



*Beijing
Culture
Festival*

Multiformat Campaign.

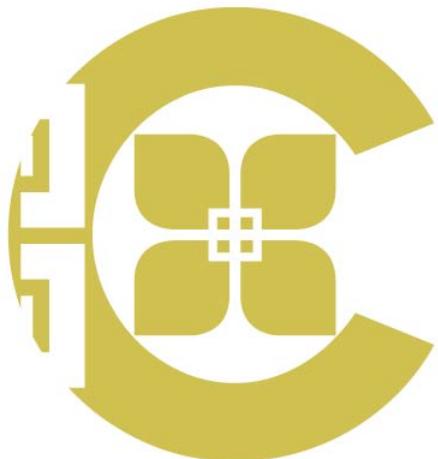
Chenxi Bi



*Beijing
Culture
Festival*

Beijing has always been China's cultural capital. Beijing Culture Festival, therefore, is an annual event held to display traditional Chinese art. Activities include exhibition of artworks, as well as live performances and film screenings.

The logo



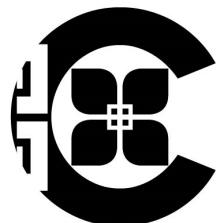
*Beijing
Culture
Festival*

Format: EPS for print; GIF for web

Colour Mode: CMYK for print; RGB for web

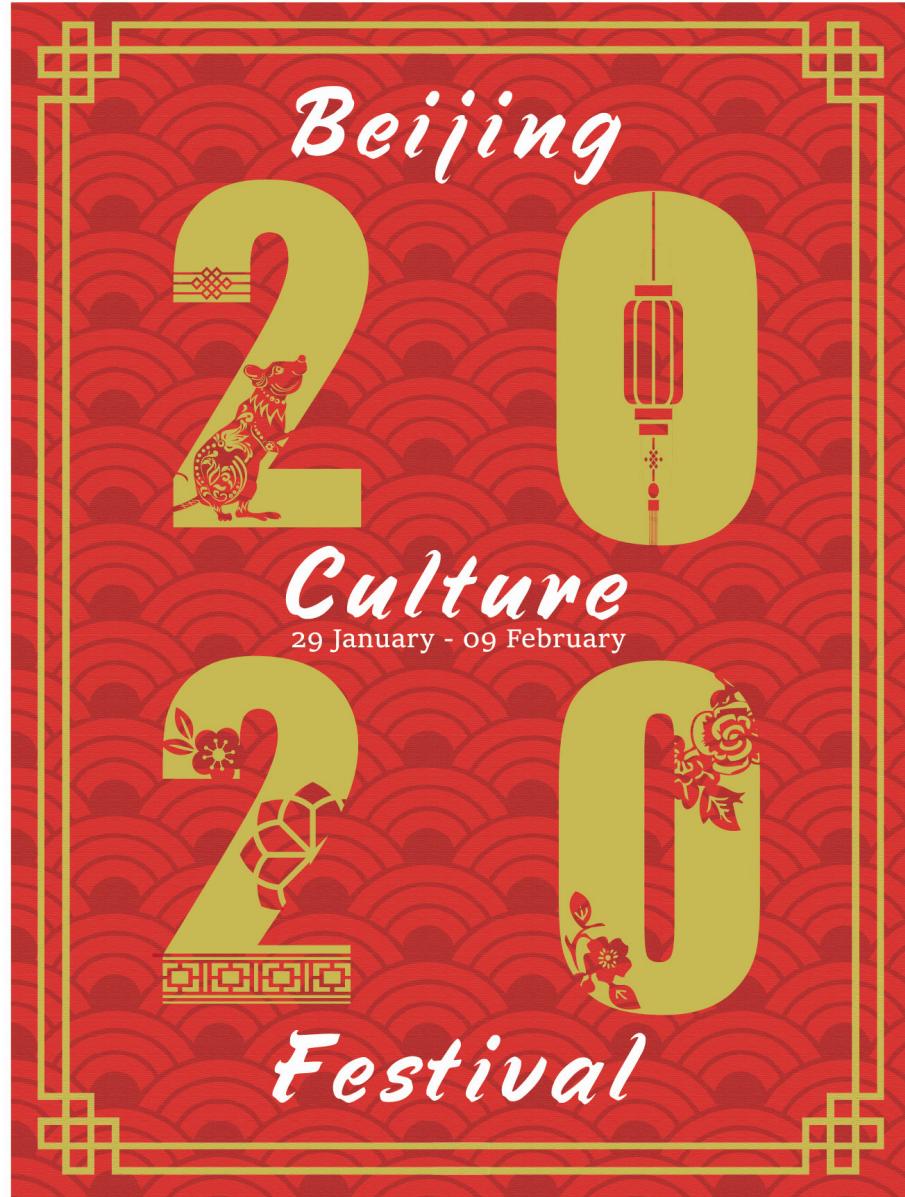
<<

This logo is a combination of the letter "C" (as in "culture") and several traditional Chinese elements.



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<< Silhouette version



Poster

<<

2020, for the Chinese, is "the year of mouse". Thus, there is a mouse pattern on the first "2". Other cultural elements are also added.

Size: 457.2 x 609.6 px
Colour Mode: CMYK
Format: EPS
Resolution: 300 DPI
Compression: None

Web Banners

01

Size: 1920 x 1080 px
Format: JPEG
Resoution: 72 DPI
Compression: Lossy
Colour Mode: RGB

>>



<<

02

Size: 1920 x 1080 px
Format: JPEG
Resoution: 72 DPI
Compression: Lossy
Colour Mode: RGB



03

<<

Size: 1920 x 1080 px
Format: GIF
Resoution: 72 DPI
Compression: Lossy
Colour Mode: RGB

For this set of banners I am using my own paintings. Chinese landscape painting is an integral part of traditional Chinese culture, thus should be included in the banners.

