

AMERICA

THE WORLD IN ONE PLACE

THE FONT

With one eye towards America's past and another towards the future, Gotham speaks to the very nature of America. Based upon lettering with a "distinctively American form of sans serif," Gotham is already used as America's typeface in projects such as New York's Freedom Tower.

THE WORLD IN ONE PLACE

Many nations can hang their hats on one unifying theme. America, however, wears all hats at once. The paradox of America exists: America is uniquely all-inclusive. People of all nationalities call America home. The shopping is the best in the world. From majestic mountains to blue-water beaches, physical beauty and recreation is first-class. Thrills can go to the extreme while relaxation extends to serene. Business can't be beat and possibilities are endless.

Finally, America possesses something no other nation can claim:
The American Dream.

AMERICA

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1 COLOR

ALT. LANG.



“focus more on ‘america’ - ‘united states’ has a lot of negative feelings, ‘america’ doesn’t. i.e. - the american dream.”

“america has everything to offer -- literally!”

ADS



BRAND AMERICA STUDENT DESIGN CONTEST

ENTRY FORM

Contact Details

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Expected Completion Date December 2008

Completing this Form

If you are mailing your submission, please complete this form in its entirety and include a printed copy. If you are emailing your entry, please include a digital version of this form or include the same information in the body of your email.

How this Information Will Be Used

By entering this contest, FutureBrand may use your name, school, submission and likeness in the 2008 Country Brand Index, and/or other FutureBrand marketing materials.

All other personal information you provide will be kept confidential. It will be used to contact you and to verify your eligibility in this contest.

Required Signature

I certify that all information I have supplied is correct, that I am 18 years of age or older and that I am currently enrolled as an undergraduate or graduate college student presently living in the United States. I grant permission for FutureBrand to use my name, likeness and entry in the 2008 Country Brand Index and/or other FutureBrand marketing materials.

Signed: 

Date: 10/10/2008



APPROPRIATE CREDITS

Citations in Rationale:

Gotham Quote --

http://www.typography.com/fonts/font_overview.php?productLineID=100008

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Soccer Picture - Brian - Progressive Spin

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Basketball Picture - Yogma

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Baseball Picture - bryce_edwards

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**ADDITIONAL MATERIAL
ATTACHED**

1 QUICKTIME MOVIE