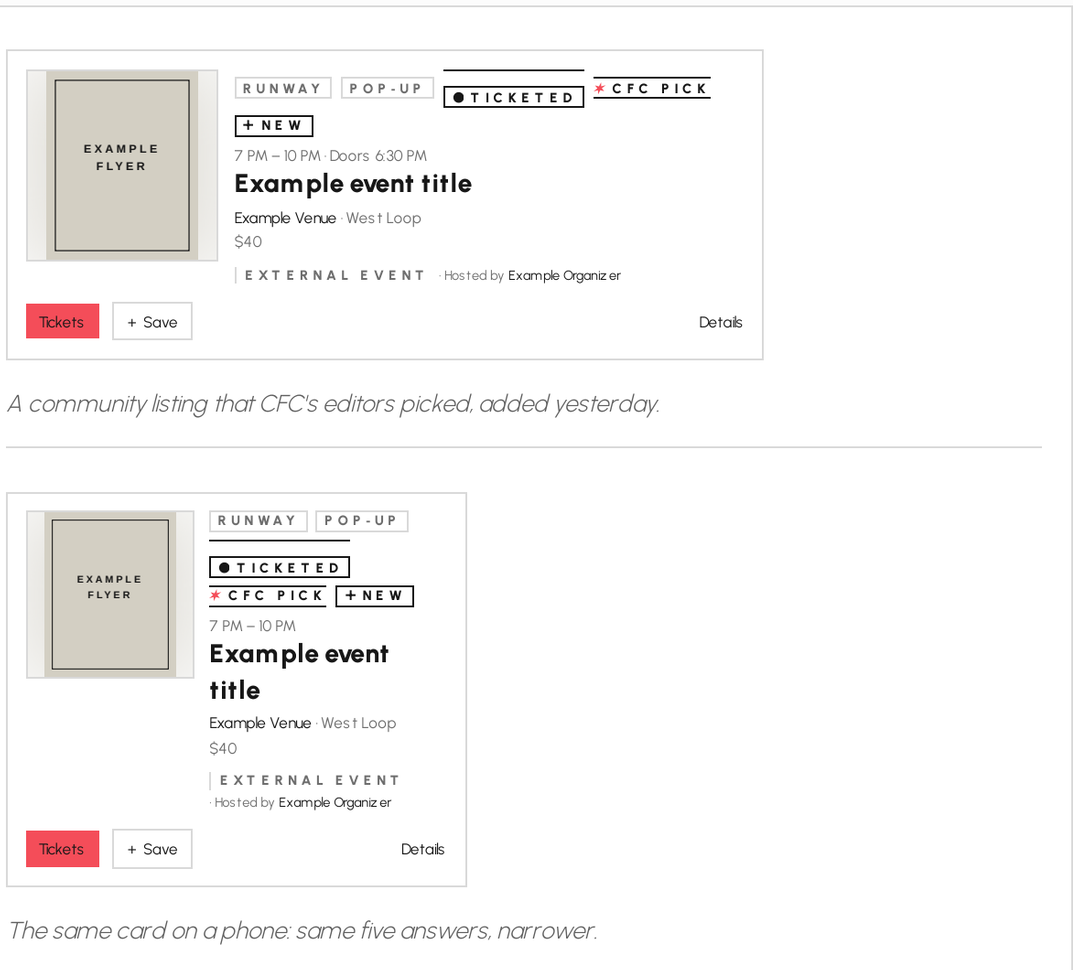
Label guide: five questions every listing answers

Every card, on every screen, answers the same five questions in the same order. Everything pictured is made up and drawn with the site's own components.



A community listing that CFC's editors picked, added yesterday.

The same card on a phone: same five answers, narrower.

1 Who runs it?

EXTERNAL EVENT · Hosted by Example Organizer

Always one line. It names the host when that is not CFC.

2 Is it CFC's, or recommended by CFC?

CFC PICK

The red star is only for CFC's own events. A Pick is an editors' choice on someone else's event.

3 What kind of event is it?

RUNWAY POP-UP

The first two categories show on a card; the event page shows all of them.

4 How do I get in?

TICKETED Tickets

Ticketed, RSVP, open, or a plain 'see event page' when the organizer did not say.

5 Has anything changed?

NEW UPDATED NOV 2

New for a few days after it is listed. Updated for 7 days after a change. Cancelled stays up for 48 hours.

