)
CMYK (0, 80, 55, 0)



White #ffffff
RGB (255, 255, 255)
CMYK (0, 0, 0, 0)

Headlines + Body text
on color backgrounds.



Black #212121
RGB (33, 33, 33)
CMYK (72, 66, 65, 73)

Headlines on white
backgrounds.



Charcoal #636363
RGB (99, 100, 100)
CMYK (61, 52, 52, 22)

Body text on white
backgrounds.

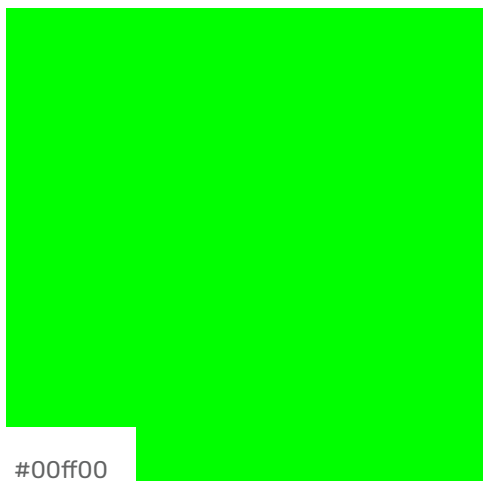
COLOR



VIDEO GRAPHICS

Videos should feature hands interacting with an object, which then influences the text. The object subject does not have to correlate with the text, but there should be an element of interaction and change that causes the text to appear.





GREEN SCREEN PHOTOGRAPHY

Video and photos of hands/interactions should be taken in front of a green screen for easy editing and flexible background content.

materials

- greenscreen studio (or any green screen)
- DSLR Camera
- Various Lenses
- Tripod
- Lighting kit (optional)
- opaque sheet or poster board
- diverse hands
- various props

booking the green screen studio

There is a green screen studio located in 235 Shillman.

To book this room, go a couple of days ahead of time and talk to Ron in 240 Shillman, just across the hall from the green screen studio. Let him know you're in Scout and assure him you know what you're doing even if you don't. He will let you know if the time and date you are looking to book is available and he will mark it in his binder.

For more info:
camd.northeastern.edu/about/facilities-resources/

prepping the space

1. Use the control board to turn on the studio lights. You may also want to bring your own lighting kit or rent one from either the Ryder Photo Lab or the Shillman Media Lab ahead of time. The goal is to have the green walls look as close to this color (see above) as possible with as little shadows as possible. This will make it much easier to key out in post-production.
2. Cover the green floor where you are taking photos with a sheet or some sort of poster board so that any shadows reflected onto the subject are not green. Any intense green shadows on the hands will get keyed out in post production. We only want the background to disappear, not parts of the subject!

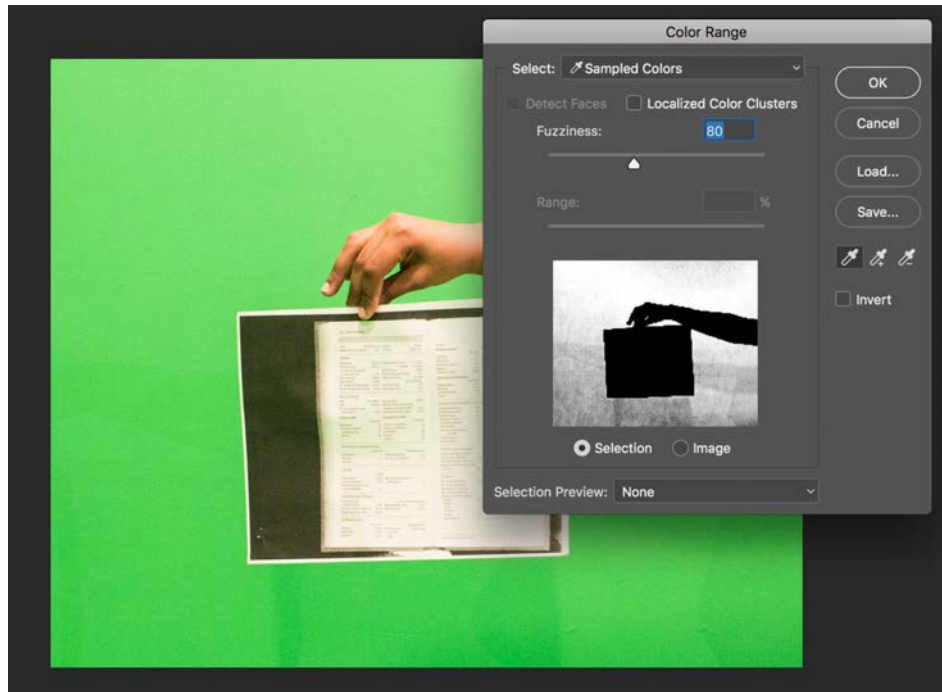
notes:

