

BYOB



...BRING YOUR OWN BODY.

BYOB is just another (naked) party at Yale.
It's a mixer. It's a dance. It's a not-so-secret secret. But it's also a celebration of the bodies we have in this hyper-specific moment in time...all exposed at a party in a random classroom with friends and strangers alike. While we might find our identity through clothing, they also make us part of a greater collective (e.g. Yale). To remove our clothing is to remove our association to anyone but ourselves. And only when we are comfortable with our naked bodies can we begin to see them as something more...a blank canvas...a work of art.

BYOB Guideline: Logo

Primary Logos

BYOB

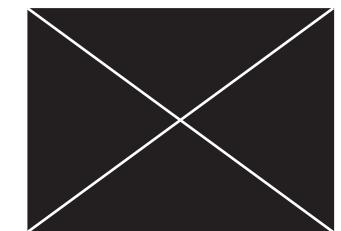
BYOB

...BRING YOUR OWN BODY.

BY█**B**

...BRING YOUR OWN BODY.

BY█**B**



...BRING YOUR OWN BODY.

Logo Variations

BYOP

...BRING YOUR OWN PEN.

BY█**B**

...BRING YOUR OWN BODY.

BY█**B**



...BRING YOUR OWN BODY.

BYOB Guideline: Logo

Supporting Logos

The last letter of the BYOB acronym can be substituted with a different letter/concrete word for emphasizing what attendees should consider bringing to be prepared for the party

BYOB

...BRING YOUR OWN BODY.

BYOS

...BRING YOUR OWN SNACK.

BYOD

...BRING YOUR OWN DRINK.

BYOF

...BRING YOUR OWN FRIEND.

BYOP

...BRING YOUR OWN PEN.

BYOB Guideline: Characters

Unfiltered flash photography and cropping along the contour of a body part can be done to create new parts to build a character. (Horizontally) Round parts can be used as the head, vertically round parts can be used as the torso, vertically long parts can be used as the legs.

Head



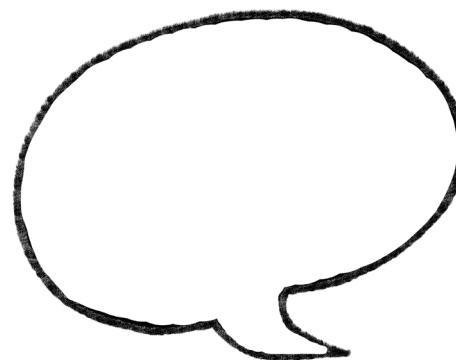
Torso



Legs



Voice



BYOB Guideline: Characters

Below are examples of characters that can be made from the cropped body parts provided. Body parts can be transformed (flipped, rotated, etc) as long as they are in the correct position (i.e. head, torso, legs).

Variation 1



Variation 2



Variation 3



Variation 4



BYOB Guideline: Character Voice

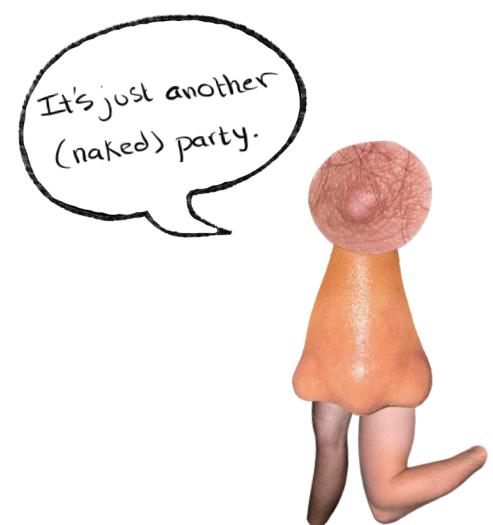
Voices are just as unique as bodies. Handwritten typefaces should only be used inside a speech bubble when a character is speaking or directly on a body photograph (see BYOB POCKET MANIFESTO for examples).

Character Voice 1

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
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

Character Voice 2

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
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



BYOB Guideline: Typeface

All other text should utilize the Yale typefaces as applied below

Header: Mallory Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Subheader: Mallory Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789**

Text: Mallory Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Subheader: YaleNew Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

Fine Print: YaleNew Roman

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

BYOB

**...BRING YOUR OWN BODY.
POCKET MANIFESTO
GUESTBOOK**

STEP 1. Take your clothes off.

STEP 2. Take 10 seconds to let go.

*You're invited to...
Get naked in...*

yalenakedparty.com
You must be 21+ to drink in the state of CT

BYOB Guideline: Color Palette

Primary Color Palette

Note: The color for the BYOB logo and any type that interacts with Yale clothing must match the same color of the type on the clothing. The only exception to this is handwritten typefaces in which the type will always be black to resemble handwriting with pen (see invitation cards for examples).

BYOB

...BRING YOUR OWN BODY.

BYOB

YOUR OWN BODY.

BYOB Guideline: Photography (Clothes)

Unfiltered flash photography and close cropping of clothing should be used.
Photographs should capture the texture, folds, and creases of clothing to be in dialogue with body photographs.

Category 1

Capture close-up of Yale logo on clothings



Category 2

Capture close-up of under garments (bra, underwear, boxer, socks)



BYOB Guideline: Photography (Bodies)

Unfiltered flash photography and close cropping of bodies should be used in order to capture the most authentic version of the body part

Category 1

Capture close-up of skin texture, pores, creases, and lines



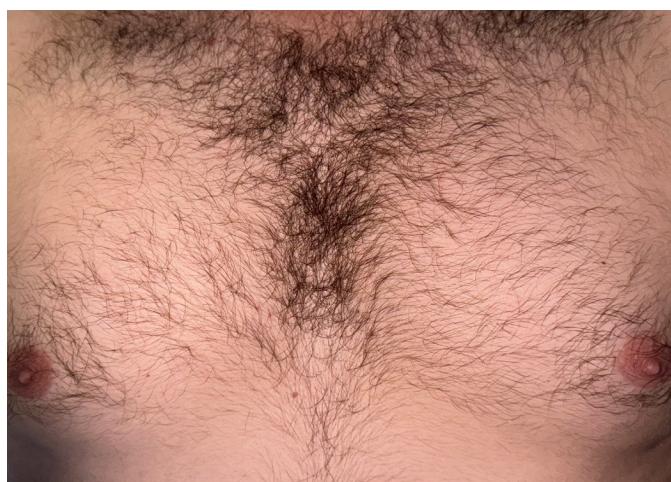
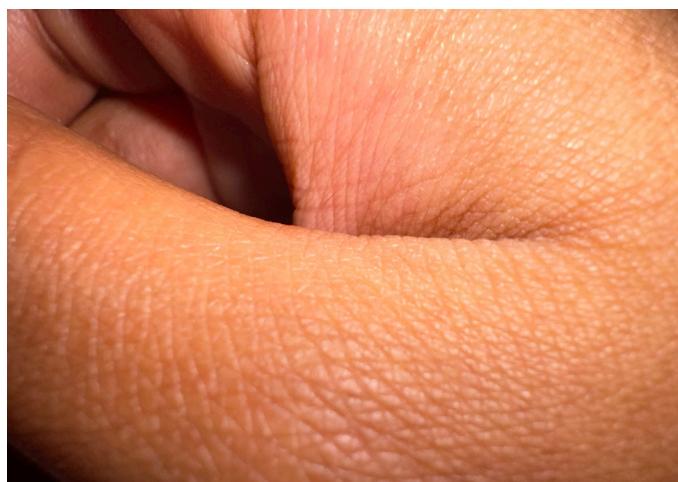
Category 2

