

visual identity guideline

INNOVATION **fest.** INTERNATIONAL

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welcome to fest.

ft.

LOGOS

The FEST brand consists of a main logo plus a responsive logo.

The main FEST logo includes "fest." with a period, situated within a corner framed to its bottom and left. On the left hand side of the logo is the city name, or the neutral "Innovation" aligned to the frame, written bottom to top. On the bottom, to the right of the lower frame, is the city name, or "International" for neutral.

Use of the neutral logo is to be used on the Innovation Fest International website and assets. When FEST is hosted in various nations and cities, that is when those aspects of the logo change with detailed instructions on this shown further in this document.

The responsive logo is to be used as a favicon, social media profile photos, and in other instances where the main FEST logo cannot be applied.



Always stays consistent as "fest."

Formatting stays consistent, country name changes. "Innovation" stays alined to the length of the frame.



City name changes. Alined to end of the frame to its left.



LOGO: COLOURS

The FEST logos can be displayed in any of the FEST colours (described in the "Colours" section).

The FEST logos can be displayed in white on top of any of the colours or on top of black in black and white printing or display scenarios.

The FEST logos can be displayed in black on top of white in black and white printing or display scenarios.

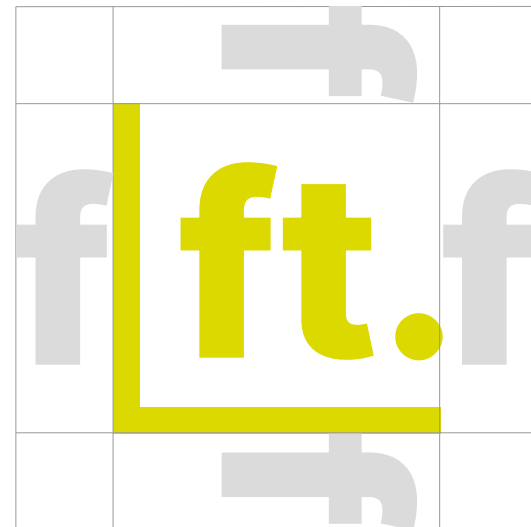
The FEST logos **should NOT** be displayed on top of other FEST colours in any other colour than white.



LOGO: SPACING

When designing with the full FEST logo, be sure to leave one, to scale, "f" from the "fest." logo around all sides of the full logo when placing it in a layout, especially around other logos or design elements.

Be sure to leave one, to scale, "f" from the "ft." responsive logo around all sides of the responsive logo when placing it in a layout, especially around other logos or design elements.



LOGO: MISUSE

The FEST logos should be left in their original design and **never** stretched, flipped, rotated, given effects such as drop shadows or glows or any other additions to them.

When using the any of the FEST logos, be sure to leave ample room around the logo and not crowd with other elements.

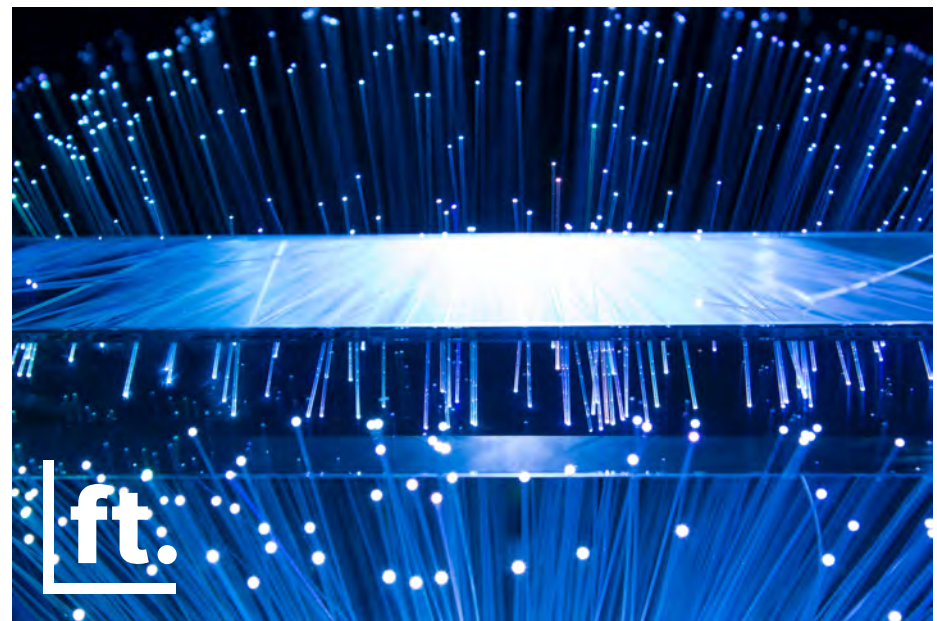
Keep logos clear of busy patterns or images and refer to the “Logo: Spacing” portion for information on how much buffer room to leave around FEST logos.



