

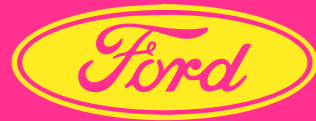
Style Guide

Details

THAT THEN THIS is a new music festival featuring artists across a wide range of genres with a common interest in experimentation, exploration, and innovation. The festival will take place from **AUGUST 20-22, 2022** in **DETROIT** at the **HART PLAZA**.

Tickets are now available online at that-then-this.com.

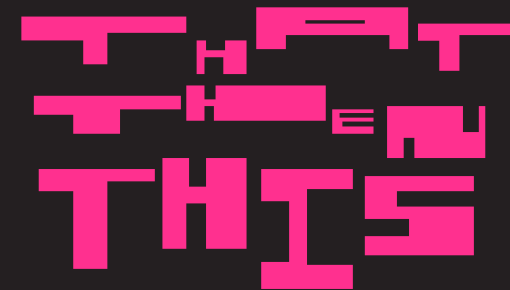
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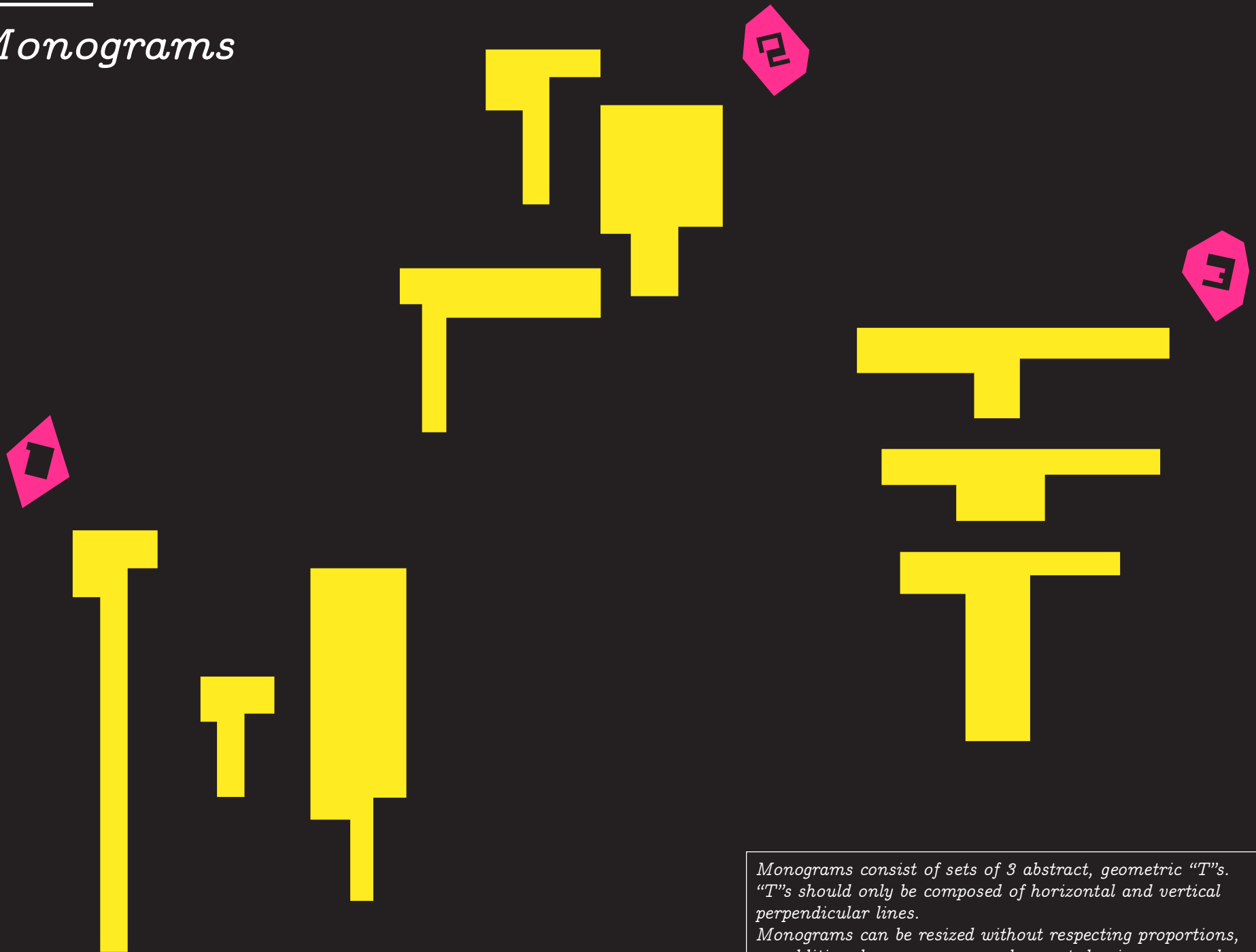


