

/// Viet Film Fest 2023 ●

◀◀ Event Identity – Brand Guidelines -----



Date: 03/09/2023

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01 Logo

SIMPLIFIED LOGO MARK – COLOUR VARIATIONS



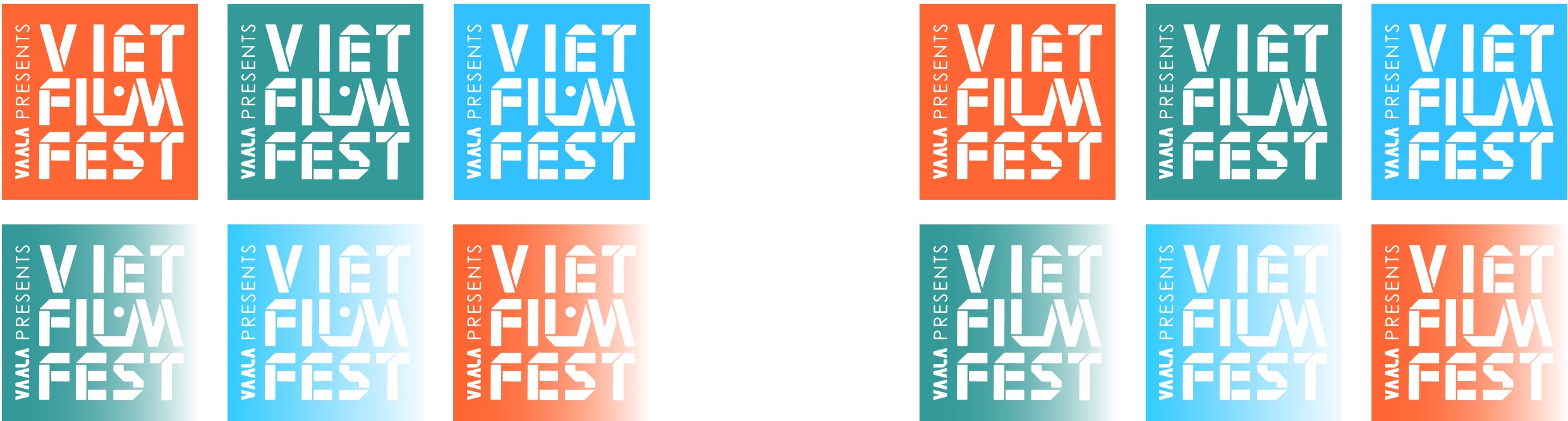
– NO DIACRITIC VARIATION



* Find logo marks in the Google Drive folder VFF 2023 > Assets > Logos

* Use simplified gradient logo marks on solid color & ideally black or white background * Same annual VFF logo mark. Color change.

FULL LOGO – VARIATIONS



02 Typography

HEADER & BODY COPY – BROAD

BROAD

AA BB CC DD EE FF GG
HH II JJ KK LL MM NN
OO PP QQ RR SS TT
UU VV WW XX YY ZZ
1234567890

* Constant x-height paired with dynamic width
creates typographic movement. Use ⇧ Shift key
to change letter width.

BROAD LÀ MỘT TYPEFACE
ĐÃ ĐƯỢC VIỆT HOÁ.

* Broad is a diacritic-compatible typeface.

CÓ THỂ DÙNG DƯỚI DẠNG THIN STYLE.
OR USE AS IS.

* Can be used as both header and body copy.

* Both typefaces can be downloaded and installed from the Google
Drive folder: *VFF 2023 > Assets > Typefaces*

HEADER & BODY COPY – JETBRAINS MONO

JetBrains Mono

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz
1234567890

* Can be used as header and body copy to create
interesting typographic contrast.

jetbrains mono là một typeface đã
được viết hoá.

* When used as a header, JetBrains Mono can be in all
lowercase to juxtapose the all-caps Broad typeface.

