



SIGGRAPH 2025

Brand Guidelines



smithbucklin.

**CUBICLE
NINJAS**

Our Tagline

**The Premier Conference & Exhibition on
Computer Graphics & Interactive Techniques**

Established in 2021, the 2025 tagline maintains the more descriptive approach, aiming to clearly define the event and provide a universal understanding of what SIGGRAPH is about.

Logo Design



SIGGRAPH 2025
Vancouver+ 10-14 August

DOWNLOAD LOGO

Brand Typography

The following fonts will be used across various channels and will cover a variety of use cases including;

Print

The print font is to be leveraged in physical pieces of collateral, signage and other tangible items.

Digital

The digital font will be used to allow ultimate flexibility in editing and viewing for your consumers across websites, applications, and other displays on desktop and mobile devices.

[DOWNLOAD FONTS](#)



SIGGRAPH 2025
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**CUBICLE
NINJAS**

The SIGGRAPH 2025 typography system utilizes a single typeface. Wonderland Pro is a sleek sans serif with friendly, rounded letterforms. The font's simplicity is a part of its function, creating crisp and clear messaging within visually immersive environments.

Wonderland Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Wonderland Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Wonderland Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Wonderland Pro Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Color Study

The SIGGRAPH 2025 palette is simple yet vibrant with an emphasis on cooler tones inspired by the natural world. This bright, bold interpretation of the hues around us reflects the duality between humanity and nature while painting a picture of energy and optimism for the future.

CUBICLE
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PANTONE 326 C
#00ADA7
0/173/167
77/07/40/00

PANTONE 0921 C
#6AFFE8
107/255/233
43/00/21/00

PANTONE 311 C
#00CDEC
0/206/237
64/00/08/00



SIGGRAPH 2025
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PANTONE 802 C
#00E300
0/227/0
69/00/100/00

PANTONE 902 C
#7CFC00
126/252/0
49/00/100/00

PANTONE 102 C
#FFF41C
255/244/28
04/00/91/00



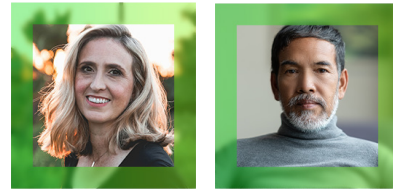
SIGGRAPH 2025
Vancouver+ 10-14 August

Brand Elements

SIGGRAPH 2025 blends real-world photography with abstract graphic treatments to create an aspirational, dimensional experience that reflects both our present-day reality and shines a light on the exciting opportunities awaiting us in the future.

Full-Color Photography

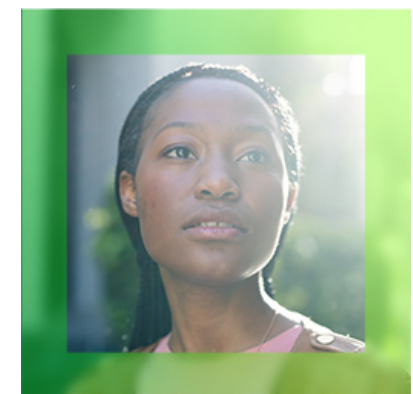
Use full-color photography with an optimistic overall tone. Location-based imagery should reflect the city of Vancouver. When possible, photos should display more than one person to create a sense of the overall SIGGRAPH experience and community.



Headshot Frame

Headshots are treated with a green frame overlay effect to add focus, dimension, and cohesion to featured speakers.

[DOWNLOAD FRAME](#)



Examples of headshot frames in use.

Brand Elements

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Environment Backgrounds

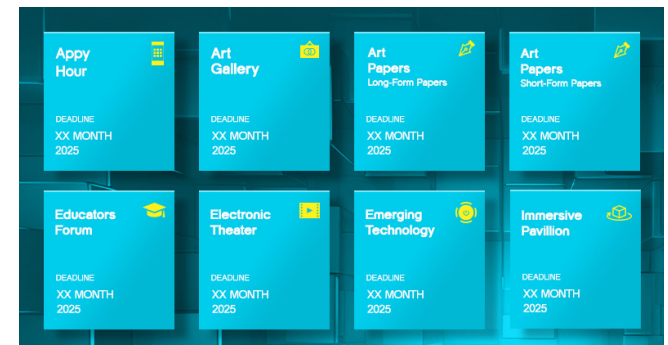
The environment backgrounds reflect a dynamic journey from real-world Vancouver to the digitally-driven future. Use these visuals to create an energetic, optimistic, and dynamic atmosphere.



[DOWNLOAD BACKGROUNDS](#)

Color Blocks

Pivotal content is housed in three-dimensional color blocks featuring subtle depth effects like gradient overlays and drop shadows. These should be used as a tool to build layout hierarchy and reserved for key information.



