

GENERATOR AVAILABLE:

36C3.BLEEPTRACK.DE

DESTRUCTION

36C3

36C3

36C3

36C3

36C3

**RESOURCE
EXHAUSTION**

HOPE

36C3

**RESOURCE
EXHAUSTION**

3 | 500px

3 | 100px

● | 12px

— | 6px

COLORS

Pantone Cool Grey 2C

RGB: 208 208 206

HEX: #D0D0CE

CMYK: 14 10 8 0



Pantone Orange 021 C

RGB: 254 80 0

HEX: #FE5000

CMYK: 0 74 100 0

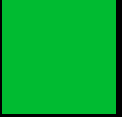


Pantone 2271 C

RGB: 0 187 49

HEX: #00BB31

CMYK: 74 0 99 0



FONTS

BLACKOUT MIDNIGHT

BLACKOUT 2AM

<https://github.com/theleagueof/blackout>

VISUALS

Resource Exhaustion is a process. To symbolize the ongoing exhaustion, this year's design is generative:

The generation process starts with plain text or icon shapes, which then deteriorate slowly: Jagged edges break off, parts may tip over or fall down.

The process ends in a state of **destruction** with added subtitles in pantone orange.

But there's also **hope**! This optional process step is a look into a re-generative future with small leaves growing from the cracks.

GENERATIVE RULESET

- Subtitle text should be about 1/5 of the main text size.
- Subtitles may have multiple lines. Each line is slightly rotated and aligned with the main text on the right side. The first subtitle row is placed so that the right side center has the same height as the main text bottom. Other placement may be chosen for a better optical fit.
- Use cracks and leaves sparsely.
- The broken text or icon should remain recognizable (if needed).
- Put important info into subtitles, as they are easier to read. Broken text and icons serve decorative purpose.
- Use the **hope** state sparsely: in outros, on the final slide of a presentation, on the backside of a shirt.
- You can use **hope** and **destruction** states to underline positive ("please do X") or negative ("please don't do X") statements.
- Have fun generating your own visuals!