



POST GENDER WORLD
BRAND/IDENTITY SYSTEM

CONCEPT



The brand concept for Post Gender World is anchored by an icon which is both an amalgam of traditional “male” and “female” symbols, and the structural shapes of “P” and “G,” presented in an intentionally unrefined style for it’s organic form and easy replication by anyone in any medium. Further influence from ‘hobo markings’, often used by trainhoppers and other transient cultures as a secret language of acceptance and solidarity lend a loose, textural, free-form visual structure to the icon itself.



The only specific branding colors are black and white, with complementary colors to be chosen at the designer’s discretion. A suggested palette of solid, bold, bright colors is included within, but usage is not limited to these colors. Fill patterns, metallics, organics, etc. are not to be used on or within the icon. Gradients and textures are allowed. The logo should never appear as more than one solid color – the 3 elements (circle, two lines) should never appear as separate colors, lines should not intersect.



The brand name (Post Gender World) usage is far less specific, with the name taking a back seat to the iconography. The full name should never appear hyphenated or as one long word except when as a web handle/URL. The name can be in all caps, but does not need to be. The name can be creatively arranged into different shapes, in a circle, etc., as a design element – but not as a replacement of the icon.

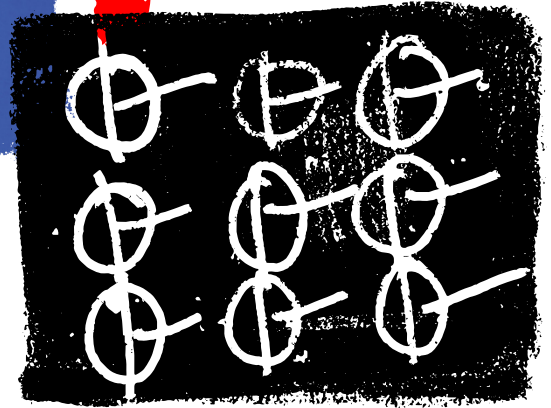
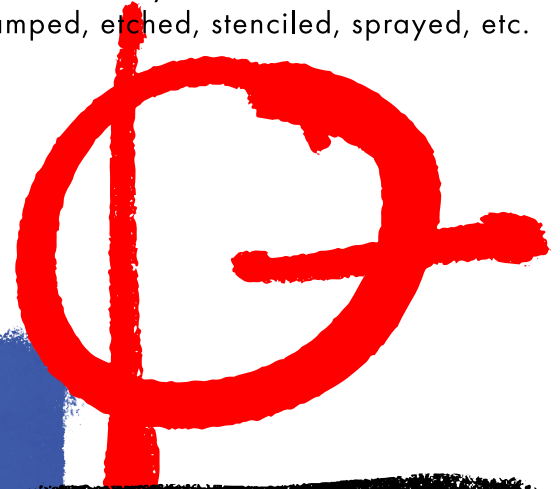


The icon and the name may be displayed together or separately. The tagline, “for a post gender world” should only accompany a full lockup (icon, name, tag). The tagline may or may not be in all caps to match with the current name use.



ICON

Color and actual presentation are flexible, with more organic, imperfect shapes not only preferred, but encouraged to be created by others as a form of brand engagement. The icon can be drawn, stamped, etched, stenciled, sprayed, etc.



FONT S

MAIN TITLING / BRAND

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

BEBAS NEUE
REGULAR
ALL CAPS
SPACING: 0

SECONDARY TITLES

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()

SOFIA PRO
REGULAR
ALL CAPS
SPACING: 0

Body Copy

qwertyuiopasdfghjklzxcvbnm

QWERTYUIOPASDFGHJKLZXCVBNM

1234567890!@#\$%^&*()

SOFIA PRO
LIGHT
STANDARD CASE
SPACING: 0

Alt. Body Copy

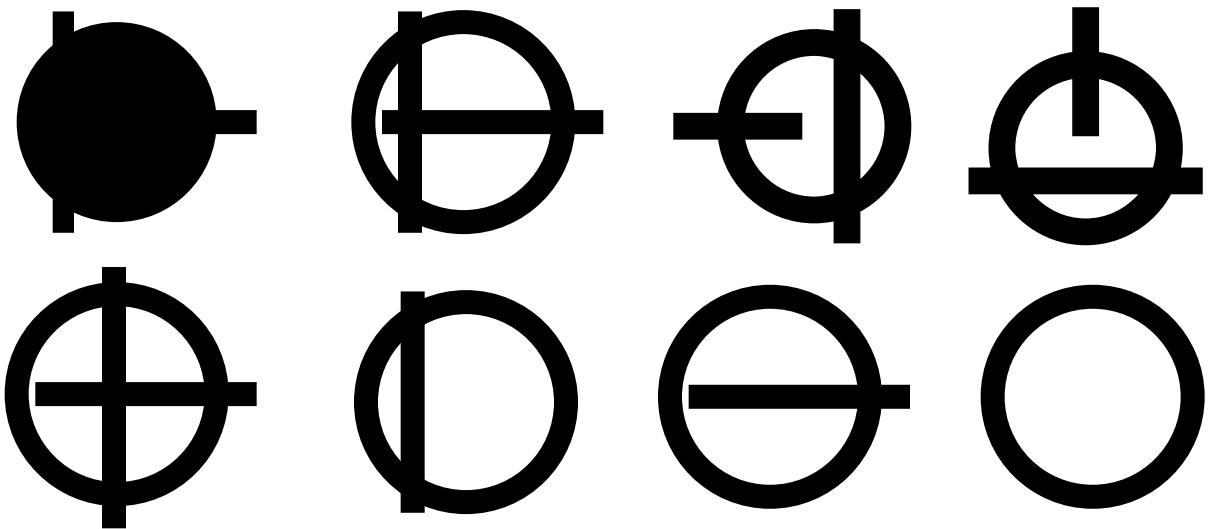
qwertyuiopasdfghjklzxcvbnm

QWERTYUIOPASDFGHJKLZXCVBNM

1234567890!@#\$%^&*()