Of course, not all assets need to be taken in front of a green screen. If a hand is needed for print collateral, you can easily mask out a hand in photoshop. For video and gifs, however, green screen shooting will easily reduce post-production time.



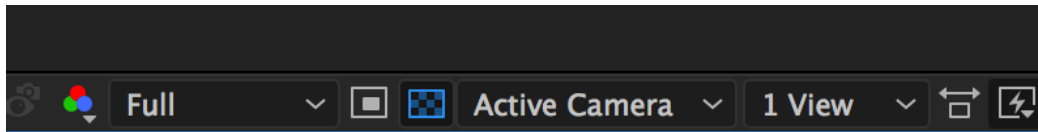
shooting the photos + video

1. All photos and video should be shot on a tripod
2. Shoot in RAW
3. Make sure ISO is as low as possible to reduce noise
4. Get the shutter speed as fast as possible
5. Remember the green color we are aiming for!
6. Also take into consideration the color of the subject—you may get the background to be the perfect green, but the subject ends up washed out. Find a good balance in color between the background and foreground.
7. Play around with white balance. This can help a lot with getting the correct green color.
8. Be wary of any reflective props, such as jewelry. These will reflect the green screen and become transparent in post production, which means more editing.
9. Also, take into consideration that green props do not work well with green screens.



editing in photoshop

1. Since you should be shooting in RAW, when you open the photo in Photoshop you will first be prompted with the Camera RAW editing options. Adjust the Exposure, Contrast, etc. to get the target green color and reduce any shadows. You may also want to crop any unnecessary objects out now
2. Once in Photoshop, duplicate the photo.
3. On the duplicated layer, go to Select>Color Range. The following window will appear:
4. Keep "Fuzziness" in the middle: around 80-90. The lower the number means the less colors will be selected, the higher the number means more colors will be selected.
5. Now click on the green background with the eyedropper tool. The goal is to make the background completely white, and the foreground completely black in the preview window.
6. Click on the eyedropper with the plus sign and keep clicking around on the green background until the preview window shows a completely white background. Press Ok.
7. Now the green background is fully selected with a marquee.
8. Press the mask button to mask the background.
9. Select the mask and press cmd+i to invert it.
10. Import your background image behind.



