

# Brand Guidelines

# Type

The typography is inspired by a mix of tech and design.

For Headlines use Rubik Mono One

For Body use Roboto Mono, size 16px

Use only one or two weights at a time

Use a second type size for a little more visual variation.

Rubik Mono One Regular

**THIS IS AN  
EXAMPLE OF  
HEADING**

Roboto Mono

This is an example of a paragraph. Jerky turkey strip steak pastrami cupim burgdoggen kielbasa flank capicola. Pork belly burgdoggen t-bone pastrami ham hock.

Kevin bacon venison, cow douille sausage shoulder kielbasa boudin steak pastrami short

# CSS

## Font Specification

```
font-family: 'Rubik Mono One', sans-serif;  
font-family: 'Roboto Mono', monospace;
```

Use TAB before every new tag in CSS and HTML

# Photography

Banners will be used at the heading of the website and will change from page to page.

The website will feature a variety of images around the world representing each city and country participating in the festival.  
Images with high resolution of at least 300 ppi



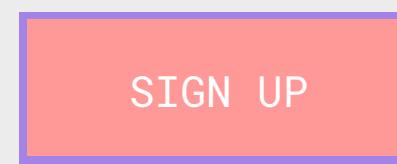
FESTIVAL PICTURES TO BE DISPLAY AS POLAROID STYLE

# Iconography

The festival's Icons will be represented in simple forms and shapes

ARROWS, CIRCLES AND SQUARES

EXAMPLE OF NAVIGATION

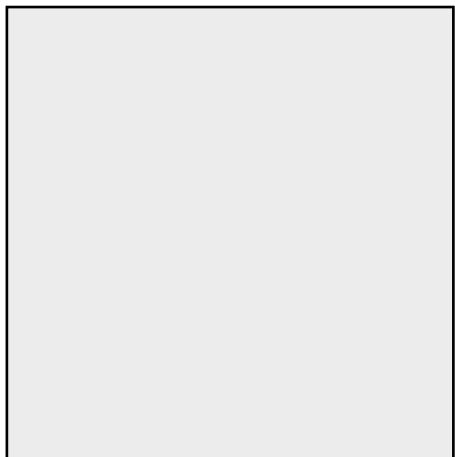


# Color

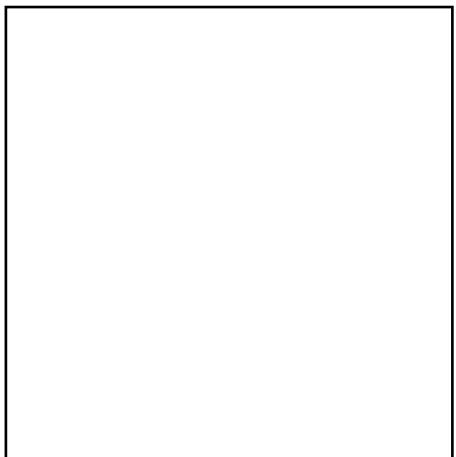
Font colors to be represented in Black or White

Background in a light gray shade

Buttons light purple



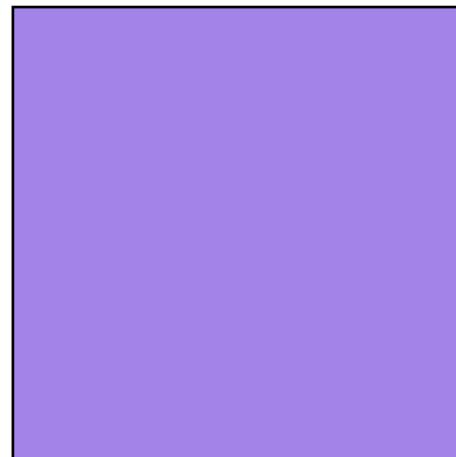
RGB 135 135 135  
HEX 878787



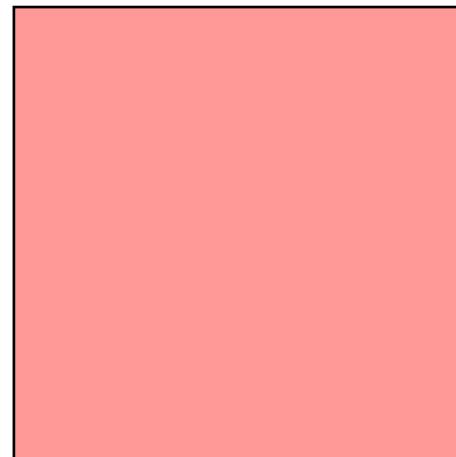
RGB 255 255 255  
HEX FFFFFF



RGB 0 0 0  
HEX 000000



RGB 163 131 232  
HEX A383E8



RGB 255 153 151  
HEX FF9997