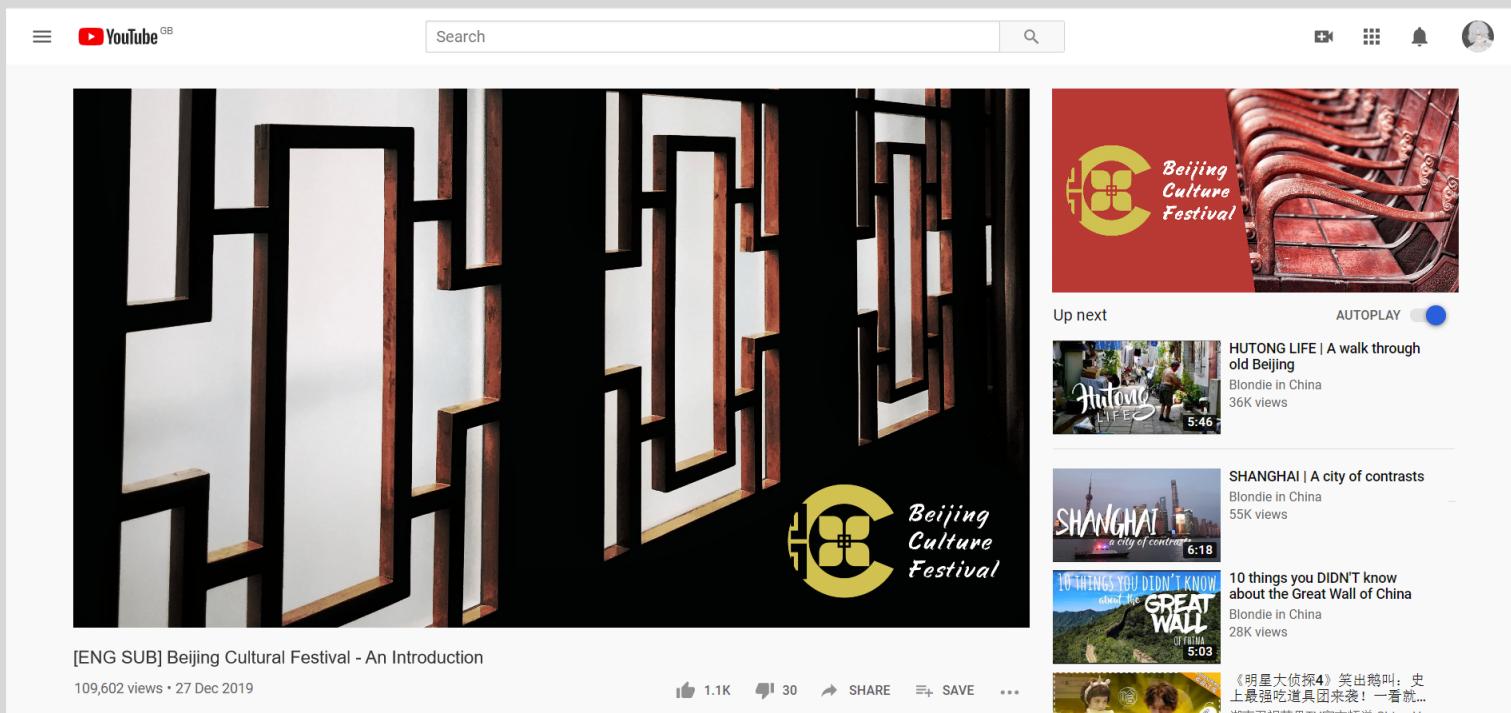
04

Size: 1920 x 1080 px
Format: GIF
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Compression: Lossy
Colour Mode: RGB

