WILD & SCENIC® FILM FESTIVAL

SYRCL's

where activism gets inspired

Wild & Scenic Film Festival On Tour Style Guide 2025

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 as 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.

ALSO - the theme of 2025 is Wild at Heart. This included is within the artwork (on left side). Talk to the Tour Manager for more information.

What Programs Do We Need?

- 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.
- There are also PDF versions, which in theory could be opened in Adobe Illustrator. However, since the files were not created in Illustrator they won't be easily editable there.
- The blank JPEGs can be opened in Photoshop and text can be added there.
- For Canva users, blank JPEGs are also the best choice. See the Canva section in this guide for info.

Color

- Please use only the colors provided in the 2025 WSFF color palette (see page 5). When in doubt, use black for text!

File Info

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), Medium Poster (8.5x14), Small Poster (8.5x111 inches

Included is also an alternative large poster ("alt" in document title - this layout allows for more of your content on the bottom.

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 - 3 versions (773x334 pixels)

7 - Facebook cover (851x315 pixels), event (1920x1005 pixels) and 2 posts (1200x628 pixels)

8 - Instagram posts - 4 different posts, with 3 that have space to add text (1080x1080 pixels)

9 - X post (1200x675 pixels)

The complete list of files is included at the end of this Guide. Please refer to the notes below about each layout.

THE 2025 ARTWORK

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

POSTERS

The posters were created in Indesign CC. The large and medium 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 (large), 8.75x14.25 (medium), and 8.75x11.25 (small). 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. Files are CMYK.

HANDBILLS

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). There are also files for the front and back of the handbills.

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. Files are RGB.

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 (one doc) 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 copying in house or at your 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. Files are RGB and BW.

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.

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/

Art (Linked) Files

There are various files placed into your templates and mockups - these include the 2025 artwork by Nick Wroblewski and WSFF & National Partner logos. Artwork also includes individual elements from the poster. Although all links are embedded in the Indesign files, please be sure to download all of these files so they are on the computer/server you are using for design. These files (including individual birds, backgrounds, and more) might be helpful in creating additional materials, ads, etc. **IMPORTANT:** You'll notice that our art includes a woodcut version of the WSFF logo - the individual files for this are in the Art File.

Sponsors - National Partners + Your Sponsors

NATIONAL PARTNERS

The Wild & Scenic Tour Program has National Partners each year, and you'll see their logos on most tour materials. Please do not move or remove them from the layouts. Some tour hosts will be using tour materials with only 4 of the partner logos. Please speak with your Tour Manager for more information or if you are unsure about which set of documents to use. The 4 logo materials are in their own folders in Dropbox, noted in the document titles with "4logos".

YOUR SPONSOR LOGOS

You'll notice that our template and mockup files display sponsors logos in white. 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 transparent 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 white. Save as PDF or EPS (new name) and place in doc or copy and paste into your doc.

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.

For all graphic questions, please refer to your Tour Manager.

MAIN COLORS

Dark Slate
C=69.14 M=37.32 Y=43.2   K=7.75
R=96   G=127   B=131
#607f83

Green Slate
C=66.49 M=19.55 Y=44.93 K=.92
R=107   G=159   B=150
#6b9f96

Light Green
C=17.15 M=1.39   Y=48.38 K=0
R=216   G=227   B=177
#d8e3b1

Orange
C=0   M=52.89 Y=100   K=0
R=248   G=150   B=47
#f8962f

Light Aqua
C=39.41 M=0   Y=10.41 K=0
R=160   G=219   B=230
#a0dbe6

Light Gray
C=26.07 M=18.92 Y=22.11 K=0
R=190   G=192   B=189
#bec0bd

Cool Cream
C=5.4   M=0   Y=5.17   K=0
R=240   G=248   B=241
#f0f8f1

SECONDARY COLORS

Bright Aqua
C=66.63 M=0   Y=11.61 K=0
R=90   G=195   B=222
#5ac3de

Red Orange
C=0   M=62.59 Y=100   K=0
R=246   G=134   B=36
#f68624

Yellow Orange
C=1.1   M=35.92 Y=100   K=0
R=240   G=175   B=34
#f0af22

Yellow
C=.22   M=5.05   Y=67.03 K=0
R=255   G=234   B=132
#ffea84

Dark Gray
C=59.06 M=53.99 Y=58.21 K=29.06
R=94   G=90   B=85
#5e5a55

POSTERS

All posters have files available with 5 logos and 4 logos (delineated by "4logos" in doc title).
Please refer to Style Guide for more information.

All posters are also available with and without festival tagline in the header. Please refer to document title.