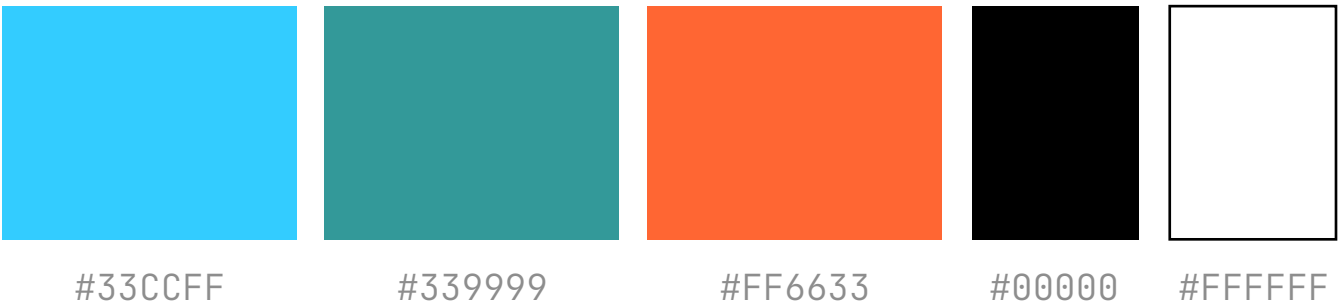
a type treatment ///
----- to use
in order to ----
\\\ create a fun composition.

* Use en dashes (-), forward & backward slashes (\ /)
in repetition to mimic screenplay documents.

