



**EATSA ART
& TOURISM**
FILM FESTIVAL



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BRAND ESSENCE

OUR WHY

Catalysing agent for regeneration-based tourism industry transformation

OUR HOW

A festival that honours and celebrates creativity, innovation, and change initiatives

OUR WHAT

Foster and promote the engagement of good practices and the creation of socially equitable, environmentally respectful, and economically sustainable tourism models

VALUES

- Transparency
- Sustainability / Regenerative
- Transformative
- Diversity
- Aspirational
- Inspirational
- Integrity
- Passion
- Accountability
- Change
- Collaboration
- Ethical

PERSONALITY

- Honest
- Kind
- Altruistic
- Compassionate
- Critical
- Idealistic
- Outspoken
- Passionate
- Responsible
- Creative



"You never change something by fighting the existing reality. To change something, build a new model that makes the existing model obsolete."

Buckminster Fuller

The EATSA Art & Tourism Film Festival aims to honour and celebrate creativity, innovation, and change initiatives, that enhance the knowledge of the world and the sense of appreciation for the human essence and environmental beauty.

We strive for a tourism industry that goes beyond a rhetorical approach to sustainability, in a shift from transactional to transformational. Our view is driven by an unwavering belief that positive outcomes result from an endless shifting process of human mindsets, desires, knowledge, experiences, and consciousness. This aspirational dimension is framed on sustainability theories and practices that foster interconnectedness between humans and nature, that is not limited to avoiding damage but has a positive impact on our destinations and ultimately in our communities and our lives.

We believe radical, systemic change and transformation is needed, and this can only be achieved by fostering, developing, and harnessing ethical, high integrity and altruistic values like honesty, kindness, tolerance, and responsibility.

We aim to become a catalysing agent for positive transformation, by challenging limiting myopia, that looks at things with an awakened and renewed perspective, capable of energizing and mobilizing a healthier, more equitable, and more sustainable future, through ingenuity and creative spirit.

We hope that our aspirations can also be inspiring to others. We invite everyone who advocates for change to join our quest, in embracing the discomfort of approaching present wicked societal, economic, and social issues. Everyone can make a difference. It is our belief that anything is possible if we work collectively, imaginatively, and hopefully.

Logotype / **CONCEPTUAL FRAMEWORK**



DESCRIPTIVE MEMORY

Despite separately sharing the invention with ancient Greece, the first known developments surrounding the armillary sphere date back to 4th century BC's China, with later use in both the Islamic World and Medieval Europe.

The instrument consists of a spherical framework of rings that model the celestial sphere, representing lines of celestial longitude and latitude, used by early astronomers to determine the position of stars. Later on, it would be adopted in heraldry, as a symbol largely associated with discovery in the exploration era.

Given its nature as a navigational instrument and its common presence in both European and Asian culture, such is EATSA's scope, it was adopted as the festival's symbol, representing the need to reevaluate our current position and chart a new direction towards a truly sustainable future.

The stylized shape of the armillary sphere was thus combined with the representation of a camera lens, building upon the concept of film as a navigational tool in the sustainability space, a cultural artifact used to communicate and stimulate ideas, experiences, and promoting good practices with a positive and meaningful impact for the tourism industry.



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The EATSA Art & Tourism Film festival logo has four composite and three exceptional versions (two typographic and one iconographic).

Composite versions are to be used by default, in accordance with the specifications of this document.

Exceptional versions are to be used in situations when there are space restrictions or a minimum size is required.

Any use of an exceptional or alternative version, by a third-party, must be previously approved by Our brand.

Composite main version

Vertical



Composite main version

Horizontal



Exceptional main version

Typographic

Exceptional versions may only be used under express consent from Our brand or, exceptionally:

- When the required dimensions exceed the minimum allowed size for the composite version;

- When simultaneous use of the logo occurs, to prevent the occurrence of graphic saturation.

The use of the exceptional typographic version is mandatory when the brand is acting as an endorser.



Composite alternative version

Horizontal

The use of alternative versions of the logotype is strictly reserved to Our brand and it's meant for scenarios where You may feel the need to highlight the promoting entity (EATSA).

Such versions are not meant to be used in monochrome, neither are they to replace the standard version of the logotype.

When dealing with small sized compositions, allways go with the standard versions, for readability purposes.



Composite alternative version

Horizontal

The use of alternative versions of the logotype is strictly reserved to Our brand and it's meant for scenarios where You may feel the need to highlight the promoting entity (EATSA).

