



FURVANA 2020

STARRY NIGHT

THEME INFORMATION

& CONBOOK SUBMISSION GUIDE

SEPTEMBER 11-13, OCEAN SHORES WA



THEME: “STARRY NIGHT”

A convention theme that focuses on the beauty of the night sky above.

Our theme for Furvana this year is "Starry Night". If you've ever looked up at the night sky in the Pacific Northwest, you'll know full well what a beautiful sight it can be. Stars stretching into infinity, shadows of tall proud pines and stoic mountains, the whispers and calls of nighttime animals. You might even catch a glimpse of the Aurora Borealis waving down from the north! Okay, it's really cloudy a lot too, but that's the PNW!

Key Characteristics:

- ❖ Stars over the Ocean
- ❖ Nighttime
- ❖ Beach Campfires
- ❖ Wonderous



THEME: “STARRY NIGHT”

Please refer to these details regarding the specifics of theme direction.

Starry Night Is:

- Viewed from a Planet’s Surface
- Stars, Galaxies, Planets, Nebulas
- Constellations
- Aurora Borealis
- Beach Campfires
- Celestial Navigation
- Moonlight, Starlight
- Nighttime Shadows
- Nighttime Animals

Starry Night Is Not:

- Viewed from Space
- Spaceships and Aliens
- Vincent Van Gogh
- Cloudy (Okay well maybe a little...)
- Limited only to Earth (other planets have starry nights too!)



THEME INSPIRATIONS





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.
- Artwork 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.
- Written work formatted as .DOCX or .RTF

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.



CONBOOK SUBMISSION DEADLINES

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

July 31st, 2020

All submissions and 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 or written works for inclusion in any of the following publications:

- ❖ Convention Website
- ❖ Conbook
- ❖ Flyers
- ❖ Posters
- ❖ Advertisements
- ❖ Banners
- ❖ Convention Signage
- ❖ Marketing Materials

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.

We will always credit the artist using your preferred name!



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

If you are accepted into the Dealers Den, you receive a **75% discount** on these ads!

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

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





COLOR PALETTE AND FONT

In order to maintain consistency across different Fervana publications, please refer to the following styles:

Primary Color Palette

	RGB 195/232/247	<i>Logo Shade 1</i>	HEX #C3E8F7
	RGB 100/205/246	<i>Logo Shade 2</i>	HEX #64CDF6
	RGB 36/161/219	<i>Logo Shade 3</i>	HEX #24A1DB
	RGB 15/76/141	<i>Logo Shade 4</i>	HEX #0F4C8D
	RGB 38/33/40	<i>Warm Black</i>	HEX #262128
	RGB 47/42/37	<i>Black</i>	HEX #2F2A25

Theme-Specific Color Palette

	RGB 185/222/255	<i>Starlight</i>	HEX #B9DEFF
	RGB 6/1/56	<i>Night Sky 1</i>	HEX #060138
	RGB 21/9/86	<i>Night Sky 2</i>	HEX #150956
	RGB 86/12/112	<i>Sunset 1</i>	HEX #560C70
	RGB 178/40/110	<i>Sunset 2</i>	HEX #B2286E
	RGB 217/80/86	<i>Sunset 3</i>	HEX #D95056

Font Styles

LOGO & EVENT NAME

Floresans SC Exp – All Caps

PRIMARY HEADERS

Floresans 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

@Meep15