
BLFC 2016 "FALLEN UTOPIA" STYLE GUIDE

REVISION HISTORY

- 3-20-2016: Added "[Application of Concepts: Badges](#)"
- 3-2-2016: Moved Revision History to more prominent location.
Added "[File & Sizes](#)" Section
Added "[NDA](#)" Section: tl:dr!; there is no NDA
- 2-18-2016: Revision, added [DropBox Folder link](#)
- 2-1-2016: First copy completed.

FALLEN UTOPIA

For 2016, Biggest Little Fur Con will have a themed experience that is a continuation of 2015s Utopia/Dystopia theme.

Artwork of varying styles will be needed in this year's theme as it is partially a celebration of varying street art styles. While variety will be a key component, these art pieces and elements need to be able to blend together to provide a strong cohesive experience. To explain these components, we're going to go over exactly what they are, and how we wish to have artists approach them.

STORY

A little bit of history since this is a continuation. The official 2016 BLFC story is as follows.

- The Hushpuppies have failed to protect Brometheus T. Bear, a traitor amongst their midst (Buddy) "killed" Brometheus in the name of the Rebellion.
- Without their hero, the Utopia fell to the Rebellion. The rebels were certain that their uprising would bring the world to a greater era. They were wrong.
- Without a strong government to lead them, the Utopian world slowly fell into a state of decay, by now becoming an overgrown and dangerous world. (no big bomb explosions. Just a ruined and abandoned cityscape).
- With the world in shambles. The leaders of the rebellion blamed each other for their lack of proper control and leadership in making the Utopia flourish.
- A vie for power amongst the rebels began. Splitting the rebellion up into three factions, each group thinking they will be the ones to bring greatness to the land once more. (Allowing for diversity among attendees in a somewhat arbitrary fashion.)

OFFICIAL STORY BLURB

With the swing of a wrench,
Brometheus's vision of a perfect world was shattered.
His utopia brought down, the rebellion had won.

The rebellion that had so badly wanted to make its mark
was the only thing remaining.
Devoid of a leader, smaller voices grew louder:
some fun, some creative,
some strident, some stuck in the past.

Each thought they knew where to take this brave new world.
But the voices grew dissonant
and several factions emerged,
vying for land,
vying for fans,
and anything else they could get their grubby paws on.

Little is left in this world; only one question remains:
where will you leave *your* mark?

TECHNICAL DETAILS

DROPBOX FOLDER

The following DropBox folder contains all our theme inspiration and images to help you out with this guide. At times this guide will make references to this folder!

<https://www.dropbox.com/sh/nfs4nrx6pfa9q5f/AADacQDoxlh67elzAJKTPOyZa?dl=0>

GENERAL RULES AND BONUS POINTS

A few general rules before we begin.

These are all general guidelines of material we will reject or look forward to having. Exceptions can always be made just be sure to have it cleared with the BLFC Art Lead (admin@biggestlittlefurcon.org)

DO NOT	DO
<ul style="list-style-type: none">• No heavy Violence.• No gore, blood or dismemberment.• No Drugs.• No Anarchy symbols. BLFC will work and provide Faction symbols to be used.• No Pornographic content or fetishes.• No Overlaying Text.• No obtrusive watermarks. Discrete signatures are fine.• No copyrighted characters	<ul style="list-style-type: none">• Green. More on this in the color palettes section.• Layered files. <u>More on this in the Layers Section.</u>• PSD files• Text on separate layers• Cute stuff preferred.• Signature on separate layer.

PERSONAL CHARACTERS

While we do not mind personal characters being drawn and included in the BLFC Art portfolio, please do keep in mind that these drawings are meant to be used for website, convention book and products. We do ask that usage of personal characters be kept to characters that aren't overtly unique. As attendees should be able to easily identify themselves in the characters portrayed.

BLFC USAGE OF YOUR WORK

BLFC will use any images submitted for the website, convention book, posters and advertising.

