



# **INTERPRET FESTIVAL**

## **BRAND GUIDELINES**

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# 1 INTRODUCTION



## **1.1 A BRIEF INTRODUCTION OF THE BRAND**

The interpret festival is an annual festival which celebrates and showcases the work of five departments at the University of the Fraser Valley. These include all of SOCA (the School of Creative Arts: Visual Arts, Film, Theatre, Media Arts), and GDD (Graphic and Digital Design).

In the past, this event has included live music, catered food, and a beer garden, and covered much of UFV's campus. It is an event intended to be a celebration—a fun experiential event where members of the community as well as professionals in the creative and performing arts industries can see and enjoy the work that students have produced over the past year. It is also a networking event, for creators to connect with potential employers.



## 1.2 BRAND VALUES AND THEIR ELABORATIONS



### **CELEBRATION**

The Interpret Festival should be first and foremost a celebration of the students' hard work and achievements. It is a time for family, friends, and community to experience the creative work that UFV's SOCA and GDD students have created over the past year.

### **CREATIVITY**

The design for the festival should reflect the creative, innovative nature of the five departments represented. It should be colourful and trendy.



### **PROFESSIONALISM**

The festival should also portray a feeling of professionalism, as many of the students showcasing their work are about to enter the professional world, and are producing high quality work that deserves to be shared thoughtfully. Professionalism is also key to helping build the reputation of UFV's SOCA and GDD programs in the academic community.

### **OPPORTUNITY**

Part of the purpose of the festival is to advertise students' skills to potential employers, so the festival should set students up to make those connections in a natural and consistent way. It is also an opportunity to advertise UFV's creative programs to prospective students.





## 2 DESIGN ELEMENTS

## 2.1 LOGO AND ITS CONCEPT





## 2.1 LOGO AND ITS CONCEPT

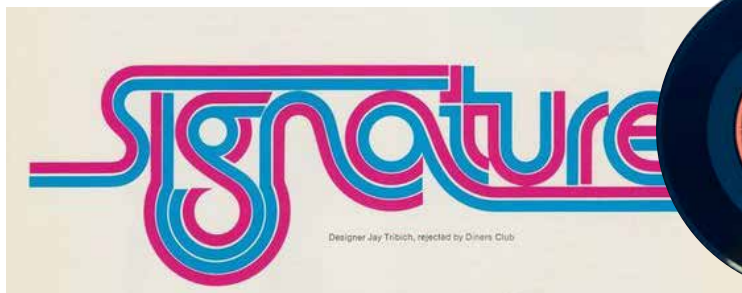
This wordmark was inspired by display type from the 1970s. Everything about this type of design in the 70s was funky and celebratory, and the wavy, curving, interconnected lines of this particular style reflect the movement of the stroke of a brush, a melody, or a film reel.

The colour palette is a modernized take on the classic warm palette of the 70s, and can be adapted for darker backgrounds to appear to glow like neon lights.

The design was also inspired by Probe, a 1974 game that has been a family favourite for me since I was a kid.

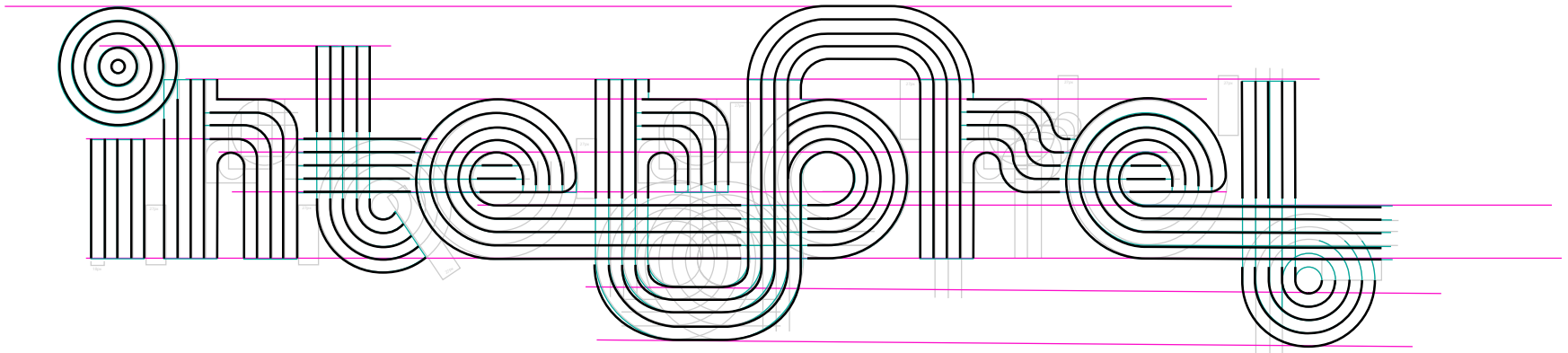
The rhythmic lines give it structure, lending a feeling of professionalism of the wordmark without taking away from its fun spontaneity.

