CONVERGENCE
PUBLICATIONS

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INTRODUCTION

THE ROLE OF A CORPORATE IDENTITY SYSTEM

The purpose of this guide is to provide clear information for the consistent use of the CONvergence brand and identity, including the official CONvergence Connie logo and branding system.

Consistent branding of convention communication, including naming conventions and signage, creates the convention's corporate identity. A strong corporate identity increases public awareness of convention services, and strengthens the public's association with the value of those services.

CONvergence has many departments, services and programs that are highly valuable to the organization and to customers. Under an effective corporate identity system, all these services must be promoted and highlighted as belonging to one organization: CONvergence.

The following pages present guidelines and specifications for text use, logos, banners, signage and guide books and other official CONvergence publications.

MULTI-TIERED BRANDING

EXPLANATION

CONvergence is a large, diverse organization, and there are many groups and programs that help CONvergence reach its goals. *It is important that people who value individual areas and programs of the convention associate these areas and programs with CONvergence.*

WHY DO IT?

- Helps CONvergence look professional and organized.
- Strengthens CONvergence's image and recognition with the public and staff.

CORPORATE IDENTITY

A corporate identity is the "persona" of a corporation (CONvergence) that is designed to assist in the attainment of business objectives and is manifested by way of branding and consistent use of messaging / communication. A corporate identity is fed by the beliefs of a company and its association with its value system (CONvergence goals). The public can associate with these values and in turn associates positively with CONvergence.

BRAND

By definition: a unique combination of symbol, color and text that a group uses to represent itself. At CONvergence the brand is the character of Connie, and the CONvergence logo; there may be additional need for supporting graphic elements, but it is important to use the CONvergence brand in a uniform and consistent way on all materials.

Supportive graphics should not be used to replace CONvergence's brand, its logo and identifiers. These subordinate graphics should be used only in limited circumstances and only when it is important to the end user to identify one smaller group (such as a department) from another. Please contact Publications with questions regarding this.

BENEFITS:

- A unique and unified corporate identity that reflects the image and character of CONvergence and the values of its membership.
- A corporate-wide editorial style ensuring consistency and accuracy in communications.
- A responsible use of CONvergence resources dedicated to printing/communication needs.

CORPORATE IDENTITY TEXT

TEXT

IDENTIFYING DEPARTMENTS

A defined style has been set for use in indentifying individual departments. Please see the Logos section.

CONVERGENCE NAMING CONVENTIONS

When referring to the convention, CONvergence is always spelled with the "CON" capitalized. *Convergence, ConVergence and CON-vergence are all wrong.*

In instances where the name of the convention is presented in all-caps, the letters "CON" may be presented in a slightly larger type size as works aesthetically.

When referring to the Convergence Events parent organization, the CON capitalization is not used. While the full legal name of the organization is "Convergence Events, Inc.", the more informal "Convergence Events" is preferred.

DEPARTMENT NAMING CONVENTIONS

The following CONvergence venues/departments have specialized spelling/capitalization.

- ConSuite

- MainStage

- CONvergence Central

- Harmonic CONvergence / HarmCON

- CoF_2E_2 Free Coffee Shop (the "2"s are subscript, like chemical notation, and the C, F, and E are capitalized). If subscript numerals are not an option, making them a slightly smaller font size is an acceptable second option.

- Dealers Room is written without a possessive apostrophe. *Dealer's Room and Dealers' Room are both wrong.*

- Volunteers Den is written without a possessive apostrophe. *Volunteer's Den and Volunteers' Den are both wrong.*

- Artists Alley is written without a possessive apostrophe. *Artist's Alley and Artists' Alley are both wrong.*

WRITING STYLE

All CONvergence publications are written in a first person plural form speaking as CONvergence, not as a department or individual. Exceptions to this would include any feature that is given a credited byline, such as Guest of Honor introductions in the Souvenir Program Book. The tone should be friendly but not overly flowery or silly, with the first priority always being the clarity and usability of the content.

Assume the audience has never been to the convention before. Jargon should be avoided, or explained at the first usage.