Capture close-up of body hair



Category 3

Capture close-up of acne, stretch marks, and other blemishes

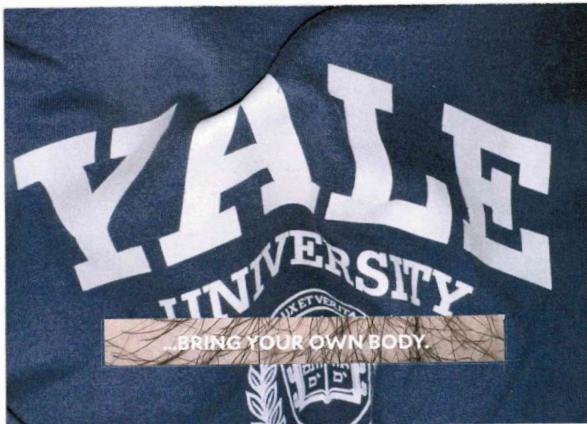


BYOB Guideline: Physical Application (Invitation Cards - Scanned)

The outside of the invitation cards are “clothed” in Yale branded clothing with a small window cut-out revealing skin and the party’s slogan



Front 1



Front 2



Back 1

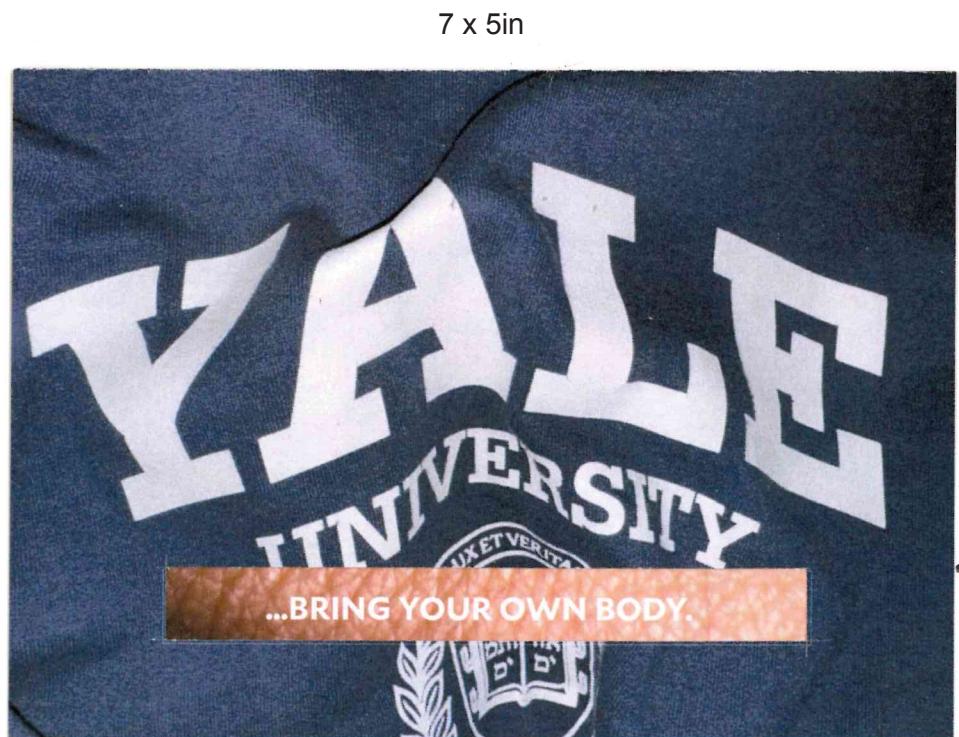


Back 2

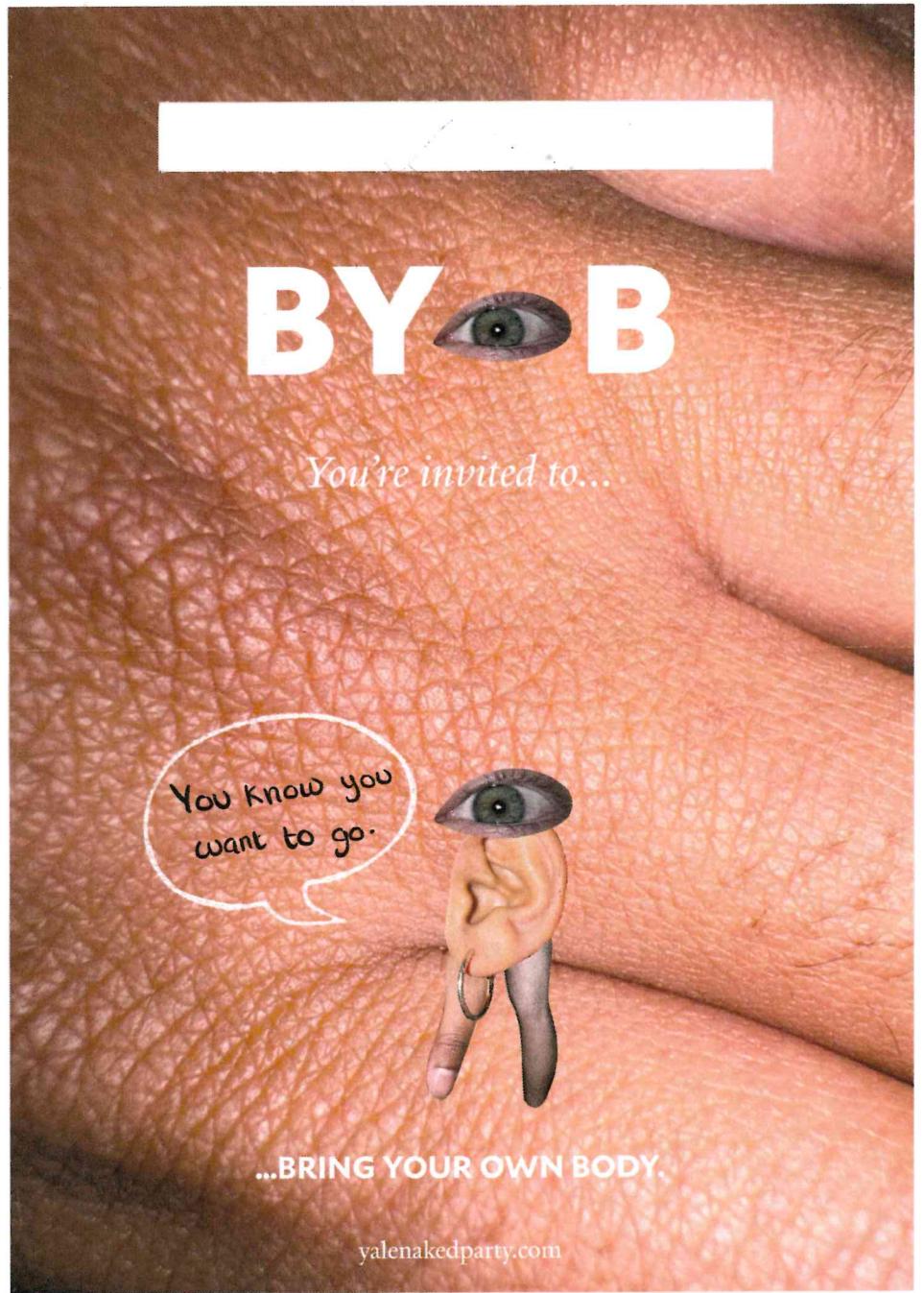


BYOB Guideline: Physical Application (Invitation Cards - Scanned)

Opening the card resembles the act of undressing and “becoming naked”



