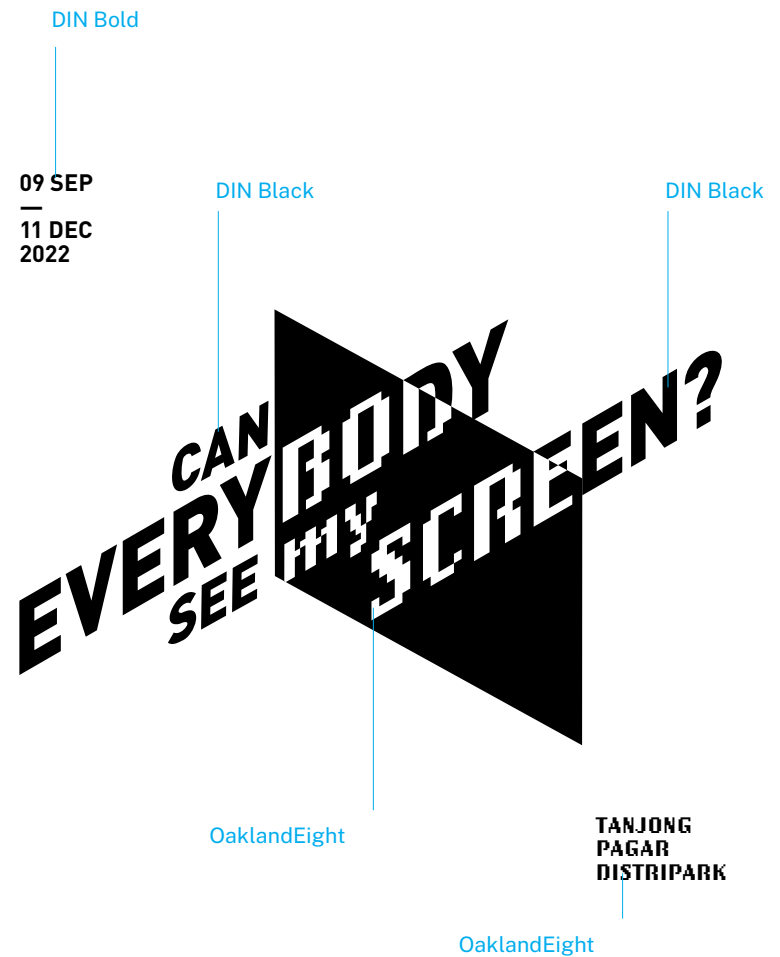EXHIBITION IDENTITY

CAN EVERYBODY SEE MY SCREEN

Taking reference from video games and the idea of transformation through screen, regular text is "scrambled" to it's 8-bit form as it goes through the screen.

CAN EVERYBODY SEE MY SCREEN?

Formats

Playing with the juxtaposition of the two different fonts. The Date is thus set in DIN and location, the 8-bit font, OaklandEight sitting at opposite ends of the page.

09 SEP
—
11 DEC
2022

CAN EVERYBODY SEE my SCREEN?

TANJONG
PAGAR
DISTRIPARK

DIN Bold

09 SEP
—
11 DEC
2022

DIN Black

DIN Black

CAN EVERYBODY SEE my SCREEN?

OaklandEight

TANJONG
PAGAR
DISTRIPARK

OaklandEight

Single Colour Black & White

09 SEP
—
11 DEC
2022

09 SEP
—
11 DEC
2022

Colour Applications

In situations where colours are needed, they should be applied as "glitches" to the background of the main identity. The "screen" should remain black or white (for reversed applications).

Some examples below with recommended colour combinations:

100c 75m / #231F20
Pantone 2728C

60c 100y / #39b54a
Pantone 74C044

75c 100m 20k / #551f7a
Pantone 268C

20c 100m 15y / #ec008c
Pantone C8187E

50m 100y / #f7941d
Pantone 1495C

Application on Image

In situations when the Identity is placed over an image, the single colour black or white mark is preferred. (Depending on the colour and complexity of the image.

Application on Image (Colour)

In situations where the coloured version of the identity is used, they should be applied as "glitches" to the background of the main identity. The "screen" should remain black or white (for reversed applications).

Colours chosen should compliment the imagery.

On-site Applications

For on-site application, it is recommended to use either only the single colour black or white application for vinyl cut. However, if the coloured version is preferred, they should be applied as "glitches" to the background of the main identity. The "screen" should remain black or white (for reversed applications).*

* See colour applications

Fonts

DIN Family

OaklandEight

Regular:
The quick brown fox jumps over the lazy dog

Regular:
The quick brown fox jumps over the lazy dog

Regular Italics:
The quick brown fox jumps over the lazy dog

Bold:
The quick brown fox jumps over the lazy dog

Bold Italics:
The quick brown fox jumps over the lazy dog

Black:
The quick brown fox jumps over the lazy dog

Black Italics:
The quick brown fox jumps over the lazy dog