When mentioning a CONvergence Brand Feature for the first time in a publication, use the full name before shortening it. For example, refer to Cinema Rex as the Cinema Rex Movie Room when mentioning it for the first time in a publication. For another example, refer to "CoF_2E_2 " as "CoF_2E_2 Free Coffee Shop" when using for the first time in a publication.

While it is important for CONvergence publications to maintain a friendly tone, the top priority should always be the clear and effective communication of information. Clarity and brevity is paramount, keeping in mind that the reader is often scanning the document in search of information that is relevant to them. Here are a few techniques that help serve this priority, and maintain the "CONvergence Style."

- Group topics by paragraph
- Bullet Points
- Bolding
- Friendly Opening / Closing

DATES AND TIMES

Days of the convention should appear in the following format: "Thursday July 1" Note, it's "July 1" not "July 1st" and there is no comma.

Times are expressed in the following format: 12:00pm, 12:30pm, and 8:00am. Note that "am" and "pm are in lowercase, and the ":00" extension is always used. There is no space between the numerals and the am/pm suffix.

Where possible, replace 12:00am / 12:00pm with Midnight and Noon.

FONTS

An important part of creating a professional image is the standardized use of typography. Preferred fonts have been selected for readability and ease of use. Myriad Pro and Arial are the primary brand typeface and must be used whenever possible for lines of text.

TEXT

San-serif font faces are used for easy reading on both web and print. The preferred fonts are Myriad Pro and Arial. Font size can never be less than 8 pt.

Myriad Pro
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

0123456789

HEADERS

CONvergence uses primarily Mainframe BB for headlines for print documents such as the Souvenir Guide, Restaurant Guide, and Grid Book, but other free fonts are allowed for badges, flyers and other artwork. These can be found for free online, or can be obtained from Creative or Publications departments.

MAINFRAME BB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

ANKLEPANTS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

WHOOPASS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

SF FEDORA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

CORPORATE IDENTITY - ARTWORK

NOTE: All artwork going to 3rd party printers (not through Publications) MUST have proofs approved by Branding QA to ensure correct proportions and colors of logos and branding elements.

COLOR STANDARDS

The primary colors of CONvergence are purple and green, the colors of Connie.

PURPLE

CMYK - 50% Cyan, 100% Magenta, 0%Y, 0%K

RGB - 146 Red, 39 Green, 143 Blue

Hex - #92278f

Pantone 368C

GREEN

50% Cyan, 100% Yellow, 0%M, 0%K

RGB - 141 Red, 198 Green, 63 Blue

Hex - #8dc63f

Pantone 254 C

LOGOS

The way a logo is used and presented is just as critical to CONvergence's brand as the design of the logo itself. The official logotype – or logo – will be prominently displayed on all convention information and promotional material, etc. **The logo must not be changed in any way** (color, font, proportion). Regimented use of the logo ensures accurate and consistent messaging.

The official CONvergence logo is pictured at below. This logo is to be used on **ALL** official CONvergence print and digital publications. **No other logo may be used in place of the official CONvergence logo.** Versions of the logo are available for download at http://www.convergenceevents.org or by contacting the Publications department.

