



## Wild & Scenic Film Festival On Tour Style Guide 2017

### WSFF Logo




- The WSFF logo should not be manipulated & should be kept in proportion. It should be used in its entirety for all layouts and documents.
- Please do not apply color to the logo. The only exception is seen on the WSFF poster and other included templates.
- Format Use:
  - EPS: serves as the "native" file. Best used for any layouts done in Illustrator including banners, enlargements of logo, etc.
  - JPEG: can be used for most programs, layouts and needs
  - GIF: Web use and emails
- The font used in the WSFF logo is called Tungsten and can be used as a font for standout info like event dates, venue, etc. (can be purchased at: [www.typography.com](http://www.typography.com))

### OTHER FONTS TO USE IN YOUR LAYOUTS

In your tour design materials please use the Tungsten font as noted above and the Futura font (see here and in the templates as Futura T1). The 2017 "theme" font called "The Salvador" is available for purchase at: [creativemarket.com](http://creativemarket.com)

### 2017 WSFF Color Palette

#### Main Colors

	Dark Blue	C=100	M=93	Y=31	K=24
	Gold	C=4	M=36	Y=80	K=0
	Lt Gray	C=0	M=0	Y=0	K=10

#### Supplemental Colors

	Md Blue	C=67	M=38	Y=2	K=2
	Lt Blue	C=36	M=14	Y=6	K=0
	Purple	C=54	M=72	Y=0	K=0
	Md Gray	C=0	M=0	Y=0	K=40
	Dk Gray	C=0	M=0	Y=0	K=75

### File Info

- The templates were all created in Indesign CS6 - this means you must have this version or higher to open these files. Alternatively, you can manipulate the pdf formats in Illustrator.
- For specific file information, please read on ...

## File Info Continued

The Wild & Scenic On Tour Program offers a variety of design pieces to use as marketing tools. They are:

- 1 - Large Poster (11x17, tabloid) + Small Poster (8.5x14, legal size)
- 2 - Postcard (4x6)
- 3 - Handbills (4 up on an 8.5x11) and (2 up on 8.5x11)
- 4 - Program (8.5x11, to be folded in half)
- 5 - Tickets - BW and color versions (8 set up on an 8.5x11)

Please refer to the notes below about each layout.

### THE 2017 ARTWORK

All of the tour design files include the festival artwork by artist Tom Killion. The artwork file is entitled: IsoscelesPeak\_final\_smaller.jpg. Although this file is embedded into the Indesign files, it is a good idea to have it in your tour folders to access. **Please be sure to include his credit line on your pieces:**

**Tom Killion Isosceles Peak ©2012**

### POSTERS

The large and small posters were created in Indesign CS6. The poster layouts include a MOCKUP using home festival details and the TEMPLATE which is an easy way for you to fill in your own event info.

The posters are set up to be professionally printed with a bleed. This means that the color would "bleed" to the edge - so there is a 1/8 inch around all sides to allow for the bleed trim (actual document sizes are 11.25x17.25 and 8.75x14.25). It is recommended for best quality that you use a professional printer.

### POSTCARD

The postcard was created in Indesign CS6. The postcard layout include a MOCKUP using home festival details and the TEMPLATE which is an easy way for you to fill in your own event info. There are files for the front and back of the postcard.

The postcard is set up to be professionally printed with a bleed. This means that the color would "bleed" to the edge - so there is a 1/8 inch around all sides to allow for the bleed trim (actual document sizes are 6.25x4.25). It is recommended for best quality that you use a professional printer.

### HANDBILL

The handbills were created in Indesign CS6. Again, there are mockups and templates of both a 2-up and 4-up layout. These files are 2 pages, for the front and back.

The handbills are set up with a 1/4" margin on all sides to allow for easy color copying in house or at your local copy shop.

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## File Info Continued

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### PROGRAM

The program was created in Indesign CS6.

The program layout includes only the TEMPLATE which is an easy way for you to fill in your own event info.  
**Please keep the WSFF info on the back of the program.**

The program is set up with a 1/4" margin on all sides to allow for easy color copying in house or at your local copy shop.

### TICKETS

The tickets were created in Indesign CS6.

On the BW ticket there is one placed jpeg file, "WSFFLogo\_2016\_BW.jpeg". Although this file is embedded into the Indesign file, it is a good idea to have it in your tour folders to access.

The ticket layouts includes only the TEMPLATE which is an easy way for you to fill in your own event info. Please note the 2nd (back page) of the file which allows you to capture attendees' contact info.

The tickets are set up 8 to a page with a 1/4" margin on all sides to allow for easy copying in house or at your local copy shop.

## Other Design Info

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### SHADOWS

You'll notice that on all of the color design pieces for the tour there are shadows behind the text and logo. if you choose to create any of your own materials, please consider using shadows on the dark blue and on the art-work. A sample of the shadow effect numbers used in Indesign are the following:

Mode: Multiply      Opacity: 75%      X & Y Offset: .02      Size: .125      (Spread & Noise: 0)

### A NOTE ABOUT THE THEME FONT

Each year we choose a special font to be used on the poster for the theme. This year it is called "The Salvador". You can purchase it at: [www.creativemarket.com](http://www.creativemarket.com)

We prefer that you use Tungsten (as a display and header font) and Futura (in copy, text) in most instances. If you choose to use the theme font in other ways, here are a couple of suggestions:

- 1 - please add a small box/ bolded line on any of the "g's" - you'll notice on the theme: At the Edge, that there is a small golden box that comes in to complete the circle of the G.
- 2 - The Salvador is an all caps font - keep your keyboard in lowercase when using the font.
- 3 - If you choose to use the font for numbers, you may need to play with the size of the numbers if they are sitting next to letters. Letters and number os the same font size will look different.