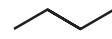


NOWHERE FESTIVAL



Brand Guidelines
Yasemin Varlık

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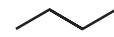
- ~~~ Introduction
 - Project Background*
 - Project Objective*
- Brand Elements
 - Color Palette*
 - Color Usage*
- Typography Guidelines
 - Typefaces*
 - Text Usage*
- Brand Logo
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 - Postcard*
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- Digital Identity
 - Powerpoint Slides*
 - Video Slides*
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 - Lower Third*
 - Subtitles*
- Wayfinding

INTRODUCTION



Project Background
Project Objective

PROJECT BACKGROUND



Nowhere Festival is a space where music, art, fashion and food become one. It is a multicultural environment with the integration of diverse communities. Nowhere takes dimension to another level; bringing all sorts of perspectives into one vast system presenting alternative perceptions. It aims to support multiculturality. You can come from anywhere but here you are nowhere. It does not matter where you are from, you are a unity.

PROJECT OBJECTIVE



Nowhere Festival identity visualizes the unity of the alternative perceptions with the use of dynamic dimensionality. There are many angles but when they are merged they form a solid form. With a modernistic approach it challenges you optically.

BRAND ELEMENTS



Color Palette
Primary
Secondary
Tertiary
Color Usage
CMYK
RGB
HTML

COLOR PALETTE



Primary Colors



CMYK: 0, 0, 0, 100
RGB (0,0,0)
HTML: #000000



CMYK: 0, 0, 0, 0
RGB (255,255,255)
HTML: #FFFFFF

Secondary Colors



Gray Scale
90% to 50%



CMYK: 6, 98, 10, 0
RGB (224,26,130)
HTML: #E01A82



CMYK: 0, 93, 64, 0
RGB (238,53,80)
HTML: #EE3550



CMYK: 2, 56, 96, 0
RGB (241,136,40)
HTML: #F18828

Tertiary Colors

COLOR USAGE



Text

Text color always needs to remain black or white. Use only the primary colors.

CMYK: 0, 0, 0, 100
RGB (0,0,0)
HTML: #000000

CMYK: 0, 0, 0, 0
RGB (255,255,255)
HTML: #FFFFFF

Pattern

For more dynamic application the secondary gray scale color palette can be applied to the logo.

Gray Scale
90% to 50%

Print and Digital Identity Application

Secondary and tertiary colors can be utilized.

Gray Scale
90% to 50%

CMYK: 6, 98, 10, 0
RGB (224,26,130)
HTML: #E01A82

CMYK: 0, 93, 64, 0
RGB (238,53,80)
HTML: #EE3550

TYPOGRAPHY GUIDELINES



Typefaces

Primary

Secondary

Headline / Body Copy

Ligatures

Contextual Alternates

*Substitute font if original
not available*

Type Usage

Text color

Tracking

Leading

Hyphens

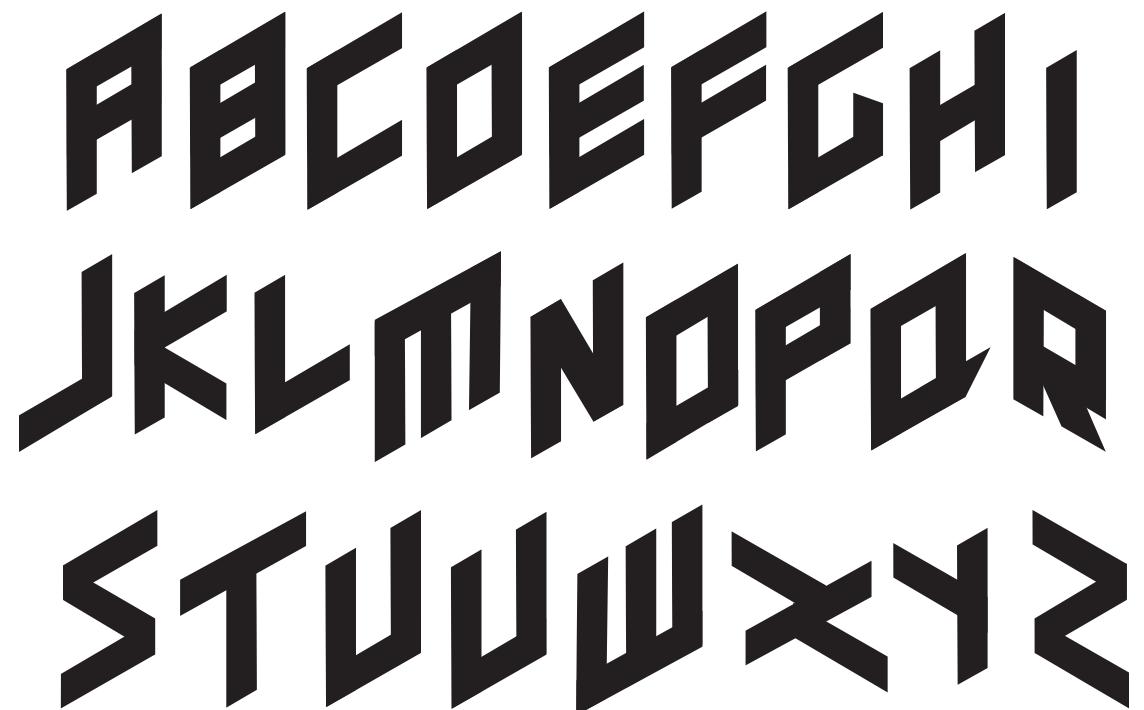
Spacing

Typography Violations

PRIMARY

This custom typeface can be used in two different direction depending on the word formed. It should create the same zigzag pattern as the primary logo.

~~~ *Custom Modular Typeface*



A B C D E F G H I  
J K L Μ N O P Q R  
S T U V W X Y Ζ

## SECONDARY

Secondary typeface is used in both print and digital applications in order to differentiate the body copy and the logo as the primary typeface used in the logo type is very experimental.



BAU OT

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

Regular  
*Italic*  
Medium  
*Medium Italic*  
**Bold**  
***Bold Italic***  
**Super**  
***Super Italic***

A a

81 pt

The quick brown fox  
jumps over the lazy dog.

