

two  
loops  
& an x



**WORK IN PROGRESS 2015.07.09**

For over a decade, Pox Party has been creating artware products and services in Chicago.

**Graphic Identity** is more than a logo and a color.

It's a **reflection** about who we are, and how we communicate. It literally **illustrates** our culture.

How can we illuminate our commitment to **disruption, empowerment, and experimentation**?

These were the principles driving us as we began the journey toward a **New Identity Program**.

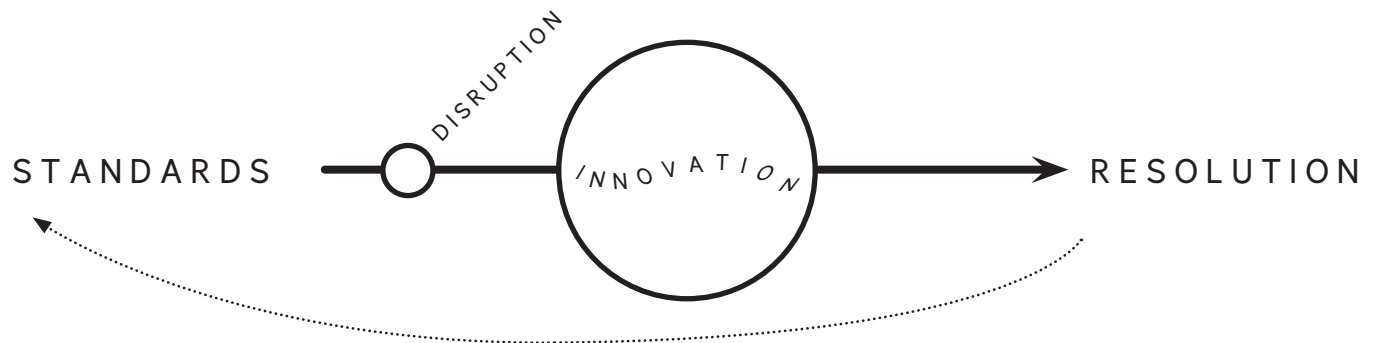
This opportunity allows us to express **how far we've come**, and hint at **where we're headed**.

# A. Trajectory Past Conventional Innovation

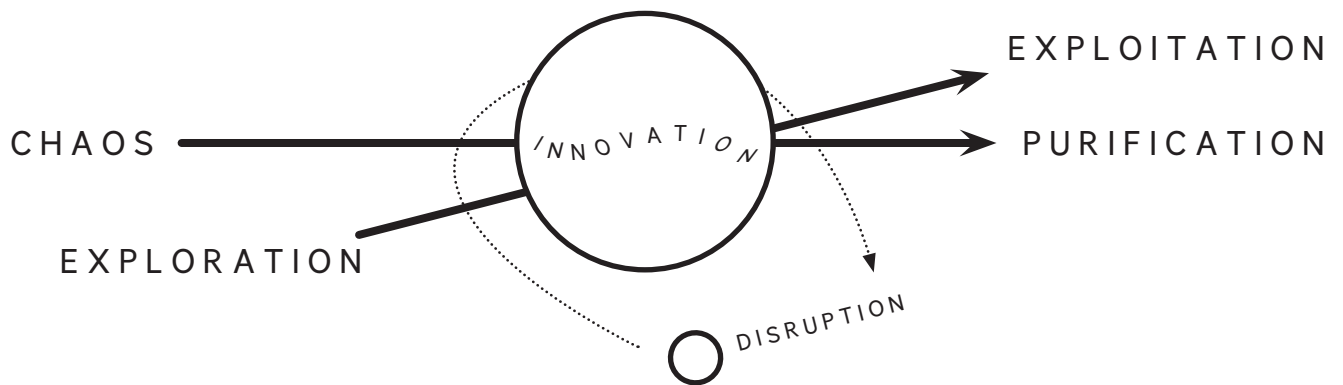
How do we move from protocol to disruption?



What past trajectories have concluded with innovation?



How do we expect to invest in experimentation without exploratory disruption?



Continued investment in disruption affords diverse perspectives and envisions divergent futures.



## B. Inspiration + Disruption

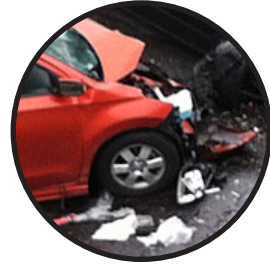
The core competency at the heart of Pox Party's products is the revolutionary idea of "doing things the wrong way." A functional balance of irritation and innovation move the needle towards success.