Lockups



Lockups can either be tall (1), squarish (2), or long (3). All lines should be either exactly horizontal or vertical. Lockups can be resized without respecting proportions or additional lockups can be created using same rules.

Monograms



*Monograms consist of sets of 3 abstract, geometric "T"s.
"T"s should only be composed of horizontal and vertical
perpendicular lines.
Monograms can be resized without respecting proportions,
or additional monograms can be created using same rules.*

Roster

*Saturday
August 20*

FLYING LOTUS 2pm
HOLLY HERNDON 4pm
BLACK M&BI 6pm
LINGUA IGNOTA 8pm

*Sunday
August 21*

AGAINST ALL LOGIC 2pm
HENRY CARLOS 4pm
MAT MOS 6pm
HELENA HAUFF 8pm

*Monday
August 22*

FKA TWIGS 2pm
SOAPWIE 4pm
ONEORTRIX POINT NEVER 6pm
T'ONDAR BRAXTON 8pm

Venue



Hart Plaza is a downtown Detroit waterfront plaza with a central fountain designed by Isamu Noguchi. Other festivals that take place here are the Movement Electronic Festival, Mo Pop Festival, and Detroit Jazz Festival.

Typography

That Then This (Custom Variable Typeface)

THAT THEN THIS

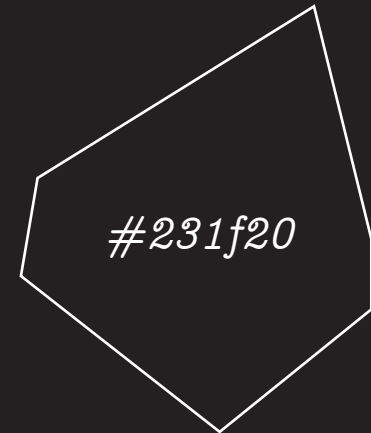
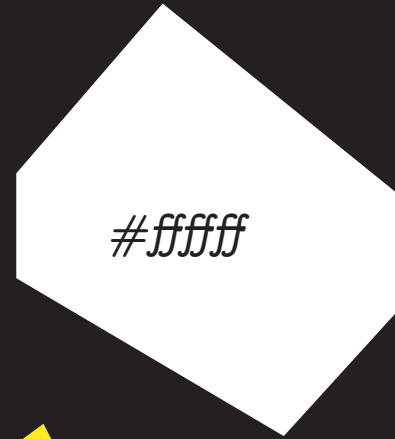
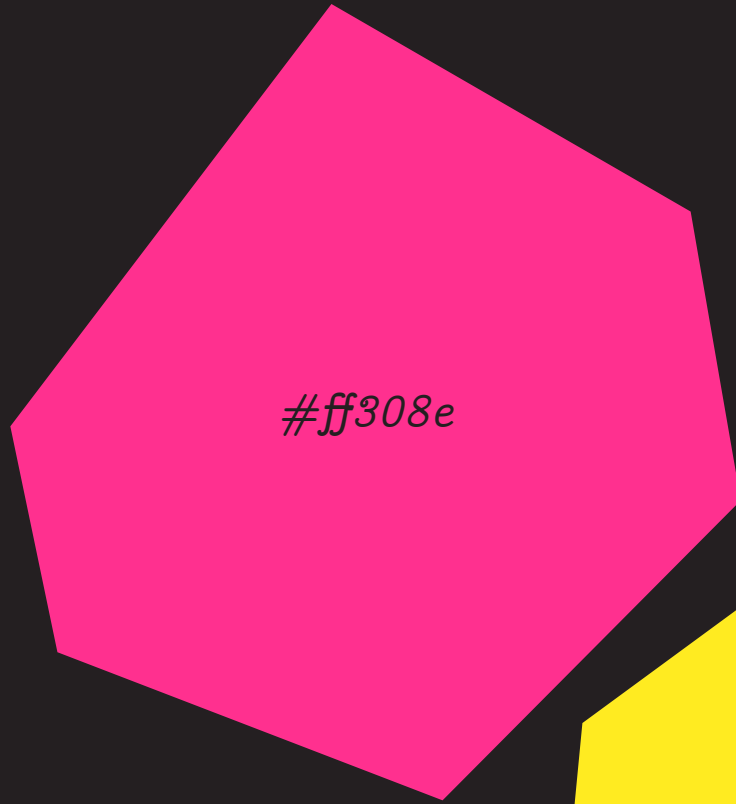
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ0123456789