LOGO: EXAMPLE IN USE



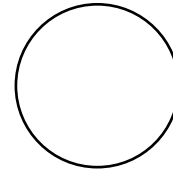
LOGO: EXAMPLE IN USE



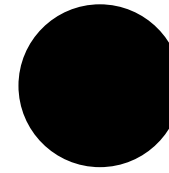
COLOURS

FEST branding is composed of an array of colours, with its main colours being the blue, teal, light green, muted red and yellow.

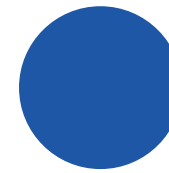
The secondary colours for FEST are the tints of each of the main colours which can be used as accents in needed scenarios as well as for a broader colour palette in design elements.



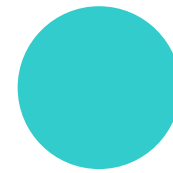
#FFFFFF
R255 G255 B255
C0 M0 Y0 K0



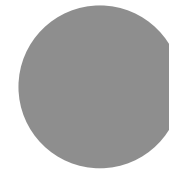
#000000
R0 G0 B0
C0 M0 Y0 K100



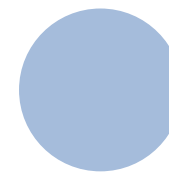
#1D57A5
R29 G87 B165
C92 M47 Y3 K1



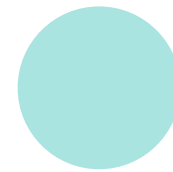
#2ABBB5
R42 G187 B181
C82 M0 Y10 K0



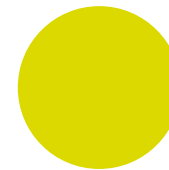
#8E8E8E
R142 G142 B142
C39 M28 Y25 K9



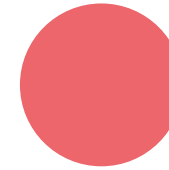
#A5BCDB
R165 G188 B219
C35 M15 Y2 K0



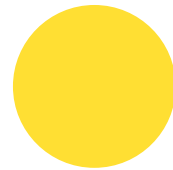
#AAE4E1
R170 G228 B225
C34 M0 Y8 K0



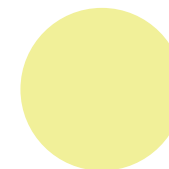
#DCD900
R220 G217 B0
C13 M9 Y98 K1



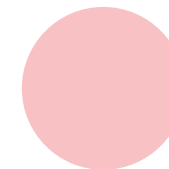
#ED666C
R237 G102 B108
C5 M60 Y39 K1



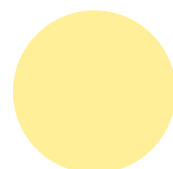
#FFDF33
R255 G223 B51
C3 M11 Y81 K0



#F1F099
R241 G240 B153
C7 M4 Y39 K0



#F8C2C4
R248 G194 B196
C2 M24 Y12 K0



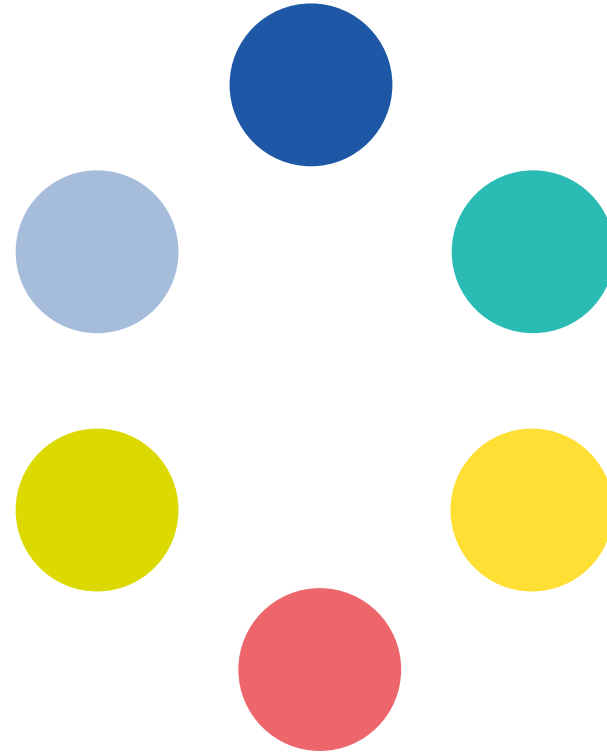
#FFEF99
R255 G239 B153
C3 M6 Y38 K0

COLOURS: APPLICATION

The FEST colours can be used in selection or in the entirety of their spectrum.

Similar to the "LOGO: COLOURS" section, the FEST colours should NOT ever be displayed on top of one another, but can be displayed nearby or touching each other (whether they are colour blocks or design elements) in order to maintain a cohesive look and feel.