Such versions are not meant to be used in monochrome, neither are they to replace the standard version of the logotype.

When dealing with small sized compositions, allways go with the standard versions, for readability purposes.



Exceptional main version

Typographic

Exceptional versions may only be used under express consent from Our brand or, exceptionally:

- When the required dimensions exceed the minimum allowed size for the composite version;

- When simultaneous use of the logo occurs, to prevent the occurrence of graphic saturation.

The use of the exceptional typographic version is mandatory when the brand is acting as an endorser.

This version of the logotype is not meant to be used in monochromy.



Congratulatory badge

It's not just about the winners, nominees need some love too

Congratulating front runners is also a way of getting more content to feed your social media channels. Aside from this, it keeps participants engaged and helps to create buzz around the event.

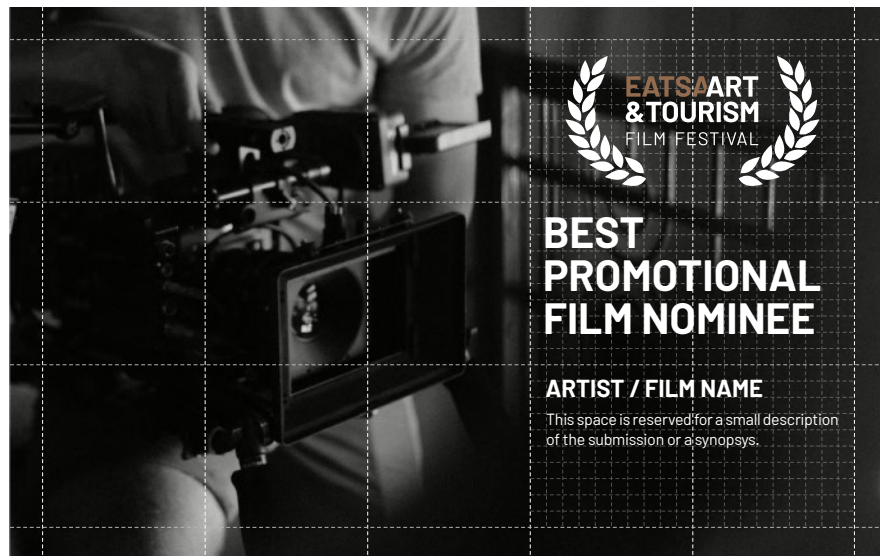
Derived from the alternative version, the badge is not meant to be used in monochrome, neither is it intended to replace any of the main or alternative versions of the logotype, being strictly reserved to identify nominees for the different categories and, later on, the respective winners.



Congratulatory badge

How to use the congratulatory badge

The congratulatory badge is for the exclusive use of Our brand and should always be followed by the category a submission is being nominated or awarded for, respective author, film name, and a short descriptive text or Synopsys.



Logotype

Polychrome

The polychrome version of the logo is composed of two variants, positive and negative.

The amount of contrast provided by each version, over the background it will be used on, is the deciding factor.

On this subject, please consult the chapter "Use over colored backgrounds".

Positivo



Logotype

Monochrome for special applications

The monochrome version is intended to be used in alternative printing options where simplicity is mandatory, such as:

- . Backgrounds with high chromatic complexity;
- . Ultraviolet Varnishing;
- . Laser engraving;
- . Stamping;
- . lamination;
- . Vinyl;
- . etc.

Regardless of the adopted solution, the integrity of the logo must always be guaranteed, as well as its minimum size.



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Safety Margins

Let Our logotype breathe

To preserve overall integrity safety margins were defined for the different variants of the logotype.

No elements should occupy or bleed into the safety area, at the risk of jeopardizing the logotype's readability.



Minimum size

Help us keep Our brand visible

Minimum sizes ensure the requirements for logo readability are not violated.

Exceptional versions provide a suitable alternative whenever a reduced maximum size is required/allowed, however, its use must be previously approved by Our brand.



Brand color palette

We love color, but don't go overboard with the makeup

Here you will find the references for Our brand's digital and non-digital colors (RGB, Hex, CMYK, Pantone).

These values must be carefully respected to ensure the correct application of the logo and brand color consistency across any and all media.