19 pt

# HEADLINE | BODY COPY



*Headline*

**Bau OT Medium**  
**All Caps**  
**LOREM IPSUM**

*Body Copy*

**Bau OT Medium**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

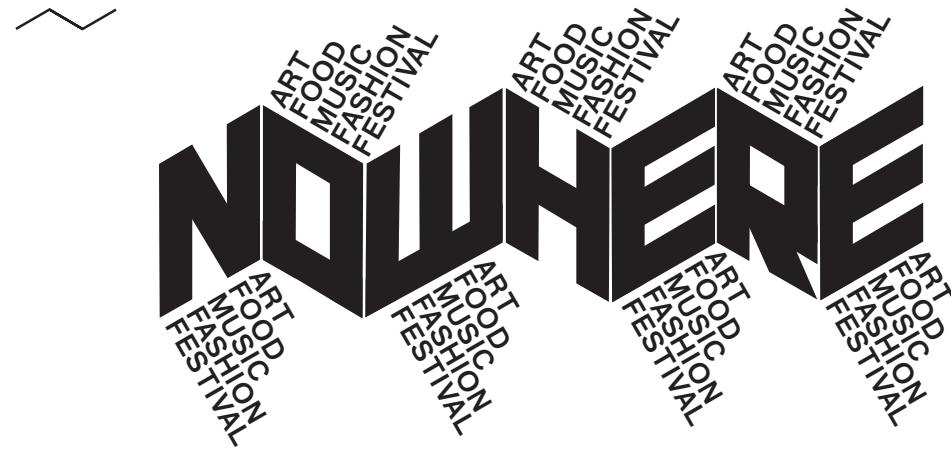
## LIGATURES

~~~  
ff **fi** **fl**

BAU OT
Medium
50pt

CONTEXTUAL ALTERNATES

The brand logo as a text holder.
The angle of the letterforms can
also be used as form of text
holding device.



FONT SUBSTITUTE

Font substitute is used when the primary and secondary fonts are not available to the user. Roboto can be downloaded from google fonts accessible to everyone.



ROBOTO | MEDIUM

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z

Thin
Thin Italic
Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

81 pt

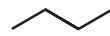
A a

The quick brown fox jumps
over the lazy dog.

19 pt

TEXT COLOR

All text apart from the logo and the logo mark has to be set to the primary color selection.



**The quick brown fox jumps
over the lazy dog.**



CMYK: 0, 0, 0, 100
RGB (0,0,0)
HTML: #000000

**The quick brown fox jumps
over the lazy dog.**



CMYK: 0, 0, 0, 0
RGB (255,255,255)
HTML: #FFFFFF

TRACKING | LEADING

In body copy set to 12pt, the tracking is set zero. Leading is set to 14.5pt.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui Wofficia deserunt mollit anim id est laborum.

HYPHENS