FAILURE



ERROR



ACCIDENT



SURPRISE



KLUDGE



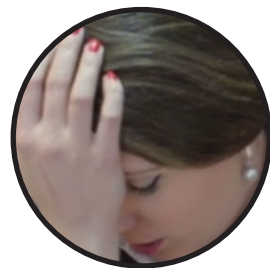
BANALITY



CHANCE



DISCIPLINE

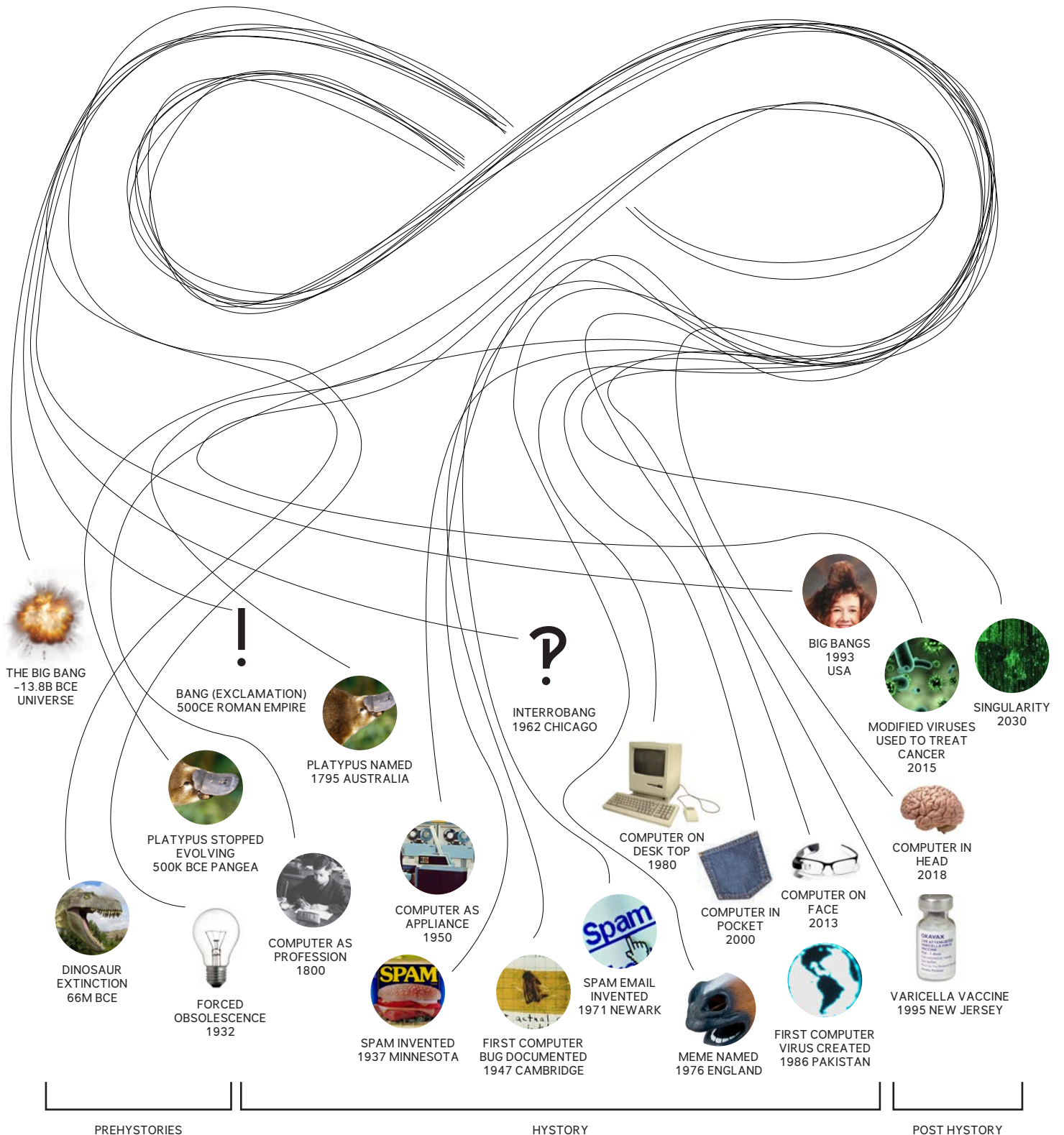


ANNOYANCE

*inspiration*

# C. The Origins of Inspirruption

The New Identity Program is rooted in a strategy based on the evolution of 13,820,000,000 years of shared ideas in design philosophy creating an authentic Constitution of Intention. This chart documents the origin and evolution of inspirruption.



## D. Identity: Precedents

The PoxParty brand has a rich history of creative ideas intermingling with technology design trends. For years, the brand leveraged the design investments of competing brands. The New Identity Program started at ground zero to work towards a mark completely new and original.

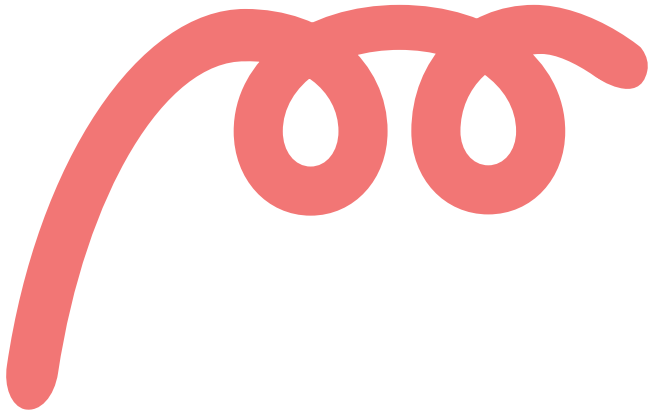
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### LEGACY

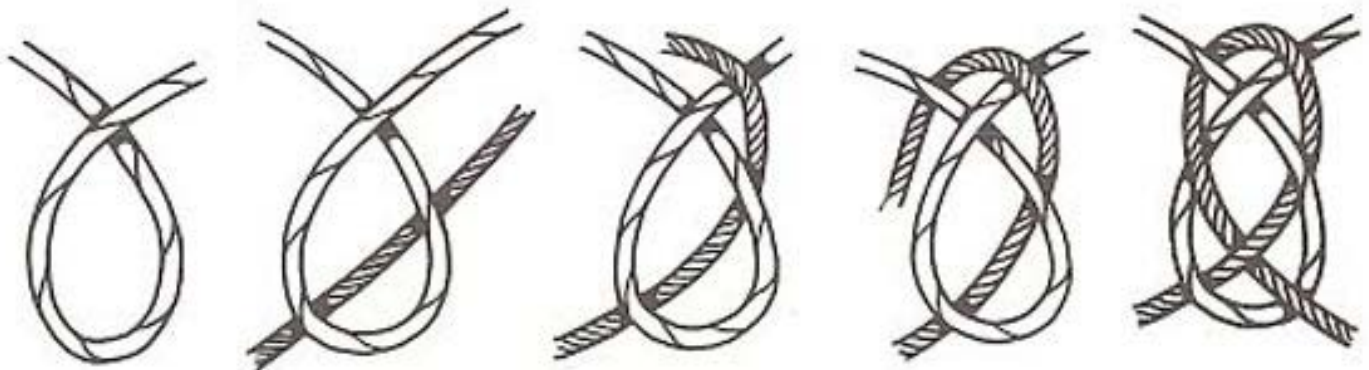


## E. Two Loops

The fundamental form of the New Identity Program can be found throughout human evolution and the natural world. From technical implementations like knots, to the incomprehensible concept of infinity, the structural anatomy spirals onward.



It's as captivating and dangerous as areal showmanship. It's as strong as a shipman's knot.



It's as dynamic as a bouncy spring and as fresh and colorful as the season.



## F. And an X

The mark that celebrates instability is grounded by one of the most stable architectural features. When the skyscrapers were erected in the late 1800s in Chicago and needed support, they were given cross-beams.



The mark's X, complete with decussation



John Hancock cross-beams in Chicago

When communicating in a user interface or on a paper, one can X out an element to indicate the desire to remove it or to highlight the most important area.



