

COUNTERFORCE





COUNTERFORCE







BRAND



LOGO



COLOR



TYPOGRAPHY



IMAGERY



APPLICATION



B R A N D

## POSITIONING

The CounterForce lab is a research-based experimental arts studio based in the Design Media Arts Department at UCLA, led by professor and artist Rebeca Mendez. With art and design at its core, the CounterForce Lab creates and executes remedial environmental works focused on direct intervention with nature to address existing and speculative ecological issues. CounterForce deepens empathy and emotional connections between humans, animals, and the environment. As a visual communicator and storyteller, CounterForce creates new narratives for the environmental cause based on the values of action, empathy and understanding.

SMALL

REMEDIAL

COALESCENT

ADAPTIVE

BUOYANT



L O G O

DEVELOPMENT

COUNTERFORCE + ○ ◉ ● =

COUNTERFORCE ●

## THE SYMBOL

When the mark is alone, it is a declaration. Derived from the period, it is a statement that holds strength and solidity. The mark also stems from the study of the atom, the essential unit from which all other things derive. Counterforce aims to be the hub from which countless meaningful and creative projects that promote and make change may stem from. When the mark is partially filled, it suggests the buoyancy of the filling of water. Water itself is a symbolic representation of progression, adaptation, and time, speaking to the very real and time-based issues that Counterforce addresses which require a constant acknowledgement of time, adaptation, and progress in order to effectively make strides.



## THE LOGO

When the mark is joined by more to form of an ellipsis, it connotes a sense of time, progression, and ongoing activity. The three dots come to symbolize the past, present, and future. Together, they convey a sense of continuation. The logo is adaptive and can be formed from an infinite number of dots – all filled, or filling in gradation.



## THE LOGOTYPE

Combining the primary font Courier Sans Light and the symbol of the ellipsis dots being filled in succession, the Counterforce logotype communicates both continuation and a call to action. The ellipsis suggests the continuance of a set of dots that can be added to, as well an anticipated reaction. It indicates omission and a space to be filled.

COUNTERFORCE



CHANGE



## LOGO DIMENSIONS

The logo lives in horizontal space. The dots are aligned with equal spacing in between to extend the existence of the ellipsis. The logotype is always proportioned at a ratio of 1 (width) to 0.054 (height). The ellipsis logo is always proportioned at a ratio of 1 (width) to 0.058 (height) with the space between the dots always 0.41x the total width of the ellipsis.



## MINIMUM SPACE

Providing adequate spacing allows the logo to live and breathe. The logo must not be touched or interrupted by other typography or graphics.

All graphic elements must be spaced at least 1 unit (the width of the dot) away from any edge of the logo.





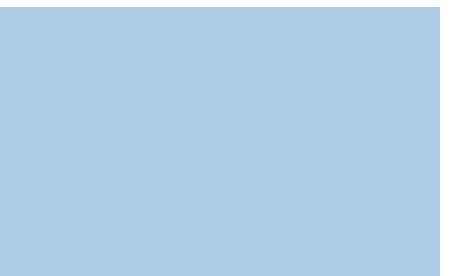
COLOR

## PRIMARY PALETTE

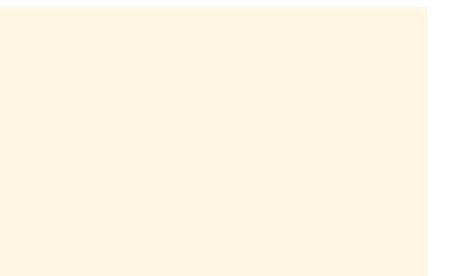
Counterforce's color palette is entirely based on the beauty of nature. Its colors derive from those of the Western Bluebird, wood, and colors produced by the sun through the process of cyanotype exposure. The primary colors of Counterforce are a deep, rich cyanotype blue (P 110-14 C), a faded cyanotype blue (P 113-1 C), and a light, creamy wood base shade (P 7-1 C).