Never have more than one hyphens underneath each other when typesetting. Aim at only one hyphen per paragraph.



Wrong

~~Wrong~~
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Right

Right
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

SPACING

For a type set at 12pt, set a space before at 0.125" for the paragraphs. This ration of copy to paragraph spacing stays the same for all applications.



**Lorem ipsum dolor sit amet, consectetur adipiscing elit,
 sed do eiusmod tempor incididunt ut labore et dolore
 magna aliqua.**



**Ut enim ad minim veniam, quis nostrud exercitation
ullamco laboris nisi ut aliquip ex ea commodo consequat.
Duis aute irure dolor in reprehenderit in voluptate velit
esse cillum dolore eu fugiat nulla pariatur.**



Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

TYPOGRAPHY VIOLATIONS



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

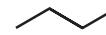
BRAND LOGO



Primary Logo
Positive
Negative
Secondary Logo
Monogram
Reversed Logo
Pattern
Grid
Guides
Spacing
Sizing
Clear Space
Brand Alignment
Exploration With
Modular Typeface
Lockup Sizing

PRIMARY LOGO

Positive and negative applications of the brand logo.



SECONDARY LOGO

This logo is used for more formal applications such as letterheads and envelopes.

^ NOWHERE FESTIVAL

BAU OT
Medium
25pt
All Caps

ART
FOOD
MUSIC
FASHION
FESTIVAL



FASHION

ART

MUSIC