NOTE this is different from the Convergence Events oval logo, which should ONLY be used for Convergence Events official publications.
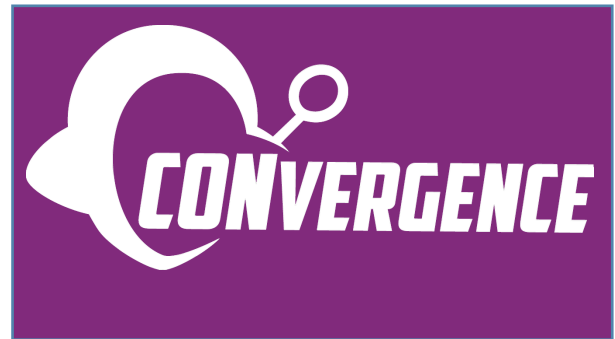
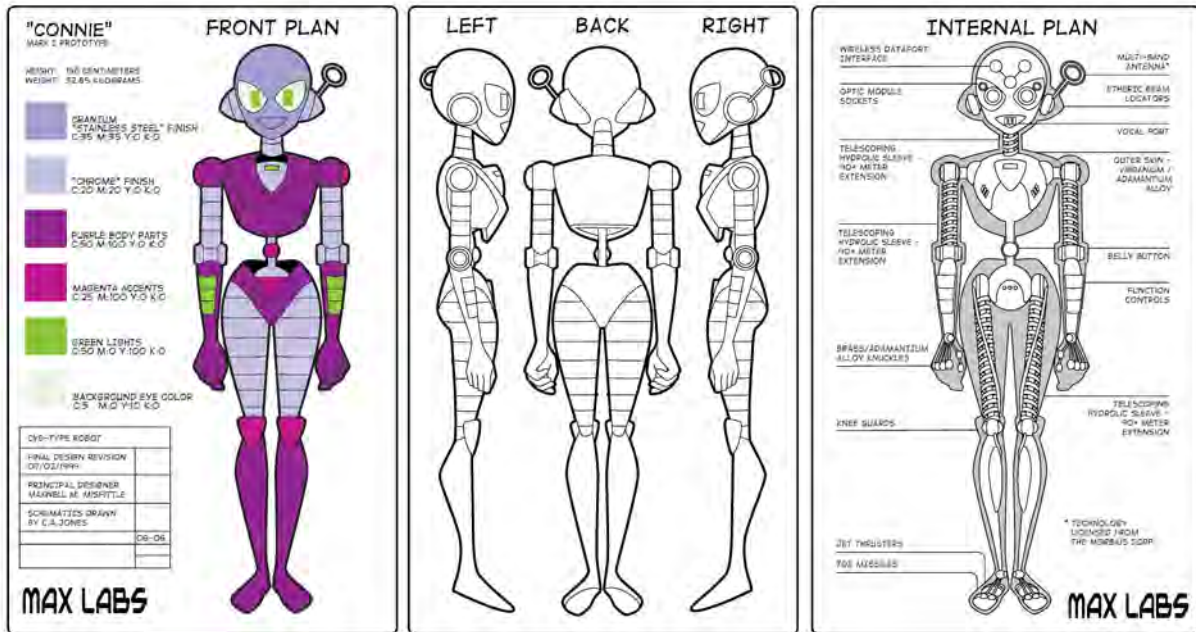
DEPARTMENTAL LOGOS