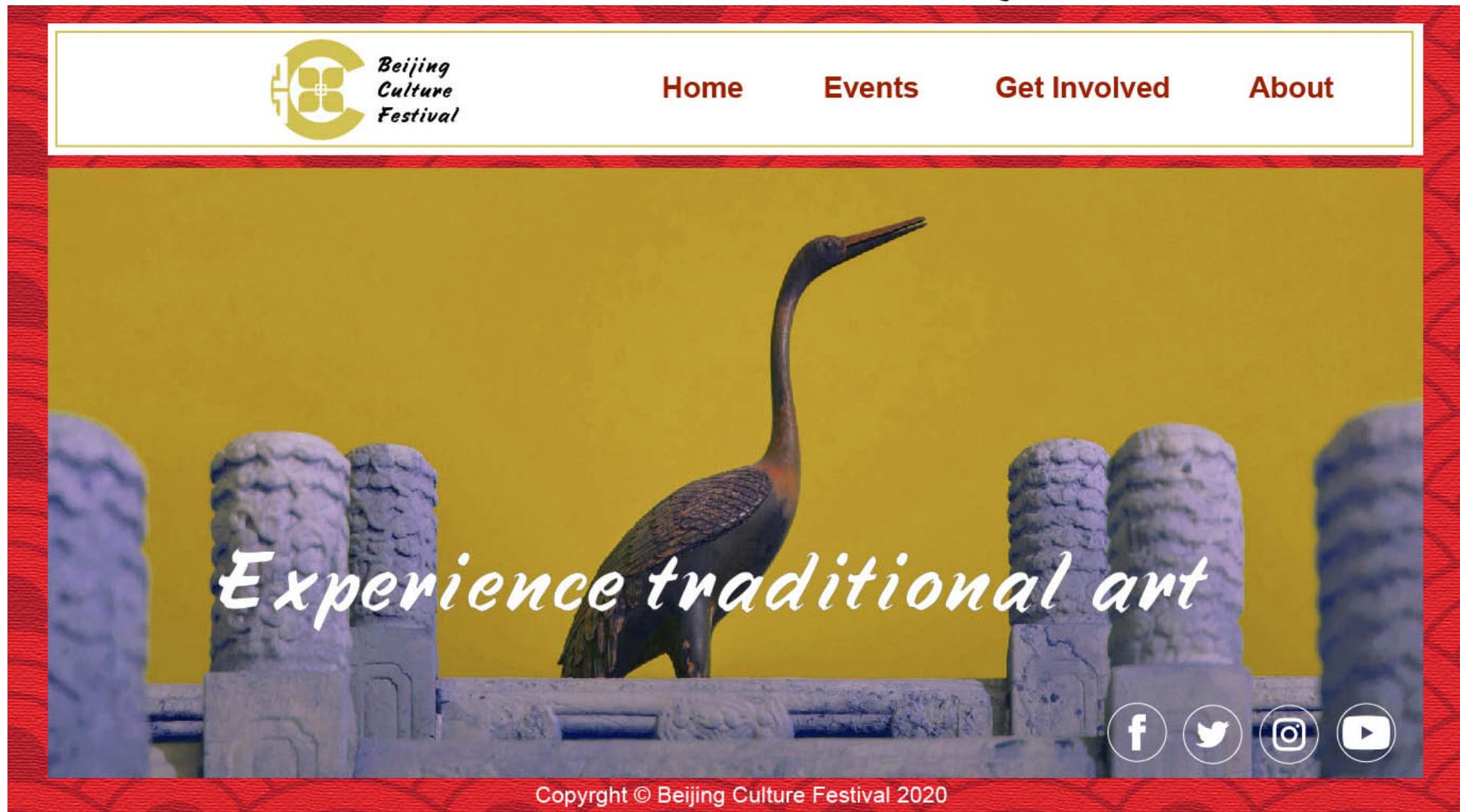
>>



Web Banners in Use



Website: Homepage



The image shows the homepage of the Beijing Culture Festival website. At the top left is the festival's logo, a stylized yellow 'C' with a circular pattern inside, next to the text "Beijing Culture Festival". To the right are four menu items: "Home", "Events", "Get Involved", and "About", all in red. Below the header is a large banner image. The banner features a bronze-colored crane statue standing on a stone ledge against a bright yellow background. In front of the crane are several grey, textured stone pillars. Overlaid on the center of the banner is the text "Experience traditional art" in a white, cursive, sans-serif font. At the bottom right of the banner are four social media icons: Facebook, Twitter, Instagram, and YouTube. A copyright notice "Copyright © Beijing Culture Festival 2020" is at the very bottom center.

Beijing
Culture
Festival

Home Events Get Involved About

Experience traditional art

Copyright © Beijing Culture Festival 2020

[Home](#)[Events](#)[Get Involved](#)[About](#)

Volunteer
Jobs
Artists

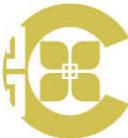


Experience traditional art



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Website: Events

 Beijing
Culture
Festival

Home Events Get Involved About

Beijing Culture Festival / Events

29 January - 09 February 2020



Art exhibition Film screening Live performance

[learn more](#) [learn more](#) [learn more](#)

Don't miss out.

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Specification for All Web Pages

