

Style Guide

Details

THAT THEN THIS is a new music festival featuring artists across a wide range of genres with a common interest in experimentation, exploration, and innovation. The festival will take place from **AUGUST 20-22, 2022** in **DETROIT** at the **HART PLAZA**.

Tickets are now available online at that-then-this.com.

Sponsored by



M UNIVERSITY OF
MICHIGAN

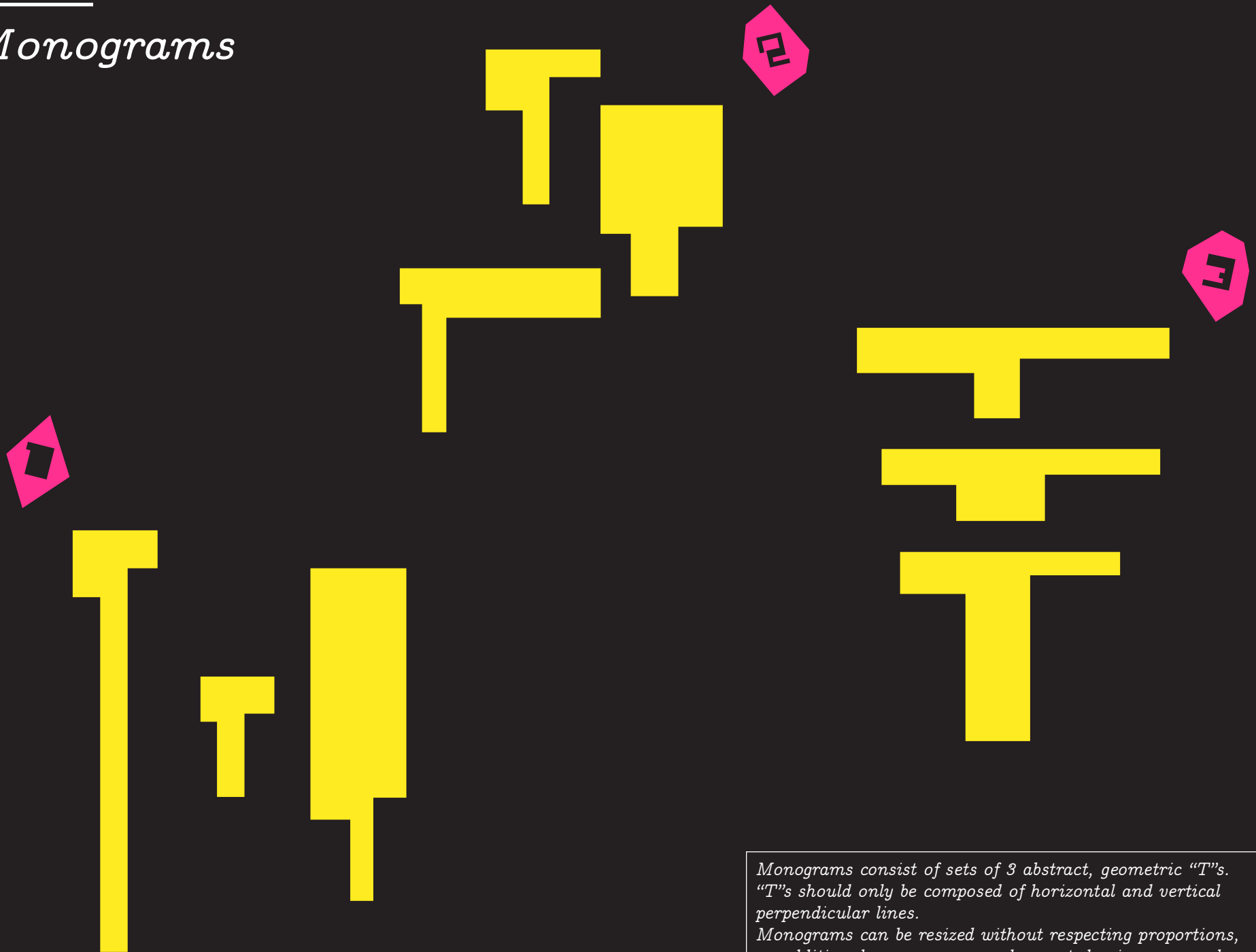


Lockups



Lockups can either be tall (1), squarish (2), or long (3). All lines should be either exactly horizontal or vertical. Lockups can be resized without respecting proportions or additional lockups can be created using same rules.

Monograms



Monograms consist of sets of 3 abstract, geometric “T”s. “T”s should only be composed of horizontal and vertical perpendicular lines. Monograms can be resized without respecting proportions, or additional monograms can be created using same rules.

Roster

*Saturday
August 20*

FLYING LOTUS
HOLLY HERNDON
BLACK M&BI
LINGUA IGNOTA

2pm

4pm

6pm

8pm

*Sunday
August 21*

AGAINST ALL LOGS
HENRY CARLOS
MAT MOSS
HELENA HAUFF

2pm

4pm

6pm

8pm

*Monday
August 22*

FKA TWIGS
SOAPHIE
ONEOTRIX POINT NEVER
TYONDAL BRAXTON

2pm

4pm

6pm

8pm

Venue



Hart Plaza is a downtown Detroit waterfront plaza with a central fountain designed by Isamu Noguchi. Other festivals that take place here are the Movement Electronic Festival, Mo Pop Festival, and Detroit Jazz Festival.