EUROPA BOLD
BOLD
STANDARD CASE
SPACING: 310

IMPROPER USE



PG-13
POST-GENDER WORLD
POSTGENDERWORLD
POSTGENDER WORLD
POST GENDER
POST-GENDER



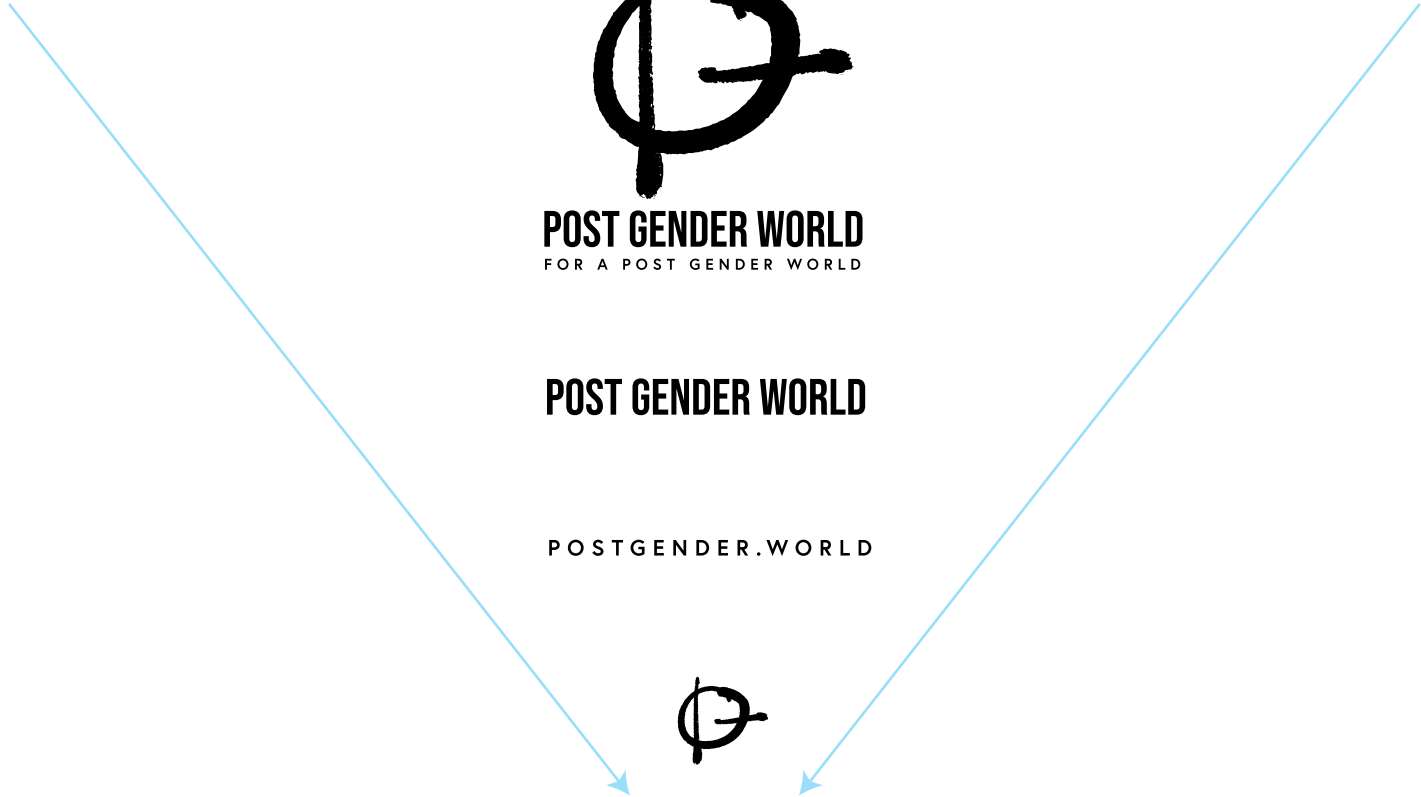
RESPONSIVE USE



POST GENDER WORLD
FOR A POST GENDER WORLD

POST GENDER WORLD

POSTGENDER.WORLD



USAGE VARIATION EXAMPLES

P O S T
G E N
D E
R

D P O S T
L S T
O R L
W R
E D N

P
O S
T G E
N D E R
W O R L D



HANDLES

POSTGENDER.WORLD

INSTAGRAM.COM/POSTGENDERWORLD

FACEBOOK.COM/POSTGENDERWORLD

TWITTER.COM/POSTGENDERWORLD

TIKTOK.COM/@POSTGENDERWORLD