03 Colours

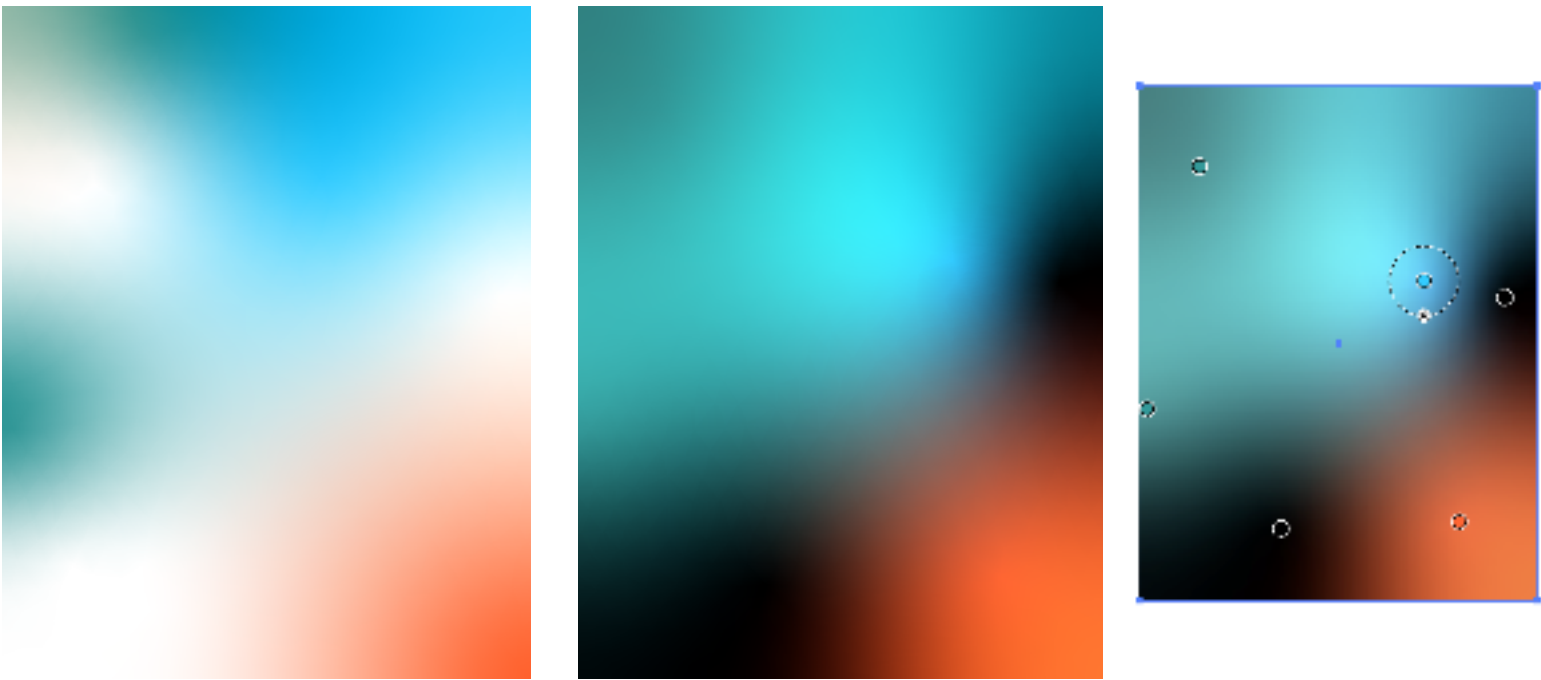
SOLID COLOURS

* VAALA colour palette



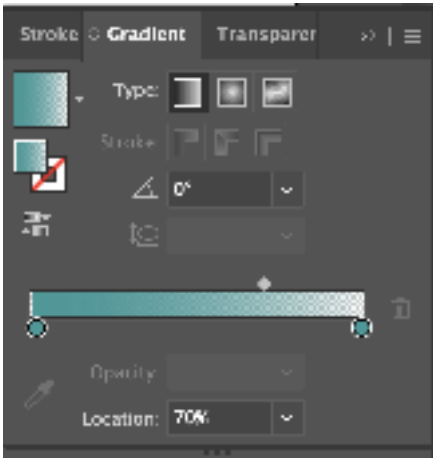
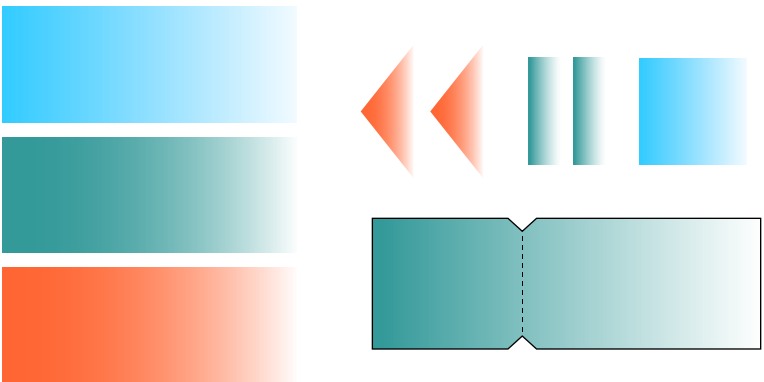
* Keep solid colours usage to minimum.

GRADIENTS – SPOT GRADIENTS



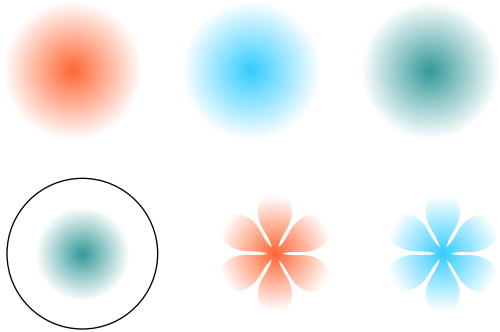
- * Use as backgrounds for compositions & grid elements.
- * White spot gradient can be used on both screens and prints.
- * For accessibility, avoid using black spot gradient in text-heavy printed publications.
- * Fit to use on screen and as background for less complicated compositions.
- * Reference Google Drive folder: *VFF 2023 > Assets > Colours > README_Gradients.txt* on how to create gradients.

