



**P2: Conference
Comprehensive
Branding System**

**International UFO
Congress Conference**

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01 About the brand

Overview

The International UFO Conference is an event that brings together believers and scientists to discuss theories, learn, and teach each other about what they know about UFOs and related topics such as aliens, abductions, and such otherworldly phenomena. Sessions include lectures by guest speakers, discussion panels, a film festival, 2 dinner banquets, and a skywatch excursion to the South Mountain in Phoenix to look at the night sky. This conference is for anyone with an open mind to the unknown, who wants to learn. Outlandish theories and ideas are welcome, as many UFO stories often seem to be.

The Challenge



The conference only has a logo currently, and no other brand identity. The challenge with the International UFO Congress Conference's branding first lies within their logo. The imagery in it is too detailed and the type lacks hierarchy and character.

- 1) Outdated and not compelling
- 2) Inconsistent typography and graphics
- 3) Too detailed imagery

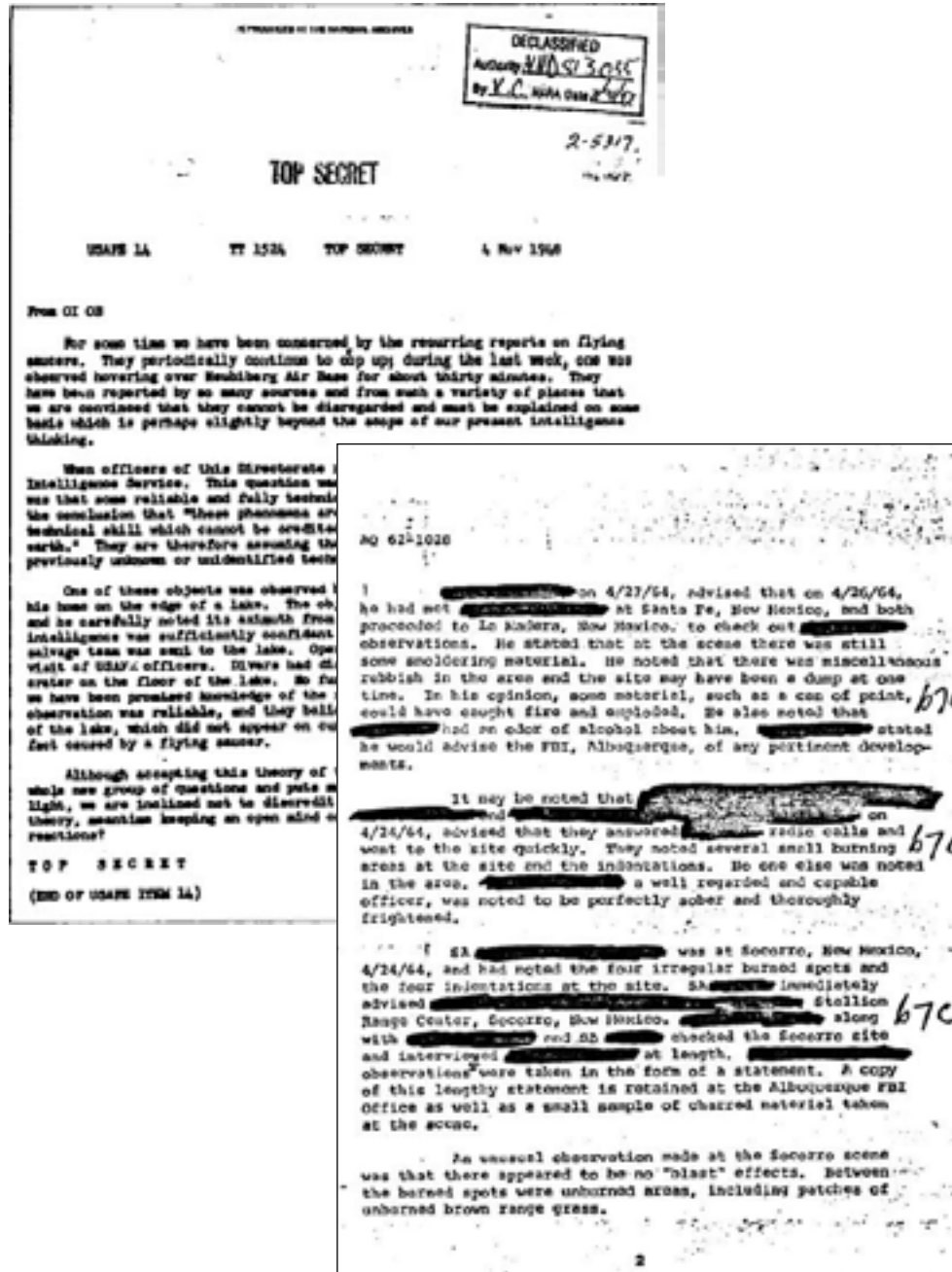
My goal for the logo and brand is to create something that feels as official as a government agency, but is still fun and quirky. I also want to avoid being too kitschy with the imagery, as lots of alien and UFO branding tends to be. A bright color palette and type with character will help them to create more excitement, as well as a sense of cohesion throughout the conference branding.