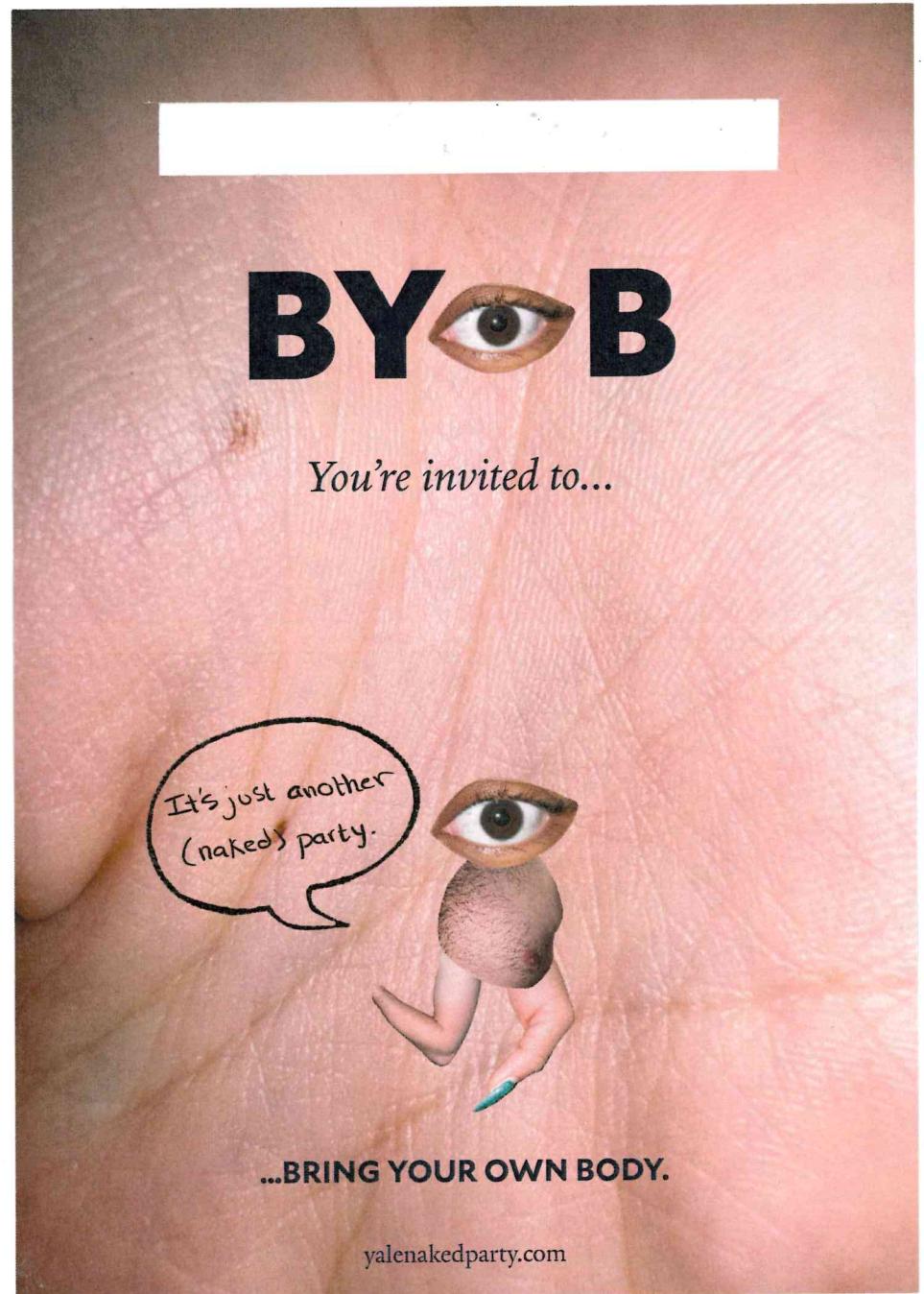
Front



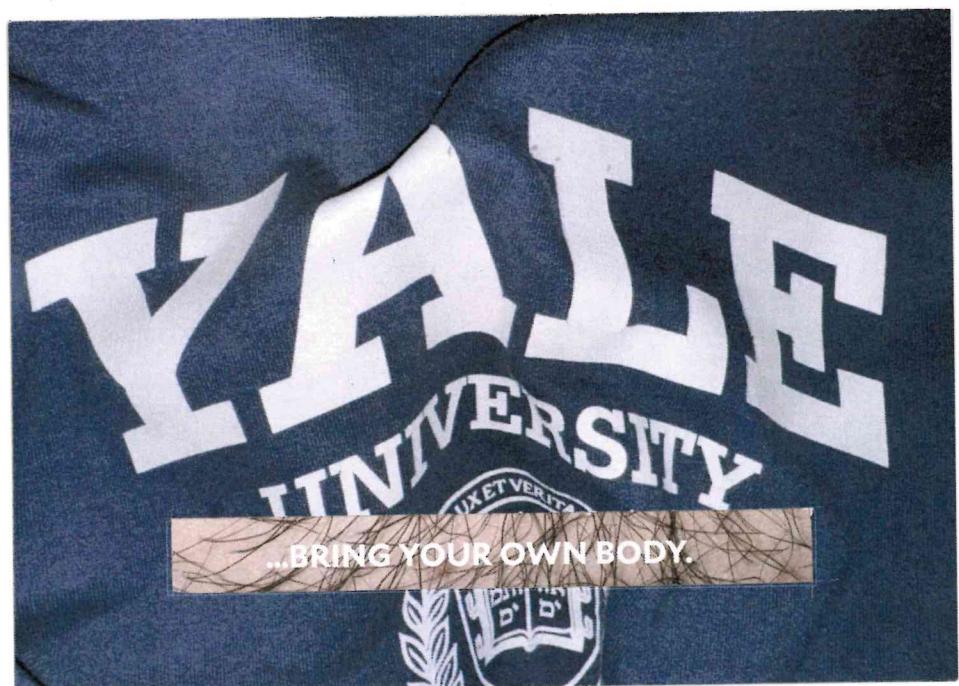
Inside



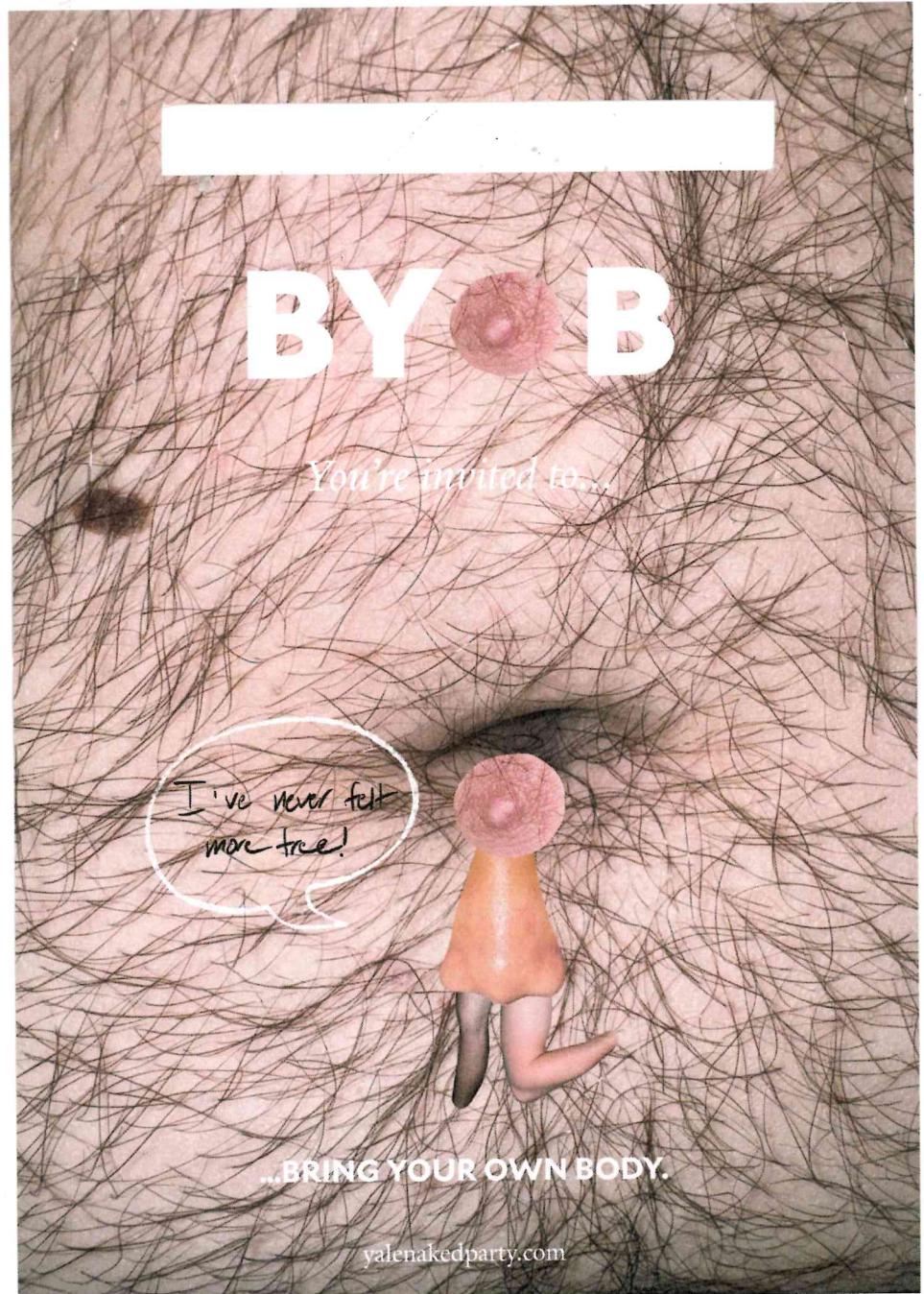
Front



Inside



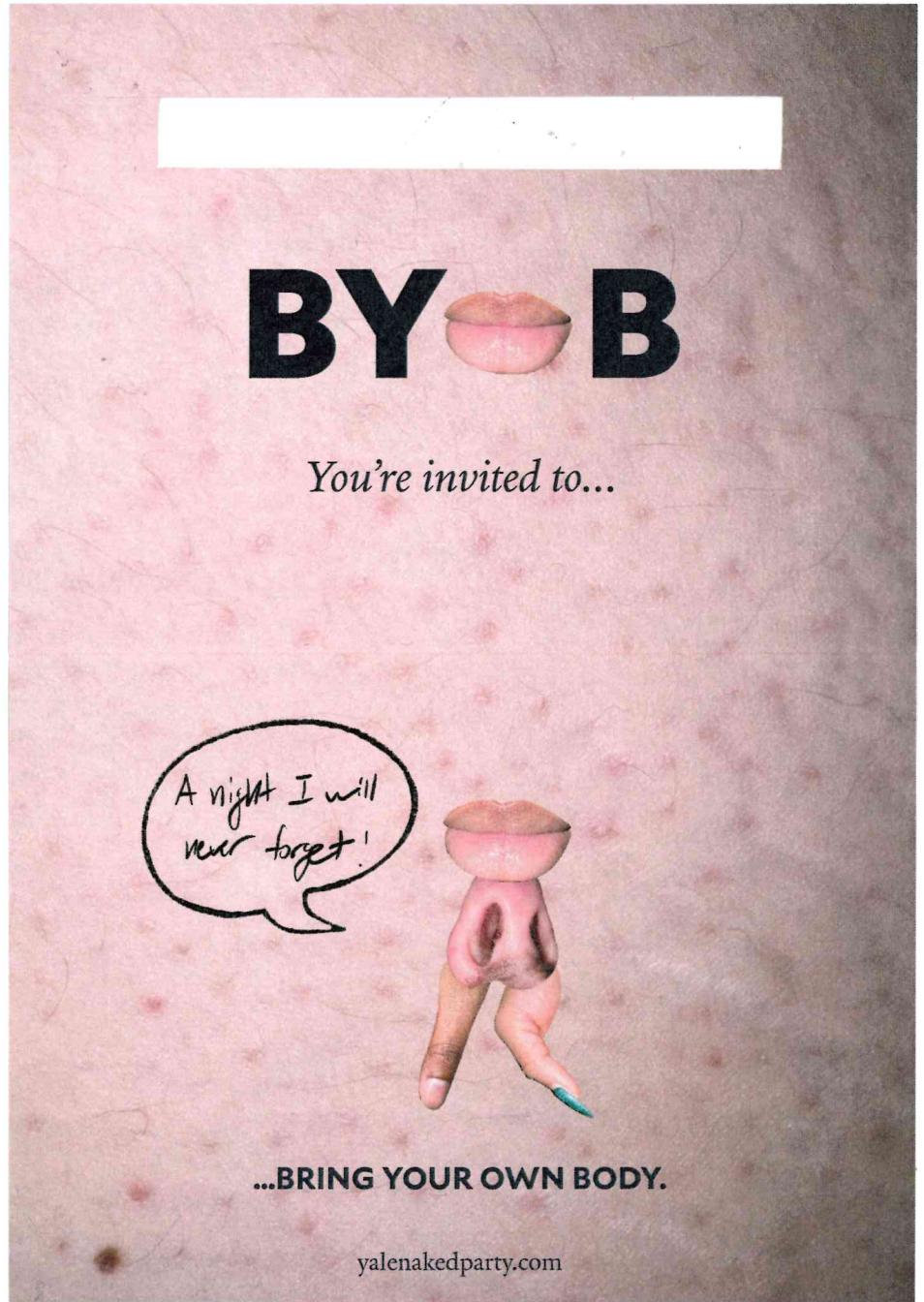
Front



Inside



Front