PANTONE®  
P 110-14 C



PANTONE®  
P 113-1 C



PANTONE®  
P 7-1 C

## SECONDARY PALETTE

Counterforce's secondary colors are also based on natural processes. The main accent color is a saturated red-orange (P 34-7 C) which relates to both the breast and sides of the Western Bluebird as well as the formation of rust when man-made objects are oxidized when exposed to water. This color is used sparingly and only to provide the occasional small pop of contrast and color, for instance in binding string. Counterforce's print materials are also accented with a cool gray.



PANTONE®  
P 34-7 C

PANTONE®  
P 179-5 C

## GRAYSCALE PALETTE

The symbol must always be used in this color palette. If the document is black and white, the logotype should be used in 40% grey. This grey is a pure greyscale color and not a pantone color. The EMBRACE symbol is never to be used in black, as it's not part of the design. The words are always in grey. Please use discretion when placing either version of the symbol over backgrounds and photography. Legibility is the key deciding factor on this point.



PANTONE®  
424 C



PANTONE®  
P 179-4 C



PANTONE®  
P 179-5 C

## REVERSE OUT

For certain circumstances, having the logotype reversed out on a solid color background is necessary. Be cautious when placing this on photograph and backgrounds; let legibility be the deciding factor for this logotype.

COUNTERFORCE





TYPOGRAPHY

## PRIMARY FONT

The official font family of the Counterforce Lab is Courier Sans produced by the foundry Lineto. The primary font is Courier Sans Light which is used universally in both the logotype and in any of Counterforce's print materials. The roundness of the typeface reflects the buoyancy of the brand, while the font's periods are distinct dots which punctuate copy with the brand's symbol – the dot – together creating ellipses to symbolize continuation throughout any of Counterforce's writings.

The font is a functional new adaptation of the older Courier. Like the Counterforce Lab, Courier Sans is adaptive, and a modern take on an existing effort which finds its stride in being accessible to a contemporary world. The font has both technological and natural nuances, which speaks to the Counterforce Lab's efforts which marry

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

COURIER SANS LIGHT

## SECONDARY FONTS

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### COURIER SANS REGULAR

While the Light variation of Courier Sans is universally used in the Counterforce Brand for its elegance and scale, alluding to the value the lab places on being small, functional, and specific, Courier Sans Regular and Courier Sans Bold are also used as secondary fonts to create variation and hierarchy in print materials. Courier Sans Bold may be used for headlines and Courier Sans Regular may be used for subheadlines.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo  
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

### COURIER SANS BOLD

# FONT HIERARCHY

**HEADLINES ARE SET IN BOLD CAPS**

**SUBHEADLINES ARE SET IN REGULAR CAPS**

Body copy is always set in Courier Sans Light between 8 pt and 11 pt. Body copy is always set in Courier Sans Light. Body copy is always set in Courier Sans Light. Body copy is always set in Courier Sans Light. Body copy is always set in Courier Sans Light. Body copy is always set in Courier Sans Light. Body copy is always set in Courier Sans Light. Body copy is always set in Courier Sans Light. Body copy is always set in Courier Sans Light. Body copy is always set in Courier Sans Light.

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**HEADLINE**

**COURIER SANS BOLD**

14-18 pt

**SUBHEADLINE**

**COURIER SANS REGULAR**

12-14 pt

Body

**COURIER SANS LIGHT**

8-11 pt

## TRACKING

Headlines and subheadlines should be tracked at 150 letterspacing. Headlines and subheadlines may also be tracked at 100 or 200 depending on the optical situation and relationship to the logo and symbol. Generous tracking opens up the font and creates a lightness that reflects the Counterforce brand. In the logo, it also allows for the ellipse to be more evident.

Body copy tracking should be left as is at 0, or increased accordingly under the value of 50. The tracking for the Counterforce Lab's typography should never go below 0. Body copy is left small and therefore does not need to be spaced out as generously as headlines and subheadlines to communicate buoyancy and lightness.

