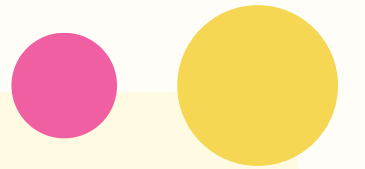
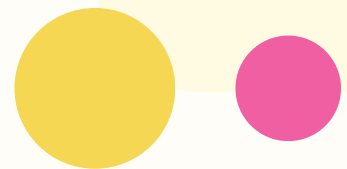


DASHCON

BRAND GUIDELINES



COME ONE, COME ALL!

Ladies, gentlemen, and clowns of all kinds – welcome to our Brand Guidelines document, highlighting our internal identity system and guide you through the basic elements of our brand!

Understanding our brand and adhering to these guidelines makes a consistent advertising strategy, and builds an unforgettable experience at our little circus!



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01	Introduction
02	Logo, Symbol, Wordmark & Tagline
03	Brand Colors
04	Typography
05	Brand in Use

01

INTRODUCTION





Why, for God's sake, why?

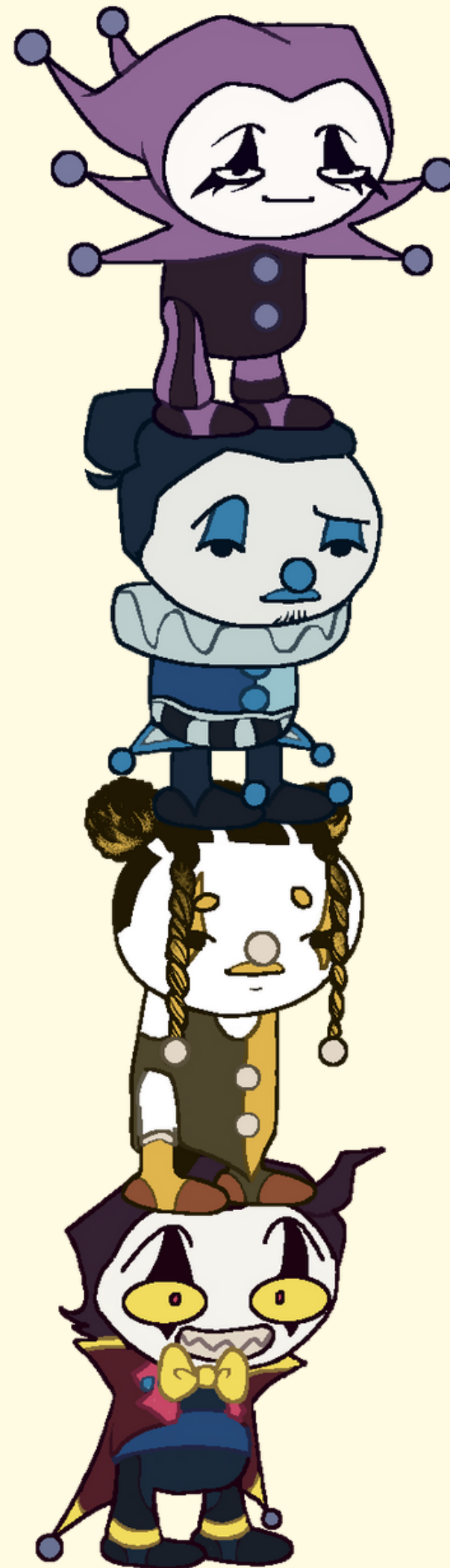
We're fundamentally an internet culture/history and fandom convention with a focus on celebrating local talent. We're not *not* a Tumblr convention, but Tumblr isn't our only focus.

While the memes are funny, and useful for our marketing, we want to have a strong base in our local community.

Playful We write and design our brand to be something we would enjoy reading for fun.

Relatable We want people to feel seen, heard, and understood. We try to be as transparent as possible with our online presence.

Reliable We work very hard to make sure we build trust between us and our community. We do our absolute best to never say things we can't back up.