Inside

BYOB Guideline: Physical Application (Invitation Cards - Scanned)



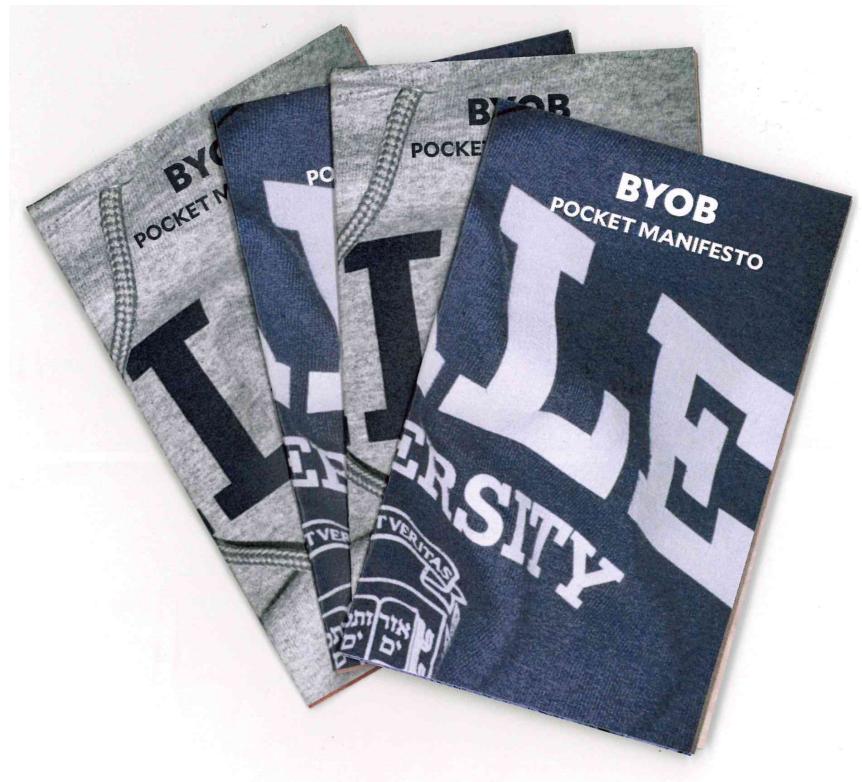
Back 1



Back 2

BYOB Guideline: Physical Application (Pocket Manifesto - Scanned)