GRADIENTS – LINEAR GRADIENTS

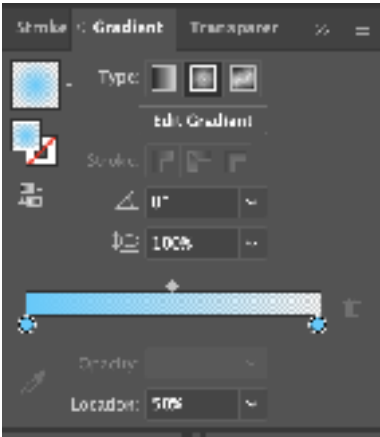


- * Transparency linear gradient.
- * Utilize linear gradients in linear elements.
- * Sample gradients in the Google Drive folder *VFF 2023 > Assets > Colours*.

GRADIENTS – RADIAL VGRADIENTS



- * Transparency radial gradient.
- * Utilize linear gradients in circle elements.



* Sample gradients in the Google Drive folder *VFF 2023 > Assets > Colours*.

04 Key Visuals

– Film Icons & Imagery

USE AS TYPOGRAPHIC ELEMENTS

rewinding ◀◀ -----
celebrating vietnamese stories & voices ●
|| in cinema -----
vff celebrates its 20th year anniversary in 2023

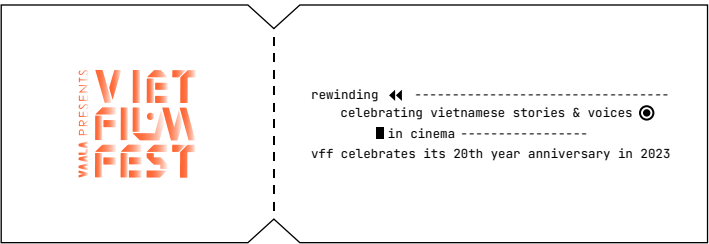
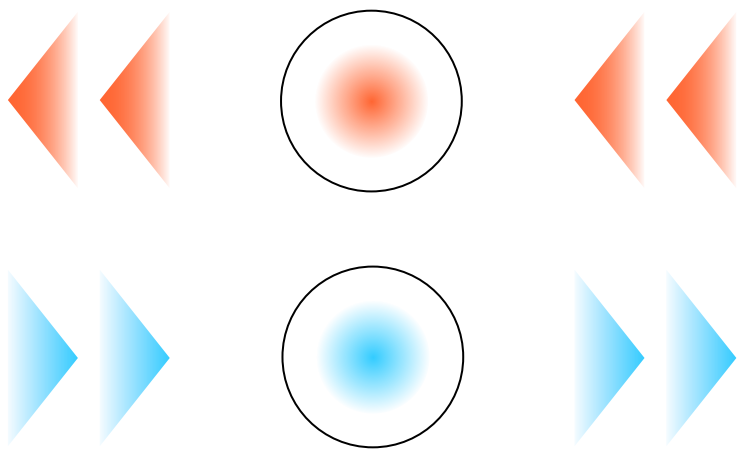
* Film icons can be used in small sizes in combination with this typographic treatment (see page 3).

USE AS IMAGE MASKS



* All film icons as .svg and .png files are in the Google Drive folder *VFF 2023 > Assets > KV > Film Icons > RAWs*.

USE AS GRID-FILLER ELEMENTS



* Can be spread around the composition as the key visual.



* In larger sizes, film icons can be used as image masks for movies posters, event photos, etc.

* Reference Google Drive Folder *VFF 2023 > Assets > KV > Film Icons > Masks > README_Masks.txt* on how to create image masks in Adobe Illustrator.

* Adobe Illustrator masks files can be downloaded from Google folder *VFF 2023 > Assets > KV > Film Icons > Masks*.

04 Key Visuals
– Grids & Lines

EXAMPLE OF GRIDS & LINES USAGE



Mock Poster

- * Any composition can be broken into a modular grid with uneven & asymmetrical modules. Each of these modules can be filled with copy/image/key visual elements.
- * This method creates customizable complex grid systems, which allows for a lot of information to present.