FOOD

MONOGRAM

The monogram can be used when there is a limited amount of space in the product application.

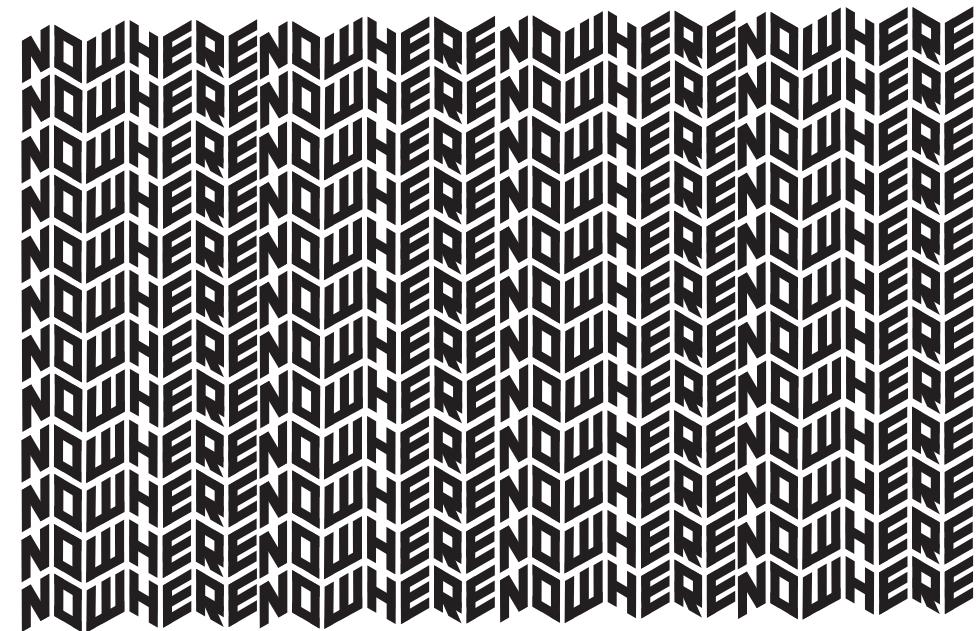
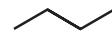


REVERSED LOGO

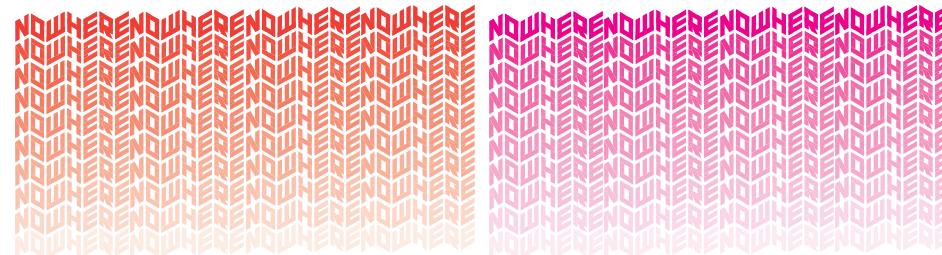
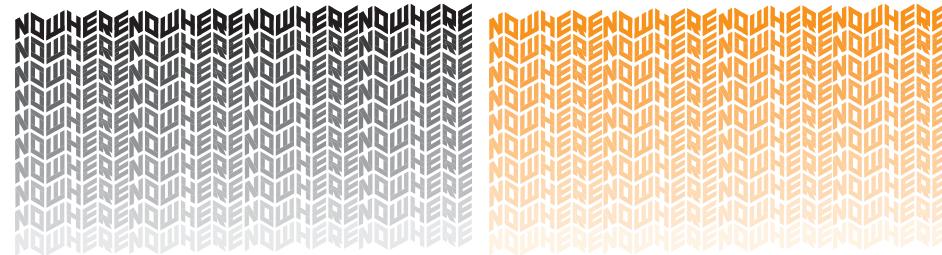
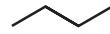


PATTERN

Repeated pattern could be used
in banners or postcard design.

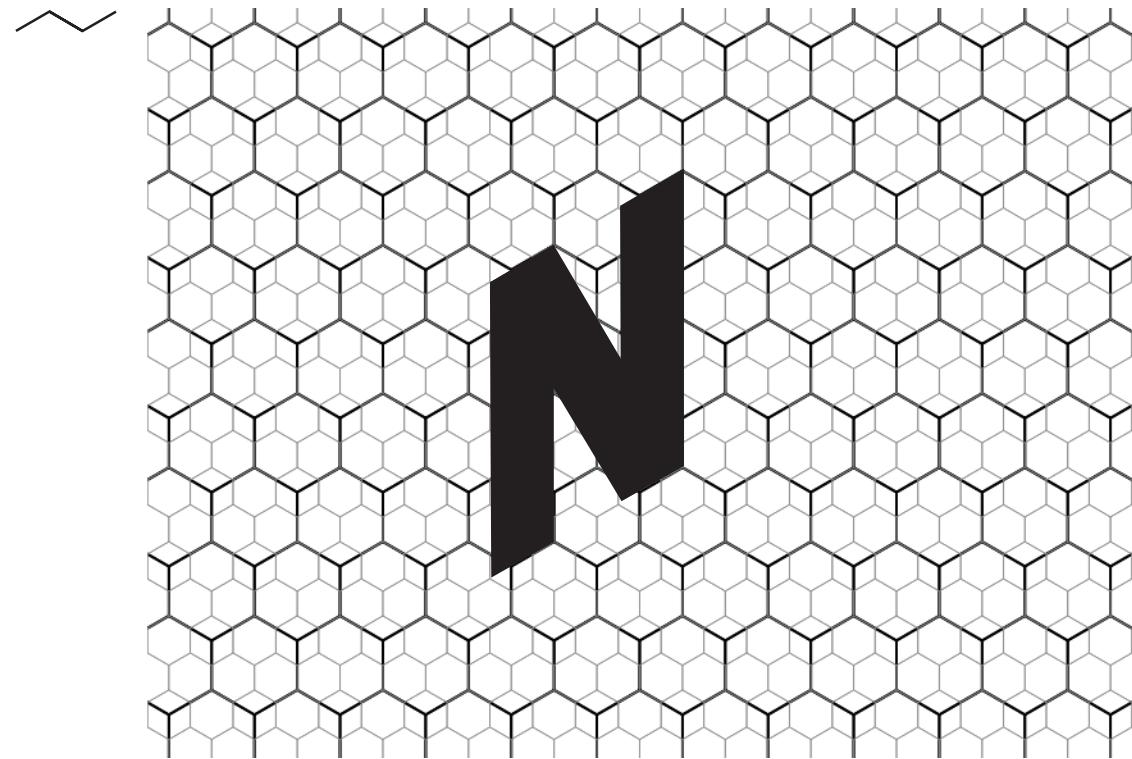


PATTERN COLOR APPLICATIONS



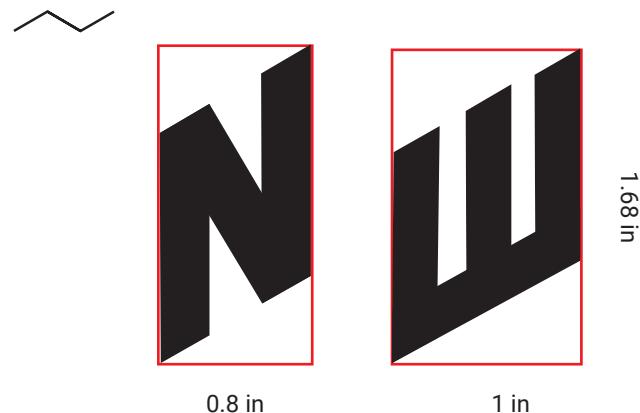
GRID

The brand logo is based on a hexagonal grid, therefore the angles of the other letterforms for the primary typeface is based on the same grid.



GUIDES

All letterforms except the wider range fit into this red frame proportions. The larger forms are 1.25x larger than the regular forms.

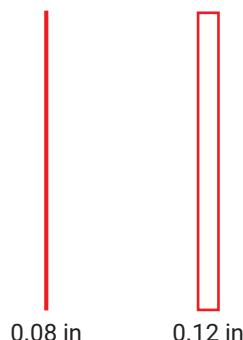


SPACING

Spacing between the letterforms are 1/10 of the width of the letters in the original brand logo, 0.08" but the space could be altered up to 0.12".



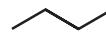
0.08" spacing



0.12" spacing

SIZING

The logo can be enlarged as big but should not go below the height of 1.25". If smaller scale is needed use the monogram instead or increase kerning (up to 0.12"). You can also increase spacing between individual letters.



NOWHERE

NOWHERE

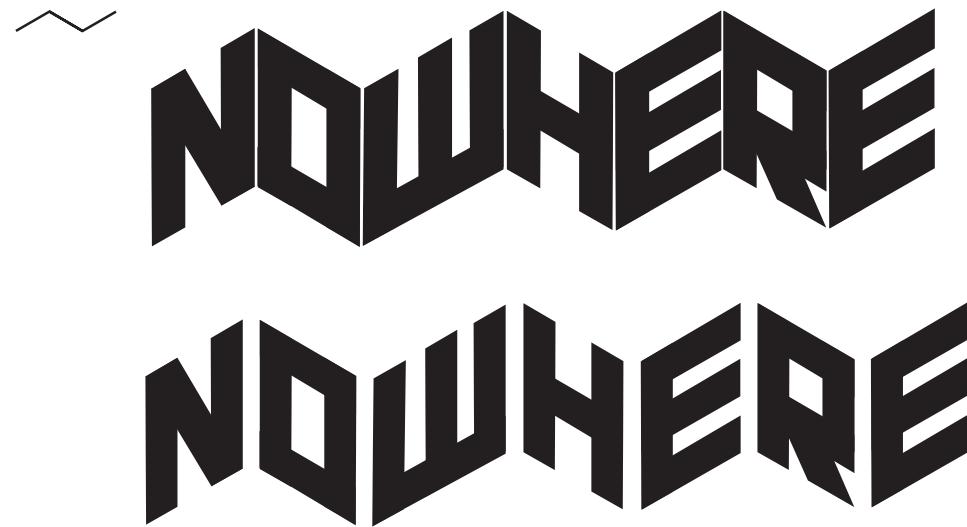