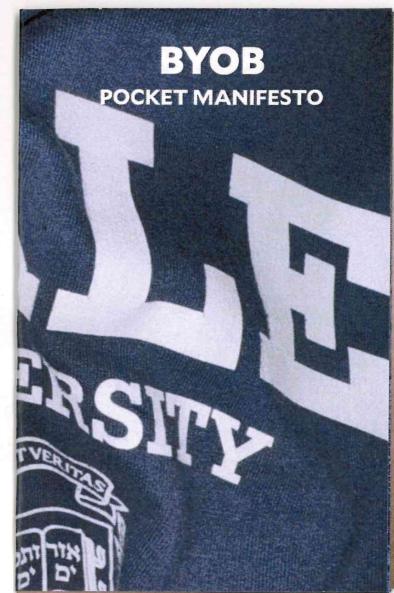
When arriving to the party, attendees will be handed a “pocket manifesto” guide to keep



Front 1



Front 2



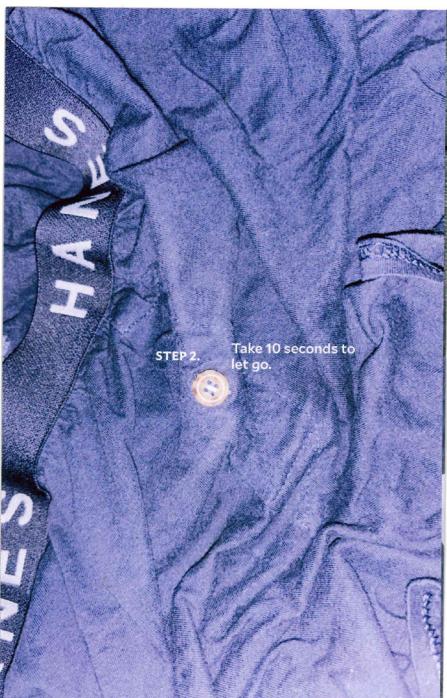
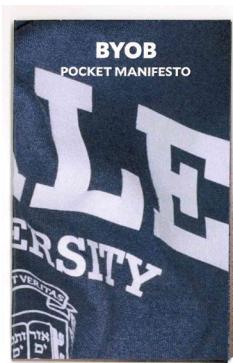
Back 1