[DOWNLOAD PSD](#)

Examples of color blocks in use.

Brand Elements

Iconography

Use specific icons when referencing programs. Non-program icons may be used to highlight callouts and section headers.



Production and Animation



Research and Education



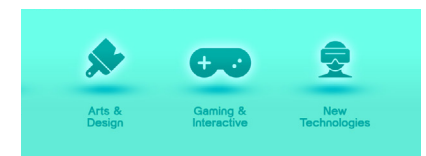
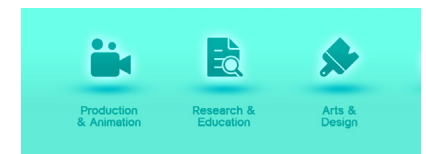
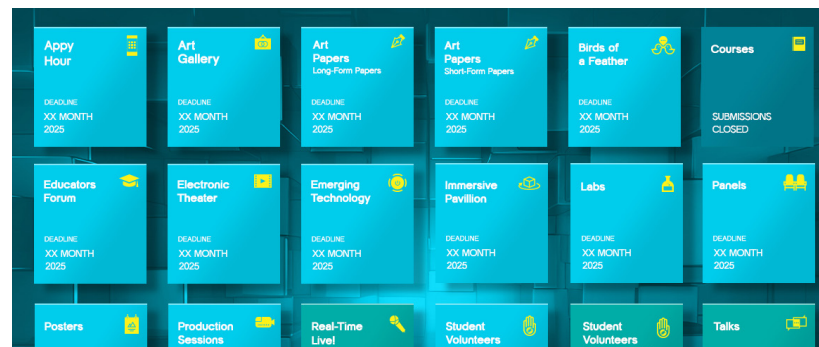
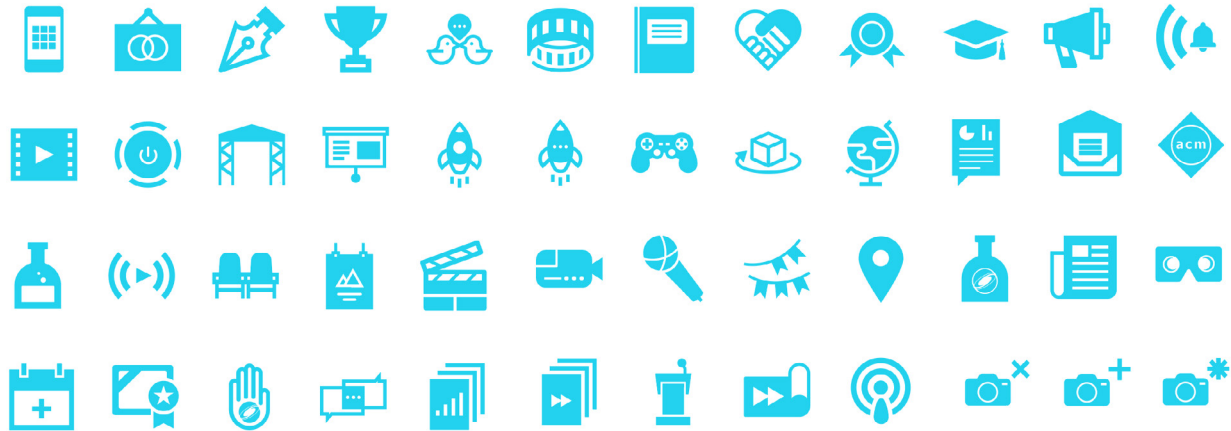
Arts and Design



Gaming and Interactive



New Technologies



DOWNLOAD ICONS

Examples of icons in use.

Email Signature

Instructions

1. Visit this URL: <https://secure-email.nnja.co/siggraph/email-signature-2025/>

2. Select all: CTRL+A for Windows, CMD+A for Mac.

Then copy: CTRL+C for Windows, CMD+C for Mac.

3. Go into your email and paste CTRL+V for Windows, CMD+V for Mac.

4. Select only the text you want to change (Name, Title, or Phone Number) and type in your new values. Make sure your selections are precise, as you may accidentally delete the invisible structure.

5. Copy and paste this into your email client signature box to use as your new signature moving forward.



The image shows a blue email signature banner. On the left is a circular logo with a stylized globe and city skyline. To the right of the logo, the text 'CREATIVE PROJECT MANAGER' is in small white letters above the name 'Jeremy Freeman' in large white letters. Below the name are two white boxes containing the phone number '630.348.1835' and the website 'S2025.SIGGRAPH.ORG'. On the far right is the 'SIGGRAPH 2025 Vancouver+ 10-14 August' logo.