

## Overview:

Frankenstein200 is a narrative experiment from Arizona State University supported by a grant from the National Science Foundation (#1516684) designed to help public audiences consider creativity and responsible innovation, using themes from *Frankenstein* as a lens to examine emerging technologies such as artificial intelligence, synthetic biology, robotics, and human enhancement while promoting the development of 21st century skills related to creative collaboration and critical thinking.

Frankenstein 200 will advance new approaches to the design and development of STEM learning in informal environments, across digital and physical platforms:

1. **Frankenstein200 L.I.F.E. Kit:** A tabletop kit for museums, science centers, community centers, and other learning hubs that will support creative and making activities, promote reflection on social and ethical issues, and explore emerging technologies like artificial intelligence, synthetic biology, robotics, and bioengineering.
2. **Frankenstein200 L.I.F.E. [Alternate Reality Game \(ARG\)](#):** A digital narrative using interactive storytelling tools (videos, website pages, puzzles, and games) in tandem with real-life objects and places to reimagine Mary Shelley's *Frankenstein* for a new generation of students and their families
3. **Frankenstein200 L.I.F.E. Kit at Home:** A set of at-home maker activities, online challenges, and competitions involving hands-on science and other creative activities.

This Style Guide provides descriptions and links to logos, imagery and other files for the key parts of the experience.

## Contact:

For questions, please contact:

Bob Beard

[Bob.Beard@asu.edu](mailto:Bob.Beard@asu.edu)

**Project Name/Brand:**

Frankenstein200

[www.frankenstein200.org](http://www.frankenstein200.org)

**Logo:**

Black and White:

**FRANKENSTEIN<sup>200</sup>**

**FRANKENSTEIN<sup>200</sup>**

minimum reproduction

**FRANKENSTEIN<sup>200</sup>** | height  
|.25 in 35 px

Color:



Logo is available for download here:

<https://www.dropbox.com/s/ihlbgjq3kdii78v/Frankenstein200logo.zip?dl=0>

**Slogan:**

Come to LIFE.

**Hashtag:**

#CometoLIFE

**Fonts:**

Available here:

<https://www.dropbox.com/s/q4x59xzui70b5l9/Frankensteinfonts.zip?dl=0>

**HEADER 1**

Superclarendon Bold Allcaps 24/30

**HEADER 2**

Superclarendon Regular Allcaps 18/24

**Header 3**

Superclarendon Regular Title case 16/22

**HEADER 4**

Raleway SemiBold Allcaps 14/20

HEADER 5

Raleway Regular Allcaps 12/16

Header 6

Raleway Regular Title case 12/16

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed diam  
nonummy nibh euismod tincidunt ut  
laoreet dolore magna aliquam erat  
volutpat. Ut wisi enim ad minim veniam.

Raleway Light Sentence case 12/16

**Headers:**

SuperClarendon

Available through Adobe Creative Suite or Typekit for paid plans:

<https://typekit.com/fonts/superclarendon/>

Suitable (free) web substitutes for SuperClarendon:

Domine <https://fonts.google.com/specimen/Domine>

Trocchi <https://www.fontsquirrel.com/fonts/trocchi>

Suitable Microsoft default font substitute: [Georgia Bold](#)

**Body:**

Raleway

Available here: <https://fonts.google.com/specimen/Raleway>

Suitable Microsoft default font substitute: [Verdana](#)

## Colors:

See guide:

<https://drive.google.com/file/d/0B3dmi4axHRbdRCdiZWJZdXNJdIE/view?usp=sharing>

### NEUTRALS



rich  
black

C 75% R 10  
M 68% G 10  
Y 67% B 10  
K 90% #0A0A0A



ghost  
white

C 3% R 232  
M 2% G 231  
Y 5% B 226  
K 5% #E8E7E2

### CENTRAL COLORS



monster  
green

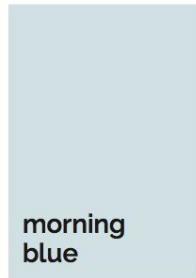
C 30% R 169  
M 3% G 186  
Y 100% B 43  
K 12% #A9BA2B