Tone of Voice

We are a small team of truly unique and amazing artists and organizers. Making real connections is always going to be a core value of our brand, so we aim to be as genuine as we can.

www.dashcontwo.com/

02

LOGO, SYMBOL,
WORDMARK,
TAGLINE



Design Breakdown

The 'Icon' Logo

The 'Icon' logo consists of three elements; the ballpit, the 2, and our name. Our name and the 2 should always be put together throughout all marketing efforts.

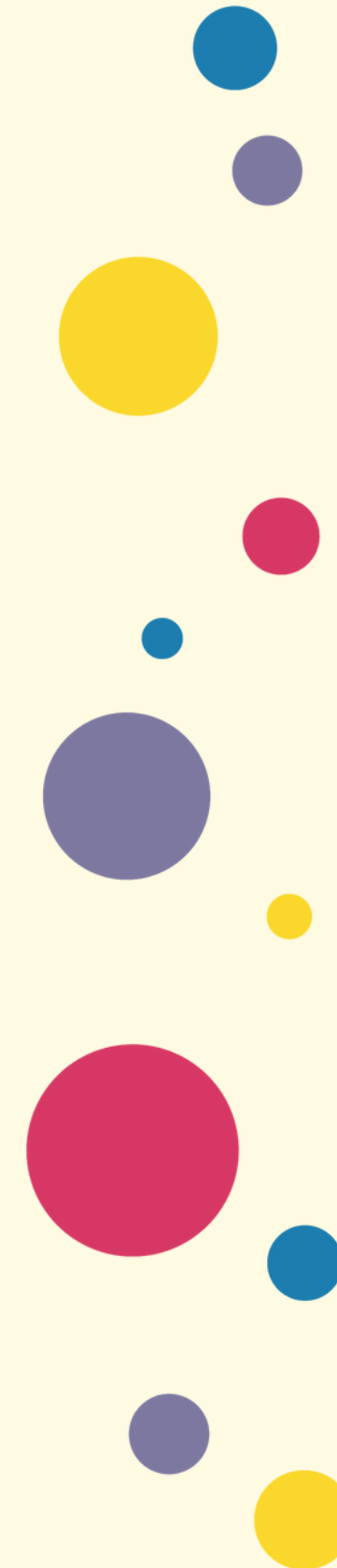




Design Breakdown

The Balls

The Ballpit is one of our most iconic features, as it references our namesake, the original 2014 *DashCon* convention. As such, we try to include them where we can – whether it be through accent detailing, or direct images of a ballpit. The example to the right is the sample we use most frequently for advertising and merch (such as the shoelaces).



Design Breakdown

The Wordmark

Though we prefer to make sure the ballpit is included, at times, the ballpit can be redundant. It's in those moments we prefer to use the sole Wordmark. It shows up most frequently in our ads that already have balls in a majority of the design, or merch designs.



03 BRAND COLOURS



The Clowns

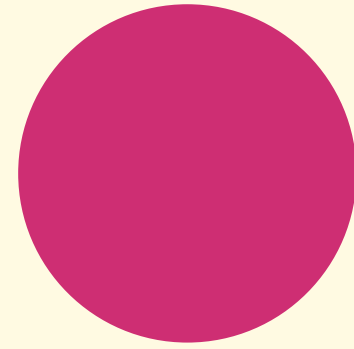
- Communicating our mascots and ethos through lighthearted colours.