Departmental Logos are similar to the CONvergence logo, as shown below. The old Oval logos are no longer to be used. There is also a version for when the tagline is needed. Please contact Publications if you need a logo for your department. Versions of these logos are available for download at http://www.convergenceevents.org or by contacting the Publications department.
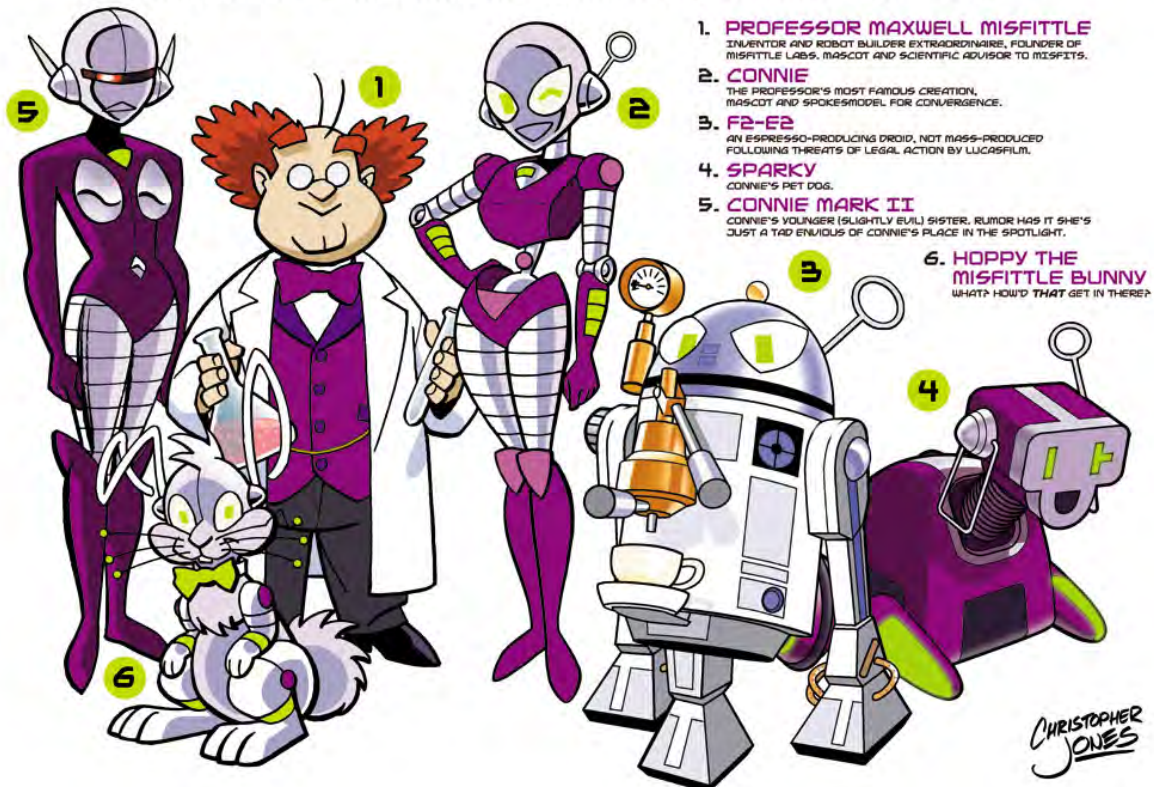
CHARACTERS

Connie and her family are the official mascots of CONvergence. CONvergence mascots must only be used in a PG manner.

THE MISFITTLE FAMILY
PROFESSOR MAX MISFITTLE AND HIS CREATIONS

1. **PROFESSOR MAXWELL MISFITTLE**
   INVENTOR AND ROBOT BUILDER EXTRAORDINAIRE, FOUNDER OF MISFITTLE LABS, MASCOT AND SCIENTIFIC ADVISOR TO MISFITS.

2. **CONNIE**
   THE PROFESSOR'S MOST FAMOUS CREATION, MASCOT AND SPOKESMODEL FOR CONVERGENCE.

3. **F2-E2**
   AN ESPRESSO-PRODUCING DROID, NOT MASS-PRODUCED FOLLOWING THREATS OF LEGAL ACTION BY LUCASFILM.

4. **SPARKY**
   CONNIE'S PET DOG.

5. **CONNIE MARK II**
   CONNIE'S YOUNGER (SLIGHTLY EVIL) SISTER. RUMOR HAS IT SHE'S JUST A TAD ENVIOUS OF CONNIE'S PLACE IN THE SPOTLIGHT.

6. **HOPPY THE MISFITTLE BUNNY**
   WHAT? HOW'D *THAT* GET IN THERE?

SOUVENIR GUIDE

Sections should start at the top of a page, preferably at the top of the left-hand page whenever this can be accomplished without wasting too much space. Small gaps of white space are acceptable. Larger gaps can be filled with artwork or photos.

One of the biggest challenges with the Programming Guide is to keep the formatting as consistent as possible throughout the guide to make it as easy to scan for information as possible, when the different sections of have such different content that applying any format universally can be difficult.

A priority in layout and design should ALWAYS be to make the book as easy to scan for information as possible, so layouts should be simple and clean. I'm all for banners of black or gray to make section breaks stand out, possibly with the section header reversed out of them.

Sections should start at the top of a page, preferably at the top of the left-hand page whenever this can be accomplished without wasting too much space. Small gaps of white space are acceptable. Larger gaps can be filled with artwork or photos.

When editing text, often content is being combined from a number of different writers contributing on behalf of different individual departments. They will often include introductory content and sign-off content that would be appropriate if the content was being featured on its own, but when combined with other content into a larger publication this "fluff-text" is repetitive and unnecessary. Edit as necessary to keep this kind of fluff to a minimum.