EXAMPLE OF NO GRIDS & LINES USAGE



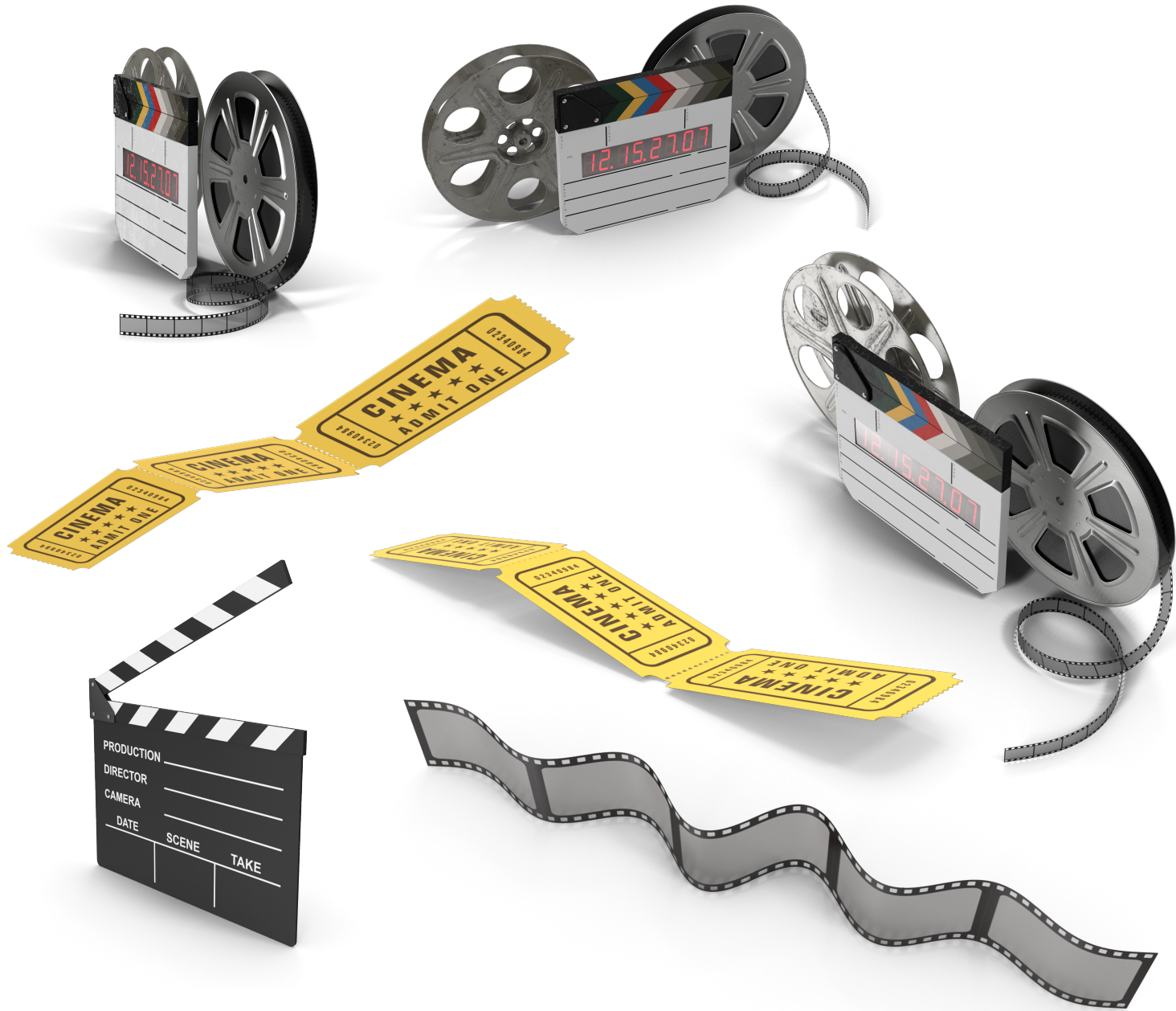
Mock Posters

- * Reference page 5.
- * Large masked film icons can be a stand-alone focal point for simpler photographic compositions.
- * Can be utilized for social media platform posts.