CMU Concrete (Italic and Bold Italic)

*AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPp
QqRrSsTtUuVvWwXxYyZz0123456789*

*Custom variable display font for headings and highlighted words or phrases.
Uses two variable axes to achieve variation in letterform.
Supported by CMU Concrete for smaller text.
CMU should be used in italic form wherever possible.*

Colors



Pink and yellow can be used interchangeably as key colors. Color palette should default to dichromatic (pink+yellow) and add white and ash as needed for contrast.

*Patterns, Textures,
and Ornaments*



*Typographic patterns pulling from “That Then This”
custom variable typeface.
Can also utilize abstract rectangular forms, but should be
secondary to typographic explorations.*

Patterns, Textures, and Ornaments



*Main "T" monogram should be used as primary graphic element wherever possible.
Monogram can be resized without mainting proportions but should not be rotated or curved.*

Photography



Performing Sunday, August 21 at 6PM

*Photos can be filtered through either pink/yellow or ash/white gradient maps.
Edges can be masked using letterforms or rectangles (don't use curved or diagonal forms for masking).
Background flourishes can use diagonal, colorful shapes.*

Poster

a NEW and WEIRD music festival in DETROIT August 20-22, 2022

Saturday August 20

FLYING LOTUS
 HOLLY HERNDON
 BLACK M&B
 LINGUA IGNOTA

Sunday August 21

AGAINST ALL LOGS
 WENDY CARLOS
 MAT HOS
 WELWA HAUFF

Monday August 22

FKA TWIGS
 SOPHIE
 ONEOHTRIX POINT NEVER
 TYONDAI BRAXTON

DETROIT August 20-22, 2022

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Brochure



FLYING MUSIC LOTUS

Steven Ellison (born October 7, 1983), known by his stage name Flying Lotus or sometimes FlyLo, is an American record producer, DJ and rapper from Los Angeles. He is also the founder of the record label Brainfeeder.



BLACK MUSIC MIDI

Their name is derived from the Japanese music genre black MIDI, though their own music has no relation to it. Their sound has been described as experimental rock, noise rock, progressive rock, noise rock and post-punk.

THURSDAY

AUG. 20

Herndon's music often includes human singing voices (including her own), is primarily computer-based, and regularly uses the visual programming language Max/MSP to create custom instruments and vocal processes.