Inspiration



UFOs caught on film



Classified government documents and Project Blue Book



Space agencies

02 Process

Process

International UFO Congress
CONVENTION + FILM FESTIVAL

- UFOs	- beams of light	- believers	- small creatures
- alien	- far away places	- defense	- big eyes
- unidentified	- disappearing	- alienetic	- alien in black
- flying saucer	- invisibility	- disc	- reptilians
- spacecraft	- transparency?	- celestial	- extraterrestrial
- unknown	- crop circles	- phenomena	- probing
- mystery	- crashed	- aerial	- impact
- outer space	- fuzzy photo	- terrain	- authenticity
- technology	- little green men	- seen by	- brain anomalies
- future	- grey creatures	- investigate	- last time
- present	- "the earth generated"	- close link	- scar
- stars	- earthlings	- close encounter	- desert
- galaxy	- intelligence	- alien	- pyramids
- universe	- NUTPIN	- satellite	- teleport
- incident	- invisible	- weather balloon	- telepathy
- events	- New Mexico/Arizona	- missiles	- aircraft
- science fiction	- Area 51	- unknown clouds	- paranoia
- documentaries	- military	- radar	- aerospace
- sightings	- operation	- radiation	- night vision
- conspiracy	- pilots	- com	- missile test
- supernatural	- unexplained	- hoax	- air force
- government cover-up	- lights	- sightings	- claims
- secrecy	- rockets	- alien	- black triangle
	- extraterrestrial	- grey	- alien shape
			- smart
			- egg shaped



