

# Brand Guidelines



2016



 *HUTT CITY PRESENTS*  
**SHAPESHIFTER**  
**SCULPTURE** 2016

# The Idea

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*Shapeshifter Sculpture* is an event with two distinct audiences: families and art buyers. The look that would generally be associated with each of these groups is quite different. To paint these groups with broad brush strokes, the art buyer might find a more sophisticated, minimalist aesthetic more appealing, while families—especially children—may be more drawn to a colourful, dynamic design.

This logo, and its associated branding, aims to work for both of these audiences, with minor adjustments. The logo, in general, has dynamic angles and the symbol element—two intersecting planes—alludes to the construction and the 3D nature of sculpture. It can also be seen as a deconstructed plinth: the sculptures in *Shapeshifter* have been released from the stark white of a gallery and left to roam free.

Most of the advertising is aimed at families, with promoted with ideas of a fun day out in a park and having a picnic among colourful, quirky sculptures. So photos of these types of artworks in situ, are used at the forefront of the designs with the colourful version of the logo.

When it comes to wooing the art-buying crowd to the opening, the monotone black or white version of the logo is used, and the bright orange/red is left behind, in favour of a cooler and more classy colour palette, something like black and gold.

# Colour



The colours were kept the same as the previous logo to provide continuity with past design. The *Shapeshifter* red is bright and vibrant, while also being punchy enough to be legible in many situations. The *Shapeshifter* warm grey provides good contrast to the red. These should generally be the only colours—other than the colour present in any photographs—that are used in the designs.



1665C	PANTONE	Black 7C
244–71–35	RGB	62–57–53
6–88–100–1	CMYK	66–64–67–67
#E04723	HEX	#3E3935

# Font



The typeface used for the logo, and which should also be used for the text in all *Shapeshifter* designs, is called Gotham.

It is contemporary, bold and easy to read. It has a certain authority to it, but it has a fun side too, which is brought out by the use of the colours and angles in the *Shapeshifter* design.

**GOTHAM**

BLACK

**GOTHAM**

BOLD

GOTHAM

BOOK

GOTHAM

LIGHT

## Basic Logos



Below are the basic versions of the logo. These don't contain the year or the main event sponsor. They're used on documents that aren't about any year in particular (e.g. general records), or until a sponsor has been established.



COLOUR



MONOTONE

(comes in BLACK, and also WHITE to go on top of *Shapeshifter* red or images, as needed)

## Specific Logos

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These are the main versions of the logo. They are used at all times, unless a main sponsor has not yet been arranged (see previous page). The sponsor's name is always in capitals and followed by the word "PRESENTS". An editable document is in the files which allows for the year and sponsor to be added.



COLOUR



MONOTONE

(comes in BLACK, and also WHITE to go on top of *Shapeshifter* red or images, as needed)

## Use of Name



### ***“Hutt City Shapeshifter Sculpture 2016”***

If you’re writing about the current year’s event, then the first time it’s mentioned it should include the sponsor (“presents” is omitted here), the full title, and the year. Then just “*Shapeshifter*” or “*Shapeshifter 2016*” on subsequent mentions. The title should be italicised—this is common practice for museums when exhibition titles are referred to.



### ***“Shapeshifter Sculpture”***

If you’re talking about “*Shapeshifter* over the years”, rather than one specific event, then you should use “*Shapeshifter Sculpture*”. And then just “*Shapeshifter*” on subsequent mentions.

# Example #1

These examples show the general use of the logo and branding.

A white background is used, with text in *Shapeshifter* red or grey, and in the typeface Gotham.

Bright images are used, that show the garden, sculptures, good weather and happy people. Images have a white border around them. Uncoated matt stock is used wherever possible.

FLYER

## SHAPESHIFTER SCULPTURE 2016

Shapeshifter Sculpture is an exhibition of artwork from emerging and established New Zealand sculptors. Held every two years in Lower Hutt's Civic Gardens, opposite The Dowse Art Museum, the event runs as a fundraiser for local charities.

**ADMISSION** (includes catalogue) – Adults \$10 // Students (15+) \$8 // Accompanied children FREE

**How to find us**

**BUSES** 83 & 91 operate services between Wellington and Queensgate. See [metlink.org.nz](http://metlink.org.nz) for bus & train timetable info.

**BY CAR** it will take you 15-20 minutes from central Wellington or Upper Hutt via State Highway 2. There's parking directly outside and in nearby streets.

**Supporters**

PRINCIPAL VIC SPONSOR	EVENT PARTNERS	SPONSORS
HUTT CITY TE ANA KAIRANGI	THE DOWSE ART MUSEUM	Packaging Products
PRINCIPAL BUSINESS SPONSOR	Rotary CLUB OF hutt city	Graphic Solutions
MITRE 10 MEGA PETONE		Format Print
		Naylor Love Construction Ltd.
		Conroy Removals
		Pertronic Industries Ltd.
		The Hutt News

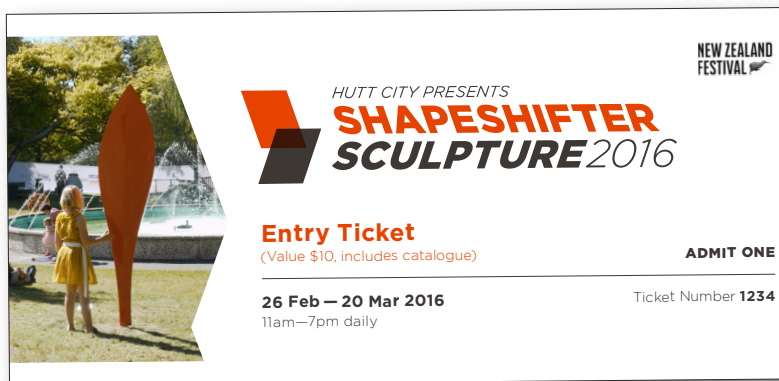
[shapeshifter.org.nz](http://shapeshifter.org.nz) [shapeshiftersculpture](https://www.facebook.com/shapeshiftersculpture)



# Example #2



Images can go right to the edge on one side where necessary. One or more of the image's edges can be cut on angles, reflecting the intersection of the two planes of the logo. The ticket, below, has one edge cut in a zig-zag, while the image on the fence design has a border which is almost entirely irregular to allude to a portal view through the fence.



TICKET



FENCE

## Example #3

The invite, below, shows how the logo and branding can be used in a more sophisticated way, with a different colour palette and by adding in the serif typeface Sabon instead of only using Gotham.