Delete content UI element on a computer

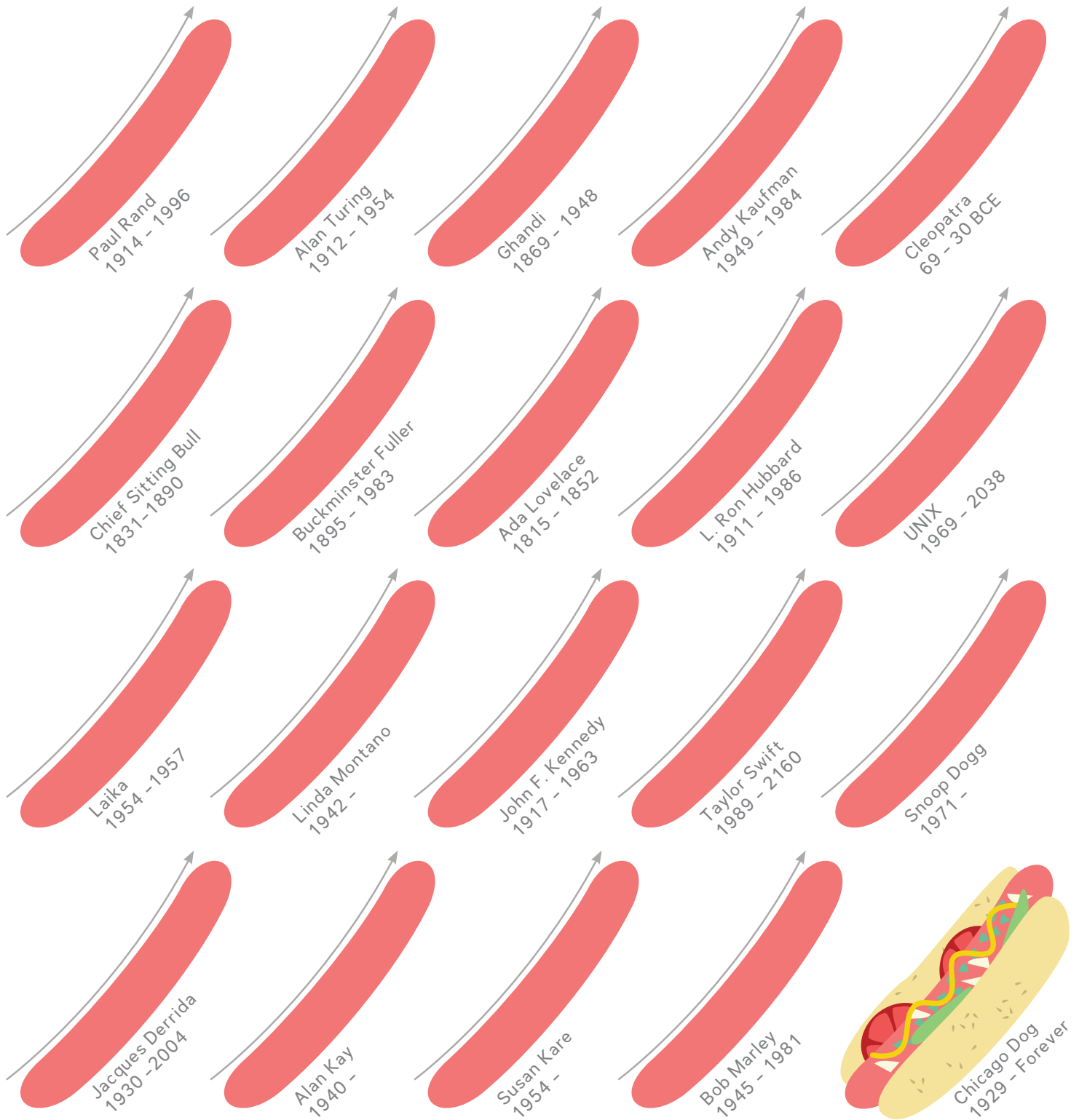


X marking treasure on a pirate treasure map

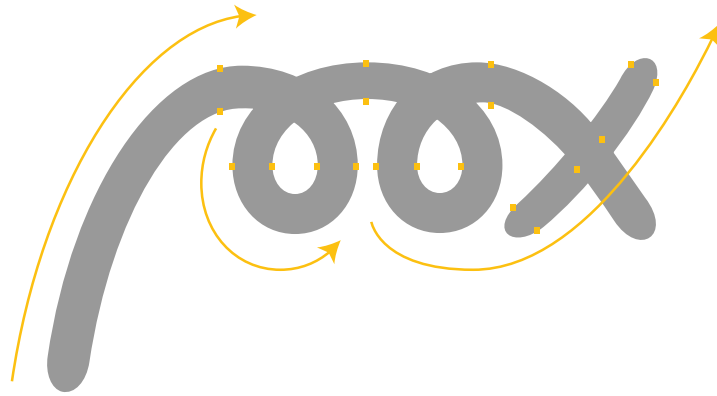


# G. A Decussation

The X is punctuated with a decussation. A trajectory pointing beyond the individual and representing the limitless potential of mankind. The energy represented by the decussation pushes past our conscious reality into an unknown void.

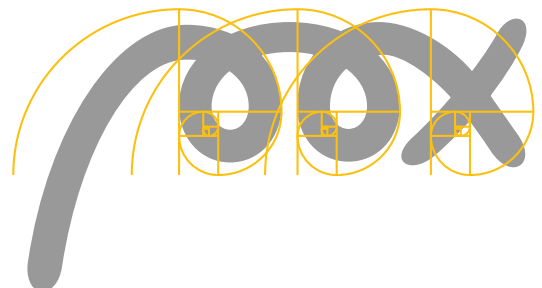
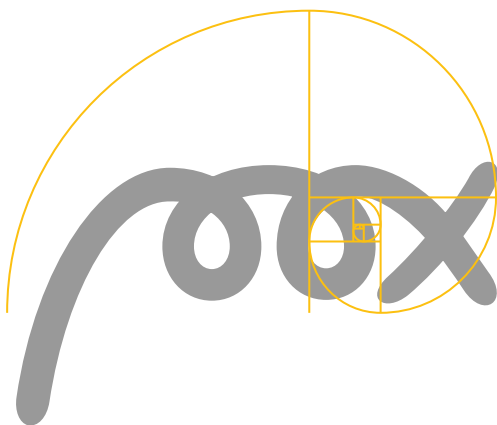
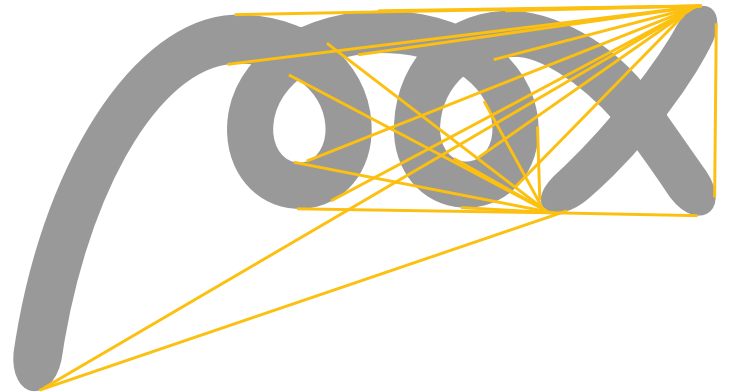