03 **Brand guidelines**

Trademarks

Primary Logo



Secondary Logo



Icon



Secondary Graphics

Logo with banner



Pattern



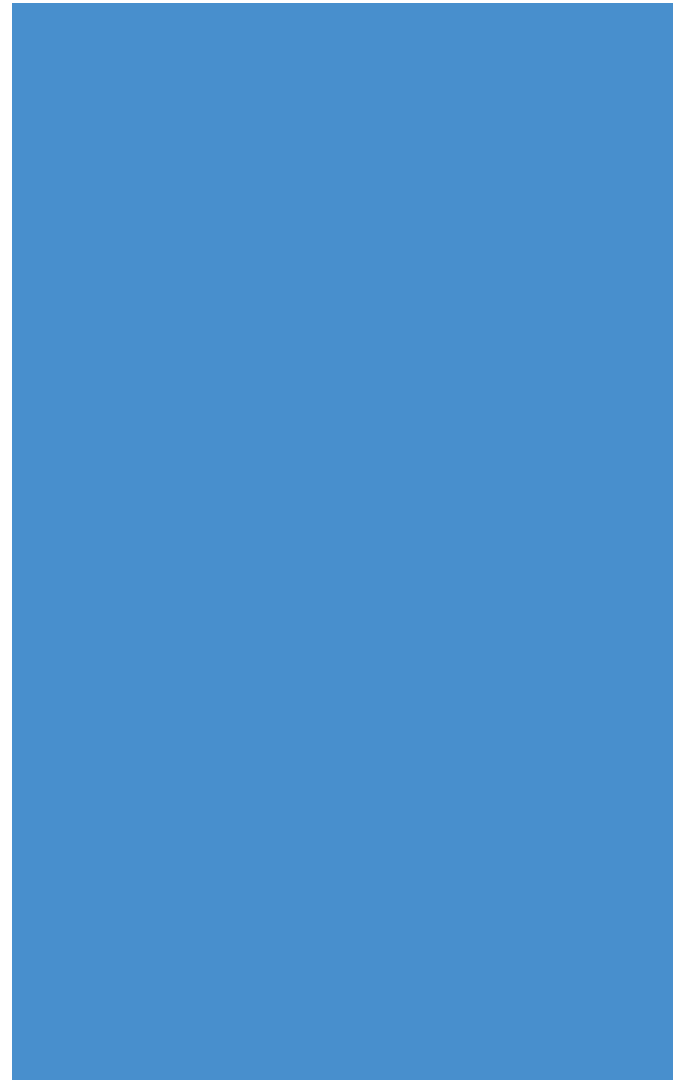
Theme Stamp



Color Palette



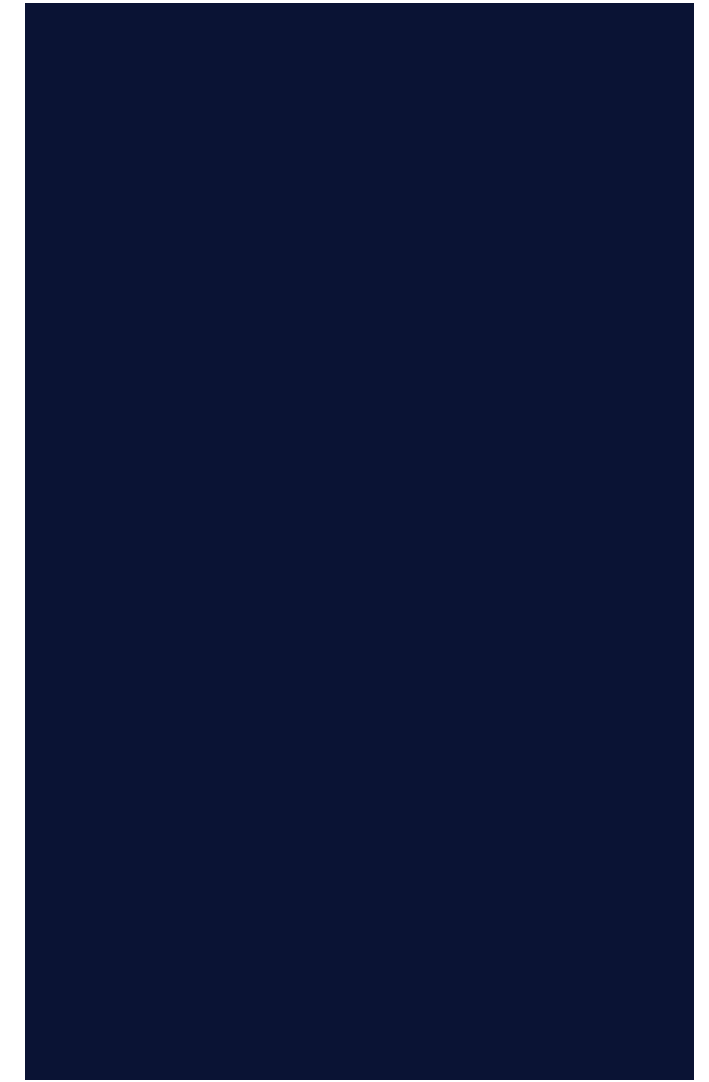
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RGB: 106, 189, 69
HEX: #6abd45