There is also a lot of opportunity with this wordmark to extend it into wayfinding with directional arrows, and it can be simplified down to a single circle for small social media imagery.





## 2.2 LOGO WITH GRID AND SAFE AREA





### 2.3 MINIMAL SIZING WITH DIMENSIONS

The wordmark should not be smaller than 2.5" when using the full detail logo. For uses smaller than 2.5", I have also created a version of the wordmark with solid shapes, which can be applied with a gradient in the colour palette or with a single solid colour. This contributes to accessibility and responsive design.

1.5" (min.)



2.5"



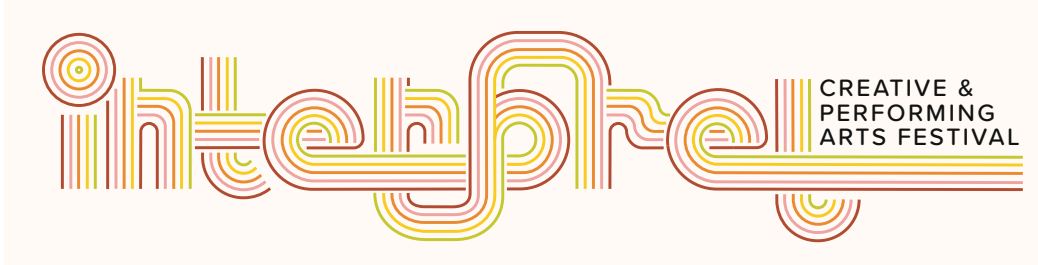
4"



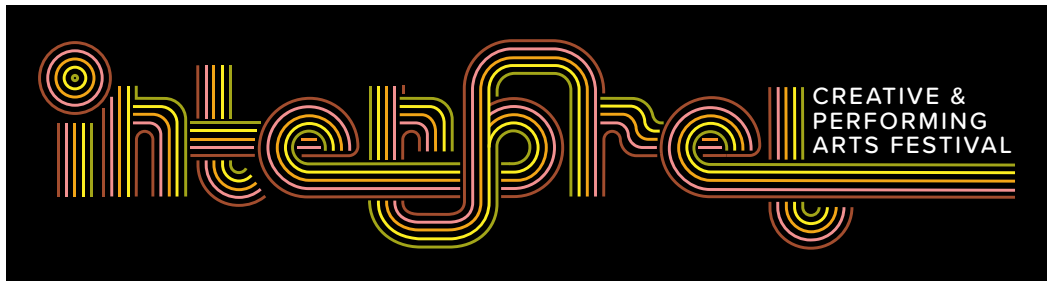


## 2.4 USAGE ON BACKGROUNDS

light palette on  
white or cream  
background



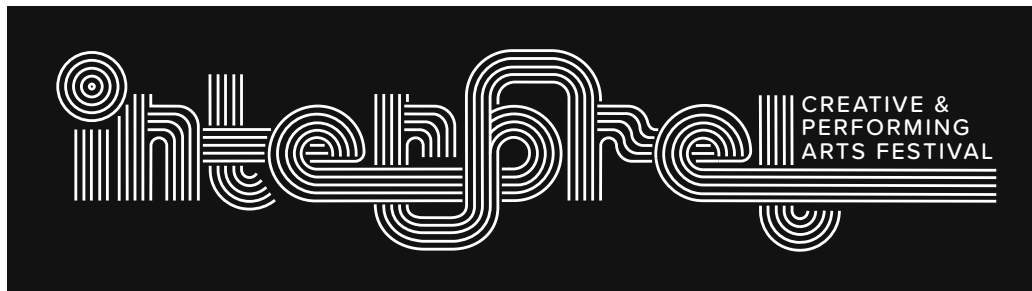
dark palette on  
black background



black on white  
background



white on black  
background

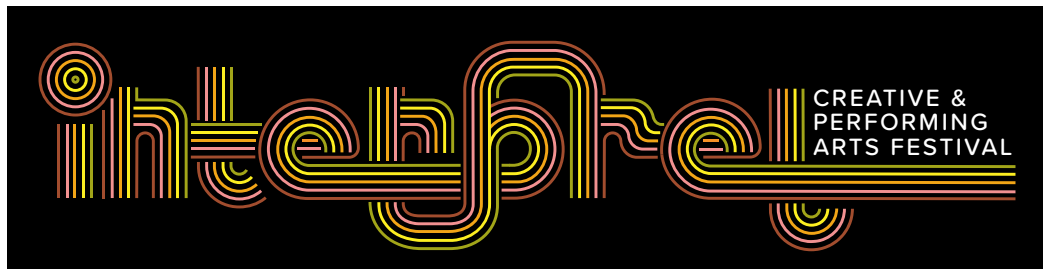




## 2.5 SINGLE AND FULL COLOUR APPLICATION



Using the light colour palette with a white background.