## H. The Vector



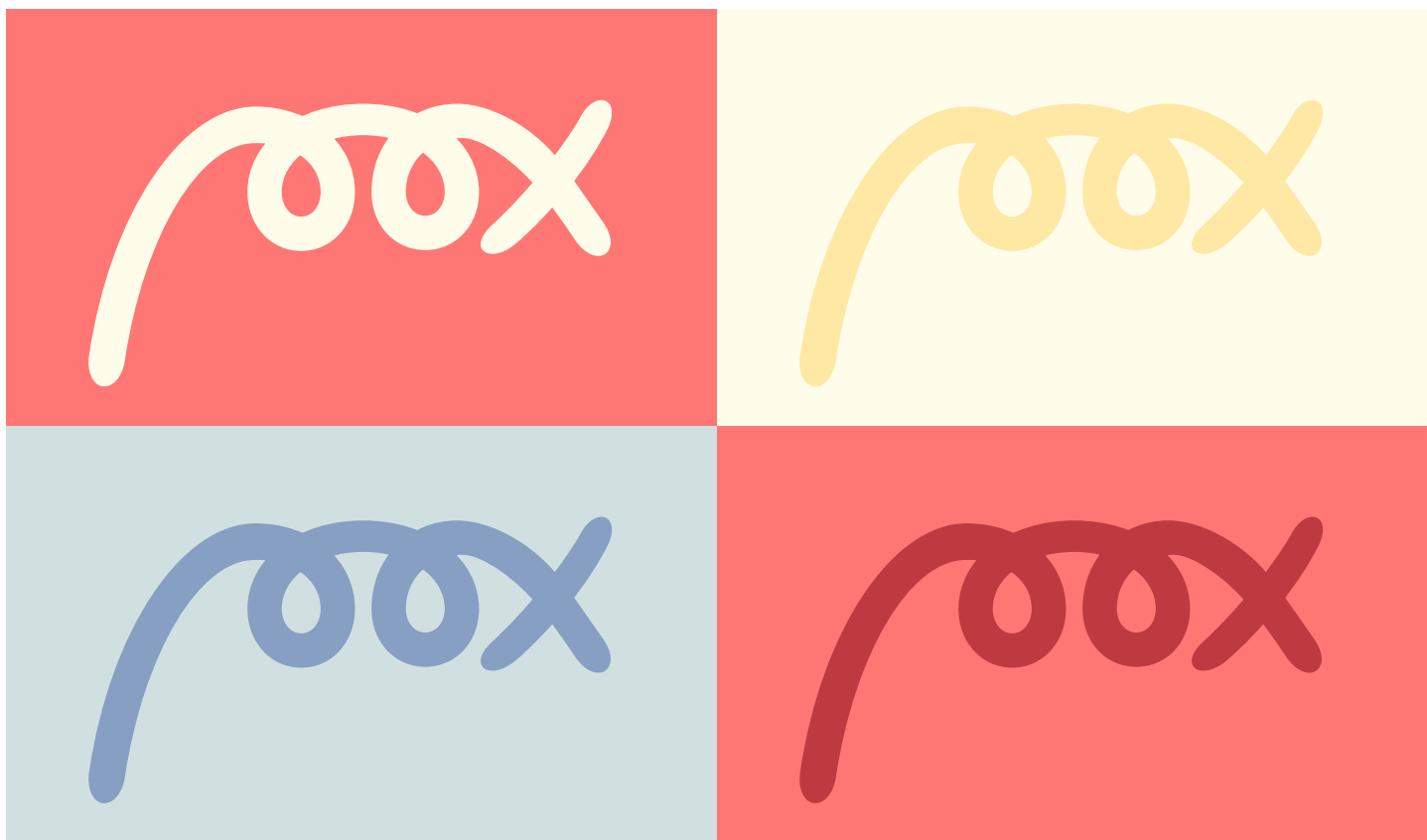
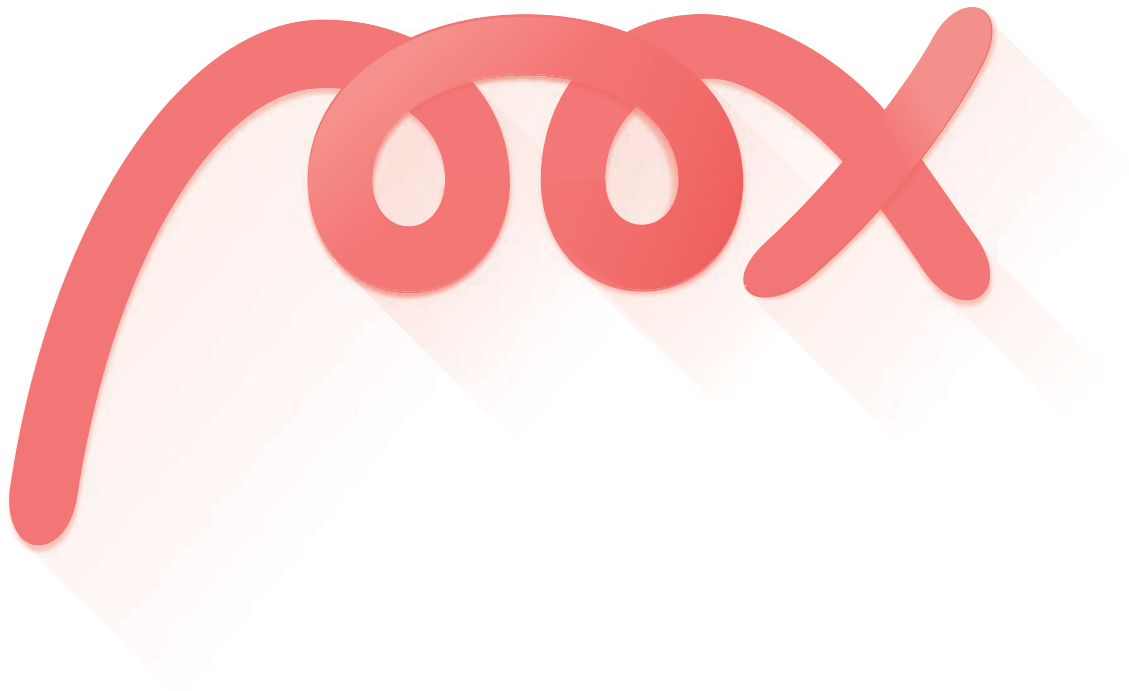
The fluidity of forward momentum conveyed by the Vec energizes any aspiration initiated under its influence.

The Vec's vectorial points extend through the space created by the mark. Its extremities and perimeters act as beacons amplifying vitality, strength, and stamina.



Throughout history, mathematicians, biologists, artists, musicians, architects, and mystics have pondered the golden ratio. The Vec mimics the prominent ratio—from its whole down to all three discrete letters. The recursion of the golden ratio revolves to reveal a productive fractal coursing through the Pox DNA.

