



Furvana

September 27–29, 2019

“Ocean Shores”

Theme Information
&
Conbook Submission Guide



Theme – “Ocean Shores”

Taking key inspirations from our new venue location, surrounding area, and the beautiful coast of the Pacific Northwest, a theme centered around this motif will help strongly identify the unique offerings that Furvana brings to the furry community.

Key Characteristics:

- ❖ Coastal Geography
- ❖ Fishing, Ships
- ❖ Coastal Animals
- ❖ Nautical Objects





Theme – “Ocean Shores”

“Ocean Shores” may be seen as a fairly broad theme and so it is important that we avoid certain characteristics that are not common to Pacific Northwest beaches, and may be common to coastal areas in other geographies.

PNW Beaches Have:

- ❖ Long Flat Tidal Planes
- ❖ Rocky Outcroppings
- ❖ Heavy Fog & Mist
- ❖ Piles of Driftwood
- ❖ Tide Pools & Big White Waves
- ❖ Lighthouses

PNW Beaches are **Not:**

- ❖ Tropical Beaches
- ❖ Warm, Clear Blue Waters
- ❖ Luau and Floral Prints
- ❖ Surfer Dudes & Palm Trees
- ❖ Sunbathing on Beach Towels
- ❖ Underwater (Bioshock etc.)



Theme Inspirations

Ships and Nautical Objects





Theme Inspirations

PNW Coastal Animals & Birds





Artwork Submission Guidelines

Please adhere to the following guidelines when submitting written or visual artwork:

Artwork Should:

- ❖ Adhere to the theme guidelines.
- ❖ Be at most PG-13 rated.
- ❖ Be formatted as layered .PSD files.
 - ❖ .PDF, .TIFF, or .PNG are also acceptable.
- ❖ Be at least 300 DPI.
- ❖ Include your signature.
- ❖ Have all text on separate layers.
- ❖ Be formatted as .DOCX or .RTF (written)

Artwork Should **Not**:

- ❖ Contain heavy violence, blood, gore, or dismemberment.
- ❖ Contain or imply drug use.
- ❖ Contain or imply pornographic content.
- ❖ Contain watermarks or overlaying text.
- ❖ Contain copyrighted characters.
- ❖ Contain advertisements.

Note that color artwork may be adjusted to be greyscale if it is used in the conbook interior pages.



Conbook Submission Deadlines

All visual or written submissions for use in Furvana publications must be submitted no later than:

July 31st, 2019

All submissions or questions should be e-mailed to:

publishing@furvana.org



Usage by Furvana

By submitting your artwork, you are agreeing that Furvana may use your submitted images for inclusion in any of the following publications:

- ❖ Convention Website
- ❖ Conbook
- ❖ Flyers
- ❖ Posters
- ❖ Advertisements
- ❖ Banners
- ❖ Convention Signage
- ❖ Badge Inserts

A note about personal characters:

It is acceptable if you wish to submit artwork containing depictions of your own personal characters, however please keep in mind where these images may be used. Attendees should be able to relate to and see themselves in the artwork, and personal characters that are overly complex complicate such a relationship.



Advertisements

If you would like to advertise your services or business in the Furvana conbook, the following options are available. Please send any inquiries to publishing@furvana.org



Ad Type	Price	Width	Height
Quarter Page	\$90	3.2"	4.8"
Half Page	\$160	6.5"	4.8"
Full Page	\$300	6.5"	9.6"
Ad Swap*	Free!	Varies	Varies

*Furvana is happy to give you free advertisement space in our conbook in return for comparable advertisement space in your conbook or a similar medium!



Color Palette and Font

In order to maintain consistency across different Furvana publications, please refer to the following color palette and font styles as needed:

Color Palette		
	RGB 195/232/247	HEX #C3E8F7
	RGB 100/205/246	HEX #64CDF6
	RGB 36/161/219	HEX #24A1DB
	RGB 15/76/141	HEX #0F4C8D
	RGB 38/33/40	HEX #262128
	RGB 47/42/37	HEX #2F2A25

Font Styles
LOGO & EVENT NAME Florescesans SC Exp – All Caps
PRIMARY HEADERS Florescesans Black– Small Caps
Primary Content Century Gothic



FURVANA

Mascot Character Reference Sheet

Full Convention
Information At
furvana.org



Name: Furvana

Gender: Neutral

Species: Hybrid

Fennec - Ears, Muzzle, Tail

Orca - Markings, Good Swimmer

Bird - Mini-Wings on Tail and Paws

Cat - Paws and Tail

Bunny - Hind Legs and Jumping

Abilities:

High Jumper

Great Swimmer

Graceful Landing from Heights

Personality:

Playful and Friendly

Extrovert, Loves to Socialize

Loves to Give and Receive Hugs!

Original Design by Sushi Meep

@Meep '15