Typography

That Then This (Custom Variable Typeface)

THAT THEN THIS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9

CMU Concrete (Italic and Bold Italic)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789

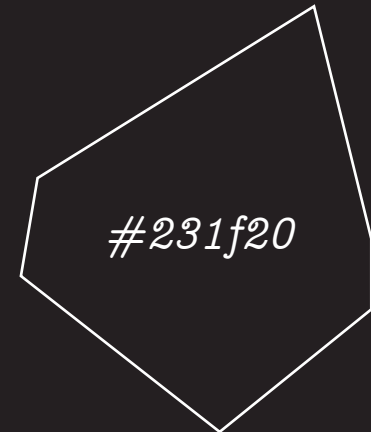
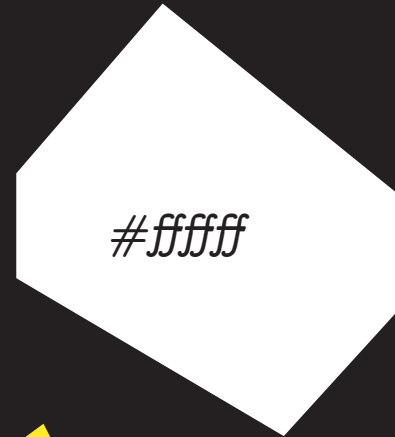
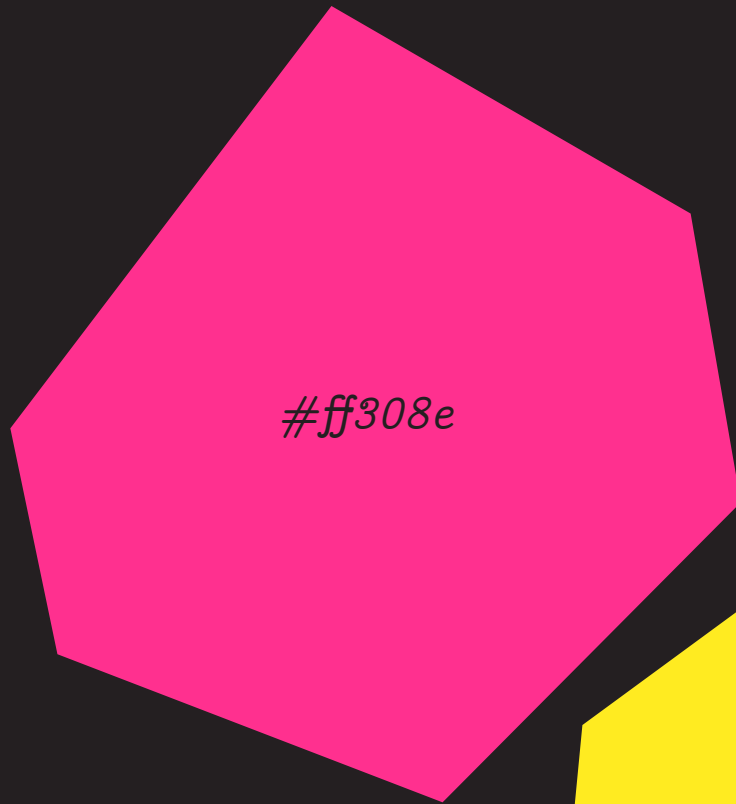
Custom variable display font for headings and highlighted words or phrases.

Uses two variable axes to achieve variation in letterform.

Supported by CMU Concrete for smaller text.

CMU should be used in italic form wherever possible.

Colors



Pink and yellow can be used interchangeably as key colors. Color palette should default to dichromatic (pink+yellow) and add white and ash as needed for contrast.

Patterns, Textures, and Ornaments

Typographic patterns pulling from “That Then This” custom variable typeface.
Can also utilize abstract rectangular forms, but should be secondary to typographic explorations.

Patterns, Textures, and Ornaments



*Main “T” monogram should be used as primary graphic element wherever possible.
Monogram can be resized without mainting proportions but should not be rotated or curved.*

Photography



Performing Sunday, August 21 at 6PM

*Photos can be filtered through either pink/yellow or ash/white gradient maps.
Edges can be masked using letterforms or rectangles (don't use curved or diagonal forms for masking).
Background flourishes can use diagonal, colorful shapes.*

Poster

a NEW and WEIRD music festival in DETROIT August 20-22, 2022

Saturday August 20

FLYING LOTUS
HOLLY HERNDON
BLACK M&B
LINGUA IGNOTA

Sunday August 21

AGAINST ALL LOGS
HENRY CARLOS
MAT MOS
WELWA HAUFF

Monday August 22

FKA TWIGS
SOPHIE
ONEOHTRIX POINT NEVER
TYONDAI BRAXTON

DETROIT August 20-22, 2022

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Brochure



FLYING LOTUS

Steven Ellison (born October 7, 1983), known by his stage name *Flying Lotus* or sometimes *FlyLo*, is an American record producer, DJ and rapper from Los Angeles. He is also the founder of the record label *Brainfeeder*.