# I. The "Vec"



# J. Hystorical: Precedents

The fundamental form of the New Identity Program can be found throughout human evolution and the natural world. Carrying the structural anatomy forward, we're brought to a universal truth that something as simple as two loops and an x can give progress hope.



fig. 1: Eyeglasses 1800s

These fashionable opera glasses or theater glasses have a modest magnification to allow audience members a closer look at a production.

fig. 2: Honey Bee Communication 2000s

The domestic honeybee, *Apis mellifera*, is a colonial insect living in hives and communicating through dance.

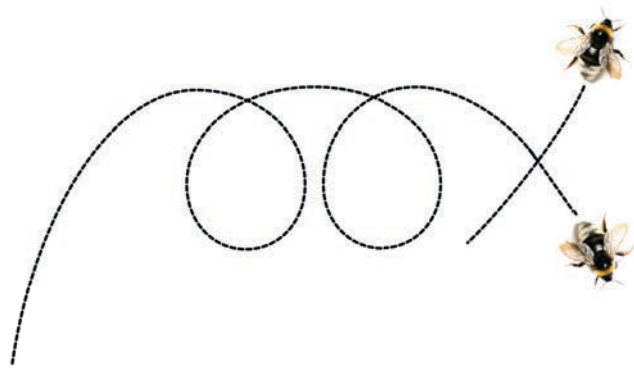


fig. 3: Experimental Music Notation 1900s

Experimental composer Corenlus Cardew inspired a generation of sound practitioner. This piece (excerpted) is entitled "Oeuvre".

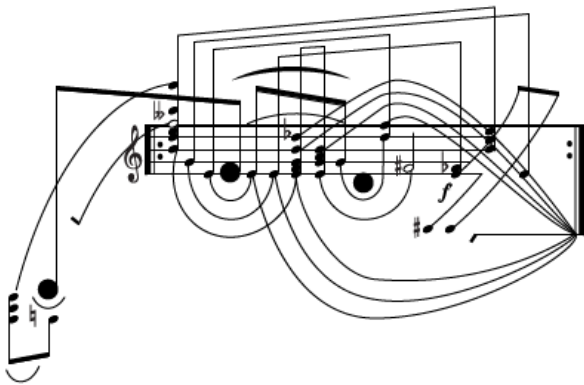
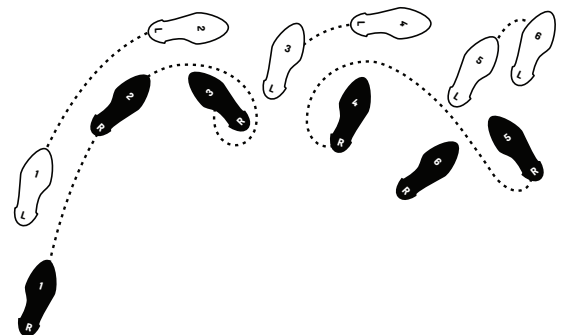


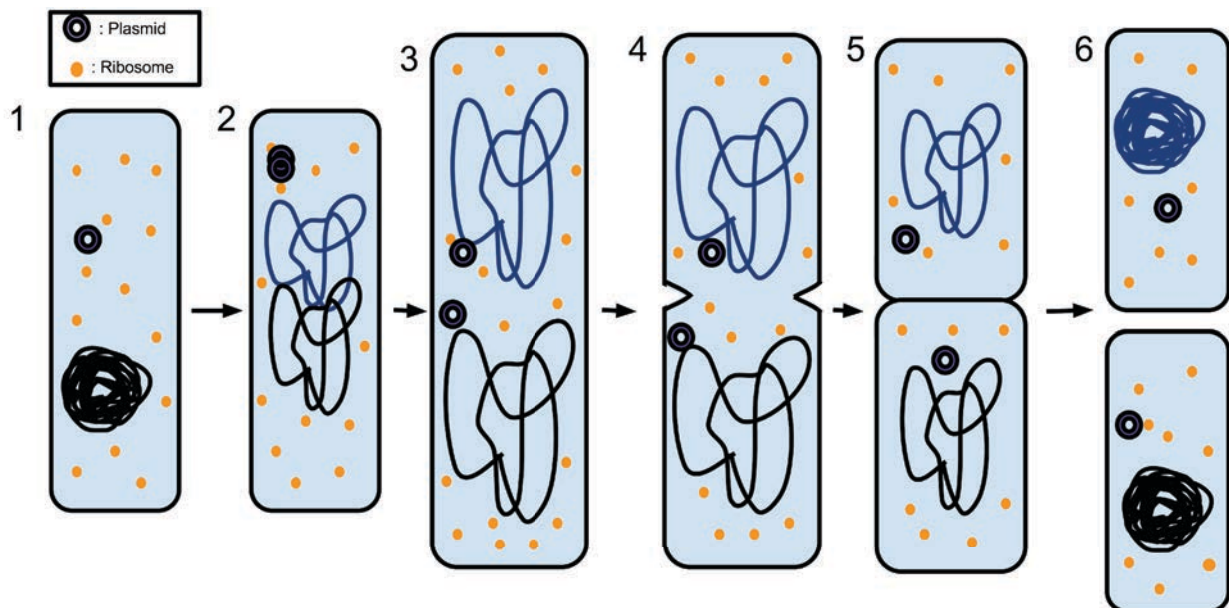
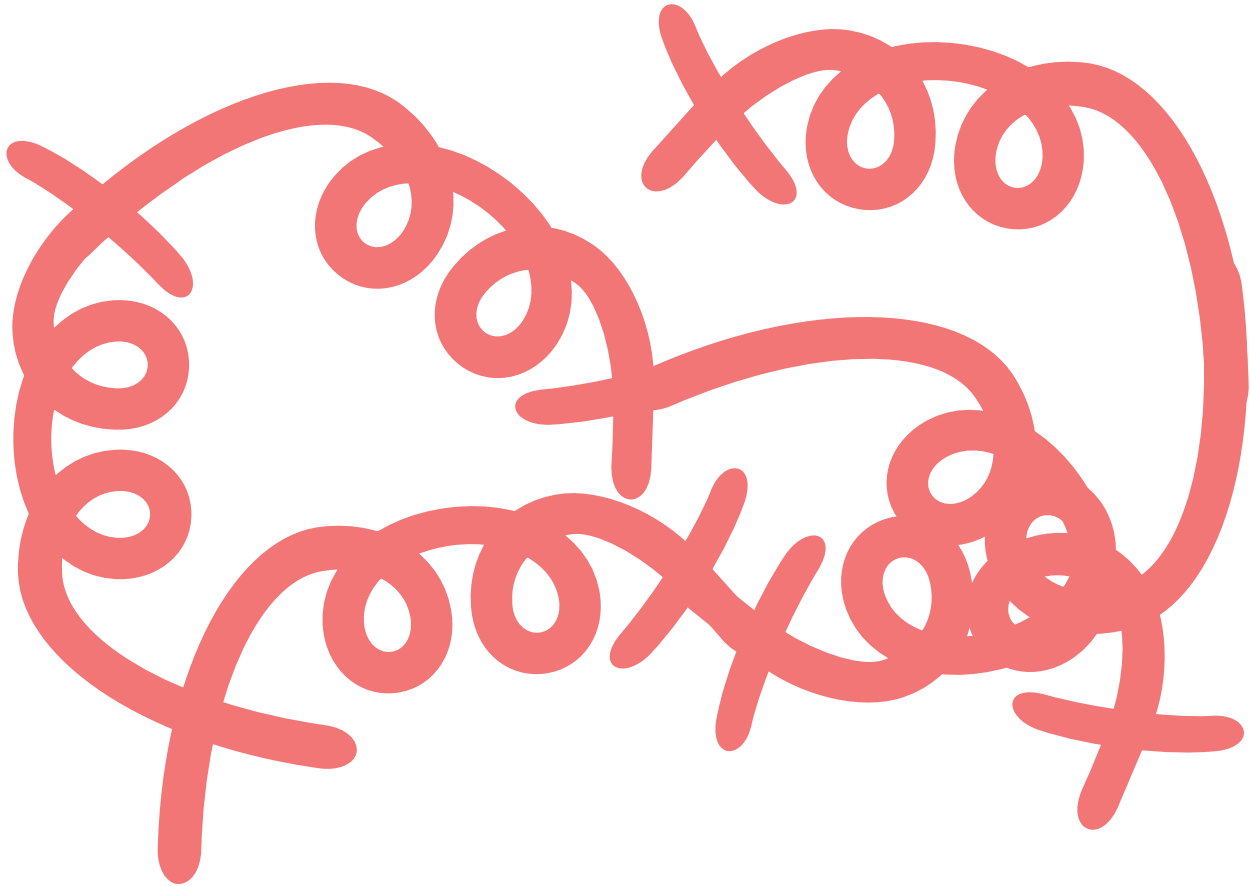
fig. 3: Persian Tribal Dance 100s CE