BLFC will make sure your signature is visible and provide a link to your art gallery.

BLFC WILL NOT use your work for "for profit" products without your expressed and written permission on each product.

Should you desire, you may request to approve each specific usage of your work.

LAYERED FILES

We are looking to be able to edit these files ourselves to make it easier to fit the images into flyers, the website and for other uses.

We are looking for a semi-flattened file at the end, in which each character is its own layer separate from the background layer.

IMPORTANT: Keep your signature on a layer by itself. Sometimes we may need to crop artwork and we do not wish to crop your signature, allow us to move it to new location as necessary.

COLOR PALETTE

Green.

It is this year's theme color, overusing green is great! Don't be afraid to let the background carry this color and don't be afraid to push "green" in a different ambient color to fit your image better.

Each faction has a designated color palette. [More on this in the faction section](#)

Think of these more as flags and theme colors. They should be present on the character but don't necessarily need to dominate the character.

STREET ART (REFERENCES ARE IN DROPBOX FOLDER)

- Tags: (consist of one color, too simple, usually have a negative connotation of vandalism associated with them.) They are fine as background elements in images, however they will not be blown up large for wall usage.
- Throw-Ups: (usually 2-3 colors, simple and easy to replicate but requiring more effort.)
- Stencil: For complicated pieces, can even have multiple layers. All about being clever, ironic, or sending a strong message.
- Blockbusters: Covers maximum area with minimal amount of time. Simple. Large.
- Wildstyle: Complicated and extremely stylized
- Highlight interested in variations of the words "BLFC" done in these styles.
- See "Street Art" Folder for examples

WE DO NOT REQUIRE YOU TO DRAW THESE IN FULL LIFE SIZE. Simply submit an image as clean as possible, we will vector trace and embiggen the image and have it printed. Photography of some of your old graffiti is fine as well, so long as it is a clean photograph that we may trace the graffiti from.

Feel free to include any of these in your backgrounds, if you require graffiti for your backgrounds please let us know and we will do our best to provide you with some.

RESALE

The characters shown are only examples, artists are expected to create their own characters while following this style guide.

You are allowed to make merchandise and sell said merchandise from your creations!

FILES & SIZES

Please submit all art as a .PSD or .TIFF layered file to admin@biggestlittlefurcon.org

BADGE ART DIMENSIONS (MINIMUM):

Width: 1125 pixels

Height: 696 Pixels.

POSTER DIMENSIONS:

Width: 24 Inches

Height: 36 Inches

DPI: 150 DPI preferred. 300 DPI Greatly appreciated.

NDA

You don't have to keep any of the information in this document private. This document is freely available to all attendees. You are not signed on to an NDA.

WORLD & SETTING

The Utopian world is in disrepair. It has been several years since the fall of Brometheus.

- **AVOID:** Post-apocalypse in the sense of bombs, warfare, zombies, radiation, barren wasteland, hazmat suits/gas masks.
- **BONUSES:** Minor reliance on old "BLFCorp" artifacts. Think of these as "relics" of a lost world, uncommon and maybe even mysterious/folklore to the audience.
- Re-use old assets. This will help sell the idea that this is a continuation and it will give the world more depth. However, it should be done to the point where last year's stuff isn't too overpowering, we don't want it to feel as if we are being lazy. **If you need access to the old assets, please let us know.**
- Incorporate street art, this new world is all about color and factions fighting for power using graffiti.
- Lush greenery reinstating itself into the old cold concrete world.
- See "World" Folder: less destruction than this though!

FACTIONS

At the moment BLFC has four (4) factions planned but would like our artists to focus on the main three (3) at this time.

Each faction features a unique motive and visual style. Not all factions have leaders, but all factions have followers. All should look colorful, disheveled, and worn down. They should look like they haven't had a government for 30 years.

CONFLICT

What the four factions want to do with the LIQUID they discovered.

