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

*MODERN
*FRESH

*PRESTIGE
*RECOGNITION

*AUDIENCE
*SCREENINGS
*ENGAGEMENT

*BLACK TIE
*BOW TIE
*CLASS

BUFFER FESTIVAL IS:

*PRESS
*MEDIA
*CELEBRITY

GRAN TORINO
WORLD PREMIERE

*RED CARPET
*PREMIERES

*STYLE
*ELEGANCE
*GLAMOUR

*CONVERSATION
*DISCOVERY
*INTELLIGENCE

*FUN
*CONNECTION
*HOSPITALITY

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.

20 PX

20 PX

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.*

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

X DON'T DO IT!

X DON'T DO IT!

X DON'T DO IT!

BACKGROUND COLOURS

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

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.

DON'T EXPERIMENT

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

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?

THANK YOU!