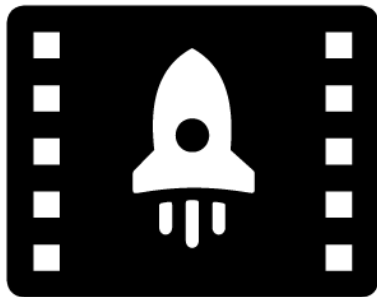




Background and Insight

The future is mysterious. It's **an abstract concept** which is almost impossible to understand with the infinite scenarios and unpredictable consequences. **We feel like rushing time is our enemy** and we need to fight to keep up with the changing world.

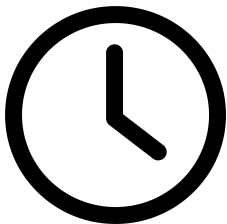
This insecurity is caught by the soft sci-fi movies and will be presented at the prestigious **Future Film Festival**.
The motto of the festival: **about the now through the future.**



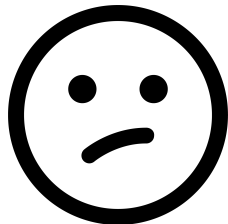
Design Concept: Change = Time

In the core of the concept there is **CHANGE**. Change is the smallest „unit” of the human future: it has a huge relevance in our lives; we need to be prepared because constant change means new challenges to overcome from day to day. To represent this fearful and yet thrilling phenomenon – **the change of time** – **we used the visual effect of boldness and dynamical changing visual** in the logo and the typo as well.

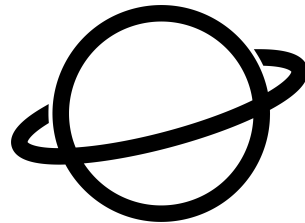
Our logo emerged from three different topics which are highly relevant in soft science fiction:



Progress of Time



Positive/Negative (Human) Feelings



Universe and Planets





**FUTURE
FILM
FESTIVAL**

1 year before the festival



**FUTURE
FILM
FESTIVAL**

6 months before the festival



**FUTURE
FILM
FESTIVAL**

on the first day of the festival

Logo and Slogan

-

If we go to a festival – especially to a new one – **we like to know as much practical information as possible.**

About the program, the timing, the prices and the movies of course.

But we prefer if there's still **some mystery** left about the story, **we don't like spoilers...**

So **our dynamic logo** will be used as a handy symbol system which is easy to understand. It orientates the viewers and festival-goers, informs about the upcoming films or **functions as a changing countdown symbol showing the time left until the start of the festival.**

Our slogan:

Future Film Festival - What comes next?

It refers to the **expectations toward the future** - and to the upcoming festival program - **with a slight hint of fear from the unknown.** It also refers to the endless hunger of hardcore sci-fi fans...



Colors & Typography

Colors are based on **monochrome design completed by neon colours** with a darker tone (which is a typical characteristic of soft sci-fi films).

Our set of colors **emphasizes the high contrast between the now and the unknown future.**



#FF26F2



#FF26F2



#100920



#FF26F2



FUTUREFILMFESTIVAL

Instagram



Symbol system

The logo can be used as **an alternate, sci-fi version of the star-based movie rating system.** This way we present useful extra infos about the movie.

And we can add new ones according to the feedback of the festival-goers.