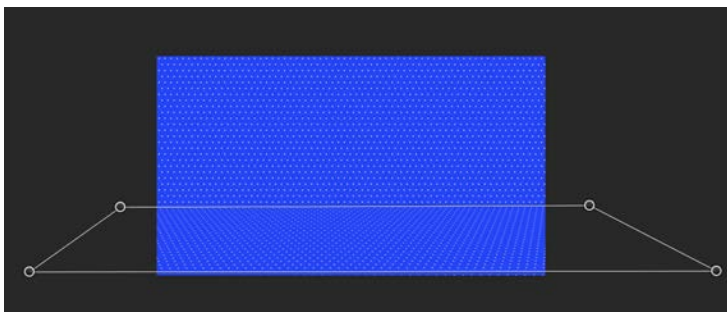
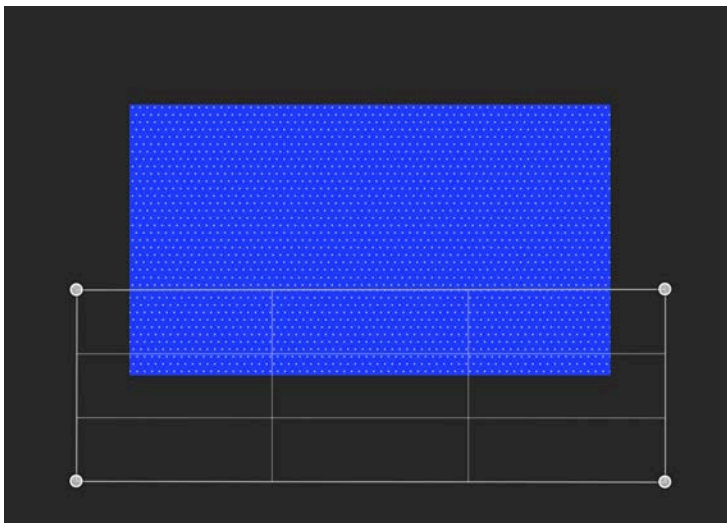
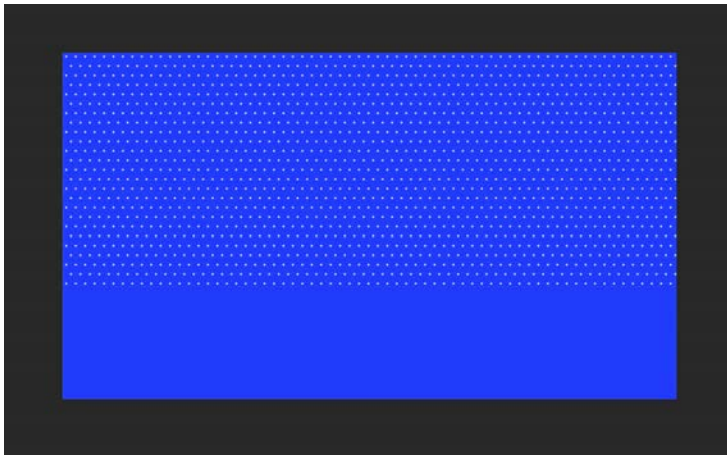
helpful tips

If you cannot get your subject completely opaque in the keying process, duplicate the layer a couple of times to make it as opaque as possible.

You can export single frames to use in print collateral. Go to Composition>Save Frame As>File. This will bring you to the Render window. You can choose Render Settings, Output Module (PNG, Photoshop file, etc.) and Output To (location for saving).

editing in after effects

1. Open a new project and insert video footage into a new composition.
2. Adjust exposure, brightness, etc. using the effects controls
3. In the Effects & Presets panel, search Keylight (1.2)
4. Drag the effect onto the footage
5. In the Effects Control panel, press the eyedropper next to "Screen Colour"
6. With the eyedropper tool, select the green color closest to our target green, illustrated earlier in this document. A good area to target is the green surrounding the subject. *Do not choose a shadowed area!
7. Play around with Screen Gain and Screen Balance values to 1. Get rid of additional shadows and 2. To make the foreground more opaque. Find the best balance between the two.
8. It is helpful to toggle on and off the transparency window option, located under the composition preview window. (See Above)
9. Once the background is keyed out, import your background and add any text you may need to create your video`



creating the 3d dot environment

There are several ways to create this effect, but here is one that is fairly straightforward:

1. Open a new photoshop file
2. Create a solid background layer with one of the brand colors.
3. On a separate layer, add the dot pattern from Scout's brand and have it cover about 2 thirds of the space you are working in, as illustrated on the right.
4. Duplicate the dot pattern onto a third layer and position it to fill the empty third of the space.
5. Go to Edit>Perspective Warp and while in the "Layout" state, cover the dot layer with the graph.
6. Now switch to the "Warp" state. Drag the corner nodes to create a trapezoidal shape, like below. This warps the layer to appear three dimensional.
7. Create other solid background layers with different brand colors to easily create new colored spaces! Export and use on different collateral across the brand.



SIGNAGE

Each display sign should utilize a different background color. Hands should be interacting with the title or with a corresponding object (example: holding a coat hanger for the coat room)



Don't use hands with all the same skin tones.