- * Grid lines should be black/white, thin stroke (1-3pt based on composition proportions).

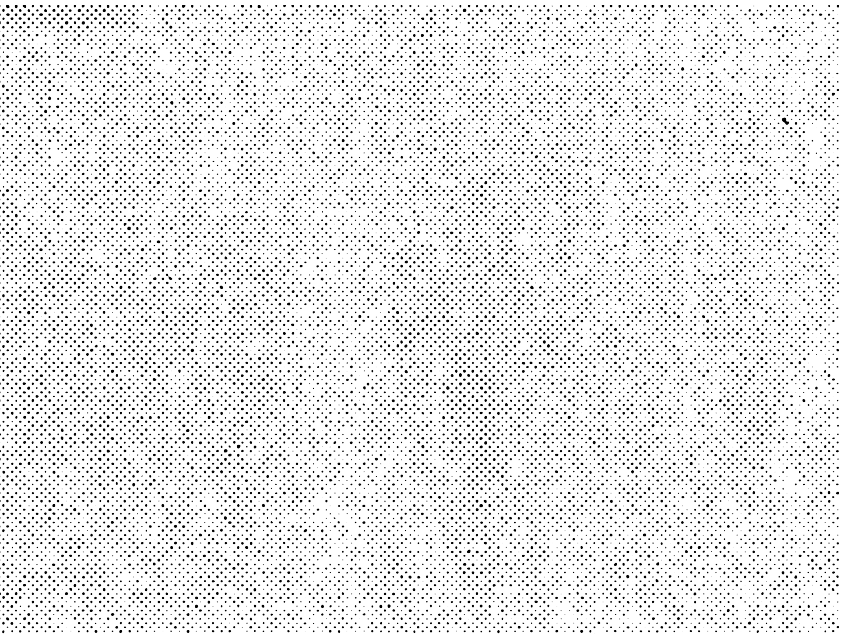
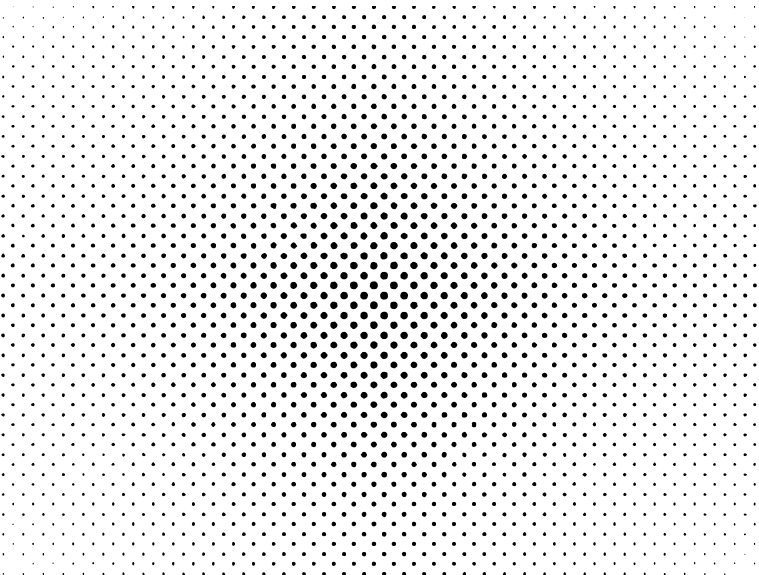
05 Additional Elements

3D FILM ELEMENTS



- * Different angles of 3D film elements can be used to juxtapose the flatness of the composition.
- * These elements can be downloaded in the Google Drive folder *VFF 2023 > Assets > Additional Elements > 3D*.

HALFTONE TEXTURES



- * Avoid overusing.
- * Can be applied onto images to add a level of complication to them and break up the clean look of the gradients.
- * Textures can be downloaded in the Google Drive folder *VFF 2023 > Assets > Additional Elements > Textures*.