Footsteps from the traditional Qashqai folk-dance illustrate a forward propulsion. In these dances a scarf is held in each hand. They are said to have originated in miming of everyday actions, such as weaving and spinning.



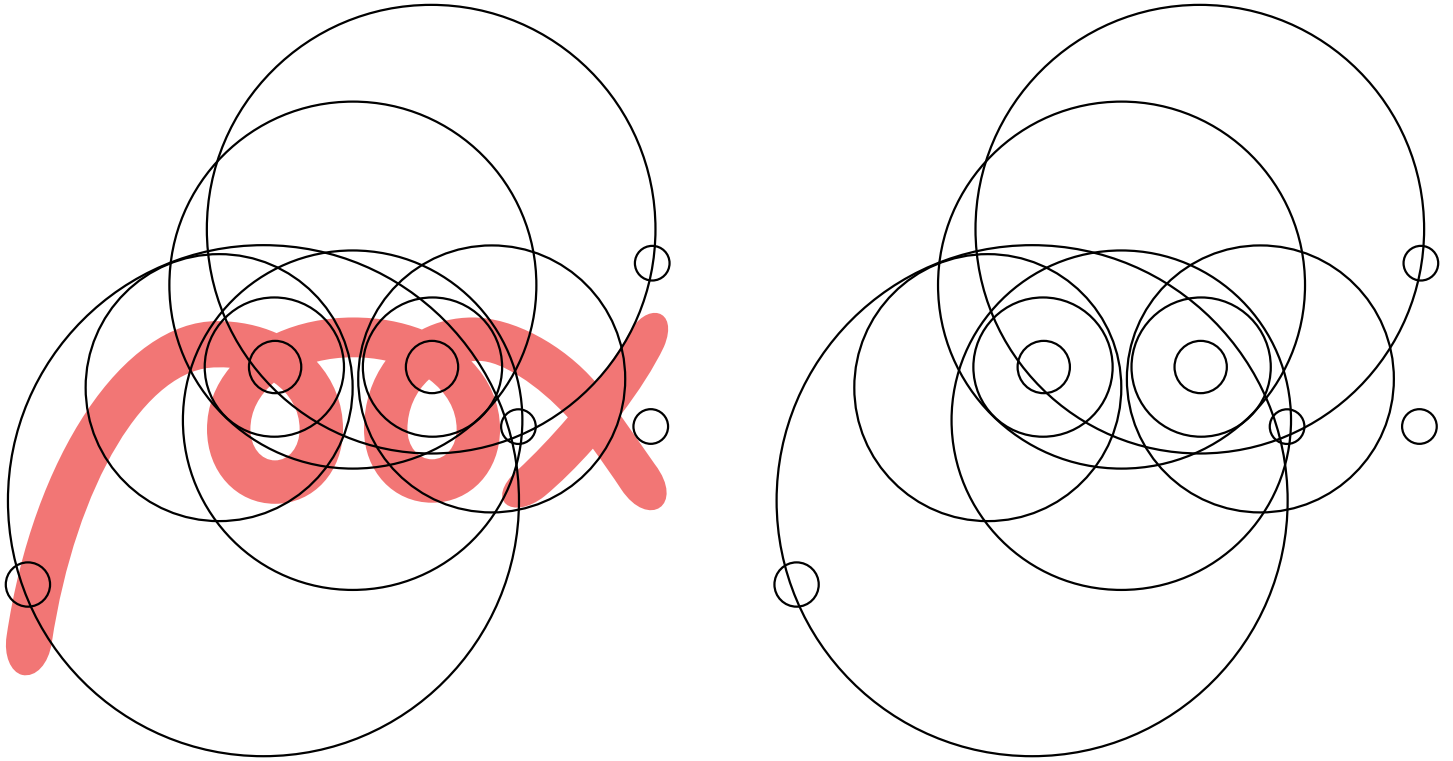
# K. The Fecundity of the Pox DNA

The infinite connectivity of the Pox DNA imply a fruitful fission of prolific dynamism.

