WILD & SCENIC® FILM FESTIVAL

SYRCL's

where activism gets inspired

Wild & Scenic Film Festival On Tour Style Guide 2024

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 some of the tour templates supplied to you.
- 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: good for web use and emails
- The font used is the WSFF logo is called Tungsten. Please limit use of this font. Best for headlines & headers. (WSFF uses the styles Black, Bold, Medium & Semibold) Purchase at: www.typography.com.

Other Fonts To Use In Your Layouts

Tungsten is used a headline font in this year's materials. For larger areas of copy, use Avenir (the font used in this doc). For more info on font use, see "Other Design Info", pg 3. Also - the standard tagline font is American Typewriter ("where activism gets inspired"). This font is not used in other areas.

File Info

- The templates were all created in Indesign CC - this means you must have this version or higher to open these files. Idml files are for Adobe Indesign CS4 or later.
- For specific file information, please read on ...

Color

- Please use only the colors provided in the 2024 WSFF color palette (see page 4). When in doubt, use black for text!

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

> 1 - Large Poster (11x17 inches, tabloid) + Small Poster (8.5x14 inches)
>
> 2 - Postcard (4x6 inches)
>
> 3 - Handbills (4 up on an 8.5x11 inches) and (2 up on 8.5x11 inches)
>
> 4 - Program (8.5x11 inches, to be folded in half)
>
> 5 - Tickets - BW and color versions (8 tickets set up on an 8.5x11 inches)
>
> 6 - Website banner - 2 versions (773x334 pixels)
>
> 7 - Facebook cover (851x315 pixels), event (1920x1005 pixels) and 2 posts (1200x628 pixels)
>
> 8 - Instagram posts - 5 different posts, with 3 that have space to add text (1080x1080 pixels)
>
> 9 - Twitter post (1200x675 pixels)

Please refer to the notes below about each layout.

THE 2024 ARTWORK

All of the tour design files include the festival artwork by artist Brianna French. *Please be sure to include her credit line on your pieces:* **Artwork by Brianna French.**

POSTERS

The large and small posters were created in Indesign CC. The poster layouts include a sample MOCKUP 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.

Please keep the National Partners' logos in place at the bottom of the poster.

POSTCARD

The postcard was created in Indesign CC. The postcard layout includes a sample MOCKUP 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 CC. Again, there are mockups and templates of both a 2-up and 4-up layout. These files are 2 pages, for the front (color) and back (BW).

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.

PROGRAM

The program was created in Indesign CC. The program layout includes the TEMPLATE of a multi-page program, which makes for an easy way for you to fill in your own event info. Also included is a file of just the front and back cover if you are working within Canva. Please keep the WSFF info + the National Partners' logos 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 CC. The ticket layouts includes only the TEMPLATE which is an easy way for you to fill in your own event info. You'll find a MOCKUP of the color tickets, too. Please note the 2nd (back page) of the file which allows you to capture attendees' contact info.

Both the BW and color 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.

WEBSITE BANNER

The website banners were created for use on your organization's website.

SOCIAL MEDIA FILES

All of the social media files were built in the most updated sizes available online for the different applications. For Facebook, we have included a banner for your main page (organization), event and normal post.

Other Design Info

FONT USE

LOGO FONT - the WSFF logo font is Tungsten. It is used throughout these materials as a headline/standout font (date, website, etc). Purchase at: www.typography.com.

COPY FONT - If you have large areas of text, please use Avenir ("book" style). This would be a good font for the program text (used here in the Style Guide). other weights can be used as needed. Avenir is free at https://www.dafontfree.io/avenir-font/

YOUR SPONSOR LOGOS

You'll notice that our template and mockup files display sponsors logos in one color (dark teal - see color palette next page). It is recommended to do this technique with your own sponsor logos. Design program skills recommended. Here are some steps to do this:

    1 - The best file format for sponsors logos is a vector eps or pdf. If at all possible, request a flat BW trans- parent version of the logo. (No gradients).

    2 - Open eps or pdf in Illustrator. Using the Selection Tool, click on each section of the logo. Fill with dark teal. Save as PDF or EPS (new name) and place in doc or copy and paste into your doc.

more ...

Linked Files

There are various files placed into your templates and mockups - these include the 2024 artwork by Brianna French and WSFF & National Partner logos. Artwork also includes indidivual elements from the poster (otter, reel, trees, etc). Please be sure to download all of these files so they are on the computer/server you are using for design - this needs to happen to view the complete Indesign files. The files might be helpful in creating additional materials, ads, etc.   **ALSO** - the theme of 2023 is *Reel Action*

Using Canva?

If you have Canva skills, we have provided blank JPEG and PDFs (and Indesign) versions of all files for you to use. Please contact the tour coordinators with any questions. All JPEGs are 300dpi. The social media files are 150dpi.

Please note that if you are using Canva for designing materials that would go to a professional printer, advice from a graphic designer or the printer is definitely recommended.

2024 WSFF Color Palette

MAIN COLORS

Cream
C=4.314 M=8.627 Y=26.27 K=0
R=240   G=227   B=196
#f0e3c4

Goldenrod
C=1.176 M=30.58 Y=100   K=0
R=239   G=185   B=68
#efb944

Green
C=72.54 M=21.96 Y=57.25 K=20.39
R=79   G=129   B=111
#4f816f

Navy
C=96.47 M=84.7   Y=40   K=4.31
R=50   G=68   B=109
#32446d

Dark Purple
C=78.03 M=85.49 Y=44.31 K=38.03
R=60   G=46   B=74
#3c2e4a

SECONDARY COLORS

Smoky Blue
C=.58.03 M=34.11 Y=15.68 K=0
R=122   G=148   B=179
#7a94b3

Salmon
C=.39   M=79.21 Y=51.76 K=0
R=222   G=102   B=105
#de6669

Rose
C=0   M=41.96 Y=38.03 K=0
R=236   G=170   B=149
#ecaa95