NOWHERE

NOWHERE

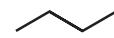
NOWHERE

BRAND ALIGNMENT

Always use the letterform angles as an anchor for the text that is being accompanied. A few examples of use.



EXPLORATION WITH
MODULAR TYPEFACE



PARK FOOD N
EXIT DOWN O
UP

LOGO VIOLATIONS

Never stretch the logo horizontally or vertically without retaining the proportions. Do not condense or expand the logo width. Do not apply earthy colors.



BRAND LOGO LOCKUP SIZING

The secondary text next to the logo and the distance between the logo and text can be adjusted. The width of the secondary text must match the height of the letterforms. Either used at a 30 degree angle or 90 degrees.



PRINT IDENTITY APPLICATIONS

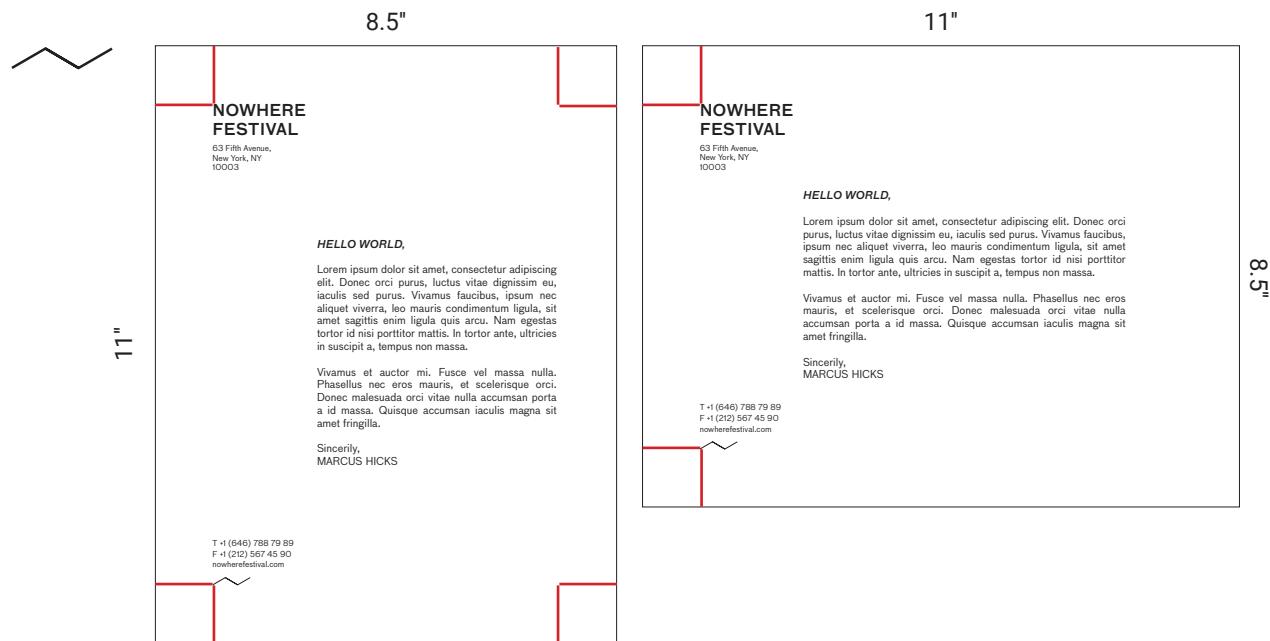


Letterhead
Name Badge
Poster
Postcard
Flyer

LETTERHEAD

These paper proportions and sizing apply to international paper sizing of A4. For formal letters always utilize the typeset logo (BAU OT Medium). The website and phone number is 80% gray scale.

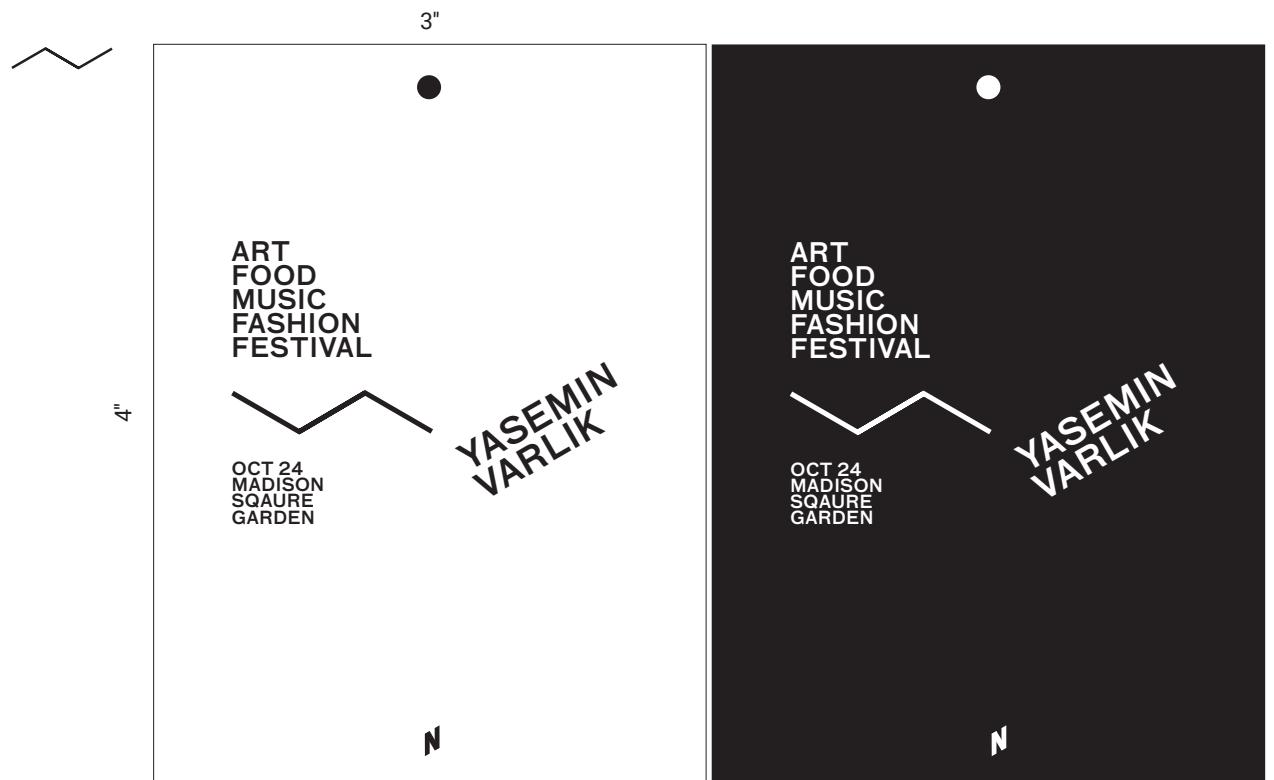
1 " border





NAME BADGE

Name badges are 4" by 3". The text is either white on black or black on white. The name is on a 30 degree angle matching the brand logo angles. The monogram is being used due to the scale of the badge.

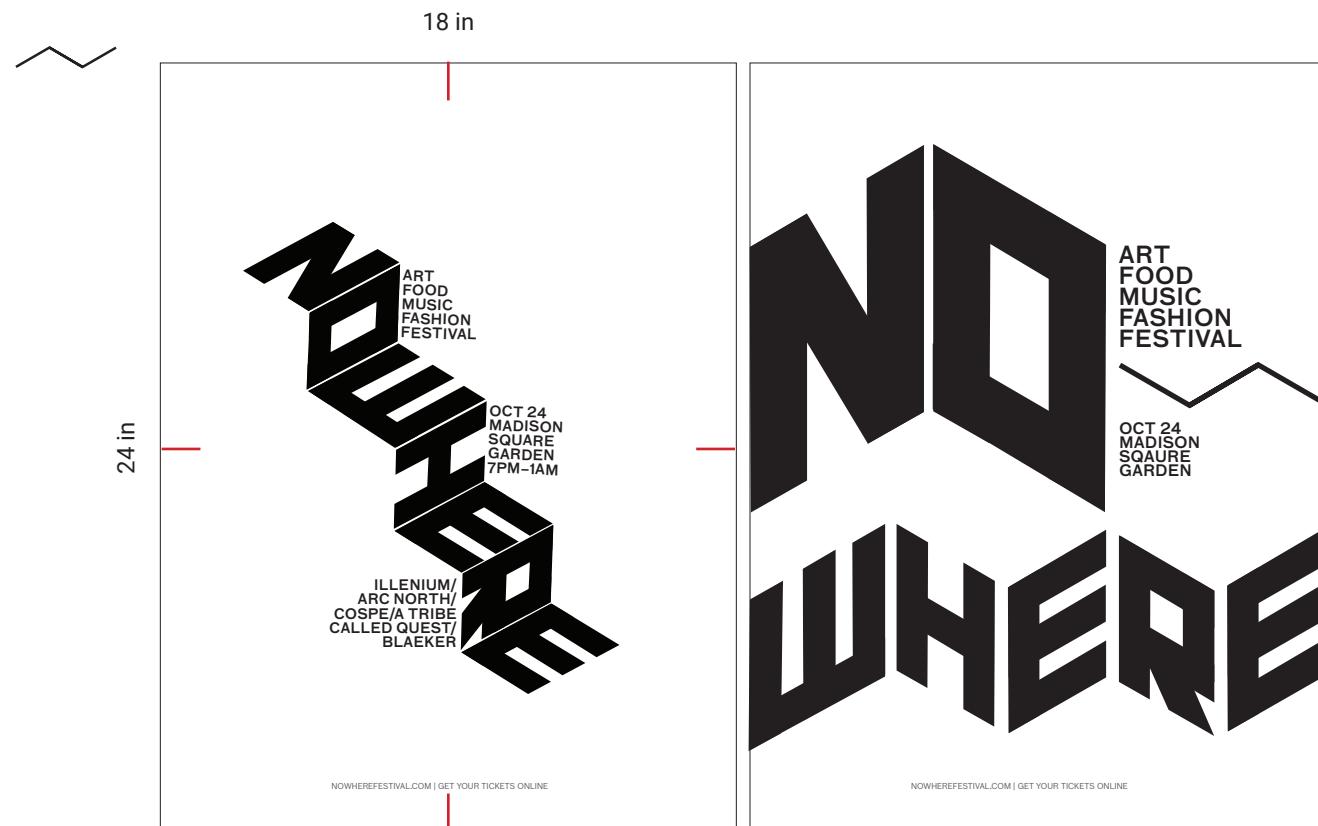




POSTER

Posters are 18" by 24" with an inch border. Use the angles of the brand logo to place secondary text.

