



The goal of this design was not only to give support to the strength of the theme title, but to also allow for various groups to see themselves and embrace a symbol that would *feel familiar* and bridge generational lines. The typeface choice is a modified form of bold lettering inspired by art activism throughout the 1960's, while yet, remaining modern and urban with contemporary layout and styled typographical treatments. The illustration atop is to serve as an anchor and reminder to both the location of the event and to whom the message is directed.

### Working with Subjects



Don't cover subject faces



Allow elements to coexist

### Brand Color



Don't invert colors on white backgrounds.



Display on darker background colors. Does not have to be black. Opacities are ok.

### Brand Altering



Don't alter content on brand



Use space else where to add additional content.

### Using Color



Brand should always be presented in white or gray. Don't alter colors. No gradients.



Display on darker background colors in effort to play with color. Remember photos have color also.