



NordicFuzzCon 2020

style guide

Furovision

This style guide is here to give artists and designers a guideline for how to interpret the Furovision theme. You'll find guidelines for the art, which fonts to use, and which tone to keep in mind when making things for this year's theme. Enjoy!

concept

Things we'd like to see reflected:

Being encouraged to show the best of yourself!

Bringing people together! Different nationalities and backgrounds all get together and share this one great event and are united by music.

Sparkles, glitter, abundance, very flamboyant and extra "going all out"

Big excite!

We all know Eurovision and it touches our lives in different ways, but the cool part of it is that it's a big event that welcomes people to LOUDLY be themselves and show off their talents, and that's the mood we want to bring to this years NFC.

This is why we chose to focus on the positive attitude of Eurovision Song Contest, on coming together with other animal people to celebrate each other's skills, rather than the contest/rivalry angle. On getting together with people from different places and enjoying the show!!

The slogan for this year is "Love it or hate it" It's there to help include everyone: whether you like Eurovision or not, the convention is still for you.

usage: definitely include it when there's something that relates directly to this aspect of the theme.

font

montserrat black

montserrat black italic

montserrat regular

BIG WORDS

subtitle

This is some text about the thing and there will be a lot of glitter and sparkles here and it will be very over the top and extremely good. Did I say there will be sparkles and glitter cause we sure have a lot of those also we'll be using some neat designs cause that's how we roll. It's Furovision!

sizes used: this is just info, you can adjust this to fit the size of your document.

42 pt

50,4 pt

16 pt

19,2 pt

12 pt

14,4 pt

black on light backgrounds,
white on dark backgrounds

You are free to use bold or semibold to **emphasize text**.
Just *don't* go too crazy with it!

BIG WORDS

subtitle

This is some text about the thing and there will be a lot of glitter and sparkles here and it will be very over the top and extremely good. Did I say there will be sparkles and glitter cause we sure have a lot of those also we'll be using some neat designs cause that's how we roll. It's Furovision!

logo

complete Furovision Logo:
for anything that makes
people aware of the theme
(first banners the attendees
see, conbook, website, ...)

white on dark background,
black on light background

keep the flag!

additional text:
montserrat **EXTRABOLD**
or **SEMIBOLD**

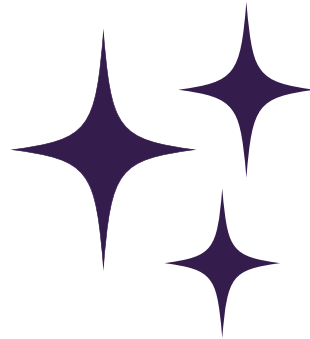
paw only logo: For when
attendees are aware of the
theme already (information
inside the conbook,
opening/ closing ceremony,
pages on the website, ...)



graphical elements for designers

Here's some returning elements you can add to your layouts, to create space, divide or emphasize things, or balance out a design. Use at your discretion!

sparkles



These assets are for layout people, but we do encourage artists to consider making things SPARKLY and NEON!

grouped or separate,
compose as you like



neon effect + dot elements

[All this and more neon elements are available here!](#)



art inspiration

Party vibes

Music and fun

Animal people singing together

Backstage, preparing the show, rehearsals

Gathering up to watch the show at home

Fans getting together

Glitter glitter glitter

Flags of the different countries being held/waved

Going all out!!!

Dancing and flamboyant costumes!

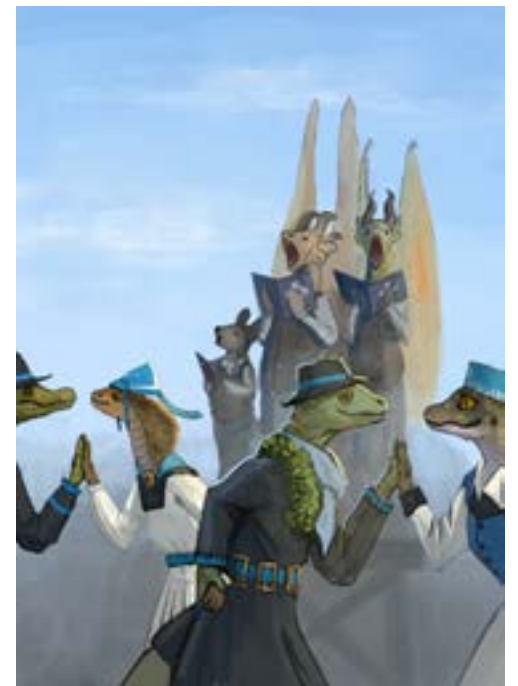
Which kind of instruments would animal people use that are different from human ones? Adjustments for paws, many-armed squid drummers, ect.