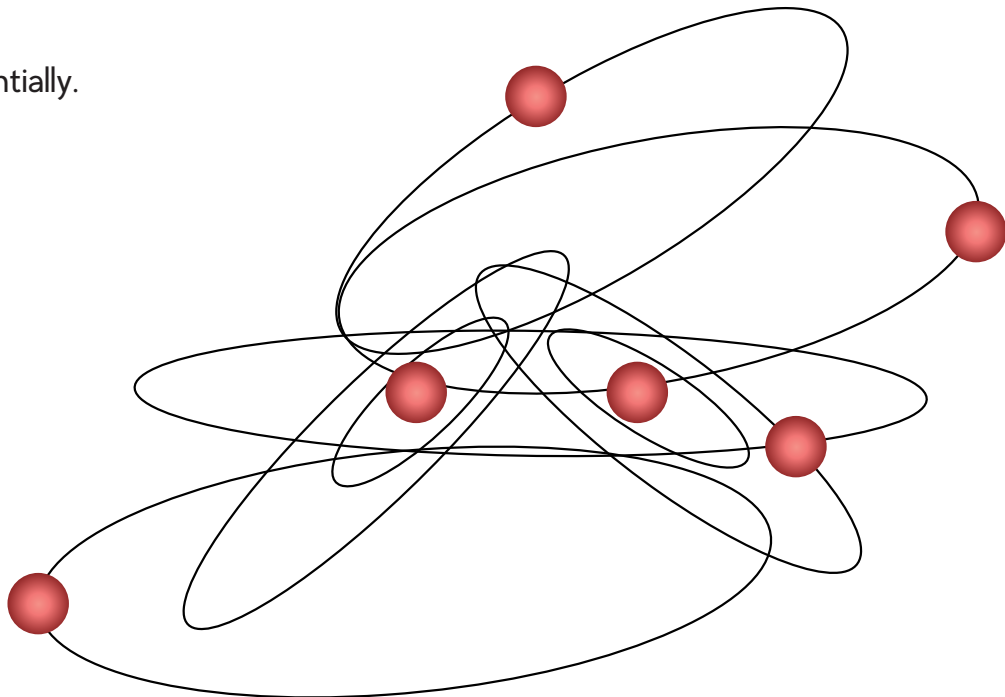


# L. Perimeter Oscillations

The perimeter oscillations reveal a multi-dimensional energy possessing the potential to deliver an accessible brand in alternative and parallel planes of existence. Location location location.

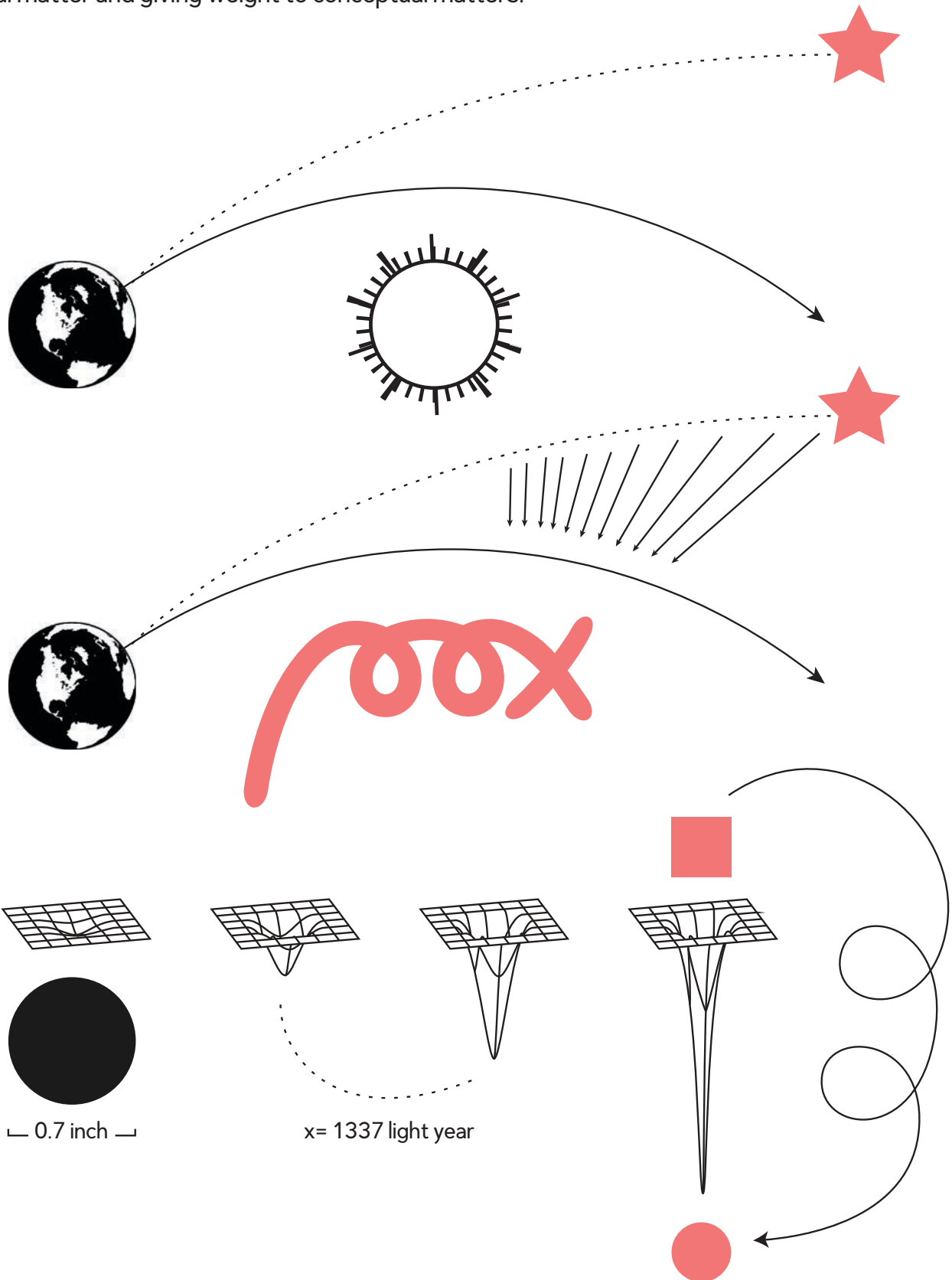


exponentially.



# M. Gravitational Pull

The spirals and movement of the Vec are so powerful, they create their own gravity, manipulating physical matter and giving weight to conceptual matters.

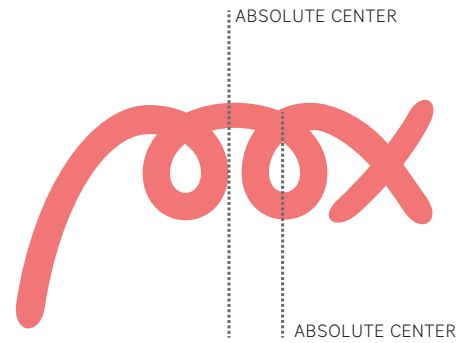


# N. Respect the Vec

A mark like the Vec is only as effective as it is used.