Three of the original founders of the factions stumbled upon an abandoned BLFCorp building. A large stock pile of green "LIQUID" was discovered in the vast forgotten vaults of BLFCorp.

The founder of Crushpuppies knows that this liquid was the power behind BLFCorp (It was in the water bottles labeled "Liquid" that every citizen drank from).

The founder of S.N.U.G. became instantly hooked.

The founder of Project GreenLight wants to use Liquid for "good"

PROJECT GREEN LIGHT

GOAL WITH LIQUID

USE IT.

Make art with it, tattoo it on themselves, deface property with it. Most of their graffiti should feature or highlight a green element.

They believe that LIQUID can be used as a force for "EVIL" but they want to use it as a force for "GOOD".

ORIGIN

Former Censors. Former Propagandists: Now they use their artistic skills to inspire greatness.

Dissatisfied citizenry of the old regime.

CONFLICTS

Crushpuppies: Do not approve that the Crushpuppies won't tell anyone the power of LIQUID and the original uses of it.

Response: PGL is using LIQUID to create their art, using it as graffiti to send the Crushpuppies a message.

S.N.U.G.: PGL sees S.N.U.G. as people without individuality and as selfish for their usage of LIQUID.

VISUAL STYLE: (REFERENCES ARE IN DROPBOX FOLDER)

Tribal Tattoos, associated with bright green tattoos.

Attire: Tanktop, bare midriff, tight clothes, not loose, stocking, thigh high boots, skates (optional)

As much skin as possible (without being too sexy) (Tattooed paint)

TYPE OF GRAFFITI (REFERENCES ARE IN DROPBOX FOLDER)

The more ironic art. (I.E. using art to change the meaning of the original thing being covered up.)

Molotov Flower Banksy (stencil4.jpg)

BAN symbol or "NO" over negative/censor words (Comply, Obey, Conform, Follow, etc.)

Inspirational Statement oriented.

"Create Beauty, Be Yourself, You're a special Snowflake,"

Trying to motivate people to do positive things with liquid =D

FONTS

Paint Cans (http://www.graffitifonts.com/free_fonts/paintcans/)

Aaaiight! (<http://www.dafont.com/aaaiight.font>)

COLOR PALETTE



MOTTOS

Bring color to the world.
Everything is permitted
Censor less (word 'less' in red)
Make Your Mark
Go.
Coat the world in color.
It's a brand new world.
Make the world beautiful

SALES PITCH

Inspire Individuality where there was conformity
Inspire creativity where there was monotony
Inspire beauty where there was none.
We, Project Greenlight, born out of dissatisfaction, use the power of Liquid to undo the abuse that was inflicted on us all. You are the brush that will color our world.
Make Your Mark.

IMAGE IDEAS

Have them in the middle of drawing something, full on brush stroke against wall.
Cutting out stencils
Using stencils.
Stuff in their backpack, looking like kids of Jet set radio future, have their skates/board ready. Copious art supplies in backpack.
Perched up on fences/rooftops, surveying the land, trying to find the next wall to paint on.
Parkour/mirror's edge.
Drinking a cup of coffee and sketching, that dreamer kid that is just always drawing/sketching.
Their notebook is just full of daily sketches.
Pencil in their mouth.
Looking at a wall with fingers held up (canvas cropping).
Mid brush stroke, look at them having a fresh wall with a paint brush dripping, ready to go at it.
Tattoo/face painting somebody.
One aspect of them is art on their body, have a piece that is just a close up of their face, or face paint on their body.
Would trade in art supplies.
Somebody in PGL that would make art supplies, supply themselves with their own art supplies
Gun holsters, with paint cans instead of guns. Use weaponry imagery but with paint cans instead.
A bandolier paint tubes/markers. A comically huge paint brush as a machete.
Painting confused rabbits. They are painting one and another rabbit is running away and the PGL is confused.
Their home base is a planetarium/observatory, a building with really interesting architecture. A Museum!
They have their best artists fill up the museum. Wall of great heroes. Wall of history.