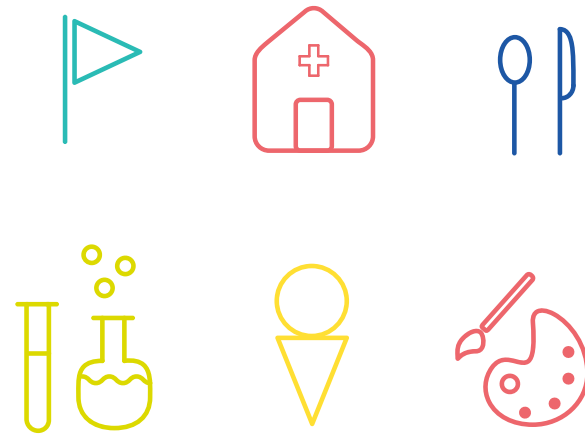
White can be displayed on top of all of the FEST colours in both design elements and text.



ICONS

FEST icons can be used to indicate various parts of way-finding, elements on websites, merchandise, assets and more!

FEST icons are to be designed as line drawings, maintaining a simple and clean feel.



TYPEFACES

The FEST brand is composed of the Inter typeface alongside 3 different weights.

Inter Extrabold is to be used for the main headers on web and print materials.

Inter Regular is to be used for sub-headers on print and web materials.

Inter Light is to be used for body copy and all other copy on print and web materials.

Inter is a Google font and can be downloaded & licensed at no cost.

HEADER 1
INTER EXTRABOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ1234567890

header 2
inter extrabold
abcdefghijklmnopqrstu
vwxyz1234567890

body copy 1
inter regular
abcdefghijklmnopqrstu
vwxyz1234567890

body copy 2
inter light
abcdefghijklmnopqrstu
vwxyz1234567890

DESIGN ELEMENTS

FEST Design Elements are minimal yet abstract, representing elements from science and culture.

You are welcome to use elements designed in this guideline when creating your FEST, or design elements that are in the same style and apply uniquely to your brand.

If designing your own elements, they must match the simplicity, line, and style of the ones showcased in this guideline. They must also follow the colour guidelines mentioned in "Colours" and "Colours: Application".

When applying FEST design elements, these can be used on print and web assets, backgrounds on websites, merchandise designs and more.





INNOVATION

fest.

INTERNATIONAL