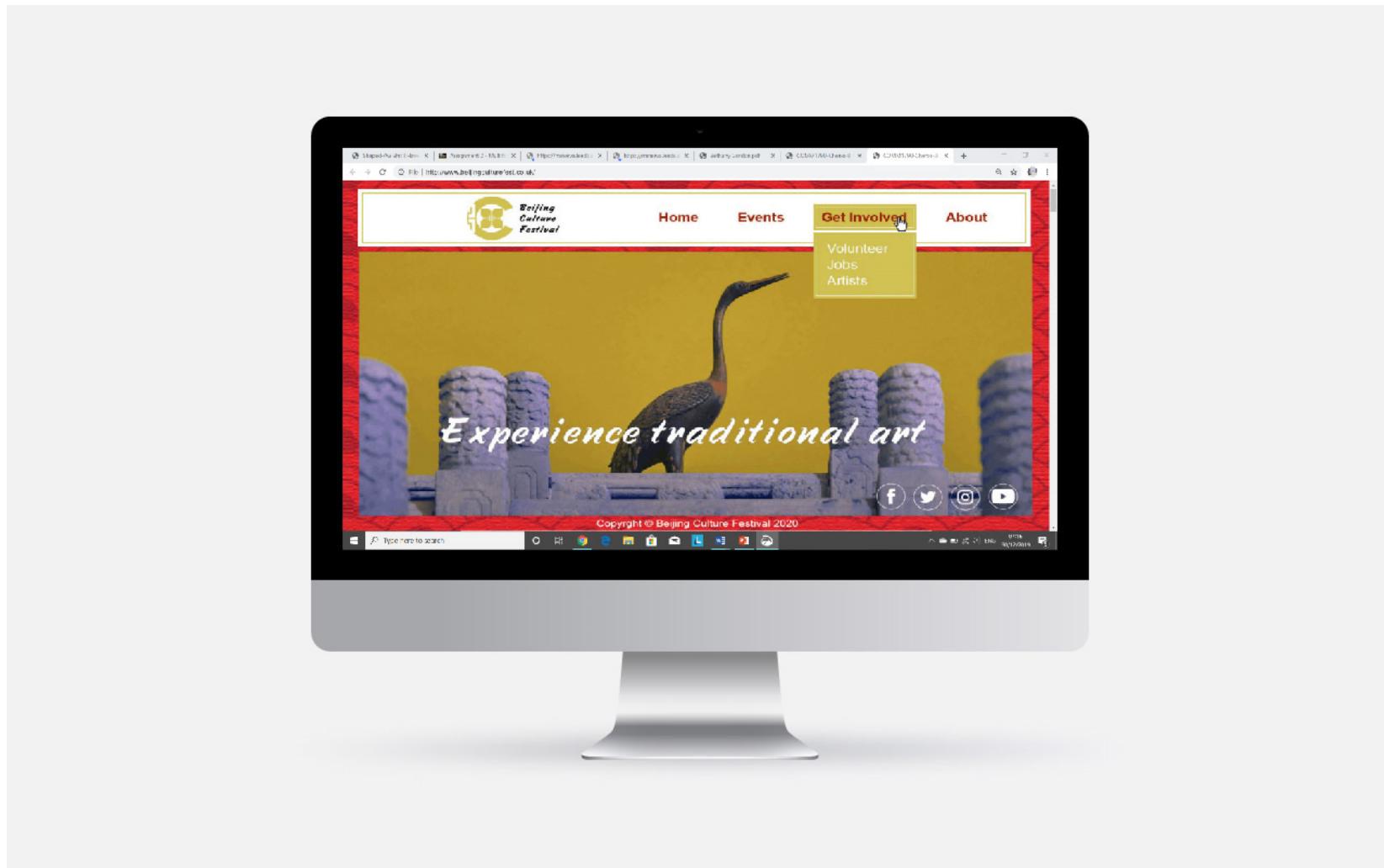
Format: EPS

Size: 1920 x 1080 px

Colour Mode: RGB

Resolution: 72 DPI

Website in Use



Social Media

Instagram

Search