Personal homes: The most elaborate, drapes, flowers, messy with so much decorations. Paper lanterns. Paint cans around an actual project that's happening. easel, half finished art, in progress art projects. Inspirational posters, with their motivations. Have their wall filled with magazine pages almost like their FA favorites just splattered on the wall. Rekindle the cute doodles and put them on their walls and what not.

Pouring paint onto a crushpuppy.

Logo: A side profile, headshot, with tattoos.as simplistic as the other two. Silhouette with some facial features shaped by the tattoos. Like the Kieunta picture that we make fun of. Calm, nothing's wrong with the world. Sketchy if possible.

CRUSHPUPIES

GOAL WITH LIQUID

DESTROY IT.

Spill it, splatter it, get rid of it, it's gone. It is too powerful to exist. They are trying to destroy whatever is left of Brometheus's regime.

ORIGIN

Former Hush Puppies, they were abandoned by the regime during the collapse, and are now trying to redeem themselves, trying to undo their actions as Hush Puppies.

COLOR PALETTE

Please only apply the color palette to the character's clothing, not to the character's fur. We do not wish for fursuiters to believe that they are stuck with a certain faction because of the colors of their fursuit!



Color Palette: Flat UI by yorick.penn (<https://color.adobe.com/Flat-UI-color-theme-2469224/>)

VISUAL STYLE (REFERENCES ARE IN DROPBOX FOLDER)

Berets, tank tops, androgynous, hints of military without being too strong, hoodies, helmets, slacks, polos.

Splattered paint on them or behind them.

TYPE OF GRAFFITI (REFERENCES ARE IN DROPBOX FOLDER)

Warning statement oriented

Drip Pen.

Paint that covers, really covers, obscures the old regime/ any mention of liquid

Solid color roll, paint roller

FONTS

Wadim Giant (<http://www.dafont.com/wadim-giant.font>)

Ruskof Regular (<http://www.dafont.com/ruskof.font>)

MOTTOS

Misuse of liquid is misuse of power.

A world with liquid will always be at risk.
It can happen AGAIN. So get rid of it.
This is your brain on Liquid.
More warning. Beware Liquid. Be fearful of liquid.
We're only trying to help.
Beware the green menace.

Spill it all

Forget History / History is in the past

Report Loyalists

We know big brother; we don't want another.

Utopia. Never Again.

Tear it all down

All Falls Down

Persevere

Erase their checkered past

Sorry.

My bad

SALES PITCH

Liquid is the menace. We are the cure.

Don't be enticed, don't be fooled.

The bromethean regime was a cruel mistake and its remnants need to be stricken from the book of history.

We must never let this happen again.

A world with Liquid is a world at risk. Every last drop must be spilled, gone, forgotten.

Be part of the cure.

IMAGE IDEAS

S.N.U.G. (SILLY NAME ULTIMATELY GOES_)

(abbreviation will change every time)

GOAL WITH LIQUID

WORSHIP IT.

They love it, they want to preserve it, and they want to be part of it. Obviously shouldn't be drinking it (but they do anyways), too much will kill them, but just enough is amazing. Drinking it is now a religious sacrament.

ORIGIN

Religious zealots, they've taken the "all hail Brometheus bear" hug salute and elevated it to a holy status.

COLOR PALETTE

Please only apply the color palette to the character's clothing, not to the character's fur. We do not wish for fursuiters to believe that they are stuck with a certain faction because of the colors of their fursuit!