HOLLY MUSIC WERNDON

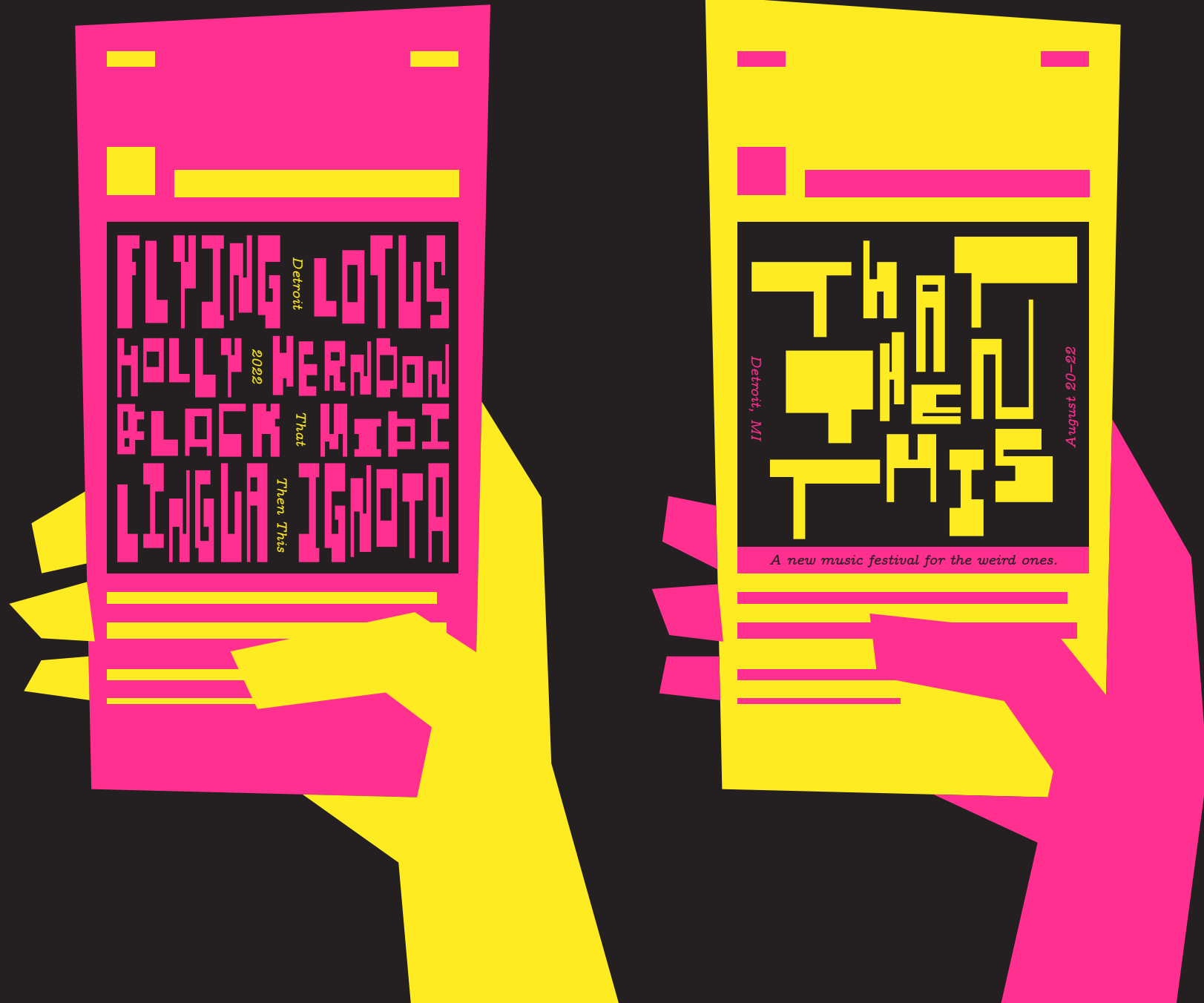


Lingua Ignota is an American classically trained multi-instrumentalist. In 2017, she self-released the albums Let the Evil of His Own Lips Cover Him and All Bitches Die under the Lingua Ignota moniker, which spread through word-of-mouth.