PUBLICATION LAYOUTS

H1

H1 is full-width black background with text indented ½". Text is white Mainframe BB at 22pt, flush to bottom of black box. Left pages are flush left to the ½" mark, right pages are flush right to the ½" mark. Any department logo, such as Cinema Rex, ASL, etc., should be 2" wide max and inset up into the black bar.

H2 AND BELOW

Should be double-columns. Try to split each 8.5 width into two 3.75 columns.

H2

Text is Mainframe BB, 16pt, #666666 grey, aligned left with a 1pt underline spanning the full width of the column or section.

H3

Text is Mainframe BB, 14pt, #666666 grey, aligned left.

PARAGRAPH TEXT

Text is Myriad Pro, 8pt minimum, -10 kerning, 100% black. All text in a section should be the same size. Font size can be increased to fill space if needed, but all paragraph text on the same page should be the same size.

FOOTER

Text is Mainframe BB, 14pt, #999999 grey, page number is on the outside margin, and section is flush on the inside margin.

2. The use of service dogs for psychiatric and neurological disabilities is explicitly protected under the ADA. (Please note: the above website clearly defines that a service animal for psychiatric and neurological disorders must be

disabilities, and helping persons with psychiatric and neurological disabilities by preventing or interrupting impulsive or destructive behaviors. The crime deterrent effects of an animal's presence and the provision of

6   ANIMAL POLICY

DATE AND TIME

In a schedule listing, days of the convention should appear in the following format: "Thursday July 1"
Note, it's "July 1" not "July 1st" and there is no comma.

Times are expressed in the following format: 12:00pm, 12:30pm, and 8:00am. Note that "am" and "pm are in lowercase, and the ":00" extension is always used. There is no space between the numerals and the am/pm suffix.

Where possible, replace 12:00am / 12:00pm with Midnight and Noon.
12:00pm should be listed as Noon
12:00am should be listed as Midnight
(Watch for capitalization)
12:30pm and 12:30am are correct.

There should be no spaces between the 0 and am/pm
There should be a space between the times and a separating em dash. Wednesday Noon – 6:00pm

Times should always be listed as :00, :30, :15, and :45. For example 1:00pm is correct 1pm is not.

There is no comma between date and time – and no leading 0 on times
Incorrect: Friday, 1:00pm or Thursday, 12:00pm / 01:00pm
Correct: Friday 1:00pm or Thursday Noon / 1:00pm

The time is expressed as "Friday July X 7:00pm" before the panels and events that take place at that time. If that section continues from the bottom of the right page to the top of the following left page, repeat the time as "Friday 7:00pm (continued)".

SCHEDULE SECTIONS (PROGRAMMING, CINEMA REX, ETC.)

All schedule times should be listed with beginning and end times.

Day names are Mainframe BB, 18pt, 100% black.

Continued Day names are Mainframe BB, 11pt, 75% black.

Individual font size is 8pt to fit the space.

Panel titles should be **bold**.

Track and room should be in normal on the line below the title.

A blank line break follows, and then the description.

The names of panelists at the end should be *italicized*. Any Guests of Honor listed among them should additionally be ***bolded***.

2:00pm – 4:00pm	**Kung Fu Fighting**
	Card Game – Suite 2202a
	The geeks of the East and the West must unite and fight, to see whose Kung Fu is better! Come play Kung Fu Fighting the game of cinematic martial arts mayhem. Six will do battle! One will prevail! Ages 13 & up, all materials provided. *Bob Wagner* 3-6 players

GUEST OF HONOR BIOS

Guest of Honor bios include the picture and text, including the byline of the writer..

Title and picture shift left or right depending on the facing of the page.

LEFT PAGE

GUESTS OF HONOR

FRANK PAUR
BY TANYA BRODY

One of the best parts about being Co-Head of the Guests department is getting to meet some really interesting people. Frank Paur is one of those interesting people. He has been a part of the animation scene for many years and has contributed extensively to its cannon.