Color Palette: Friends and Foes by syork (<https://color.adobe.com/Friends-and-foes-color-theme-1175537/>)

VISUAL STYLE (REFERENCES ARE IN DROPBOX FOLDER)

They would not use Liquid for graffiti.
Messiest, mad max, crazies from borderlands, look like whatever they want so long as it is not like the other factions. (Drinking it? Foaming at the mouth?) fingers tattooed with "snug life" or "hug life". Imagery centered around hugs and love, juxtaposing the insanity.
Every time they write Liquid, be sure the "L" is in green.
Hypnotic eyes or single hypnotic eye.
Drooling at the mouth
Liquid covered paws
Licking their chops :g
Paint splatters on clothes

GRAFFITI STYLE (REFERENCES ARE IN DROPBOX FOLDER)

Fanatic Art. A little religious, little obsessed.
Gawlixes: censored curse words (\$^%&*#@)
Paint Splat

Possessive. OURS! MINE! GIMMIE!
Liquid is good.
Purple monkey dishwasher.
Nonsensical verbiage.

FONTS

o8 Underground (<http://www.dafont.com/o8-underground.font>)

DJ Gross (<http://www.dafont.com/dj-gross.font>)

MOTTOS

Good to the last drop.
May the liquid flow.
Guzzle it down
Liquefy me.
Live the Dream
Liquid is Love
The Liquid shall inherit the earth
Liquid dreams await.
Liquid Saves.
Praise be the liquid
Drink to Heaven
Go with the flow
Ether Fever
Yum
Love thy neighbor – drink thy liquid
I can hear the soy sauce
I can hear the liquid
It's Ours.

ICONOGRAPHY

Foaming/Drooling at the mouth

SALES PITCH

Give back our previous. It's ours.
Liquid is ours. All of it. Give it. Need it. Can hear LIQUID. You hear LIQUID?
Every drop in destiny for our paws. Bestowed upon us by the divine spigots.
Put your ear to the pipelines. You hear LIQUID? I can hear LIQUID! What does it say? It says get more LIQUID!
Have you tried it? OMG! LIQUID is our destiny. Sacred, the Aether of LIQUID dreams, it must flow through us all.
\$&@* anybody else.

IMAGE IDEAS

There ain't nothing normal about being a SNUG.
When I wake up at the communal sleeping area, the first thing I want to do is speak to my brothers and sisters about how amazing Liquid is.
Communal tub/fountain where they grab their morning Liquid from.
There have to be phrases and stuff before they drink Liquid. Something for when they greet each other, something for when they see someone commit a sacrament, a "hail the Liquid" sort of thing. (long may you Liquid).

When they do Liquid, there is this normal state of Liquid. If you have too much you start to hallucinate, if you have too little you go through withdrawal.

Wake up with everyone, in place of a breakfast you would do the communal drinking of Liquid with your family or friends or faction.

We then seek wisdom from our high priest/priestess. We don't know what gender they are. He's certainly in an altar and everyone is sitting around him in a half circle as he touts at how good the people are about how good they are for being good Liquid Drinkers.

When they go find more Liquid, they drink Liquid to become/raise themselves for the next level, to be prepared to do anything, to fight, to run, to protect Liquid.

Leader would have a necklace/vial of Liquid with a cork in it or something like that.

A designated carrier of Liquid, someone big and strong.

Ordained vessel to carry Liquid, The corporate water bottles, a ton of them where left over after the regime.

Big base of operations: cave, an old run down factory, outside of BLFC borderlines, the factory has run out of Liquid, they go out to the old hunting grounds to find more Liquid.

SNUG scientists have notes that are incoherent (half religious ridiculousness, half some badshit science craziness) attempting to recreate Liquid at the factory. Properly crazy scientists.

Some Crushpuppies/PGLs test subjects who they are testing the new Liquid on.

Egalitarian, you have the scavengers, post-apoc scientists, keepers/guards of Liquid, people who just study the effects of Liquid on themselves (preachers, look like the higher class than the average gatherer, rag tag green robe/torn).

Be a productive member of society, every member of SNUG posing, looking good but in torn clothes.

Scavengers: Conch shell to withdraw Liquid/use anything that is available to them, they don't have a really good way of extracting Liquid out of a vat, use a bowl, use their hands. Throw some into the cup, then drink some themselves, repeat x3.