150 UNITS LETTER SPACING

-----+  
B L U E B I R D

## LEADING

Similar to Counterforce's system of wide tracking, Counterforce's typography has a strict system of generous leading to keep even the largest blocks of text open and light. Leading must always be at least 5 pts higher than font size, incrementally increasing with the size of the font.

## BODY

The nestbox provides a controlled and comfortable nesting space for the Western Bluebird. Because the bluebird lacks the

8PT FONT  
14PT LEADING

The nestbox provides a controlled and comfortable nesting space for the Western Bluebird. Because the

9PT FONT  
16PT LEADING

The nestbox provides a controlled and comfortable nesting space for the Western Blue-

10PT FONT  
18PT LEADING

The nestbox provides a controlled and comfortable nesting space for the Western Bluebird.

11PT FONT  
20PT LEADING

## HEADLINE

THE NESTBOX OFFERS A 12PT FONT  
NESTING SPACE FOR THE 20PT LEADING

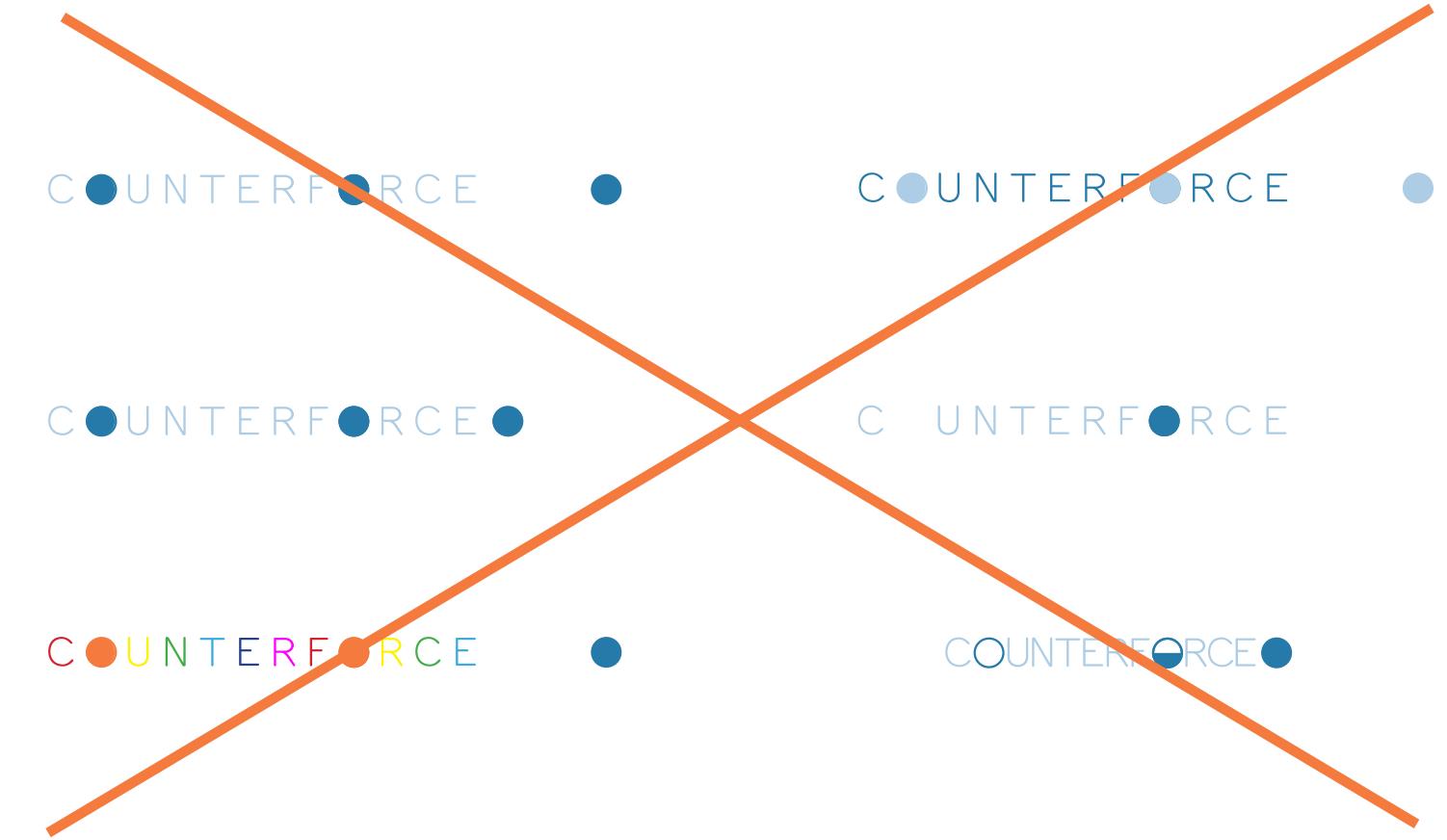
THE NESTBOX IS A 14PT FONT  
NESTING SPACE FOR 22PT LEADING

