

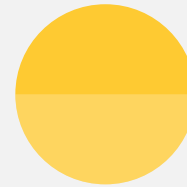


## STYLE GUIDE

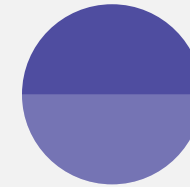
LOGO 01



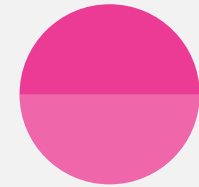
COLOUR SWATCHES 02



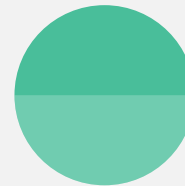
C:0 M:20 Y:90 K:0  
R:225 G:203 B:49  
#FFCD1C



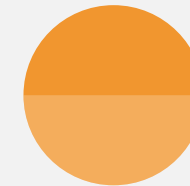
C:81 M:81 Y:0 K:0  
R:84 G:68 B:148  
#534395



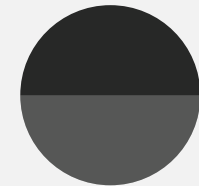
C:0 M:90 Y:0 K:0  
R:231 G:51 B:137  
#E8308A



C:65 M:0 Y:53 K:0  
R:88 G:184 B:149  
#59B993



C:0 M:48 Y:92 K:0  
R:239 G:150 B:30  
#EF9620



C:66 M:60 Y:60 K:70  
R:49 G:150 B:30  
#302D2A

TYPOGRAPHY 03

AA

TREND SANS ONE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

HEADER

-100 KERNING  
MUST ALWAYS BE IN UPPERCASE

Aa

DIN NEXT LT PRO MEDIUM CONDENSED

abcdefghijklmnopqrstuvwxyz  
1234567890

Sub Header

25 KERNING

Aa

LORA

abcdefghijklmnopqrstuvwxyz  
1234567890

Content

0 KERNING

ICONOGRAPHY 04

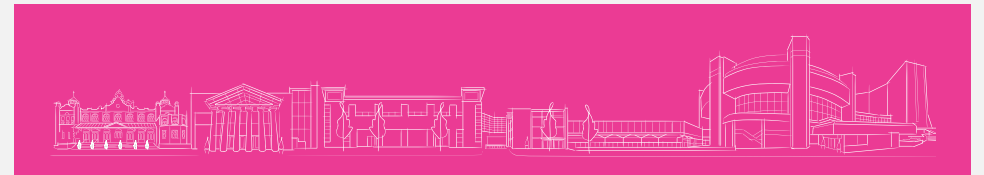


PATTERNS 05



FOR BACKGROUND USE  
OPACITY 30%

IMAGERY 06



SKYLINE GRAPHIC TO BE USED AS A FOOTER ON ALL PUBLICITY

IMAGERY 07



COLOUR OVERLAY ON IMAGES

PLEASE NOTE: USERS DISCRETION IS ADVISED, SOME IMAGES MAY NEED A DIFFERENT OVERLAY OR REDUCED OPACITY, THIS ALL DEPENDS ON THE PHOTOGRAPHY.

EXAMPLES 08

TYPOGRAPHY LAYOUT

HEADER -

**WHAT'S ON**

SUB HEADER -

**BANFF Mountain Film Festival World Tour 2017**

CONTENT -

Experience an evening of extraordinary short films from the world's most prestigious mountain film festival.

POSSIBLE SIGNAGE/INFO LAYOUT

