



Wild & Scenic Film Festival On Tour Style Guide 2026

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 in the WSFF logo is called Tungsten. Please limit use of this font. Best for headlines & subheaders. (WSFF uses the styles Black, Bold, Medium & Semibold) Find online for free at: <https://fontdownloader.net/tungsten-font/>

Other Fonts to Use in Your Layouts - In this year's artwork, the logo header's tagline text treatment was created by the artist. To match this special font, we chose the font called "Dummkopf Demo". This is the recommended font to use for dates, location, and website. For larger areas of copy, use Avenir (the font used in this doc). To download fonts and to read more info on font use, go to "Other Design Info", pg 3.

ALSO - the theme of 2026 is "Mobilize" - you will see it on the full tour artwork. The type treatment of the theme word was also created by the artist - it exists as an art file with your resources.

What Programs Do We Need?

- We provide PDF and JPEG files. PDF files can be opened in Illustrator or Photoshop where text can be added. Place PDFs or JPEGs in an Indiesgn document set up as the correct size that you need. Text can be added there as well.
- 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 2026 WSFF color palette (see page 5). 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), and two versions of the Small Poster (8.5x11 inches)
- 2 - Small Postcard (6x4 inches), Large Postcard (7x5)
- 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 (vertical - 1080x1350 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 2026 ARTWORK

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

POSTERS

The poster layouts include a sample MOCKUP and blank versions of the art.

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) 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 layouts includes a sample MOCKUP (large 5x7 only) and blank versions of the front and back.

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 and 7.25x5.25). It is recommended for best quality that you use a professional printer. Files are CMYK.

HANDBILLS

There are mockups and blank art for 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 layout includes the mock up of a suggested multi-page version. 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

You'll find a mock up of the color tickets plus blank versions of both the color and BW tickets. 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

2026 FONT - the unique font for 2026 is called "Dummkopf Demo". This is a demo font, so not all characters are available. It is best for dates, location, and website. Download for free at: www.dafont.com/dummkopf.font

LOGO FONT - the WSFF logo font is Tungsten. It is used throughout these materials as a headline/standout font (date, website, etc). Available for free at: <https://fontdownloader.net/tungsten-font/> The standard tag-line font is American Typewriter ("where activism gets inspired") - this font is not used anywhere else.

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 www.dafontfree.io/avenir-font/

Art (Linked) Files

There are various files placed into your templates and mockups - these include the 2026 artwork by Jeremy Collins and WSFF & National Partner logos.

Sponsors - National Partners + Your Sponsors

NATIONAL PARTNERS

The Wild & Scenic Tour Program has National Partners each year, and you'll see their logos on many of the tour materials. Please do not move or remove them from the layouts.

YOUR SPONSOR LOGOS

You'll notice that our template and mockup files display sponsors logos in black. 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 black. 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 Coordinator with any questions. All JPEGs are 300dpi. The social media files are 72dpi.

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. Canva Pro is needed for this export.

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

2026 WSFF Color Palette

MAIN COLORS



Light Gray

C=15 M=13 Y=12 K=0
R=214 G=211 B=212
#d6d3d4



Dark Brown

C=59 M=57 Y=57 K=32
R=92 G=84 B=82
#5c5452



Rust

C=25 M=76 Y=86 K=17
R=166 G=80 B=52
#a65034



Gold

C=25 M=42 Y=91 K=4
R=189 G=143 B=59
#bd8f3b



Teal

C=69 M=29 Y=37 K=2
R=85 G=146 B=153
#559299



Gray

C=15 M=13 Y=12 K=43
R=137 G=137 B=139
#89898b



Black

C=0 M=0 Y=0 K=100
R=0 G=0 B=0
#000000



Cream

C=9 M=13 Y=15 K=0
R=229 G=216 B=207
#e5d8cf

POSTERS

Large Poster (11x17 bleed)

Blank – jpeg, pdf

Mockup – pdf

Small Poster (8.5x11 bleed)

No gold at bottom (blank) – jpeg, pdf

With gold at bottom (blank) - jpeg, pdf

HANDBILLS

2-up (2 sided)

Blank – jpeg (front & back), pdf

Mockup – pdf

4-up (2 sided)

Blank – jpeg (front & back files), pdf

Mockup – pdf

POSTCARD

Front & Back of Postcard - 2 files (5x7)

Blank – jpeg, pdf

Mockup – pdf

Front & Back of Postcard - 2 files (4x6)

Blank – jpeg, pdf

PROGRAM

Full Program

Blank – pdf

Mockup – pdf

Program Cover (front & back together - 1 doc)

Blank – jpeg, pdf

TICKETS

Color Tickets (8up)

Blank – jpeg (front only), pdf

Mockup - pdf

BW (8up)

Blank – jpeg (front only), pdf

SOCIAL MEDIA

FB Cover (851x315 pixels)

Blank - jpeg, pdf

Mockup –pdf

FB Event (1920x1005 pixels)

Blank - jpeg, pdf

Mockup – pdf

IG (4 posts included) (1080x1350 pixels)

3 versions blank - jpeg, pdf (IG 1,2,3)

2 versions mockup - pdf (IG 1, 2)

1 version with full art (no room for text) - jpeg, pdf

FB Post (Post1 & Post2 inc.) (1200x628 pixels)

Blank - jpeg, pdf

Mockup – pdf

X (1 post included) (1200x675 pixels)

Blank – jpeg, pdf

Mockup - pdf

Website Banners (773x334 pixels)

Basic - jpeg, pdf

2 Blank Versions - jpeg, pdf

2 Mockups - pdf

ART FILES

2026 Poster Art

For posters and postcard –

the highest resolution file:

WSFF2026_posterart_flat.psd and jpg + web png

Background

WSFF_bg.psd

WSFF_bg_web.jpg

Text

WSFF_tagline.psd, + web png

WSFF_mobilize.psd, + web png

Logos

WSFF_fulllogo.pdf

WSFFlogo_2016BW.jpg

WSFFlogo_2016_taglineBW.png

National Partners logos