

RE: Infrastructures

STYLE GUIDE

7.6.2019

The Re:infrastructures visual identity seeks to make visible invisible structures. The visual language seeks to expose the physical materiality of virtual infrastructures. By mixing construction motifs the design alludes to a sense of work in progress that underscores the ‘re’ action of the conference.

The tone of the website seeks to convey a sense of DIY, agency and transparency.

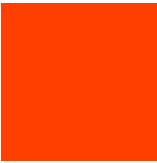


VISIBILITY
INVISIBILITY
LAYERING
TRANSPARENCY

The Re:Infrastructure typeface is Nimbus. Clean, utilitarian and legible, it underscores the utilitarian aesthetic.

H1 200pt	Nimbus Sans
H2 150pt	Nimbus Sans
H3 30pt	Nimbus Sans
H4 20pt	Nimbus Sans
Body 16pt	Nimbus Sans
Overline 12pt	Nimbus Sans
10pt Caption	Nimbus Sans

TYPOGRAPHY




Safety Orange

#FF7900




RGB yellow

#FFE100



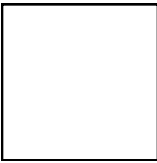
Black

#000000



Cutout

Shadow: #000000 Alpha 25
x: 0 y: 10 blur: 20 spread: 0



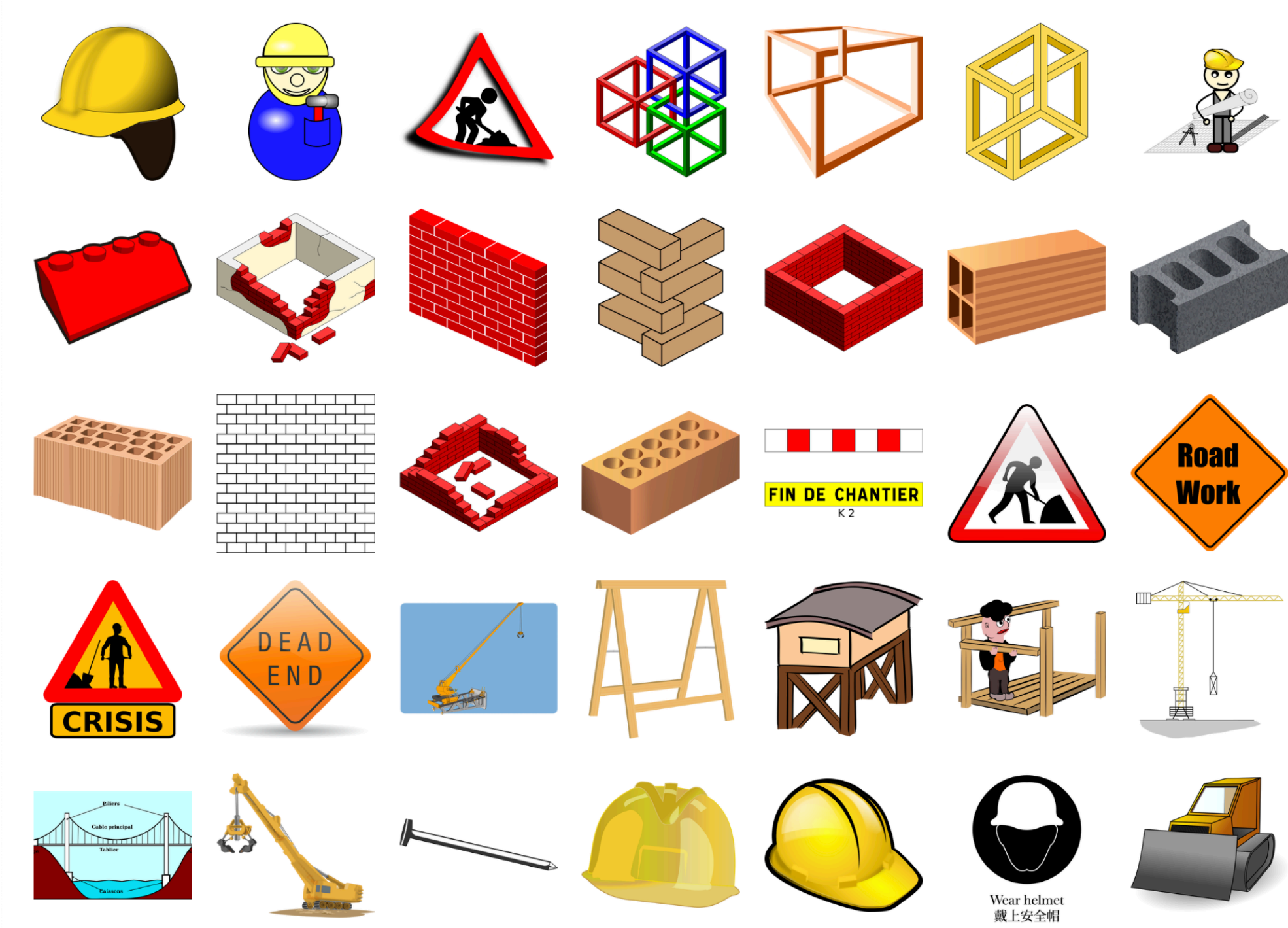
White

#000000

The color palette draws inspiration from a construction aesthetic. The safety orange is the main bran color and should be used in a bold manner with clear contrast to the other elements. The RGB yellow serves as a supporting accent color and should be used judiciously. In general color should convey a sense of utilitarian.



COLOR

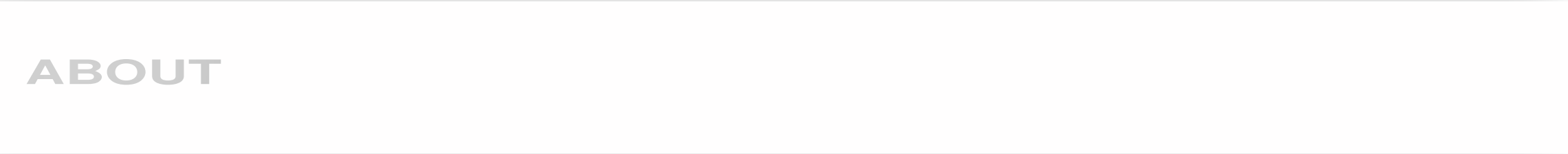


Olip art imagery of construction can serve as a visual library of imagery to draw upon. The use of clipart parallels to the ethos of Re:Infrastructures. The agency of creating an individualized narrative through using existing elements.

<https://publicdomainvectors.org>



IMAGERY



MOTIFS: Supplementary

- (From top to bottom)
- 1. Safety Tape pattern should be used sparingly as a supplementary motif to draw attention to items
 - 2. Layering cutout style can be used in print treatment as well as accordian structures
 - 3. CTAs or things that require special call outs can be treated in a style mimicking safety signage.

ABOUT ABOUT



MOTIFS: Expressive Type