Don't make hands look out of scale with each other.

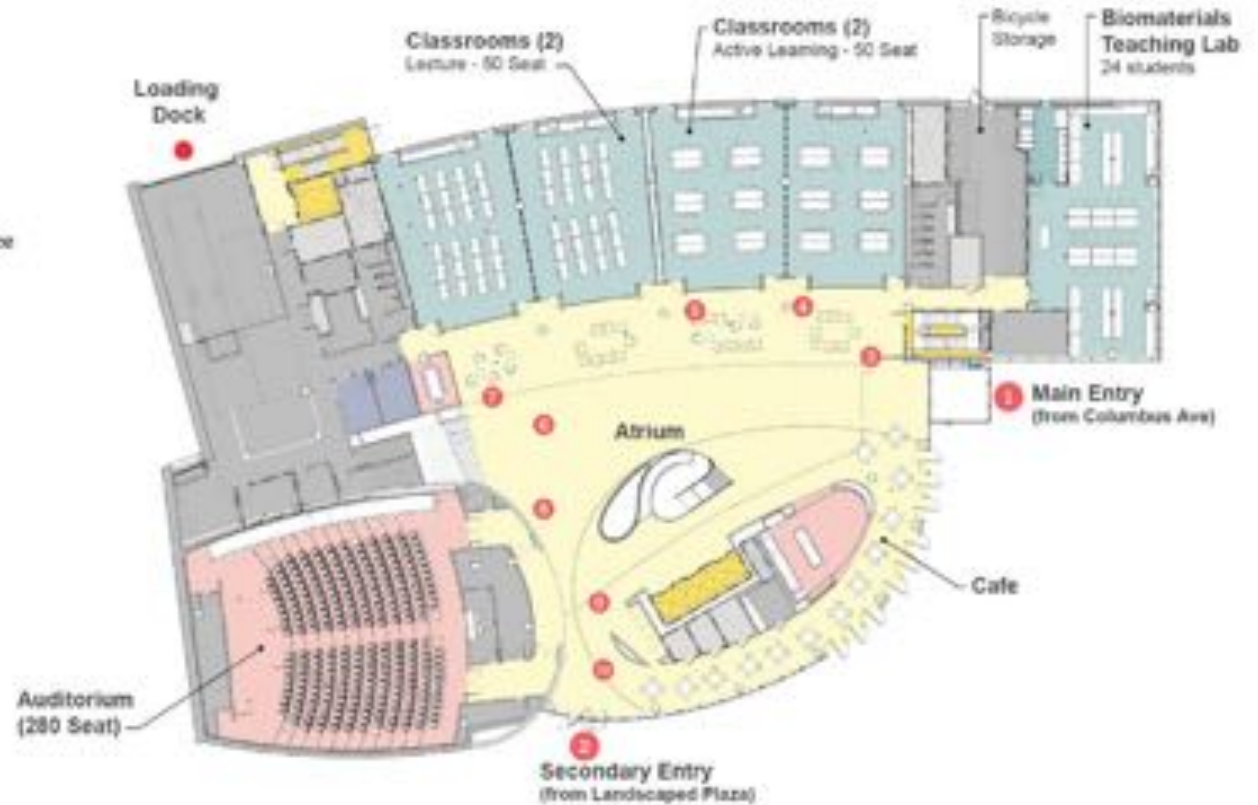


Don't cover too much of a letter with a hand. The letter should still be readable.

**SIGNAGE
DON'TS**

LEVEL 1

- 1 Welcome to Intervention
- 2 Welcome to Intervention
- 3 Women's Bathrooms
- 4 Breakout Room #2
- 5 Breakout Room #1
- 6 Intervention: A Scout Conference
- 7 Men's Bathrooms
- 8 Registration
- 9 Breakout Rooms
- 10 Coat Check



WAYFINDING

Signs in the ISEC building should be placed in the marked spots according to the map above.

- potential wayfinding signage locations
- Parking Lots (Columbus & Renaissance)
- Ruggles Station
- Northeastern T stop
- West Village area
- Krentzman Quad



WAYFINDING