

# CHIC 2009 Styleguide

CHIC Logo:



CHIC Wordmark:

**CHIC**

2009 theme logo/wordmark:



**Conventions:** Copy is ideally to be set in Akzidenz-Grotesk Next at a regular weight, with headlines set in bold. Titles should be tightly tracked or kerned, from -15 to -35. Headings may be rotated up to 4 degrees either positive or negative. Margins should be generous. CHIC dates should be represented as 07.12-17.09, taking care to kern awkward spacing between numerals and periods.

**Logos:** The width of the CHIC Wordmark should be a maximum of 25% of the 2009 theme logo/wordmark. Feature logos & wordmarks in corners wherever possible. The logo should be displayed either in black or in white, with chromatic alterations to be employed sparingly at the discretion of the individual producing the material.

**Primary Font:** Akzidenz-Grotesk Next

If not available, please use  
Helvetica  
Microsoft Sans Serif  
Franklin Gothic  
some other generic sans-serif  
Under no circumstances is Arial to be used.

**Photos:** Photos used should be black and white. If using Photoshop, please select layer/photo, then go to image -> adjustments -> gradient map then click the gradient. A new dialogue box should appear. Please load the gradient file "Black and White Photo". Images should feature only one individual. Faces should not be visible.

**"Starburst" effect:** Open Photo in Photoshop. Run gradient map adjustment as previously described. Duplicate black and white photo layer. Create a new completely black layer at the top of the layer stack. Select area of interest (i.e. face, foot, arm &c) and create a lens flare over this area on the newly created black layer. Apply the "multiply" blending mode to this layer. Create a new completely white layer at the top of the layer stack. Apply "Filter-> distort-> lens correction" to the newly created white layer. From there, create a tasteful darkening vignette around the image. Select a blending mode at your discretion. Make selections of varying widths, lengths, and sizes using the marquee tool. Once selection is made, switch to the selection tool and move selection so that it conveys outward/inward movement or distortion of the image. Repeat as desired. Duplicate this layer, double click it to open its layer style properties and turn off 2 of the 3 (RGB) or 3 of the 4 (CMYK) channels. Repeat previous step. This should be done sparingly as accents to the B&W image. Finally, combine the 3 photo layers together. Apply "Filter-> distort-> lens correction" and adjust "chromatic aberration" at your discretion.

**Colors:** Color should be used, but only as an accent to a grayscale design. When using products from the Adobe Suite, please go to "Edit->Color Settings" and select "North American Prepress 2".

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