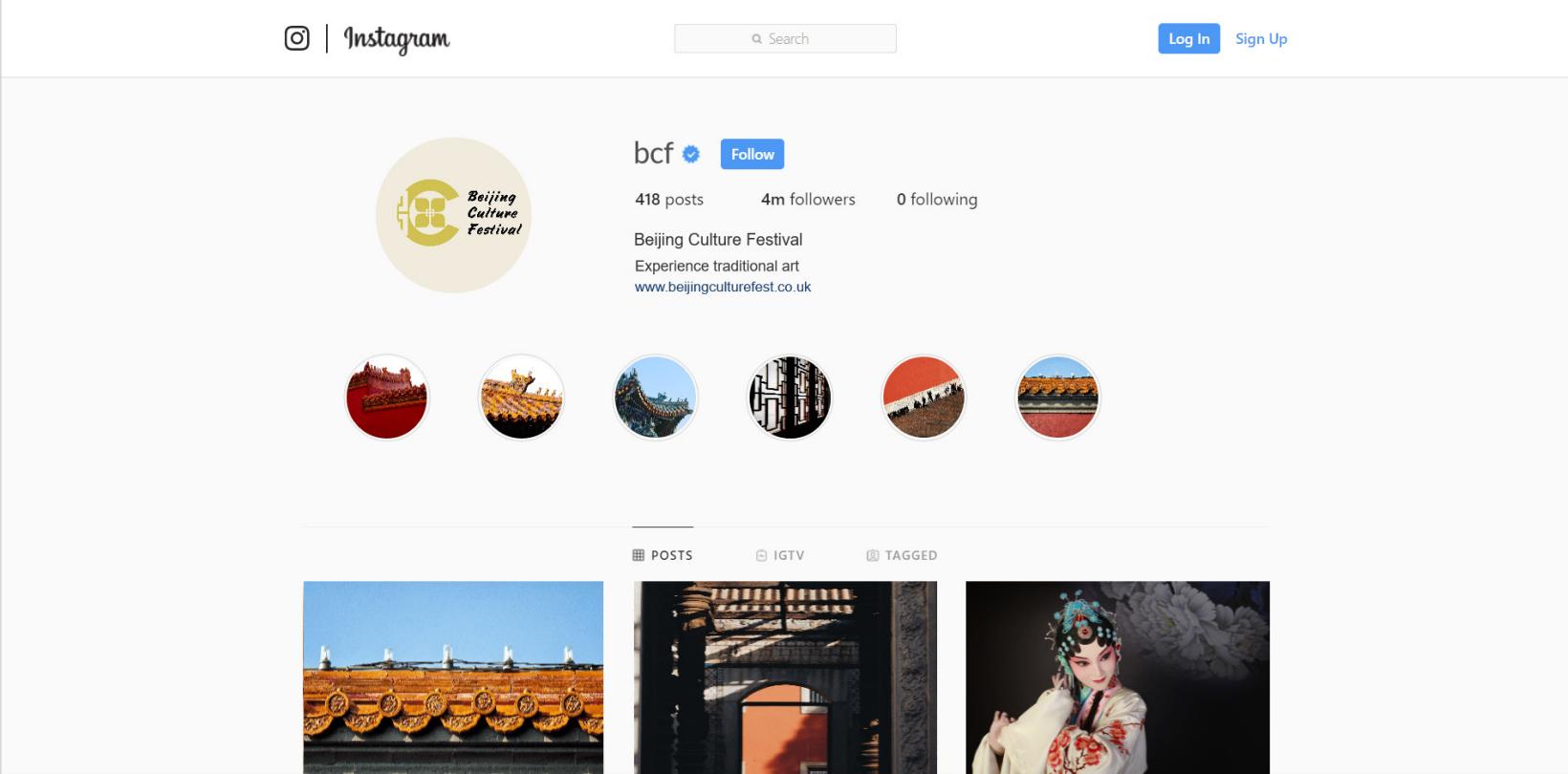
Log In Sign Up

bcf Follow

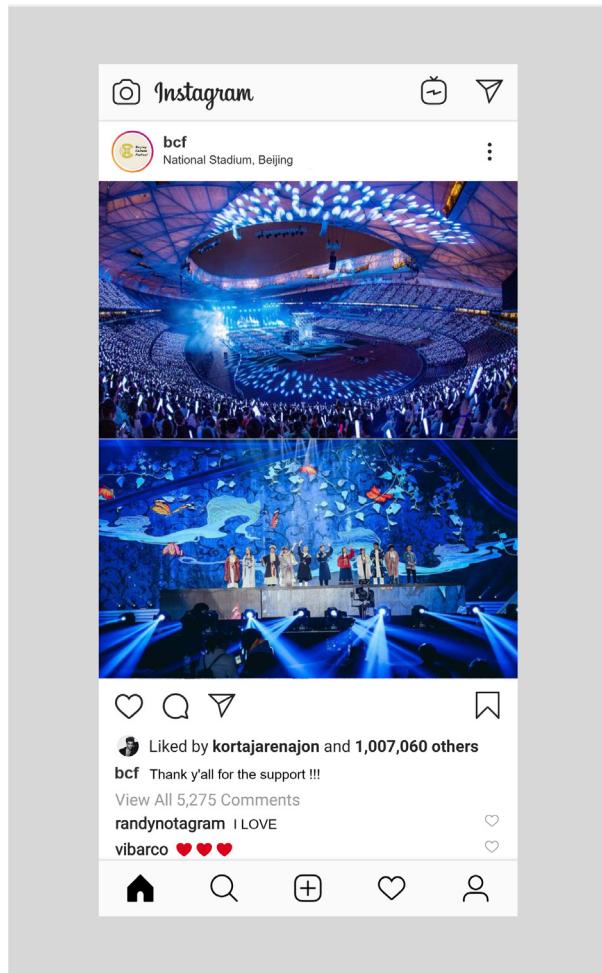
418 posts 4m followers 0 following

Beijing Culture Festival
Experience traditional art