Tumblr

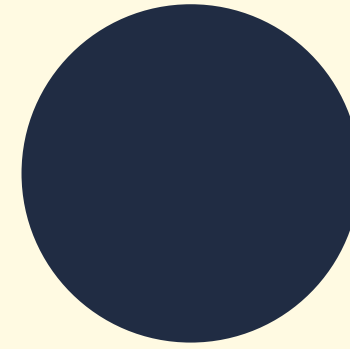
- The legacy of DashCon 2 is deeply interwoven with Tumblr culture, and we try to reflect that where we can

Piss

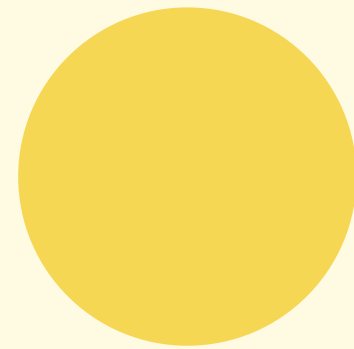
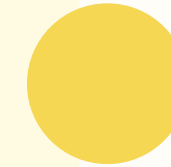
- ... look. We can't avoid the jokes, so we lean into them.



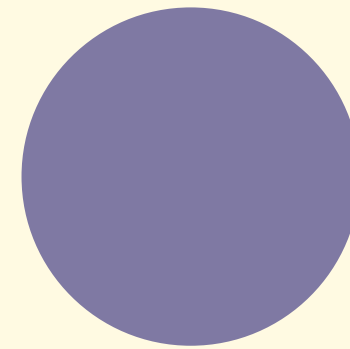
Funtime Fuschia
#ce2e73



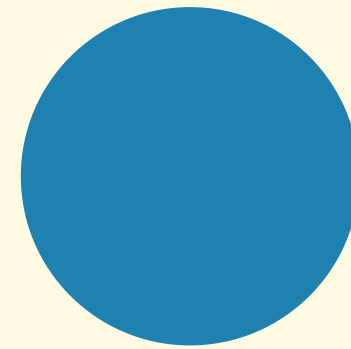
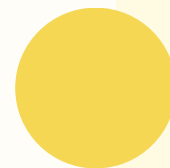
Blorbo Blue
#202c43



Piss Yellow
#f6d754



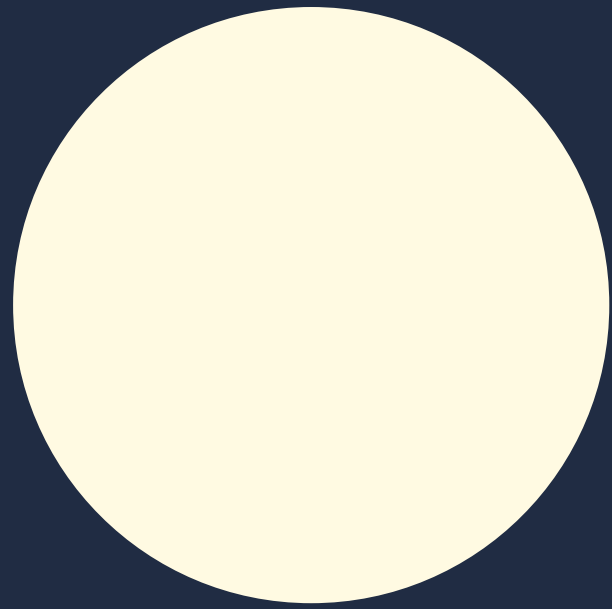
Melancholy Purple
#7f79a3



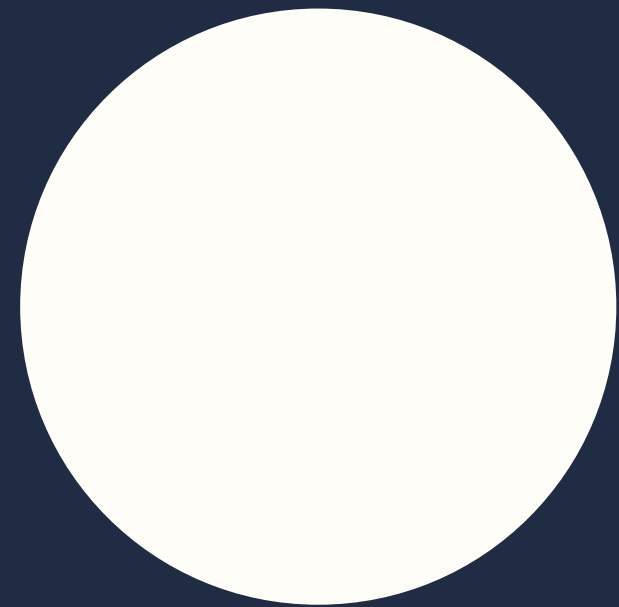
Blorbo Blue Two
#1e81b0

Main Colours

With our primary theme being clowns and ballpits, we tend to run pretty maximalist in our designs. We use these colours to ground our branding.