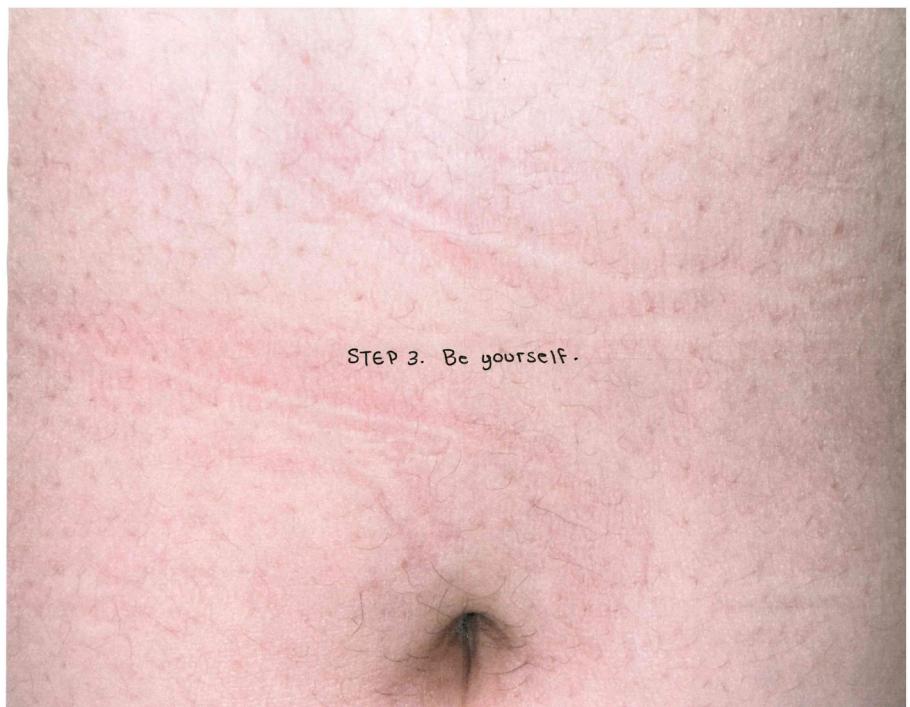
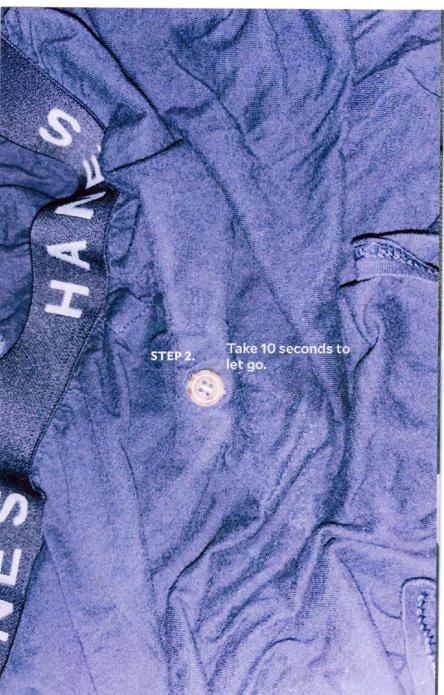
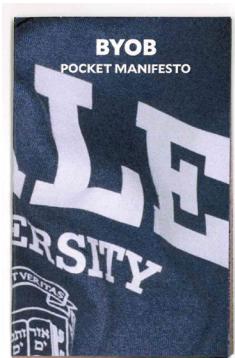
Back 2



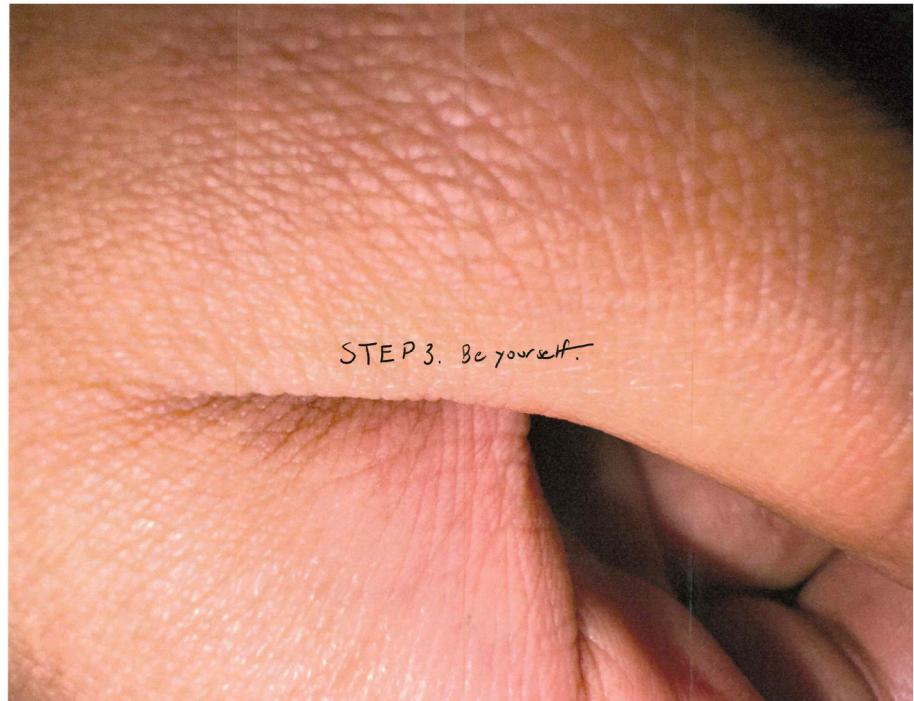
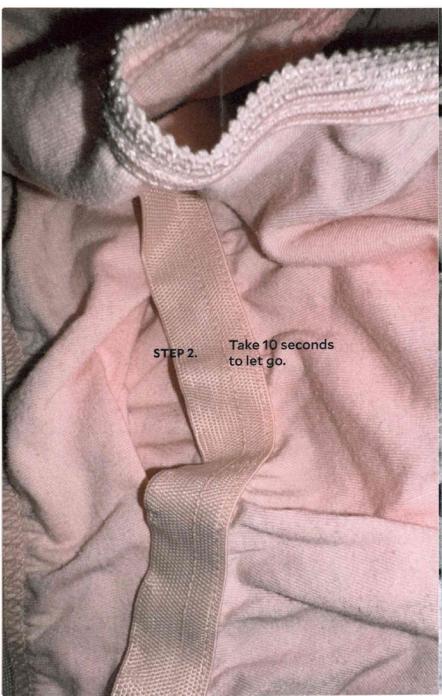
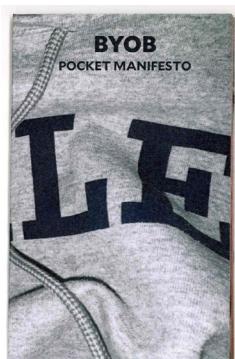
BYOB Guideline: Physical Application (Pocket Manifesto - Scanned)