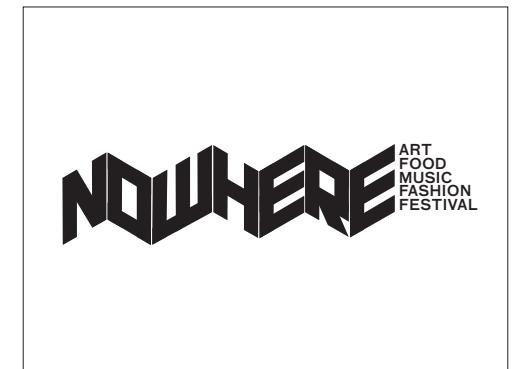
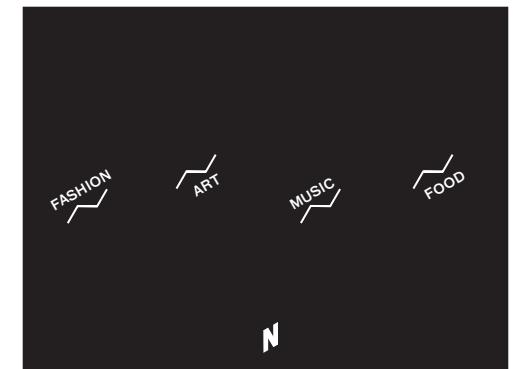
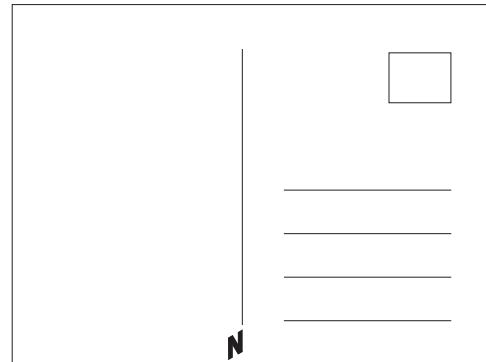
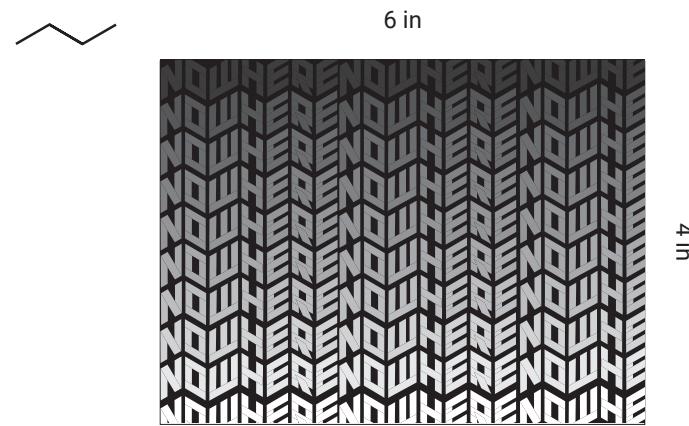
— 1 in





POSTCARD

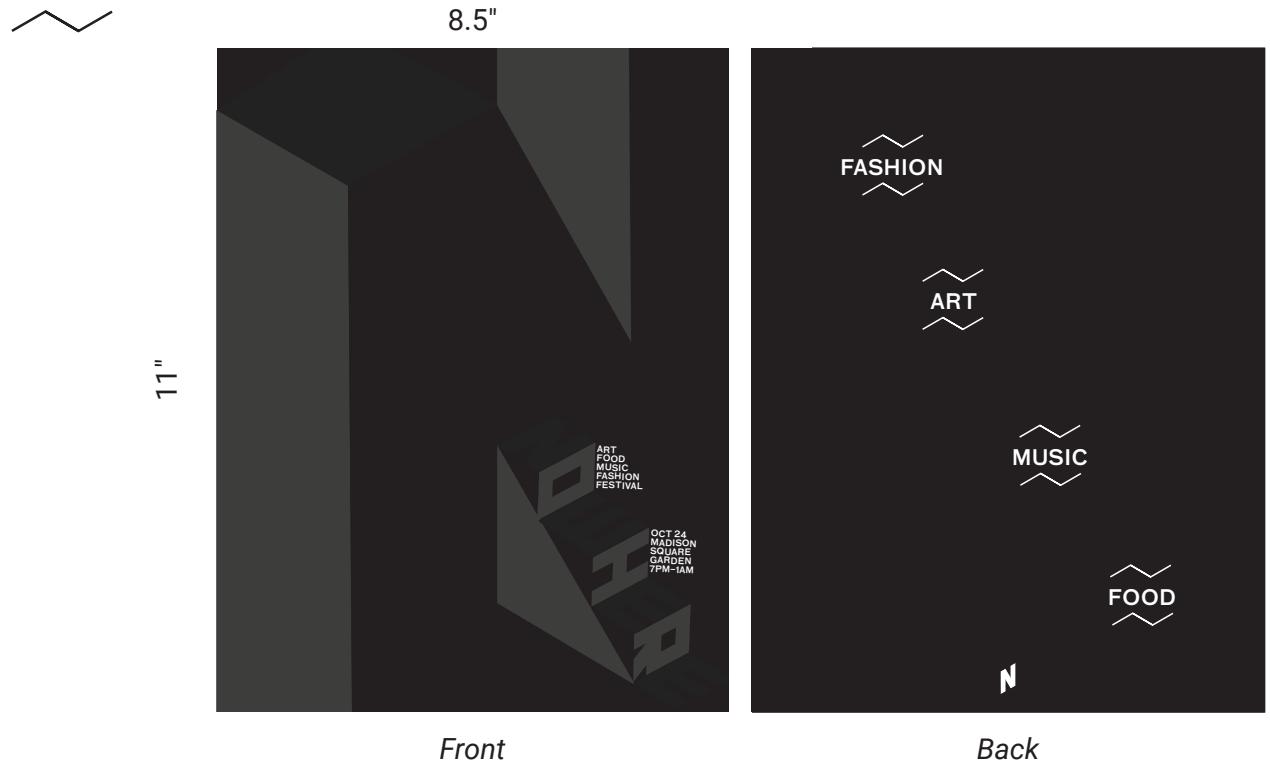
Front and back view of the postcard design sent to exclusive members of the festival or could be bought at the festival.





FLYER

Flyer is 8.5" by 11" paper size.
Gray scale can be used in the
flyer design of the festival.
Tertiary colors could be
implemented if it is necessary.





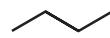
DIGITAL IDENTITY APPLICATIONS



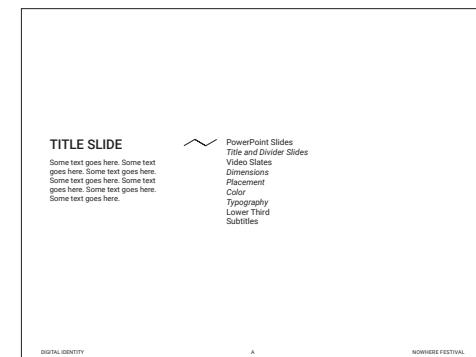
- PowerPoint Slides
 - Title and Divider Slides*
- Video Slates
 - Dimensions*
 - Placement*
 - Color*
 - Typography*
- Information Over Image
 - Placement*
 - Color*
 - Typography*
- Information On Solid Background
 - Placement*
 - Color*
 - Typography*
- Lower Third
 - Subtitles

POWERPOINT SLIDES

Powerpoint presentations are set to letter size paper format 8.5 by 11 in. There is 0.5" border from all sides. The divider slides are white text on black and the title slides are black text on white background. Page number is centered to the page. Use a 12 column grid.



11"



8.5"

TITLE Roboto Medium
20pt

Divider Symbol Angle
0.945" Stroke

Body Copy Roboto Regular
12pt

Captions Roboto Medium
9pt

