GRAPHICAL REFERENCE DOCUMENT

ANNECY FESTIVAL

01

LOGOTYPE CONSTRUCTION & USES

The logo's concept is based on the principle of chiaroscuro, a notion ubiquitous in the world of animation.

From the obscurity of screening rooms to the illumination of long-term projects, far from the public eye.

This aspect is also reflected in the logo's cut-out.

Reference logo

Reversed reference logo

Black logo on white background

White logo on black background

Large-area printing, posters, signage, video signature,
as long as “Festival” remains legible.

All types of document, if the festival size fits the reading context.

MAXIMUM SIZES: free
MINIMUM SIZES: web | 380px print | 4cm

Use cases

All other cases.

MAXIMUM SIZES: free
Please consider that this version is less elegant if used too large.

MINIMUM SIZES: web | 100px print | 4cm

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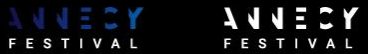
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On a white background :
Use only the reference logo.

The only exception
is for black
and white printS.

! | The logo should never be distorted or separated from the Festival baseline.

On plain or gradient backgrounds:

Always use the reference logo.

When using the logo on a dark background, use the reversed reference logo, whose gradient is less dark.

! | Avoid associating the reference logo with colors that are too saturated or too close to the blue of the logo - in this case, use black or white logos.

COLOR ANNECY FESTIVAL

Animation remains a dynamic sector. That's why we're incorporating color.

The color midnight blue, sober and elegant, resonates perfectly with the darkness of the projection rooms.

To place it in the concept, we use it as a gradient, starting from black to illustrate the revelation.

01.
#000000
0 0 0
80 80 80 80

02.
#161050
22 16 80
100 100 31 40

03.
#123479
18 52 121
100 91 19 5

04.
#0759a6
7 89 166
96 71 2 0

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Typography
Roboto

The logo is built on a Roboto base, modified for the purposes of logo cutting.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

This is a Roboto Black title

This is a Roboto Light subtitle.

This is a introductory paragraph in Roboto Bold,
Ore debitem osapedita doluptae lab ium endicaelhil in comni consenist, cus, imporum ipsus, volorem illacerit,Us perest mo blab ipitian ienihit iations equiaep electo odit etur, simusam nem veles eliquisque volesequate vellendit quid.

This is a working text in Roboto Regular,
Optatur, inis eictam, simi, sum estem quiderc hillessit elecum ne nonsequam reperum et a pa corum facitib erovid et el maxime pre lab ius rerum fugia cullit molupturit offictistius idis maios volo reriberi aut est volor re demporrorro diat endaecti omnimos et quiaspe rspernam aut presequiam, que quis dollore dolupta nobis doluptat la pedit, que sim audi consedia denim faciet aceperumendi ipsapedi none sim nimin nus, senisit, sa dolo temporem quam, intum volorem

" This is a featured text. "