Spook Fest Style Guide

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Since the beginning, Spook Fest identity has always been about scaring the young and old. The logo came to be the embodiment of an organization that constantly reinvent itself and challenging the expectations of its viewers.

Whether it is seen on screen or in print, the logo is always going to be the same.

It will continue with the same texture and color. The Identity reflects Spook Fest. It captures the fun, and spookiness of what this movie festival aims for. However, the identity can only make an impact if it is used consistently and correctly.

The Style guide has been developed to provide a comprehensive understanding of the Spook Fest Identity.

It shows how to correctly implement the design elements of Spook Fest.

The visual identity is the out expression of Spook Fest. It sets it apart from other horror movie festivals.

The Skull is the primary element of that identity. However, other component parts play an important role in establishing Spook Fest visual style.

These elements are:

- Human Skull
- Texture and Color
- Typography
Our logo is the key building block of our identity, the primary visual element that identifies us.

Spook Fest logo has been designed to reproduce at a minimum height of 62 pixels. But there is no maximum reproduction size of the logo.
Spook Fest should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

A margin of clear space is drawn around the logo to create the invisible boundary of the area of isolation. This area of separation is a minimum and should be increased wherever possible.
Spook Fest uses three colors, red, off white, and black. When placed over colors similar to the Spook Fest color palette, you may use a number of color combinations as shown.

Spook Fest strictly sticks with its color palette do not use any other colors provided in this style guide.

* CMYK: 0/0/100/0
  RGB: 255/242/0
  #: FFF200

* CMYK: 0/0/100/0
  RGB: 255/242/239
  #: F9F2EF

CMYK: 67/70/64/85
RGB: 21/10/12
#: 150A0C

CMYK: 9/100/100/2
RGB: 215/31/39
HEX#: D71F27

CMYK: 21/10/12
#: 150A0C

CMYK: 249/242/239
#: F9F2EF

CMYK: 255/242/0
#: FFF200

*ONLY TO BE USED WITH WORDMARK LOGO
Misuse of the logo:
It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

To illustrate this point some of the more likely mistakes are shown.
Spook Fest should always produce engaging, original, memorable, and eye-catching imagery solutions.

The format of posters/advertisements will also affect how the artwork is produced. Always consider where the logo and the type will sit in the composition.