

ValleyCon

Graphical Style Guide
2020 edition

Typography

All ValleyCon content should be set in **FF Mark OT**.*

We use Regular as our base weight, and increase or decrease the weight by two steps at a time as needed.

The vast majority of the time, Regular will be joined by **Heavy** which will serve as our primary bold weight.

** FF stands for **Font Foundry**, the foundry which makes and sells Mark. OT stands for **OpenType**, a font file format.*

These weights (and their italic variants) are eligible for use in ValleyCon materials:

FF Mark OT Hairline
FF Mark OT Extlight
FF Mark OT Regular
FF Mark OT Medium
FF Mark OT Heavy
FF Mark OT Ultra

FF Mark OT Hairline
FF Mark OT Extlight
FF Mark OT Regular
FF Mark OT Medium
FF Mark OT Heavy



FF Mark OT **Ultra** does not have italics! This limits its usefulness. Luckily, **Heavy** should serve quite well in most cases.



Be careful when using lighter weights; they can be much less legible and are often only suitable for large type sizes.



FF Mark OT comes with additional weights which we do **not** use: Thin, Light, Book, **Bold**, and **Black**.

Color



ValleyCon uses two slightly different color palettes for screens and print:

	RGB (screens)	CMYK (print)
ValleyCon Key*	#04220f 4, 34, 15	79, 55, 78, 77
ValleyCon Green	#315d3e 49, 93, 62	79, 40, 82, 34
ValleyCon Blue	#4baefd 75, 174, 253	59, 21, 0, 0
ValleyCon Yellow	#fff68c 255, 246, 140	0, 0, 57, 0
ValleyCon White	#f1fffa 241, 255, 250	0, 0, 0, 0

The **K in CMYK stands for **Key Plate**. A Key Plate often has more detail than the other plates, and typically uses black ink. Instead of a pure black, ValleyCon uses a very dark green as our 'key' color. (We still print with the same 4 inks everyone else uses, not with spot colors.)*



Don't print on colored paper!

Logo

The ValleyCon logo is a wordmark which replaces the **o** with a **dynamic hexagon**.

At small sizes, the hexagon is left empty to support legibility; at large enough sizes, we fill it with game-related iconography.

When a square or circular logo is called for (e.g. a social media profile image) the dynamic hexagon can pop out and stand on its own.

ValleyCon ValleyCon
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*Fun fact: the
ValleyCon logo
is set in FF Mark
OT Medium*



*Don't use the logo at text sizes! Instead, simply write out
ValleyCon and increase the **Kerning** between the **y** and **C** to **75**.*

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