✶ 2 · WHO STANDS BEHIND IT

Four kinds of listing, loudest to quietest

The thicker the rule on top, the more CFC stands behind the event. A community listing never implies endorsement. CFC Pick is a separate editors' mark: only ever on an external event, and never paid for.

Official CFC event

CFC hosts or presents it



SOLID PLAQUE · RED STAR · NO HOST LINE

Supported by CFC

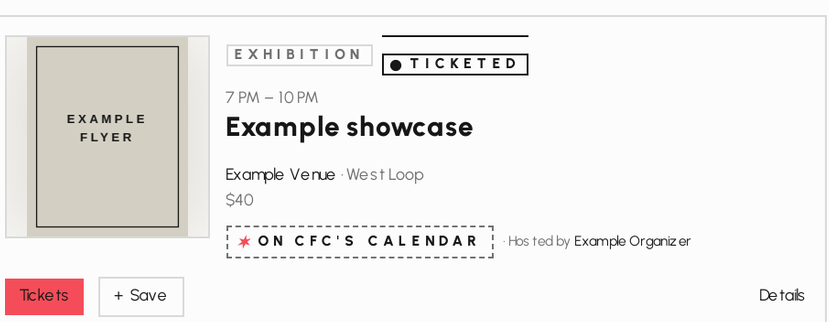
Someone else hosts it, CFC supports it



OUTLINED PLAQUE · RED STAR · HOST NAMED

On CFC's calendar

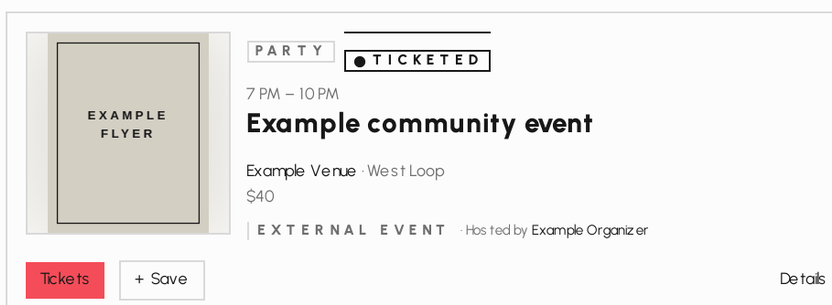
From CFC's calendar, role not set. We claim nothing more



DOTTED PLAQUE · RED STAR · SOURCE NAMED

External event

A community listing. Not an endorsement



PLAIN LABEL · NO STAR · HOST NAMED

The marks that make a card stand out

Loud marks are for things a reader should act on; quiet ones are there when you look for them.

CFC Pick LOUD

Editors recommend this outside event. It only means something while it is rare.

7 PM – 10 PM



POP-UP · ● TICKETED · ✶ CFC PICK

Example Pick

Example Venue · West Loop

EXTERNAL EVENT · Hosted by Example Organizer

PRICE $40
ENTRY Ticketed
AREA West Loop

Tickets

+ Save Details →

New MEDIUM

Listed in the last few days. Fades on its own.

7 PM – 10 PM



WORKSHOP · ● TICKETED · + NEW

Example new listing

Example Venue · West Loop

EXTERNAL EVENT · Hosted by Example Organizer

PRICE $40
ENTRY Ticketed
AREA West Loop

Tickets

+ Save Details →

Updated MEDIUM

A time or detail changed. Says what changed, for 7 days.

7 PM – 10 PM



TALK · ● TICKETED · ↻ UPDATED NOV 2

Example updated listing

Example Venue · West Loop

EXTERNAL EVENT · Hosted by Example Organizer

PRICE $40
ENTRY Ticketed
AREA West Loop

Tickets

+ Save Details →

Cancelled, sold out, free

Cancelled is loud on purpose. Sold out and open entry are quiet because there is nothing for the reader to do.

Cancelled LOUD

Struck-through title, solid tag, no button. Stays up 48 hours so nobody travels for nothing.

7 PM – 10 PM



TALK ● TICKETED ✕ CANCELLED

~~Example cancelled talk~~ ✕ CANCELLED

Example Venue · West Loop

EXTERNAL EVENT · Hosted by Example Organizer

PRICE $40
ENTRY Ticketed
AREA West Loop

Details →

Sold out / Waitlist QUIET

The button becomes a quiet box, or a Waitlist link when the organizer runs one.

7 PM – 10 PM



RUNWAY ● TICKETED

Example sold-out show

Example Venue · West Loop

EXTERNAL EVENT · Hosted by Example Organizer

PRICE $40 · sold out
ENTRY Ticketed
AREA West Loop

Sold out

+ Save

Details →

Free · open entry QUIET

Walk in. A quiet box instead of a button, because there is nothing to buy.

