

Future Film Festival

Branding concept

Science fiction is a thought experiment. We think it's about the future but really it's about now. It's about us, humans and the countless possibility that can occur from our actions today.

“If a coin comes down heads, that means that the possibility of its coming down tails has collapsed. Until that moment the two possibilities were equal. But on another world, it does come down tails. And when that happens, the two worlds split apart.”

—— Philip Pullman, *The Golden Compass*

Our logo is all about that.

The strokes in the emblem represent the different realities which we can see nowhere else but in the theaters when someone make the effort to realize them in movies.

The other part of the symbol is the eye that stands for the observer. Observer as the human race and as the actual people watching the different interpretations of our future at our festival.



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Future
Film
Festival

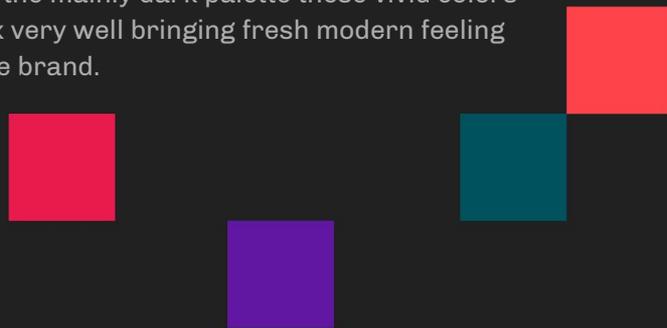
Typography

For the logo we used the GT Cinetype font, which have several little detail that makes it unique yet the overall look stays elegant, serious.

Festival

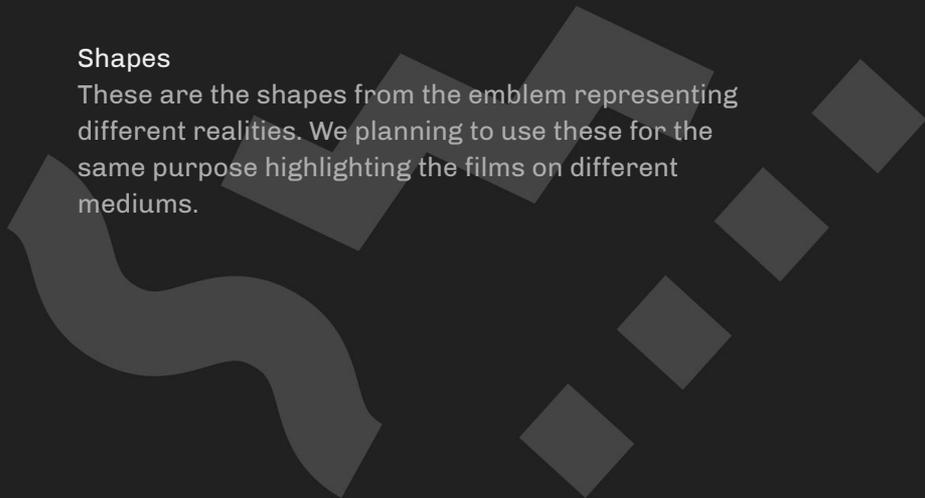
Colors

With the mainly dark palette these vivid colors work very well bringing fresh modern feeling to the brand.



Shapes

These are the shapes from the emblem representing different realities. We planning to use these for the same purpose highlighting the films on different mediums.



Use of photos

We use strong stills from the films and for a better overall look we use a mild overlay on them from our color palette.



Slogan

Live through parallel universes

It means that you can truly feel like you live in that other reality for a few hours. But it's often a very disturbing feeling because these visions are dystopian most of the time. But somehow we love to feel that way.

Future
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Live through
parallel realities
May 3.-May 5.

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and, volu, bat, U, wa, erim, so, m, in, ven, an,
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Schedule

Monday-May 3.

Ex machina - 18:00

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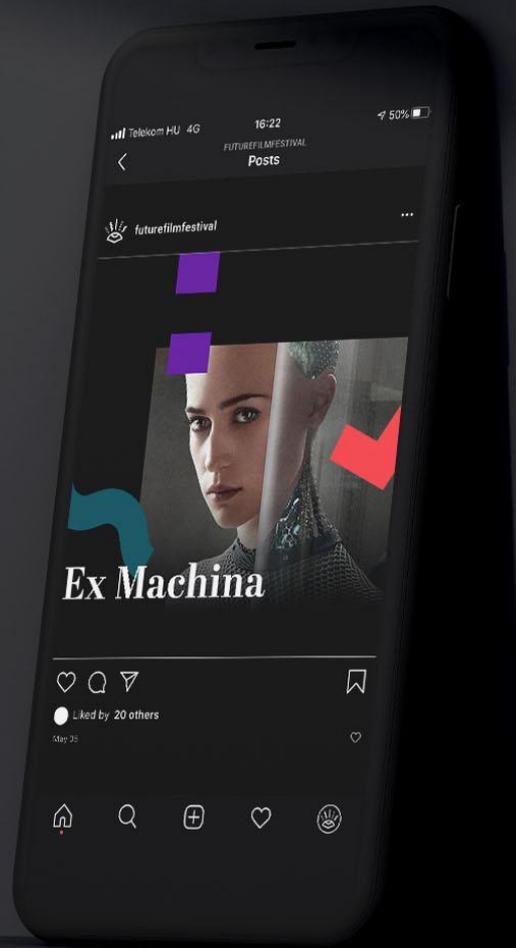


20:30 - Adaptation

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Facebook interface for the Future Film Festival page.

Future Film Festival

Idővonal | **Névjegy** | Ismerősök 1089 | Fényképek | Továbbiak

7 ellenőrzésre váró tétel

Rövid áttekintés

Bemutatózás módosítása

Itt dolgozik:

- Tanulmányok: Media Design (Budapesti Metropolitan Egyetem)
- Lakhely: Budapest
- 33 ember követi.

Adatok módosítása

Bejegyzés létrehozása | Képvideó | Élő videó | Életesemény

Mi jár a fejedben?

Fénykép/videó | Ismerősök m... | Hangulat/tev... | ...

Bejegyzések | Bejegyzések kezelése | Listanézet | Rács nézet

megváltoztatta a profilképét.
2019. december 20.

Thank you