Old School Paper
#fffae2



Clown White
#fffdf8



Supplemental Colours

The Main Colours have to pop against something!

04

TYPOGRAPHY





Website Body Font:

Poppins

We use Poppins for clarity and legibility for our main points of access.

Website Title Font:

Oswald

Oswald compliments Poppins quite well, so we default to that combination to remain accessible.

Print Font 1:

ITC Zipper

ITC Zipper has a very old-style circus vibe to it, while remaining visually appealing and legible. In titles, always use all caps.

Print Font 2:

ITC Souvenir

ITC Souvenir, then, is Zipper's print compliment. It's used for both body *and* titles.

05

BRAND IN USE





DashCon 2

[ABOUT US](#) ▾[GETTING INVOLVED](#) ▾[SPONSORS](#)[THE CIRQUE](#)[ADMISSION](#) ▾[BUY TICKETS!](#)

THANK YOU FOR DASHCON 2

We're happy to say that DashCon 2 was an incredible success! We're so grateful to everyone who attended, especially our superb guests and volunteers!

[HEAR OUR THOUGHTS](#)

[CHECK OUT OUR LATEST NEWS](#)



MARTIN PUDDEPHATT

CREATIVE DIRECTOR
VENUE COORDINATOR



+1 519-505-6652



<https://www.dashcontwo.com>



Martin.Puddephatt@dashcontwo.com



SHOKOKAI STAGE @ 3PM

DASHCON 2

EXCLUSIVE DRAG SHOW

FEATURING:

**HELLISH LEE BISCUIT
DYCE 2 WATCH OUT FOR
SAPH ICK FOX C SHANTY
SALAÏ
PANDORA'S BOX MUNCHER**

INFO SHEET

- REGISTRATION DESK** Scan your ticket, pick up your wristband, and check in for volunteer shifts here.
- INFO DESK** You can come here if you're lost or need more info about the con. Physical copies of the pocket guide and extra menstrual products are available here upon request.
- MERCH TABLE** To pick up pre-purchased merch, please have your order number and a piece of ID on hand. See Merch Listing for what's available!

WHERE TO FIND HELP

- Physical Injury** → St. John's Ambulance
- Harassment** → Report through the Help Line or contact a volunteer
- Security Required** → If you can't find a guard directly, a volunteer will connect you to a security guard
- Staff Member Issue** → Info Desk



MERCH TABLE

- DASHCON 2 SHOELACES**
Want others to like your shoelaces? Give them a reason to comment with these DashCon 2-themed laces! 48" shoelaces with white plastic aglets and holographic packaging!
\$10.00 CAD
- CIRQUE DU DASH STICKERS**
Ready to get real silly? Turn any event into a clown show with our 3" kiss-cut dashclown stickers! Get a \$2 discount when you order the whole circus (which includes all four clowns!)
\$2.50 CAD / sticker | \$8.00 CAD / set
- THE DUEL T-SHIRT**
Heavy cotton black t-shirt. Lovingly made in collaboration with Strange Aeons and The Muppet Joker.
\$35.25 CAD
- AND MORE....**

A DEDICATION

this guide is dedicated to all of you - the people crazy enough to see "DashCon 2" pop up in their Tumblr feeds and decide to *actually show up.*

We couldn't have done this without you.

With love,
THE DASHCON 2 TEAM



DASHCON 2

POCKET GUIDE