PMS 2143C
CMYK: 70, 34, 0, 0
RGB: 72, 143, 205
HEX: #488fcd



PMS 158C
CMYK: 0, 70, 100, 0
RGB: 243, 111, 33
HEX: #f36f21



PMS 282C
CMYK: 97, 90, 44, 61
RGB: 10, 19, 52
HEX: #0a1334

Typography

HIGH SCHOOL USA SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Poller One

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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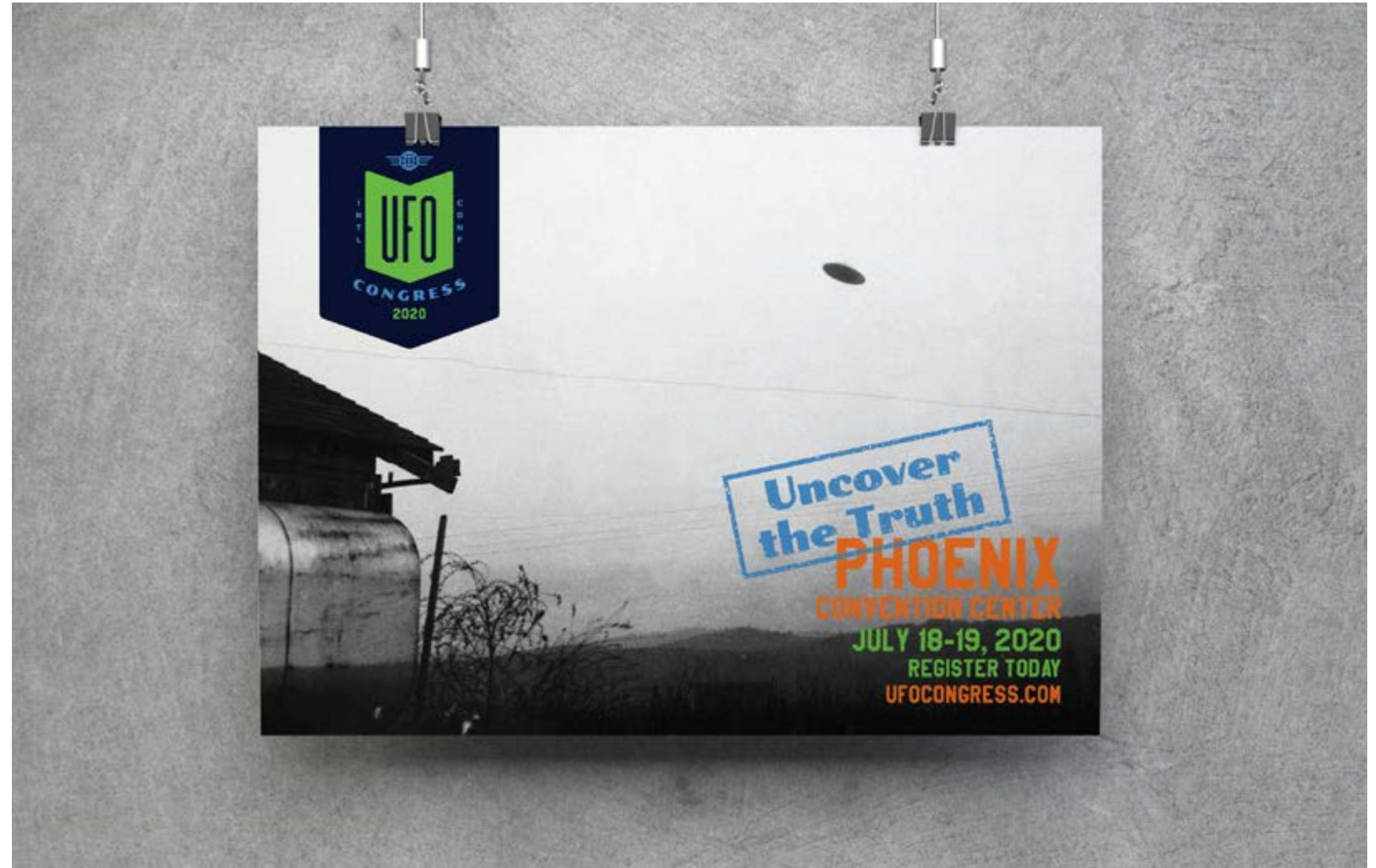
04 **Print materials & signage**

Stationery

Includes folder and letter requesting speakers and other official conference communications



