



**FUTURE  
FILM  
FESTIVAL**



# BRAND PALETTE

LIFE



#FFFFFF

PEACE



#52C2EB

WAR



#006196

DEATH



#0F0F0F

# TYPOGRAPHY

BEBAS NEUE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

# PHILOSOPHY

WITH FUTURE FILM FESTIVAL WE'D LIKE TO INTRODUCE OUR VISITORS TO THE WORLD OF SOFT SCI-FI. IN OUR DESIGN THE MAIN FOCUS WAS PUT ON THE PILLARS OF OUR SOCIETY. SINCE IT IS THE AGE OF DIGITAL WE DEPEND ON TECHNOLOGY SO MUCH, THAT IT CAN ALSO BE OUR DESTINY AS HUMANS. THEREFORE, IT MAKES UP THE BASE OF OUR BRAND IDENTITY. WE'D OPTED TO BASE OUR DESIGN ON CIRCUIT BOARDS, REPRESENTING TECHNOLOGY AND THE THREE 'F' STANDING FOR FUTURE FILM FESTIVAL. ON TOP OF THE CIRCUIT BOARD AND PANEL, LIES THE THREE 'F'. IT ALSO EMBODIES THE SOCIETY WE LIVE IN, RELYING TOO MUCH ON TECHNOLOGY. AS FOR THE SLOGAN WE CHOSE „AHEAD OF ITS TIME”, SINCE SOFT SCI-FI MOVIES TALK ABOUT TODAY'S PROBLEMS FROM A FUTURE PERSPECTIVE.

# SOCIAL MEDIA



PROFILE PICTURE



POST