THE NESTBOX IS 16PT FONT  
A NESTING SPACE 24PT LEADING

THE NEST BOX IS 18PT FONT  
A NESTING SPACE 26PT LEADING

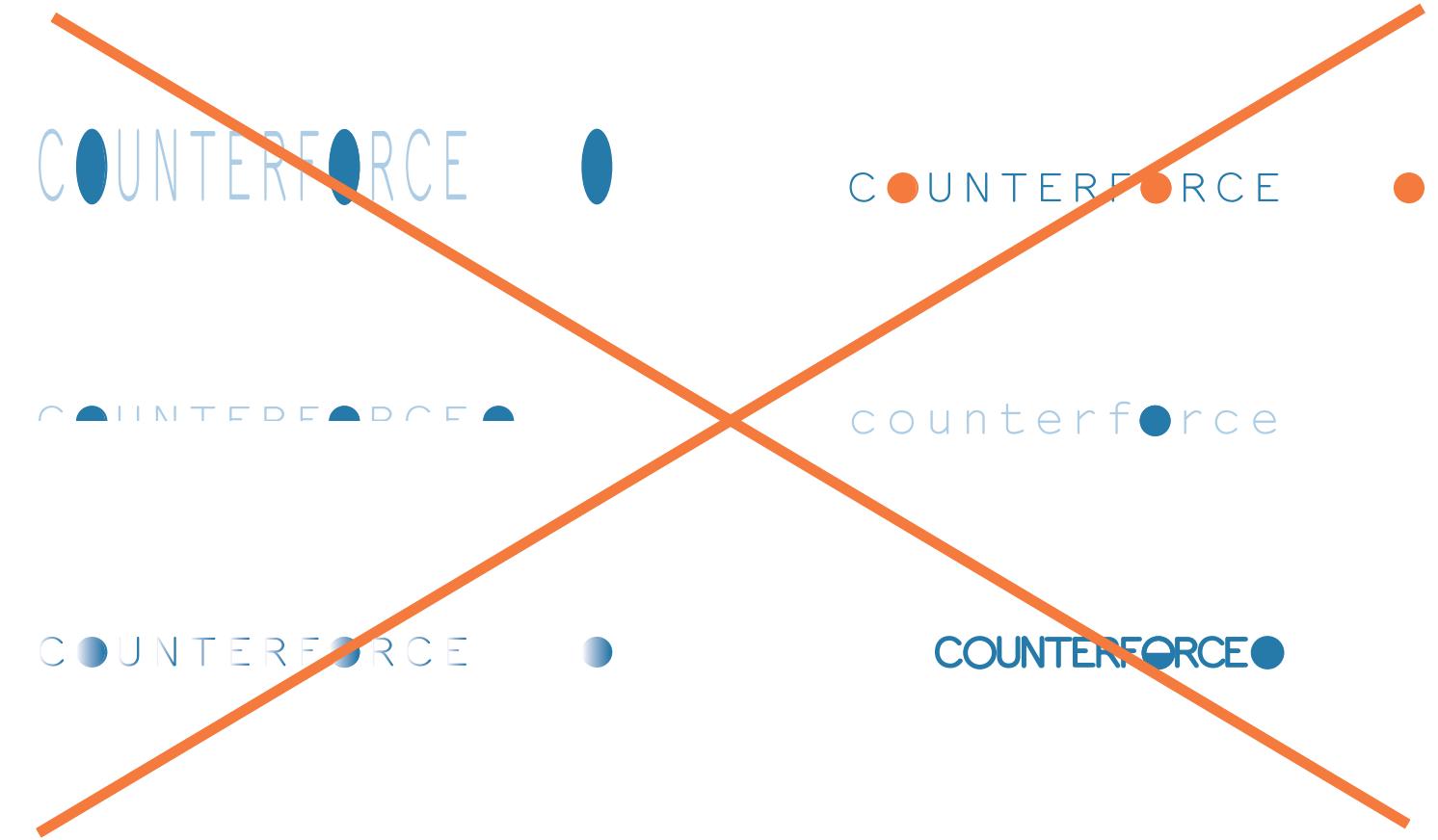
## MISUSES

All three dots of the ellipsis in the logotype should never be filled. The first dot can never be filled. The spacing between the three dots must be equal. The logotype must