lakeside  
green

C 66% R 80  
M 0% G 189  
Y 56% B 147  
K 0% #50BD93

### SECONDARY COLORS



morning  
blue

C 16% R 211  
M 5% G 226  
Y 5% B 233  
K 0% #D3E2E9



fire  
red

C 0% R 211  
M 80% G 79  
Y 100% B 29  
K 14% #D34F1D



pumpkin  
orange

C 14% R 233  
M 28% G 179  
Y 87% B 67  
K 0% #DEB343

## Key Imagery:

- *To be added as available*

## Social Media:

- Facebook:
- Instagram:
- Twitter:
- Snapchat:

Accounts are owned and operated by ASU. Please contact: [Bob.Beard@asu.edu](mailto:Bob.Beard@asu.edu)

## Legal:

- Refer to ARIZONA STATE UNIVERSITY®
- Always include:
  - This material is based upon work supported by the National Science Foundation under grant number 1516684 (link to [https://www.nsf.gov/awardsearch/showAward?AWD\\_ID=1516684&HistoricalAwards=false](https://www.nsf.gov/awardsearch/showAward?AWD_ID=1516684&HistoricalAwards=false))
  - ASU logo:  
<https://www.dropbox.com/s/c6qz41morou6m9/ASU%20Logos.zip?dl=0>
  - © 2016 Arizona Board of Regents
  - NSF logo (logo and usage guides here: <https://www.nsf.gov/policies/logos.jsp>)

## Notes:

- Use periods when referring to L.I.F.E. except in slogans
-

**ARG Name/Brand:**

Frankenstein L.I.F.E.  
[www.frankenstein.life](http://www.frankenstein.life)

**L.I.F.E.** = Laboratory for Innovation and Fantastical Exploration

**Company Description:**

*The Frankenstein Laboratory for Innovation and Fantastical Exploration (L.I.F.E.) is dedicated to the exploration of human life through science and learning. Founded by Dr. Tori Frankenstein, PhD, it boasts a state of the art scientific center studying what makes us human.*

*DNA!  
Biochemistry!  
Genetic Engineering!  
Perceptual Studies!*

*L.I.F.E. partners with museums all over the United States and hosts a digital library of antique scientific equipment and documents that showcase the history of science exploration.*

*The lab sends out special invitations to a handful of promising students each year to work with the L.I.F.E. staff - these interns are picked in a scientific selection process that finds hidden talents and ways of seeing and thinking.*

*Come to LIFE.*

**Logo:**





Alternative single color options



minimum  
reproduction  
1.5 in high



Logo is available for download here:

<https://www.dropbox.com/s/aq4hp87p8t5l4ij/LIFElogo.zip?dl=0>



**Fonts:**

# HEADER 1

Avenir Next Condensed Bold Allcaps 24/30

## HEADER 2

Avenir Next Condensed Regular Allcaps 18/24

### Header 3

Avenir Next Condensed Regular Title case 16/22

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Avenir Next Condensed Light Sentence case 12/16

**Headers:**

Avenir Next Condensed

Available through Adobe Creative Suite

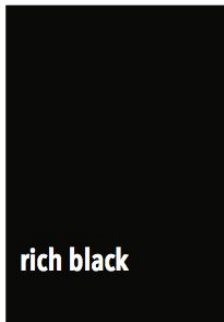
Suitable (free) web substitutes for Avenir:

Roboto Condensed: <https://fonts.google.com/specimen/Roboto+Condensed>

Suitable Microsoft default font substitute: [Verdana](#)

**Colors:**

#### neutrals



rich black

C 75% R 10  
M 68% G 10  
Y 67% B 10  
K 90% #0A0A0A

#### central colors



monster green

C 30% R 169  
M 3% G 186  
Y 100% B 43  
K 12% #A9BA2B



lakeside green

C 66% R 80  
M 0% G 189  
Y 56% B 147  
K 0% #50BD93



arctic sea blue

C 66% R 0  
M 0% G 152  
Y 56% B 183  
K 0% #0098B7

**Notes:**

- Use periods when referring to L.I.F.E. except in slogans