LINGUA MUSIC IGNOTA



Social Media



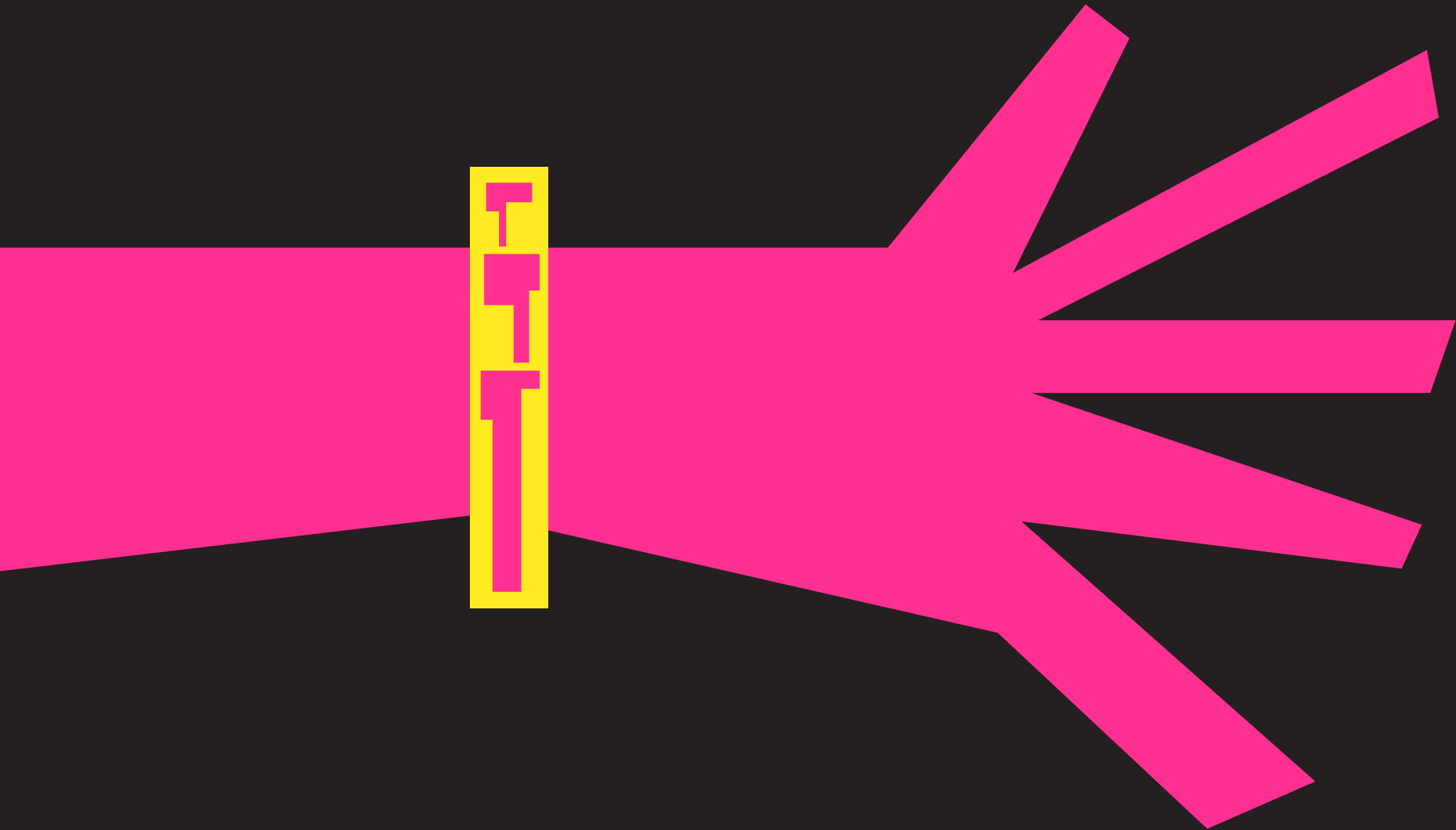
Website



Bus Wrap



Wristbands



Lanyards



Supergraphics