7 PM – 10 PM



MARKET ○ OPEN ENTRY

Example open market

Example Venue · West Loop

EXTERNAL EVENT · Hosted by Example Organizer

PRICE Free
ENTRY Open entry
AREA West Loop

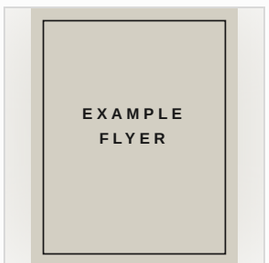
+ Save

Details →

✶ 4 · SAMPLE CARDS

Four different cards side by side

Mixed tags, so you can see how the ones CFC wants to emphasize stand out, and how a card looks when the facts are missing.



RUNWAY · ● TICKETED · ↻ UPDATED NOV 2

7 PM – 10 PM

Example CFC runway

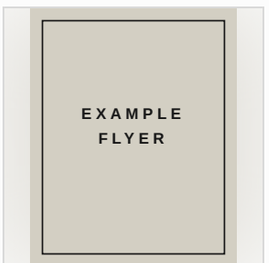
Example Venue · West Loop

$40

✶ OFFICIAL CFC EVENT

Tickets + Save Details

OFFICIAL · UPDATED · TICKETED



MARKET · POP-UP · ○ OPEN ENTRY

7 PM – 10 PM

Example partner market

Example Venue · West Loop

Free

✶ SUPPORTED BY CFC · Hosted by Example Organizer

Open entry + Save Details

SUPPORTED · FREE · OPEN ENTRY



POP-UP · SALE · ● TICKETED · ✶ CFC PICK · + NEW

7 PM – 10 PM

Example designer pop-up

Example Venue · West Loop

$40

EXTERNAL EVENT · Hosted by Example Organizer

Tickets + Save Details

EXTERNAL · CFC PICK · NEW

✶

SAT
7
NOV

RUNWAY · ◌ ENTRY: SEE EVENT PAGE

7 PM – 10 PM

Example listing, few facts

Location to be announced

Price not listed

EXTERNAL EVENT

+ Save Details

EXTERNAL · ENTRY UNKNOWN · NO VENUE YET

Every label, by name

WHO RUNS IT

Official CFC event

OFFICIAL CFC EVENT

The Chicago Fashion Coalition hosts or presents it.

Supported by CFC

SUPPORTED BY CFC

· Hosted by Example Organizer

Another organization hosts it and CFC supports it. The host is named and linked.

On CFC's calendar

ON CFC'S CALENDAR

· Hosted by Example Organizer

It came from CFC's own calendar without a confirmed role. We say where it came from and claim nothing more.

External event

EXTERNAL EVENT

A community listing. It does not mean CFC endorses it.

Hosted by Example Organizer

EXTERNAL EVENT

· Hosted by Example Organizer

Who runs it when that is not CFC. Links to the organizer's page when there is one.

Listed from eventbrite.com

EXTERNAL EVENT

· Listed from eventbrite.com

The site an imported listing was copied from.

CFC STAR

Red star

A CFC event: official, supported or on CFC's calendar.

No star

No star

A community event. Only the fallback card draws an Eerie star.

CFC PICK

CFC Pick

CFC PICK

CFC's editors recommend this event.

No badge

No badge

Not picked.

HOW YOU GET IN

TICKETED

You need a ticket to get in.

RSVP REQUIRED

You must RSVP to get in.

OPEN ENTRY

Walk in. No ticket and no RSVP.

ENTRY: SEE EVENT PAGE

The source did not say. Check the event page.

THE BUTTON

Tickets

Opens the organizer's ticket page.

RSVP

Opens the organizer's RSVP page.

Free

Free to attend. Opens the organizer's page.

Waitlist

Sold out, with a waitlist. Opens it.

Sold out

No tickets left. A quiet box, not a link.

Open entry

Walk in. A quiet box, not a link.

WHAT CHANGED

NEW

Listed in the last 7 days and not over yet.

UPDATED NOV 2

A fact changed in the last 7 days. A note says what changed.

CANCELLED

The organizer cancelled it in the last 7 days.

KIND OF EVENT (A CARD SHOWS THE FIRST TWO; THE EVENT PAGE SHOWS ALL)

RUNWAY · POP-UP · MARKET · TALK · PARTY · EXHIBITION · WORKSHOP · CASTING · SALE · NETWORKING