

SIGGRAPH 2026

# Brand Guidelines



# Our Tagline

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The Premier Conference & Exhibition on  
Computer Graphics & Interactive Techniques

Established in 2021, the 2026 tagline maintains the more descriptive approach, aiming to clearly define the event and provide a universal understanding of what SIGGRAPH is about.

# Logo Design



**SIGGRAPH 2026**  
Los Angeles 19–23 JUL

# Brand Typography

The following fonts will be used across various channels and will cover a variety of use cases including;



The SIGGRAPH 2026 typography system features a simple yet comprehensive typographic system built with Luxe Uno. This modern sans-serif is clean, balanced, and highly versatile, supporting both flexibility and legibility through one straightforward approach. With its rounded letterforms and minimal design ethos, Luxe Uno delivers a welcoming feel within a sleek, contemporary package perfect for all applications.

## Print

The print font is to be leveraged in physical pieces of collateral, signage and other tangible items.

Luxe Uno

ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Digital

The digital font will be used to allow ultimate flexibility in editing and viewing for your consumers across websites, applications, and other displays on desktop and mobile devices.

Luxe Uno

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Download Fonts [↗](#)

# Color Study

The SIGGRAPH 2026 palette is simple yet vibrant with an emphasis on cooler tones inspired by the natural world. This bright, bold interpretation of the hues around us reflects the duality between humanity and nature while painting a picture of energy and optimism for the future.

CUBICLE  
NINJAS



Pantone: N/A  
(No Ink)  
#FFFFFF  
255/255/255  
00/00/00/00



**SIGGRAPH 2026**  
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Pantone 7546 C  
#2A4249  
42/66/73  
82/60/55/43



Pantone 4755 C  
#D2C5B2  
210/197/178  
18/19/29/00



**SIGGRAPH 2026**  
Los Angeles 19–23 JUL

Pantone P 1-9C  
#F1EFE3  
241/239/227  
04/03/10/00

# Brand Elements

SIGGRAPH 2026 leverages dimensional minimalism to reveal the full scope of the SIGGRAPH experience, allowing the content to tell the story while inviting audiences to become a part of it.

## Full-Color Photography

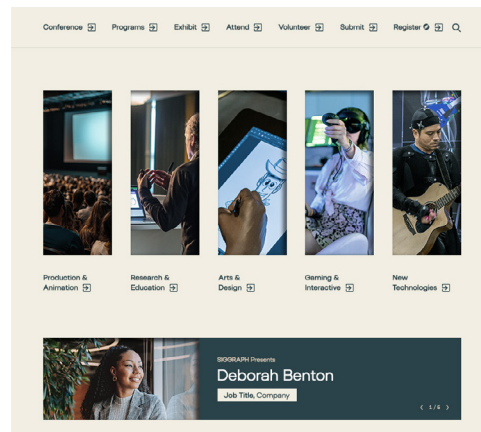
Use a dynamic blend of full-color photography that features engaging in-conference imagery. Your photo selections should give audiences an inside look at the diverse technology, community and experiences that SIGGRAPH has to offer.



## Dimensional Photo Portal

The use of in-set shadows creates the effect of a dimensional window or portal into the conference environment. Although the primary portal shape is rectangular, you may use the roundel or bold typography to house imagery.

[Download Sample PSD](#)



Examples of dimensional photo portal

# Email Signature

## Instructions

1. Visit this URL: <https://secure-email.njja.co/siggraph/email-signature-2026/>

2. Select all: CTRL+A for Windows, CMD+A for Mac.

Then copy: CTRL+C for Windows, CMD+C for Mac.

3. Go into your email and paste CTRL+V for Windows, CMD+V for Mac.

4. Select only the text you want to change (Name, Title, or Phone Number) and type in your new values. Make sure your selections are precise, as you may accidentally delete the invisible structure.

5. Copy and paste this into your email client signature box to use as your new signature moving forward.

