


# **BUFFER** FESTIVAL



BRANDING GUIDE: 2015



BUFFER FESTIVAL IS A THEATRICAL SHOWCASE THAT CELEBRATES INTERNATIONAL VIDEO CONTENT FROM THE MOST ACCLAIMED CREATORS ON YOUTUBE.

*\*THAT'S THE GIST OF IT*



**OVERVIEW**

- \*MODERN
- \*FRESH

- \*PRESTIGE
- \*RECOGNITION

- \*AUDIENCE
- \*SCREENINGS
- \*ENGAGEMENT

- \*BLACK TIE
- \*BOW TIE
- \*CLASS

**BUFFER FESTIVAL IS:**

- \*PRESS
- \*MEDIA
- \*CELEBRITY

- \*RED CARPET
- \*PREMIERES

- \*STYLE
- \*ELEGANCE
- \*GLAMOUR

- \*CONVERSATION
- \*DISCOVERY
- \*INTELLIGENCE

- \*FUN
- \*CONNECTION
- \*HOSPITALITY



**OVERVIEW**



- \*AN EXPO
- \*FAN FEST



- \*COSTUME
- \*COSPLAY



- \*CASUAL
- \*LAID-BACK
- \*COME AS YOU ARE



- \*(INAPPROPRIATELY) SILLY
- \*IN YOUR FACE
- \*SPONTANEOUS

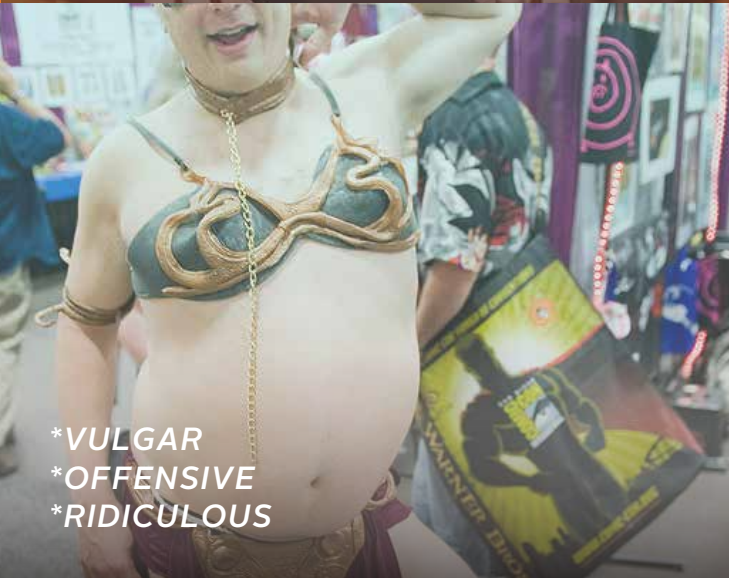


**BUFFER FESTIVAL IS NOT:**

- \*BARE-CHESTED
- \*TREND-SETTING
- \*OUTRAGEOUS



- \*OUT OF THIS WORLD
- \*EXPERIMENTAL



- \*VULGAR
- \*OFFENSIVE
- \*RIDICULOUS



- \*MTV
- \*FAN-DRIVEN
- \*RANDOM



- \*BEACH BUM
- \*UNREFINED
- \*CHILL

## LOGO

THE BUFFER FESTIVAL LOGO CAN BE USED ON BOTH LIGHT AND DARK BACKGROUNDS WITH APPROPRIATE VERSIONS FOR EACH. IN SOME CASES, IT CAN BE APPROPRIATED FURTHER FOR ITEMS LIKE POSTERS AND ADS.



### MAIN LOGO

Here's the proper, default logo in all its glory, and for use on white or light backgrounds.



### REVERSE LOGO

For dark backgrounds, a reverse version of the logo is available.



### SPACING

Ensure there's a margin all around the logo of at least 20 pixels.

### STYLIZATION

In some instances—such as for poster and banner designs, the logo may be used in an all-white version for specific colour backgrounds, or one-colour for white or light backgrounds.

See *secondary colour* section of this guide for colour palette.



## LOGO CONTINUED

EVERYBODY MAKES MISTAKES,  
BUT HERE ARE SOME YOU SHOULD  
DEFINITELY AVOID WHEN IT COMES  
TO THE BUFFER FESTIVAL LOGO.

### X DON'T DO IT!



#### BACKGROUND COLOURS

*Don't choose a background colour that's too similar to any of the logo colours.*

### X DON'T DO IT!



#### TWO COLOURS DON'T MAKE A RIGHT

*Don't mess around with different colours, stick to white + one colour, never two different colours together as shown here, McDonald's anyone?*

### X DON'T DO IT!



#### COMMON-COLOUR-SENSE

*Don't choose any background colours that clash with the logo, it's better to stick to the basics, like black, white, or photography where necessary and applicable.*

### X DON'T DO IT!



#### DON'T EXPERIMENT

*Don't rotate or distort the logo in any way. It looks good the way it is!*

THANK YOU!