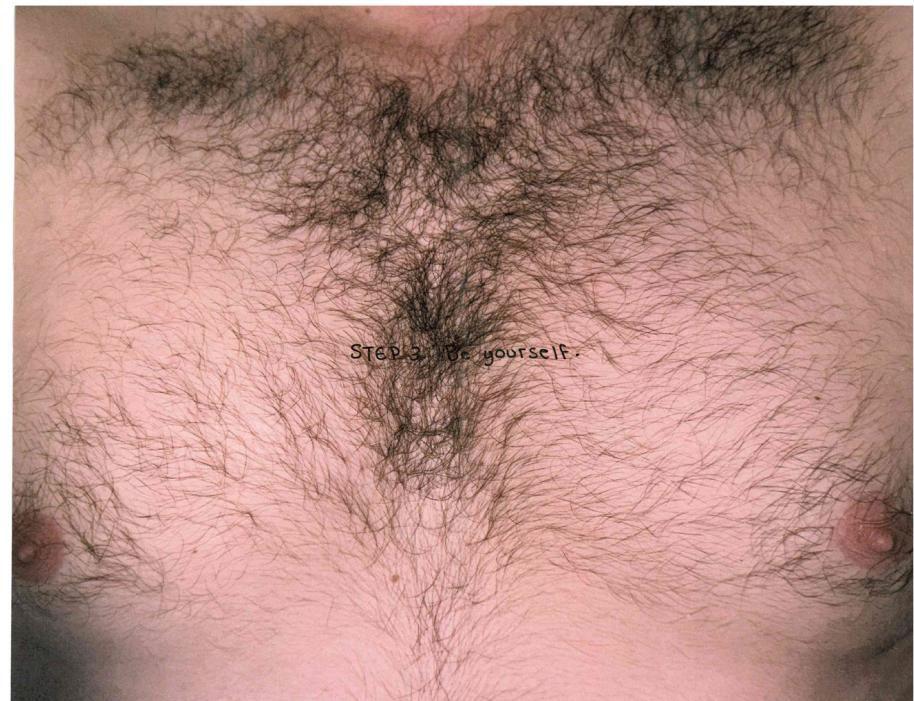
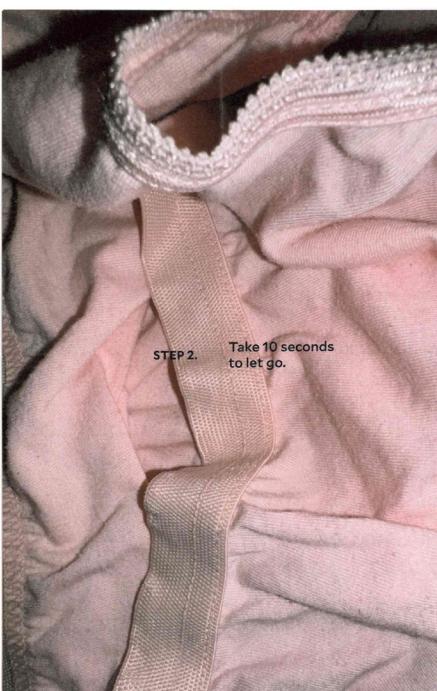
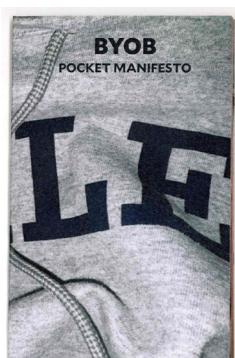
BYOB Guideline: Physical Application (Pocket Manifesto - Scanned)



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BYOB Guideline: Physical Application (Pocket Manifesto - Scanned)



BYOB Guideline: Physical Application (Pocket Manifesto - Scanned)

Version 1



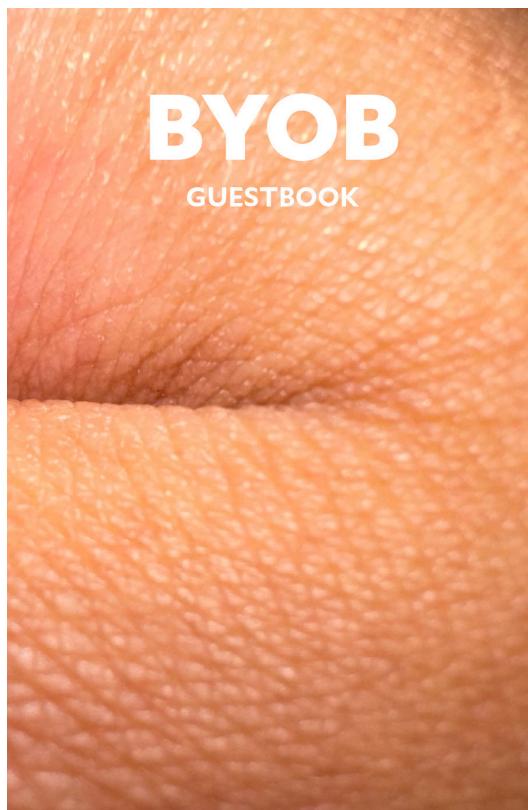
Version 2



BYOB Guideline: Physical Application (Guestbook)