Using the dark colour palette with a black background.



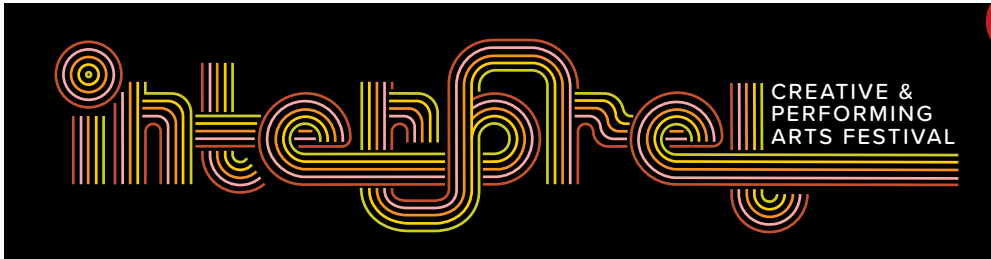
Using the white or black wordmark (depending on the brightness of the photo) with busier photographic backgrounds.



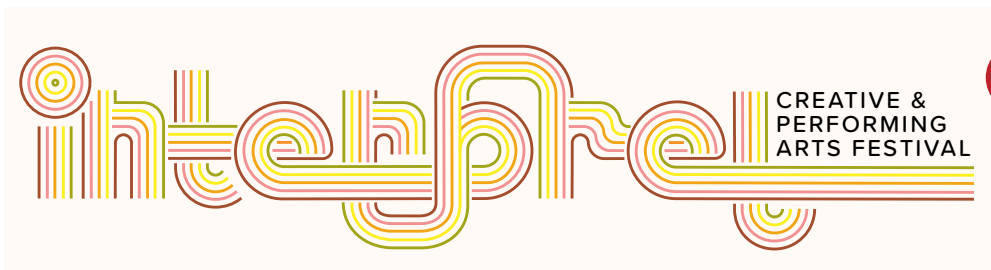
Using one of the two colour palettes (depending on the brightness of the photo) with a simpler photographic background.



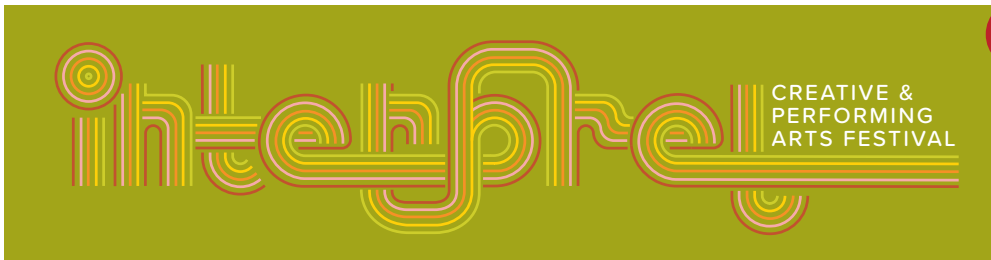
## 2.6 LOGO MISUSE



✘ Using the light colour palette with a black background.



✘ Using the dark colour palette with a white or cream background.



✘ Using one of the palette colours for a background with the coloured wordmark.

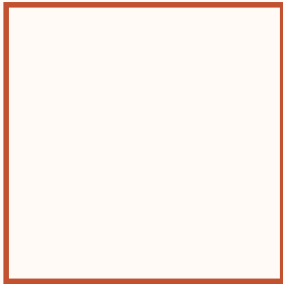


✘ Using a busy photo for a background with the coloured version of the wordmark.