Bold dynamic type can be used to create visual dynamics across the page. It also parallels the utilitarian aesthetic by exaggerating a functional sign to an extreme degree. Furthermore the ever changing nature of it emphasizes the work in progress ethos of the conference.

APPLICATION

RE:configure Infrastructure

September 20-22, 2019
Toronto, Ontario

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Get Tickets >>

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RE:purpose

Infrastructures

September 20-22, 2019
Toronto, Ontario

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Day 1

Day 2

Icebreaker workshop

10:00-11:00am Building A

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Icebreaker workshop

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ABOUT

RE: Infrastructures explores the collective care and maintenance of alternative networking practices—new protocols, peer-to-peer connections, offline-first computing, and community-based governance.

Get Tickets >>

How can these emerging Infrastructures of Regeneration provide spaces to imagine radically different futures, resist easy co-option by the forces of late-stage capitalism, and work in solidarity as plural networks seeking emancipatory change? To answer this we draw on insights from organizers, technologists, artists, and scholars to ensure the focus is not only on the technical aspects of infrastructure, but also the social and cultural. Their diverse perspectives suggest ways we can make space for livelihoods, solidarity, and survival; draw on history and place to bring our fullest imaginations to this moment; and open ways to think these questions together as we build transitional forms.

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DE:

INFRASTRUCTURES

September 20–22, 2019

Toronto, Ontario

networking practices, new protocols,
peer-to-peer connectivity, offline-first
computing, and community-based
governance



ABOUT

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WHEN

September 22-23, 2019

WHERE

Where: Toronto, Ontario

WHAT

RE: Infrastructures explores the collective care and maintenance of alternative networking practices—new protocols, peer-to-peer connections, offline-first computing, and community-based governance

THANK YOU