If dogs are colour-blind, what would their shows look like? These are fun questions to play with.

But also keep the main focus on glitter and glamour, and bringing the show without taking yourself too serious.

Confetti and flags everywhere!

Camp!



colour scheme

52r 28g 76b 90c 100m 30y 40k	
22r 51g 54b 90c 60m 60y 60k	
36r 47g 90b 100c 90m 30y 20k	
210r 205g 232b 20c 20m 0y 0k	
204r 105g 166b 20c 70m 0y 0k	
250r 220g 235b 0c 20m 0y 0k	
silver foil for print (spot colour)	

This is the main colour scheme, it's to be used in:

- all the design (your text is preferably in black and white though!)
- art depicting the general theme

Here's an example of it being used in art, in this case the cover of the booklet that was handed out at NFC 2019:



set in 7 different countries

All the countries have their own vibe, rather than a specific music style, since the real life ESC countries also bring different styles each year. To still give the nations their own identity, and to make sure as much people as possible can feel like their species is included, we based the identity on a certain vibe, rather than a specific species. This is why we went from “cat country” for Felandia to “sharp teathy elegant hunter country”, meaning there’s now also room for weasels, civets, fossas and so on!

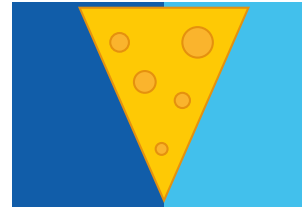
Avia:

All the flying and winged critters
Bright colours
Loud + flamoyant
Cheerful



Cheesedale:

small friends country
Clever, self-aware, but wholesome. Friendly-nerdy <3
They Might Be Giants and homebrewn gingerbeer.



Foxdale:

Party vibes
DDR
Dropped the tacos in the beer and is proud.
tight pants!



colour schemes! use these for art relating to the countries.

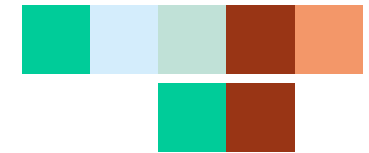
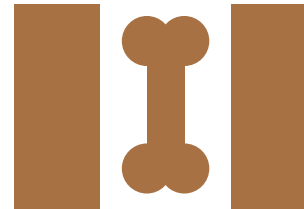


Looking for more inspiration? [Here's a link to more info about the countries!](#)

Demonia:
hoofed and horned demon country
No such thing as too many skulls!
Obviously metal



Canida:
rowdy bark bro country
Enthusiasm
Loud animals that are good friends (think wolves, hyenas, African wild dogs,...)



Felandia:
elegant sharp hunter country
Cats! but also slinky hunters
Kinda sexy - film noir - Blacksad



Exotia:
warm scale country
Lizard tongue
Lots of sun and bodypaint
Dragons, snakes, dinosaurs, lizards, crocodiles,...



approaches and best practices

- Look at actual Eurovision for inspiration! Not just the shows, also the design, the public, etc. ask yourself what you love about ESC, ask others what they love about it.

- Let yourself be inspired by music show related printwork: make a concert poster for an event, make a flyer look like a ticket for a show, google for inspiration and have fun!

- It's allowed to be pretty camp, and it's not a theme to be taken very seriously. Whether the theme appeals to you personally or not, ask yourself "how can I have fun with this?"

- Keep an eye on how there will be a diverse public with different backgrounds and different tastes in music and fun.
- If you make design choices that you can only defend with "people are so sensitive nowadays", make better design choices.

With the theme in mind, you are especially encouraged to avoid playing with racist or chauvinist stereotypes. Our goal is to bring people together, not to mock residents of a specific place, cause they will also be there to enjoy the con, just like you.

- Definitely don't use proprietary stuff, respect copyright law.

Questions?
In doubt about anything?
Contact the art directors on telegram:
Cruz: @CruzCorax
Norr: @nordr
We're here to help!