## 2.7 COLOUR PALETTE WITH CODES

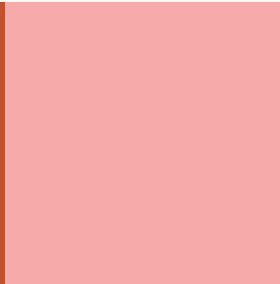
### LIGHT PALETTE



RGB: 255, 250, 245  
CMYK: 1, 2, 3, 0  
PMS: unavailable  
HEX: FFFAF5



RGB: 193, 81, 47  
CMYK: 18, 80, 94, 7  
PMS: 173 U  
HEX: C1512F



RGB: 247, 170, 170  
CMYK: 0, 40, 22, 0  
PMS: 176 U  
HEX: F7AAAA



RGB: 255, 147, 30  
CMYK: 0, 51, 96, 0  
PMS: 176 U  
HEX: FF931E

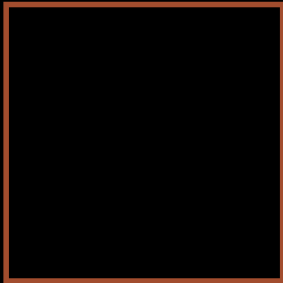


RGB: 255, 207, 3  
CMYK: 1, 17, 99, 0  
PMS: 109 U  
HEX: FFCF03



RGB: 205, 205, 43  
CMYK: 24, 8, 100, 0  
PMS: 381 U  
HEX: CDCD2B

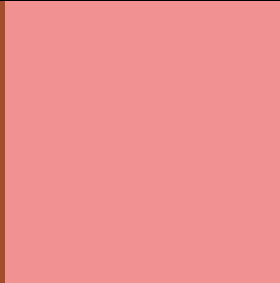
### DARK PALETTE



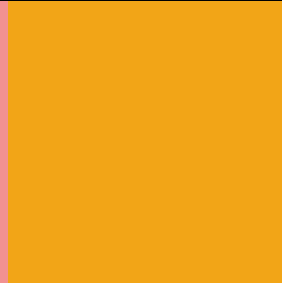
RGB: 0, 0, 0  
CMYK: 76, 71, 65, 81  
PMS: unavaible  
HEX: 00000



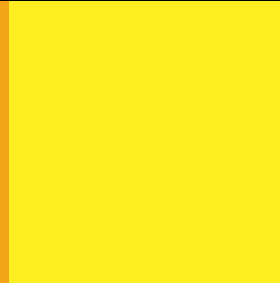
RGB: 162, 77, 46  
CMYK: 26, 77, 91, 18  
PMS: 174 U  
HEX: A24D2E



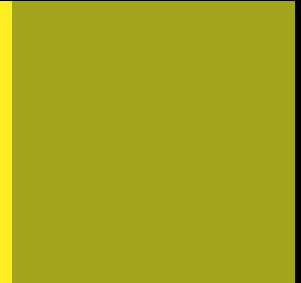
RGB: 242, 145, 145  
CMYK: 1, 53, 31, 0  
PMS: 1775 U  
HEX: F29191



RGB: 252, 165, 23  
CMYK: 4, 39, 100, 0  
PMS: 130 U  
HEX: F2A517



RGB: 252, 238, 33  
CMYK: 5, 0, 93, 0  
PMS: 803 U  
HEX: FCEE21



RGB: 162, 165, 25  
CMYK: 41, 24, 100, 2  
PMS: 383 U  
HEX: A2A519



# PROXIMA SOFT

MEDIUM	ABCDEFGHIJKLMNOPQRSTUVWXYZ	123456789	&!?,’”( )
<b>BLACK</b>	<b>ABCDEFGHIJKLMNOPQRSTUVWXYZ</b>	<b>123456789</b>	<b>&amp;!?,’”( )</b>

To be used for headings, subheadings, and short body copy. Proxima Soft mimics the geometric yet rounded letterforms of the wordmark, making it a great companion typeface. It is readable and pleasant to look at. Proxima Soft should only be applied in all caps for headings, but can be applied in title case for body copy. It should be applied with medium weight for most uses, but for special headings black weight can be used sparingly.

# freight text pro

medium	abcdefghijklmnopqrstuvwxyz	123456789	&!?,’”( )
<i>medium italic</i>	<i>abcdefghijklmnopqrstuvwxyz</i>	123456789	&!?,’”( )

To be used in longer instances of body copy where a serif typeface is needed for legibility, Freight Text Pro pairs nicely with Proxima Soft. Its rounded shapes and flat serifs keep it from being too stuffy, while offering a more academic feeling to the brand where needed.



# 3 APPLICATION



### 3.1 LOGO PRIMARY LOCKUP





### 3.1 LOGO SECONDARY LOCKUP





**3.1 LOGO TERTIARY LOCKUP (FOR SMALLER APPLICATIONS)**



### 3.2 LOGO PARTNERSHIP LOCKUP







## **Appendix: ATTRIBUTION**

professional by BomSymbols from [Noun Project](https://thenounproject.com/browse/icons/term/professional/ "professional Icons")

celebrate by Eucalyp from [Noun Project](https://thenounproject.com/browse/icons/term/celebrate/ "celebrate Icons")

creative by Ali Coşkun from [Noun Project](https://thenounproject.com/browse/icons/term/creative/ "creative Icons")

hire by WiStudio from [Noun Project](https://thenounproject.com/browse/icons/term/hire/ "hire Icons")

Photo by [Christina Deravedisian](https://unsplash.com/es/@christinadera?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText) on [Unsplash](https://unsplash.com/s/photos/70s?utm_source=unsplash&utm_medium=referral&utm_content=creditCopyText)