Conference Advertisements



Wayfinding & Photo Backdrop



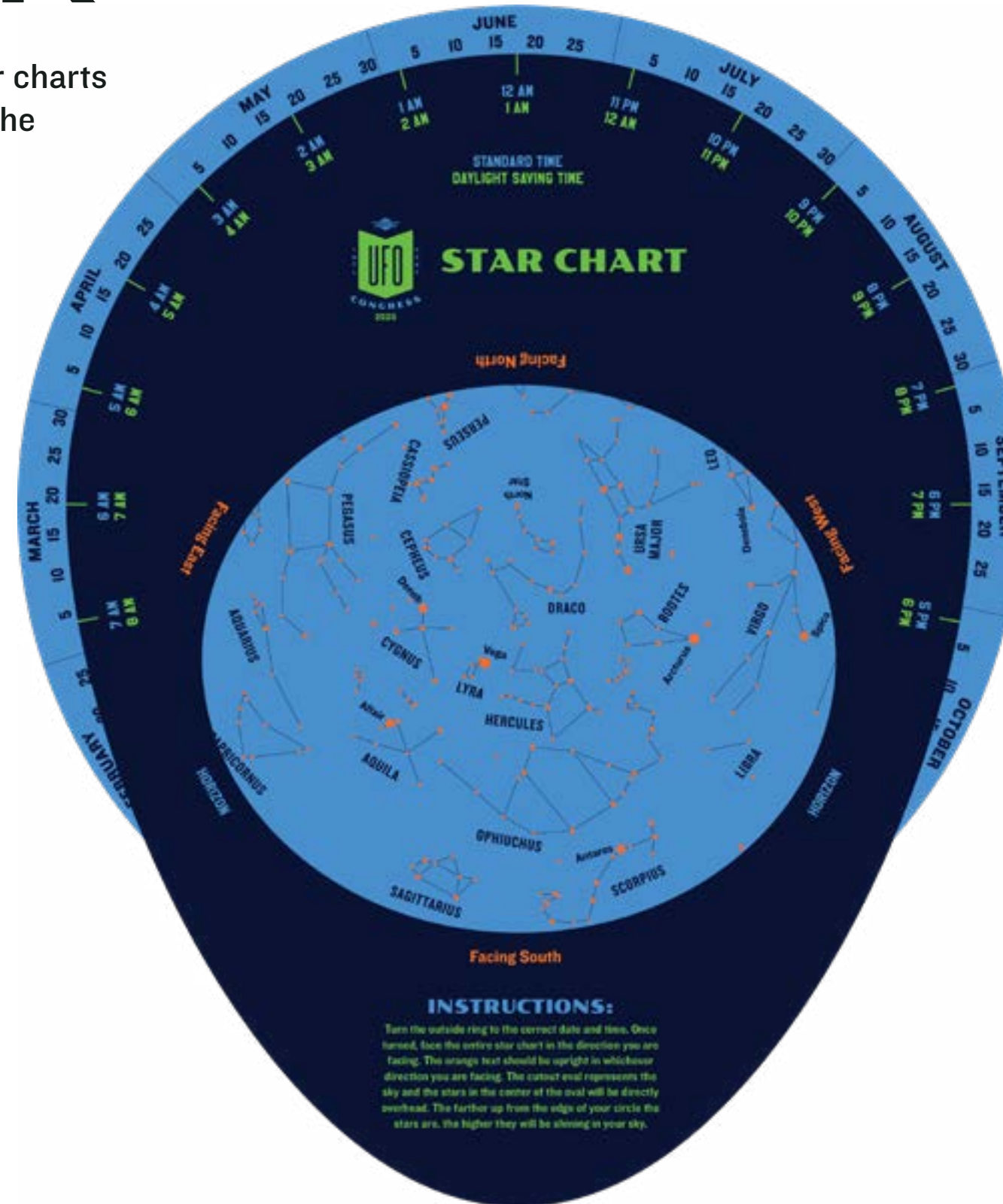
ID Badges & Schedule



05 Other touchpoints

Star Chart

Conference-goers will receive these star charts in their giveaway bags when they go to the Skywatch on Saturday evening



Red Light, Laser & Frisbees

Red light flashlights allow stargazers to see their surroundings without straining their eyes in the dark. Laser pointers can point out constellations and other objects in the sky.



Grab some friends and throw around your own flying saucer, a glow-in-the-dark frisbee.



Notebook, Tote & Enamel Pin

Notebooks allow conference-goers to take notes while listening to speakers, stargazing, or recording other phenomena. Tote bags and enamel pins stylishly advertise the conference.



T-Shirts



Thank you!