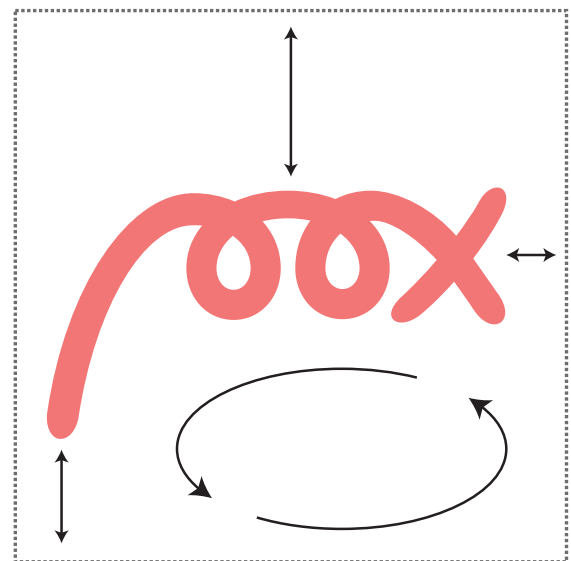
**DO**

Center the Vec at its visual center located below the o. Absolutes are shortcuts for frail minds.



**DO**

Allow for the Vec to breath. Assuring that ample space is available to the top, right, bottom, and left of the mark.



**DO**

Honor the negative space between the bottom of the p and the rest of the mark. The Vec sits above all.

**DO**

Write it. Anywhere. By hand.





# O. Respect the Vec

Though the Pox ethos is driven by experimentation and creativity, the Vec deserves respect.



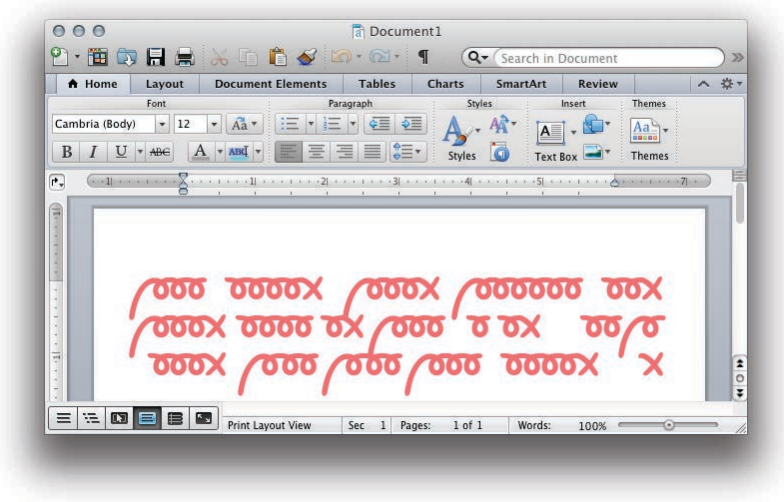
**DON'T**

Anthropomorphise the logo, no matter how tempting it may be.



**DON'T**

Center text below the logo, especially the word party. The party is over.



**DON'T**

Set documents in the Pox Logo Font. Use Grand Regular.

# P. The Pox family of artware products & services

The Pox identity includes a multitude of intellectual properties that have also received a face-lift.



Satromizer Pro



Satromizer OS 4



Satromizer  
OnLine



Sneez!



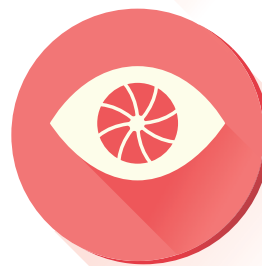
Inter FacePainter



ReFrag



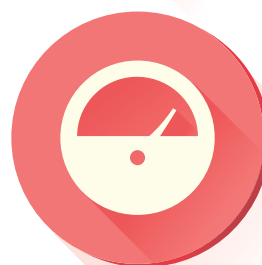
Wait Pro



Wait Watcher



Pox Time



GPS Utility

# Q. A Pox On Everything

Pox's New Identity Program reflects our commitment to a future where users and consumers are continuously inconvenienced, compromised, and irritated by new technologies. Pox embraces the everyday struggle and looks to create new problems that don't need to be solved. By building tools born from disnovation and inspiruption, Pox liberates the subjugated, disrupting standards, standardizing disruption, and empowering everyone to experiment. The party may be over, but we've just begun.

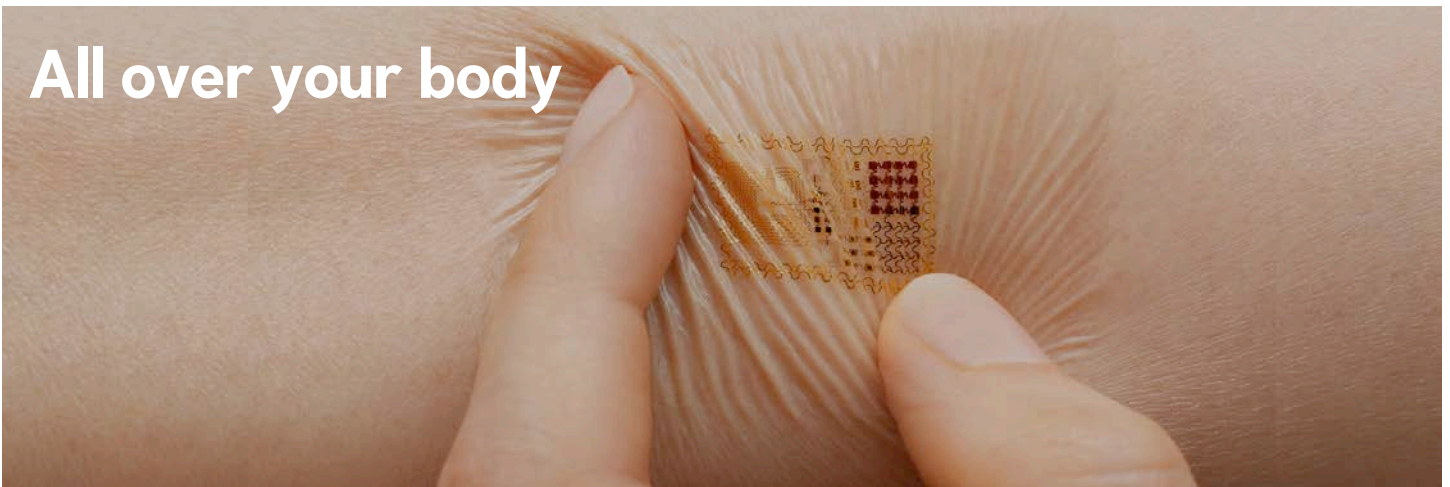
## On your wrist



## In your eyes



## All over your body





<http://getpox.com>

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