Large Poster (11x17 bleed)
Blank – jpeg, pdf, idml, indd
Mockup – pdf
Template – pdf, idml, indd

Medium Poster (8.5x14 bleed)
Blank – jpeg, pdf, idml, indd
Mockup – pdf
Template – pdf, idml, indd

Large Poster, Alternative (alt) (11x17 bleed)
This poster has more space on bottom
Blank – jpeg, pdf, idml, indd

Small Poster (8.5x11 bleed)
Blank – jpeg, pdf, idml, indd

HANDBILLS

The 2up handbill has files available with 5 logos and 4 logos (delineated by "4logos" in doc title).
Please refer to Style Guide for more information.

2-up (2 sided)
Blank – jpeg (front & back), pdf, idml, indd
Mockup – pdf
Template – pdf, idml, indd

4-up (2 sided)
Blank – jpeg (front & back files), pdf, idml, indd
Mockup – pdf
Template – pdf, idml, indd

POSTCARD

Front of Postcard
Blank – jpeg, pdf, idml, indd
Mockup – pdf
Template – pdf, idml, indd

Back of PC
Blank – jpeg, pdf, idml, indd
Mockup – pdf
Template – pdf, idml, indd

PROGRAM

The program has files available with 5 logos and 4 logos (delineated by "4logos" in doc title).
Please refer to Style Guide for more information.

Full Program
Blank – pdf, idml, indd
Mockup – pdf
Template – pdf, idml, indd

Program Cover (front & back together - 1 doc)
Blank – jpeg, pdf, idml, indd

TICKETS

Color Tickets (8up)
Blank – jpeg (front only), pdf, idml, indd
Mockup - pdf
Template - pdf, idml, indd

BW (8up)
Blank – jpeg (front only), pdf, idml, indd
Template – pdf, idml, indd

SOCIAL MEDIA

FB Cover (851x315 pixels)
Blank - jpeg, idml, indd, pdf
Mockup –pdf
Template – idml, indd, pdf

FB Event (1920x1005 pixels)
Blank - jpeg, idml, indd
Mockup – pdf
Template – idml, indd, pdf

FB Post (Post1 & Post2 inc.) (1200x628 pixels)
Blank - jpeg, idml, indd, pdf
Mockup – pdf
Template – idml, indd, pdf

Website Banners (773x334 pixels)
Basic - jpeg, idml, indd, pdf
2 Blank Versions - jpeg, idml, indd, pdf
+mockup – pdf, template - idml, indd, pdf

IG (4 posts included) (1080x1080 pixels)
1_blank (room for text) - jpeg, idml, indd, pdf
+ mockup – pdf, template – indd, idml, pdf

2_blank (room for text) - jpeg, idml, indd, pdf
+ mockup – pdf, template – indd, idml, pdf

3_blank (room for text) - jpeg, idml, indd, pdf

4_ (with image) - jpeg, idml, indd, pdf

X (1 post included) (1200x675 pixels)
Blank – jpeg, idml, indd, pdf
Mockup - pdf
Template – idml, indd, pdf

ART FILES

2025 Poster Art

For posters and postcard – the highest resolution file:

WSFF2025_posterart.psd and png

A Shorter/Cropped Version of the Poster Art:

WSFF2025_posterart_short.psd and jpg

A Smaller (File Size) of Poster Art:

WSFF2025_posterart_small.png

Web Versions of Poster Art - used on social media pieces (lowest resolution):

WSFF2025_posterart_web.png

WSFF2025_posterart_short_web.png

Backgrounds

WSFF2025_posterbackground_colorblock.jpg

WSFF2025_bg.psd.jpg (textured, light color)

WSFF2025_water.psd,png (water texture)

Bird Graphics

WSFF2025_onebird.psd, png (+web low res version)

WSFF2025_onebirdBW.psd, png (grayscale)

WSFF2025_birds.psd, png (+ web version)

WSFF2025_feather.psd, png

WSFF2025_birdsvectorBW.eps, png, pdf

Logos

WSFF_fulllogo.pdf

WSFFlogo_2016BW.jpg

WSFFlogo_2016_taglineBW.png

Text

WSFF_woodcutlogo_vectorBW.eps, pdf, png

WS_text.psd, png

WS_text_white.psd

WS_text_gray.psd

WS_text_gray2.psd (lighter)

tag_text.psd, png

tag_text_white.psd

tag_text_gray.psd

SYRCL_white.psd

SYRCL_text.psd (green)

FF_text.psd, png

FF_text_white.psd

FF_text_gray2.psd

theme_text.psd, png

theme_text_white.psd