never say counterforce. Tracking for the logotype must not be too tight.



## MISUSES

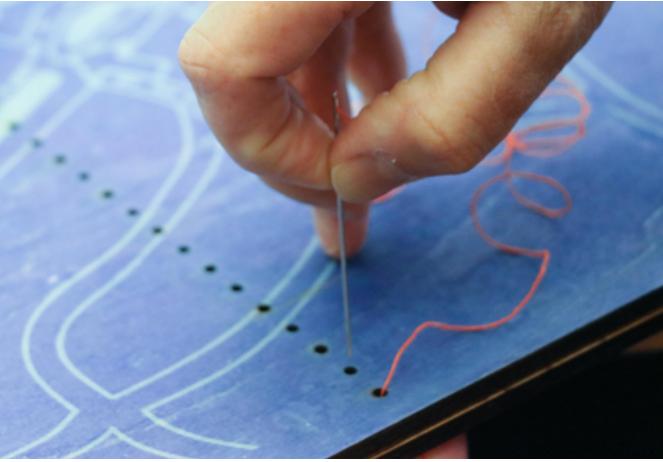
Do not scale or distort the logo. Do not crop the logo. Do not mix colors within the logo. Do not use gradients on the logo. Do not remake the logo in lowercase letters. Do not use Bold weight on the logo.





