BRANDING GUIDELINES

TTT 2023

TABOO
TRANSGRESSION
TRANSCENDENCE
IN ART & SCIENCE 2023

"Taboo-Transgression-Transcendence in Art & Science" started as a wish to explore three different levels of conception and perception of the aesthetics and ethics in the field of art & science. During its maturing process the project developed towards the exploration of the line where art and science meet and therefore also the border where they divide.

The three "T" initials condensate three ideas.
First the forbidden, a convention that is so deeply rooted that few seem to be willing to break it. Second the defiance, the challenge to the convention itself either through the resistance to execute an order or through the direct action against the status quo. Third, the sublimation, the transition to an alternative state that overcomes the expected intermediary stages in linear conceptualization, here connected with the expansion of limits.

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The official name of the conference is the **Taboo-Transgression-Transcendence in Art & Science**, acronym **TTT**.

It is important that all communications related to the TTT Conference use official logos, color schemes, and other elements to keep our branding consistent. As you create any graphics, images, blog posts, or other communications, please use the following elements in all conference related materials.

LOGO

The conference logo includes a figurative mark and as wordmark the IAS logo and additional information. The logo is the core of our brand identity. It is therefore important to protect it and to use it consistently in accordance with the guidelines. Please use only the prepared logo data. Please do not modify the logo file in any way.

LOGO VERSIONS
There are two main logos and one special version. When to use which logo depends on the purpose and how much information is required.

How to use our logo:

Preserve the full legibility of the logo.
Use black or white solid colour on the logo depending on the background.

Do not change colors.
Do not change colors of the abstract mark or the wordmark. The official colours of logotype is black and white. Do not use colors, textures or effects on the logo.

Do not add any visual effects.
Do not apply strokes, drop shadows, gradients, or other visual effects.

Respect the Minimum Clear Space.
To ensure that the logos are optimally accentuated, please make sure to maintain the clear space around the logo. No text or images should be inserted in this space.

Do not rotate the logo.
Do not rotate, skew, or bend the conference logo.

Do Not Distort the Logo.
Ensure that the Conference logo is never squashed or distorted.

Do not change or alter typefaces.

Cover Image
Leonardo da Vinci's Embryological Drawings of the Fetus.

COLOUR PALETTE & FONTS

Each conference has its own color range chosen from the additional colors. There must not be added other colors which are not part of the additional color pool. Please make sure to provide enough white space to let the conference colors shine.

Color Palette 2023
The TTT color palette 2023 has been created to allow maximum flexibility and give a strong set of colors foruse. These colors have been used across all materials and products related to the conference.

#fe9400
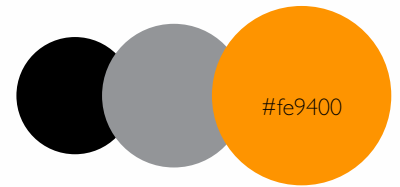
Fonts

Futura Extra Bold

TABOO TRANSGRESSION TRANSCENDENCE

Futura Bold
IN ART & SCIENCE 2023

WEBSITE & SOCIAL MEDIA

Official Website
https://ttt-conference.org

Official Hashtags
#tttinartsci #ttt2O23 #tttconference #artscience #tttmalta

Social Media
•**Facebook** https://www.facebook.com/TTTinArtSci/
•**Instagram** https://www.instagram.com/tttinartsci/

TTT2023 MALTA COMMUNICATION GUIDELINES

I. **TTT Organizing Committee** is responsible for all communications, marketing and PR relating to the conference and its events.

2. All communications material must follow the **TTT conferences** brand guidelines as well as be in accordance with the brand guidelines of all institutions supporting the organization of TTT2023.

3. **TTT2023 Malta** organization is branded as being hosted by the **Malta Society of Arts**, supported by the Ionian University and co-sponsored by the European Union.

4. Apart from the above, all parts reserve the right to communicate and publicise the project as they sees fit, including the right to edit submitted material for reasons of branding consistency and tone, provided that this does not constitute a breach of any of the institutions' brand guidelines.

5. For more information about the conference please contact TTT communication department at email: **av-ttt@ionio.gr.**