THURSDAY

Herndon's music often includes human singing voices (including her own), is primarily computer-based, and regularly uses the visual programming language *Max/MSP* to create custom instruments and vocal processes.

HOLLY HERNDON



BLACK MIDI

Their name is derived from the Japanese music genre *black MIDI*, though their own music has no relation to it. Their sound has been described as experimental rock, noise rock, progressive rock, noise rock and post-punk.

AUG. 20

Lingua Ignota is an American classically trained multi-instrumentalist. In 2017, she self-released the albums *Let the Evil of His Own Lips Cover Him* and *All Bitches Die* under the *Lingua Ignota* moniker, which spread through word-of-mouth.

LINGUA IGNOTA



Social Media



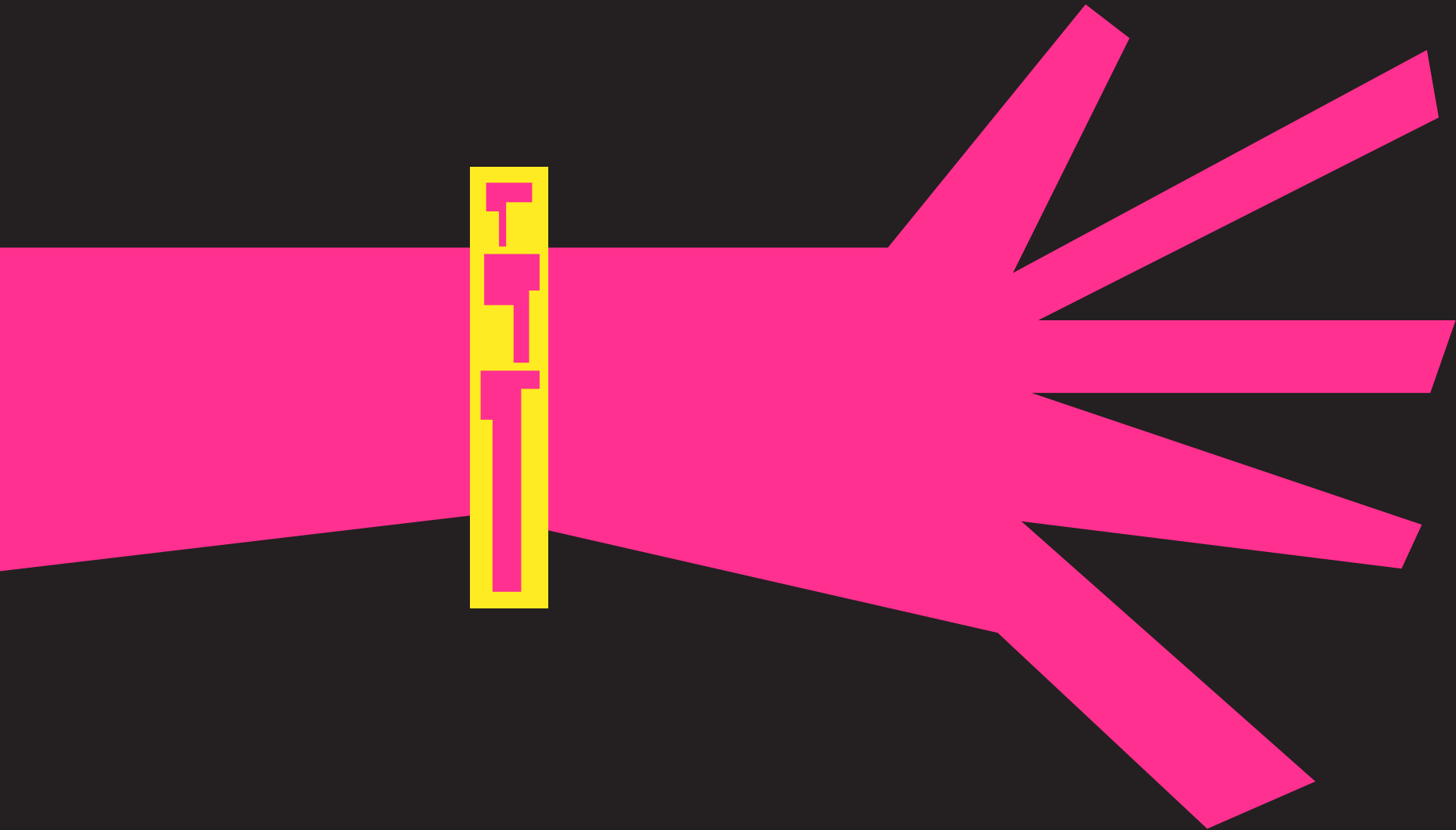
Website



Bus Wrap



Wristbands



Lanyards



Supergraphics