Some do have their own homes, House has a giant hole on it on the side, normal routine, in the mirror, your tub full of Liquid behind you. These are the ones that tend to hoard the Liquid for themselves. They have to defend their Liquid from others. They have cans hanging up as alarms, to protect their Liquid from other members of SNUG/Crushpuppies. I do this because, I think maybe I'm not given enough Liquid. I don't get high all the time, Owowow, wowowo. I have a hiding area where I keep all my Liquid, and if I don't want to anger my brothers and sisters or just generally anyone, I show up at the community area and help out in the best way that I can, cause if I don't they probably are going to come to my house and realize that I've been hoarding Liquid and steal it from me. Anyone who keeps Liquid is in danger of SNUG.

Give me Liquid, or give me even more Liquid.

Spreading word of their ideas, they would prophesize, if a Crushpuppy had a vat of Liquid and was about to dump it on the ground, three SNUG members trying to reason with him, explaining what sort of enlightenment he could get with Liquid. He is not causing good, just causing pain, when you drink Liquid you become a better person.

SNUG holding/people down, force feeding them Liquid until they became SNUG members. Everyone can try Liquid, no one is irredemable. They would be tied/spread eagle to a semi vertical wall/slanted wall, so anything that goes in your mouth has to go somewhere. Maybe they would put you in a cell alone, with only Liquid, and eventually you would succumb.

Put Liquid in food, and make it so it's for the regime (like a pack MRE), so a Crushpuppy finds it, eats it, and then they are hooked on Liquid.

A scavenger trader, who works with SNUG, trading supplies for ounces of Liquid. A traveling trader who looks for tools in trade of Liquid.

The face of SNUG: they are very firm and loud and decisive, very charismatic, and they can stand up in a crowd and say "you, you there, tell me about blah blah blah" they are very energetic but a little angry and ALPHA, lots of testosterone, not Bro levels, but Far Cry. Manic, and chilled out, goes back and forth, almost bi-polar while being charismatic. <https://youtu.be/Hb7z-l6TSIU?t=1m9s> Not stoic at all, always talking. Always has something to say.

SONS OF BROMETHEUS

No information will be made available at this time. :3

VISUAL STYLE

CHARACTERS

These characters have led the rebellion, survived it, and survived the fall of the utopia.

They are tough and battle-hardened and still stand on their ideals that led them to rebel in the first place.

- Attitudes: Mischievous, Snarky, smirk-y, Playful, Messy, Confident, boisterous, punky, defiant,
- Characteristics: tattoos, piercings
- See Characters Folder.

The factions ARE NOT tied to a specific species or gender or body type. Have fun, go nuts.

ATTIRE

The attire of the character is just as important in telling a story and getting their personality across.

Their rebelling of the Utopia has led them to proudly wear colorful clothing.

These characters should have clothing that is messy, torn, and colorful.

The following pieces of clothing would be preferred.

SCARVES (long, big, billowy, flowing in the wind, big enough to cover their mouths/face)

Bandanas, Torn Clothes, colorful, hip hop clothing fashion, loose fitting, baggy, punky.

Attire to AVOID:

Clothing that is mainly comprised of Blacks or whites.

Suits, ties.

See "Attire" Folder.

APPLICATION OF CONCEPTS

Note the following in the example character included.

The character below falls under the S.N.U.G. faction.

Please note that the character's colors don't match the faction, however their attire does.

Usage of drooling liquid at the mouth.

Usage of hypnotic eyes.

You do not have to use all the requested items from the visual style section, just enough to assign the character to a faction.

The factions are not tied to a specific species or gender.



APPLICATION OF CONCEPTS

Note the following in the example character included.

The character below falls under the Crushpuppies faction.

Note that the color of the faction is represented by the attire.

Usage of a broken helmet.

Usage of paint dripping attire.

Please note, Crushpuppies don't need to be white, they can have any fur color you desire.

The factions are not tied to a specific species or gender.



APPLICATION OF CONCEPTS: BADGES

Project Green Light Badge



CrushPuppies Badge