IMAGERY

## MATERIAL PALETTE

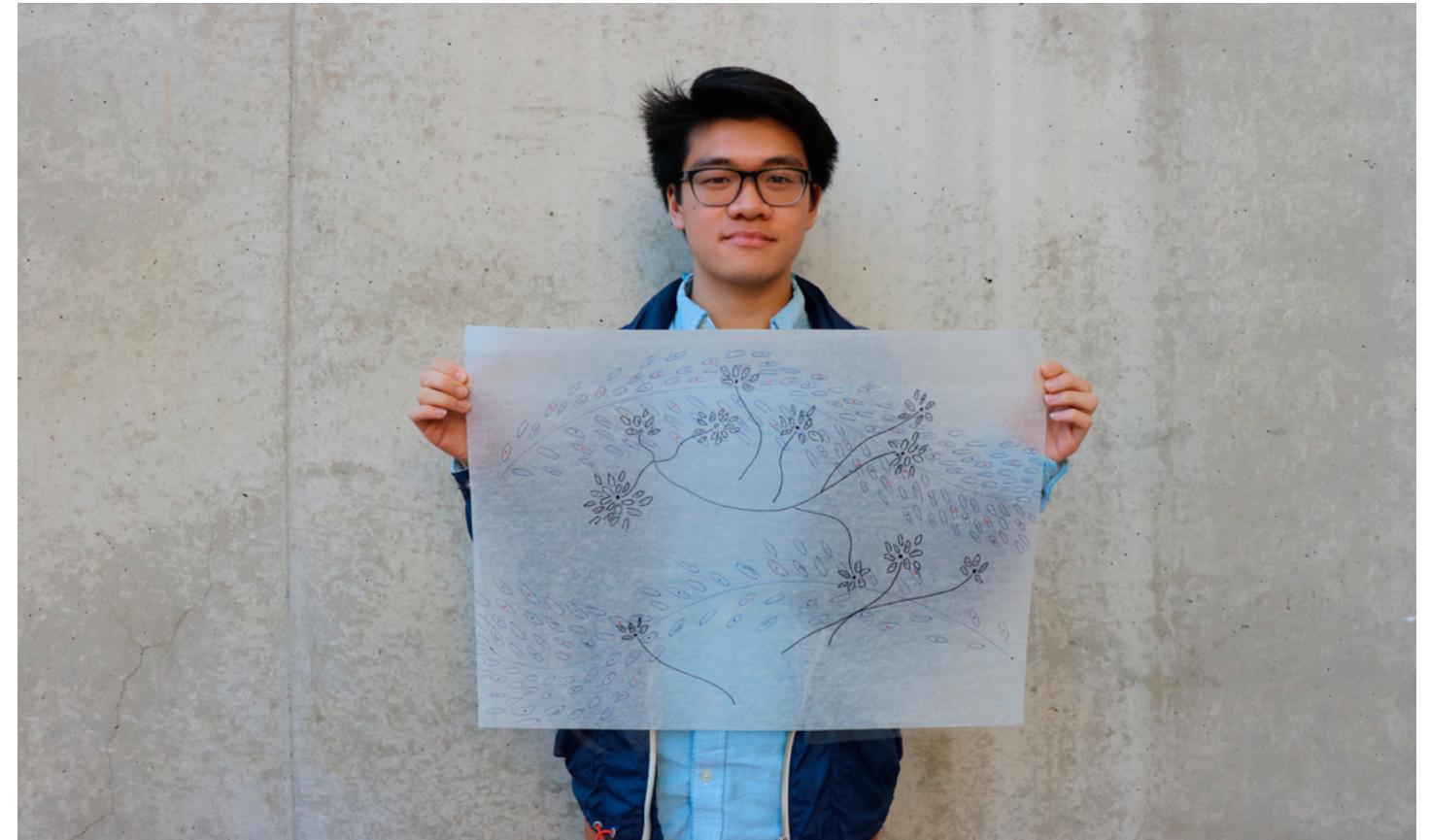


## FIELD WORK





## PEOPLE







APPLICATION

## BUSINESS CARDS

FIRST LAST



Lab Resident

email@counterforce.com ... 000.000.0000

FIRST LAST



Field Researcher

email@counterforce.com ... 000.000.0000

FIRST LAST



Visual Designer

email@counterforce.com ... 000.000.0000

FIRST LAST



Lab Manager

email@counterforce.com ... 000.000.0000

FIRST LAST



Assistant Director

email@counterforce.com ... 000.000.0000

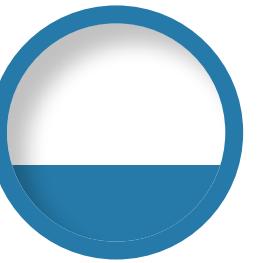
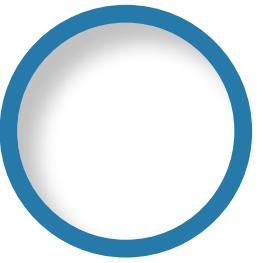
FIRST LAST



Director

email@counterforce.com ... 000.000.0000

## CARD HOLDERS



COUNTERFORCE



COUNTERFORCE



## FIELD KIT



## FIELD NOTES



## TAGS





COUNTERFORCE