FOOTER Roboto Medium
9pt | All Caps

VIDEO SLIDES

Brand lockup should be used for video slides. Everything should be centered on the frame of the video.



INFORMATION OVER AN IMAGE

The brand logo or the lockup can only put on black and white imagery, no colored photos.

NOWHEREFESTIVAL.COM | GET YOUR TICKETS ONLINE

BAU OT
Regular



INFORMATION ON SOLID BACKGROUND

The background color for the information can be altered to any of the primary, secondary or tertiary colors of the brand.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

BAU OT
Medium

LOWER THIRD

The date and time has to be placed above the brand logo. The location of the festival has to be placed below the brand logo. The distance of the text to the logo could be adjusted. Even the lockup text can be moved in order to create cohesion of text placement around the logo.

- The dimension of this square can be adjusted.

MADISON
SQUARE
GARDEN

BAU OT
Medium



SUBTITLES

Subtitles are BAU OT Medium.
They have to be all caps and
centered. Depending on
what type of background the
subtitles are on, it can be
switched to black or white.
The subtitles always have to
be on the bottom of the frame.



LOREM IPSUM DOLOR SIT AMET, CONSECTETUR
ADIPISCING ELIT, SED DO EIUSMOD TEMPOR
INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA

WAYFINDING

Wayfinding applications are based on where it is placed in the physical space. Take the space as a guide to place and play with the custom modular typeface and apply.



Tickets
Exit
Stairs Up/Down
Food
Bathrooms
Information
Parking
Bike Parking
VIP Pass
VIP Area
Taxi
No Smoking

TICKET



EXIT



EXIT



STAIRS UP/DOWN



DOWN UP

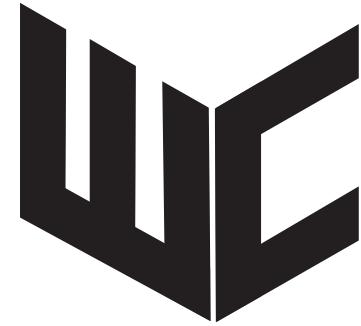
The word "DOWN" is written in large, bold, black capital letters, oriented diagonally downwards from left to right. To its right, the word "UP" is also written in large, bold, black capital letters, oriented diagonally upwards from left to right. The two words are positioned close together, suggesting they are related or opposite concepts.

FOOD

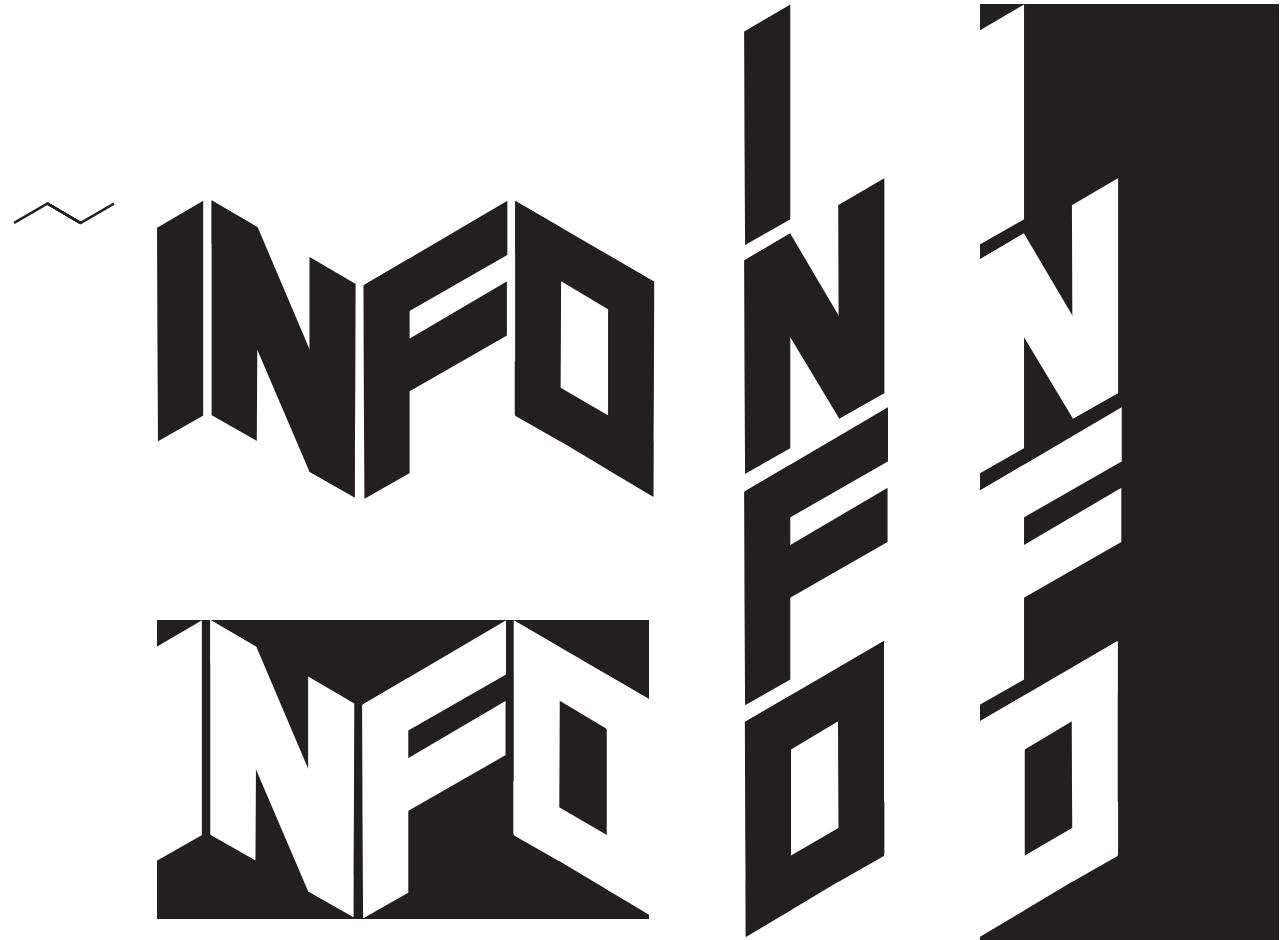


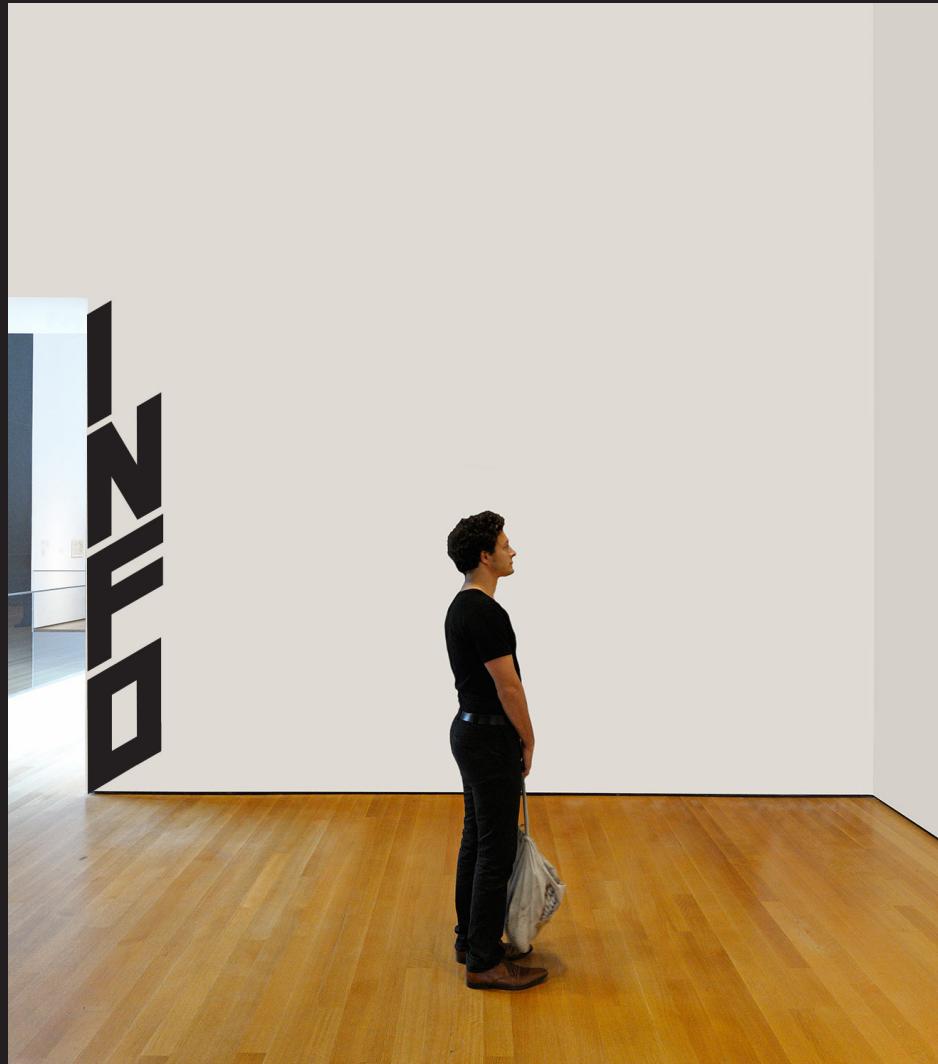
A large, bold, black 3D-style word "FOOD" where each letter has a visible front face and a back face, giving it a three-dimensional appearance.

BATHROOMS



INFORMATION





PARKING

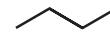


PARK

BIKE



VIP PASS



PASS



VIP AREA



TAXI



TAXI

NO SMOKING



NO
SMOKE

The word "NO SMOKE" is rendered in a large, bold, black font. The letters have a three-dimensional perspective, appearing to recede towards the right. The "N" and "O" are stacked vertically, while "S", "M", "O", and "K" are positioned below them, with "E" being the most prominent letter on the right side.



THANK YOU.