Frank tells me that he started animation as a summer job when he was in college studying art and design. Hanna-Barbera had set up an independent layout studio to handle the animation layout for *Thundarr the Barbarian*. Frank, being a self-confessed comic book nerd and a fan of Jack Kirby, signed on. This job led to jobs in L.A. and to the rest of his extensive career.

Frank is an accomplished animator, director and producer, and has worked on many animated movies and television series. He won a prime time Emmy for HBO's Todd McFarlane's *Spawn: The Animated Series*. He is currently working with the NFL on their children's show, *NFL Rush Zone Guardians United*.

Frank's most recent work includes being director and art director on *Invincible Iron Man, Doctor Strange, Hulk* vs. movies and *Planet Hulk*, on which Frank says that he was given a lot of freedom to experiment, and that he appreciated how supportive Marvel was of his ideas. He also has been involved in *X-Men Evolution, Men in Black: The Series, The Avengers: Earth's Mightiest Heroes* and *Batman: The Animated Series*.

A long and very lucky career included his work on *Gargoyles*, which he considers a career highlight. He enjoyed the amount of creative control that he was given by Greg Weisman and the other producers. When asked which *Gargoyles* character is his favorite, he chooses to be diplomatic and say, "They are all dear to me...although Demona is a hoot to draw."

Frank is a ballroom dancer, a hobby that he took up while working on the Marvel animated features. While working on three projects at once, Iron Man, Dr. Strange, and Spawn the Animated Movie (which never got put into production) he was very stressed out. Seeing a ballroom dance studio near work, he decided to take classes over lunch to help deal with the stress and to improve his dancing skills. He says he has also been known to collect a toy or two.

RIGHT PAGE

MARINA SIRTIS
BY ELIZABETH BEAR

Her role as Counselor Troi proved that her penchant for the dramatic arts was more than just a young girl's fancy. That role lasted seven years and 176 episodes of the TV show, as well as four major motion pictures and multiple reprises in the various Star Trek offshoots, video games, web series, audio books and holodeck adventures (coming soon!). She has also appeared in other Sci-Fi properties such as *Stargate SG-1*, *The Outer Limits*, and *Young Justice*, as well as more conventional TV shows like *Family Guy*, *NCIS*, *Adventure Time*, and *Grey's Anatomy*.

In 1994, she was tapped to play Demona on *Gargoyles*. As the estranged lover of Goliath, and main protagonist of the show, she got to play against her usual type and really spread her wings (Ahem.) She worked on the project with her very close friends, Jonathan Frakes and Michael Dorn, and truly enjoyed the experience.

Whether you are anticipating her spinning yarns of the long hours on the *ST:TNG* sets, telling embarrassing stories of her rockstar guitarist husband, earnestly discussing the state of women's rights, or a rousing debate of the merits of Tottenham Hotspur Football, please join us in welcoming Marina Sirtis! The Counselor will see you now.

Marina Sirtis was born in the middle of the previous century to a Greek family in London, England. She did not pursue philosophy or write epic poetry, much to her family's chagrin. She chose instead to pursue the venerable discipline of actressing.

Following high school in London, she applied to the prestigious Guild Hall School of Music and Drama. Her clandestine dream career was taking flight! She began like most, playing small (but crucial) roles in feature movies and TV shows on both sides of The Pond.

After her graduation, she moved kit and caboodle to Los Angeles to pursue her acting fortunes. Alas, her 6-month Hollywood odyssey was undeservedly difficult and she soon sadly resolved to return home. However, nigh upon the 11th hour, triumph was snatched from the jaws of defeat! She was awarded the part of Counselor Deanna Troi in the much-anticipated new series, *Star Trek: The Next Generation*.

BANNERS

Banner standard size is 72" by 36", hemmed on four sides with grommets in the corners. Custom sizing is available upon request.

Text on banners is WhoopAss with a gradient from CONvergence green to white, with echoes in white of reduced opacity. Background is circular gradient of 67% Cyan, 100% Magenta, 27% Yellow, 17% Black on the outside to 38% Cyan, 88% Magenta, 0% Yellow, 0% Black in the center.