Attendees will be able to sign a guestbook at the party

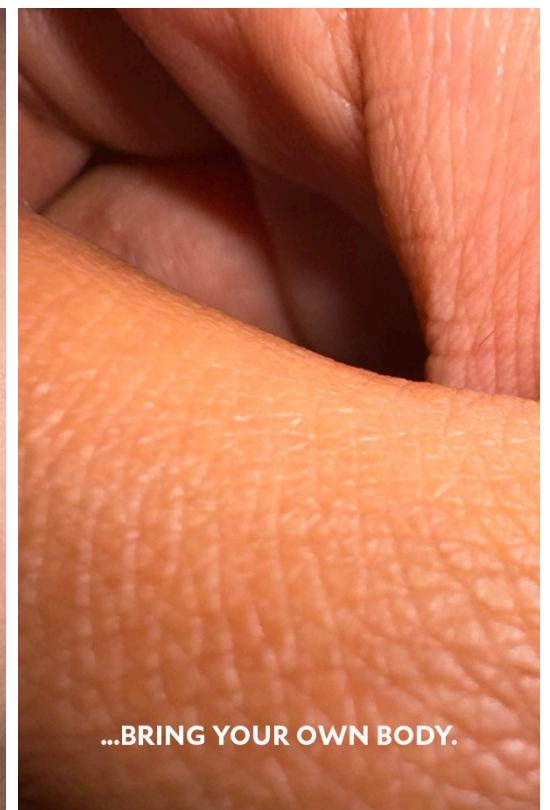
Front



Spread

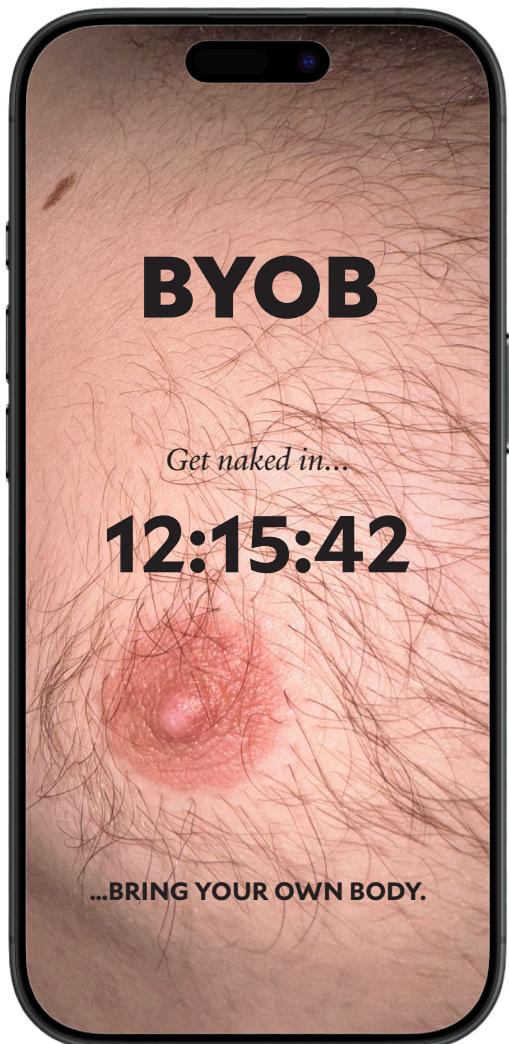


Back



BYOB Guideline: Mobile Application (Countdown)

After receiving an invitation, invitees can visit yalenakedparty.com to access a countdown for the time and location of the party. Once the timer reaches 0, the screen wil update with the location and display an animated/dancing version of the character associated with the photograph.



Countdown



Countdown complete

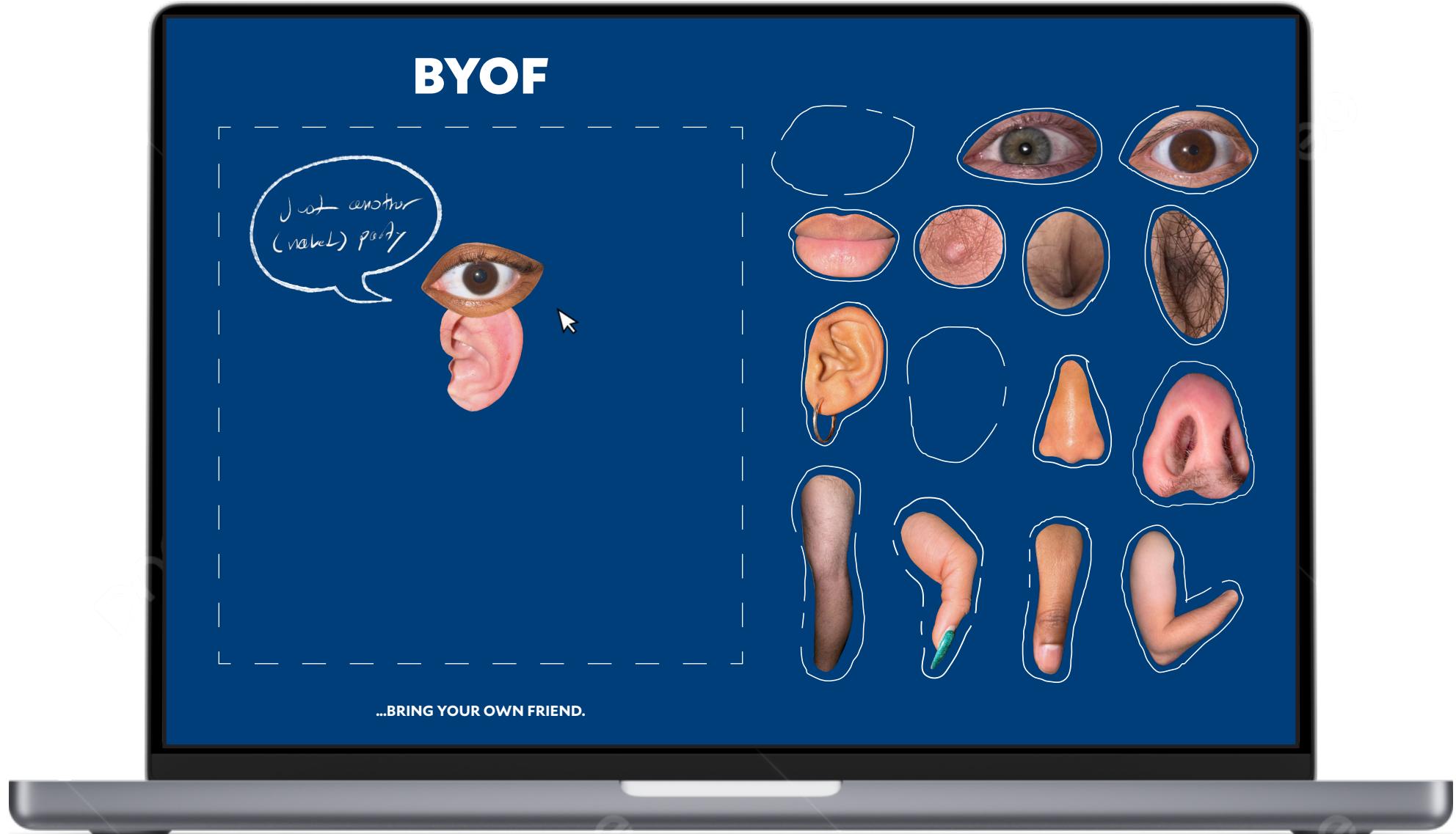
BYOB Guideline: Mobile Application (Animation)

Characters can be animated and interacting together



BYOB Guideline: Desktop Application

Invitees can build their own character/"friend" before the party



BYOB



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