www.beijingculturefest.co.uk

POSTS IGTV TAGGED

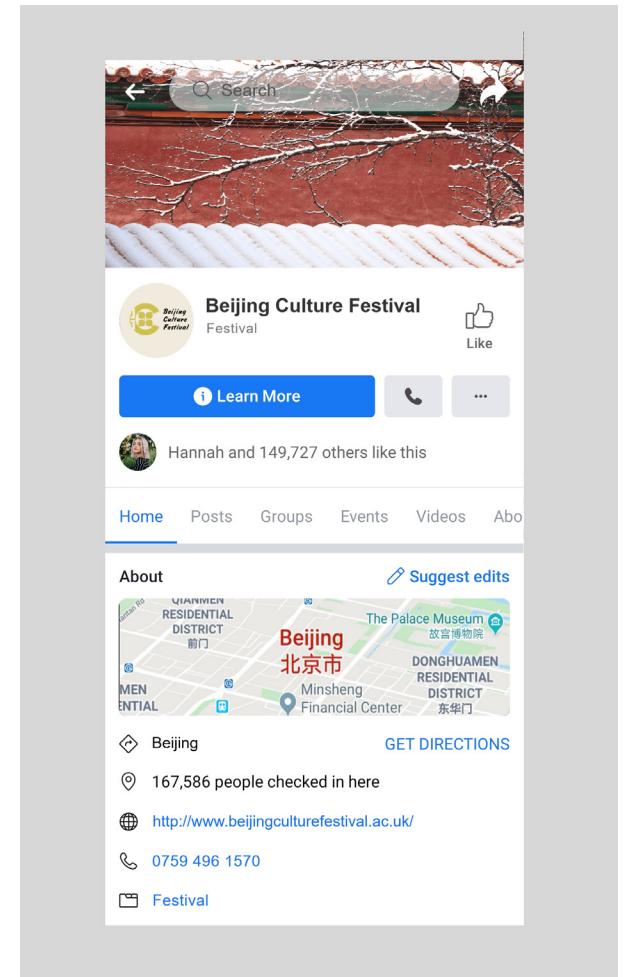


Mobile



<< Instagram

Facebook >>



Format: PNG
Colour Mode: RGB
Resolution: 72 DPI