CMYK: 100 / 97 / 42 / 51

RGB: 25 / 25 / 61

Pantone®: (not yet defined)

HEX: #19193d

CMYK: 33 / 48 / 63 / 31

RGB: 143 / 109 / 79

Pantone®: 875 C

HEX: #8f6d4f



Digital (RGB) and HEX

On the web or any other digital media, RGB is the color space to be adopted, either by inserting the color coordinates for each channel or directly through the Hex code (Hex)



Direct Colors (Pantone®)

Although optional, the use of direct color samples should be considered in tasks that do not contain photographic elements or are limited to a maximum of 3 colors.



Process Colors (CMYK)

For printed logo applications process colors are the recommended solution.

Brand colors interaction

Our colors like to play together but there are rules to the game

Interaction between the different colors of Our brand will require the adoption of either positive or negative variants of the logo.

The provided samples should act as a guiding thread, helping You select the appropriate version, depending on the background color on top of which the logo will be used.



Logotype over colored backgrounds

Sometimes Our brand
may need to step out of
its color comfort zone

Our logo may end up on another brand's media.
Whenever that happens, We expect Their colors
to take the lead.

With this in mind, here is a simple color chart to
help you select the best color option for Our logo
to go with Your design.



100% opacity

75% opacity

50% opacity

25% opacity

10% opacity

Incorrect use

Make sure you always capture our best side

The logotype must always respect the provided rules, ensuring both consistency and integrity of Our visual identity.

These are some examples of things to avoid when using our logotype.



Delete, add or otherwise modify any element in the logo composition.



Modify the relative size and/or position between elements of the logotype.



Change, resize, recolor and/or reposition the tagline.



Total/partial chromatic alteration of the logo or use of any colors that are not foreseen in the guidelines.



Rotate, stretch, distort or otherwise mess with the height/width ratio of the Logotype.



Add any kind of effects to the logotype (e.g. reflections, gradients, sparkles, outlines, shadows, etc.)



Change the typography of the logo and/or the tagline



Create low contrast overlays (see chapter: Use over colored backgrounds).



Use of the logotype on overfilled photographic backgrounds.



Convert an alternative version of the logotype or the congratulatory badge to a monochromatic output.



Use a legacy version of the logotype in new communication materials.

Main Typography

Our words take
shape with Barlow

Barlow is the brand’s main typography and must, therefore, be consistently used in both titles and paragraphs of digital and printed applications.

Titles should be in bold, and paragraphs should be in regular weight.

aA

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

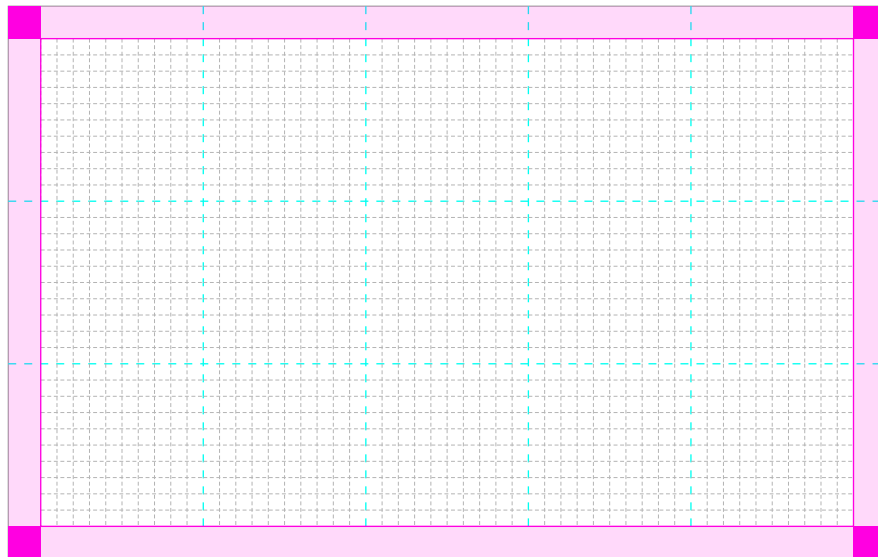
Grid & Layout

Don't go off the grid

Invisible but critical, the grid is the most important organizational tool in visual identity, giving your design a solid foundation while ensuring the visual simplicity necessary to convey impactful and clear messages.

Every layout must have a safety border. Border size is flexible, but all sides must be equally thick to ensure you do not lose important content because of projection or print limitations.

Once a grid is defined, you'll need to repeat it throughout the entire multi-page document or layout.



Grid and Layout

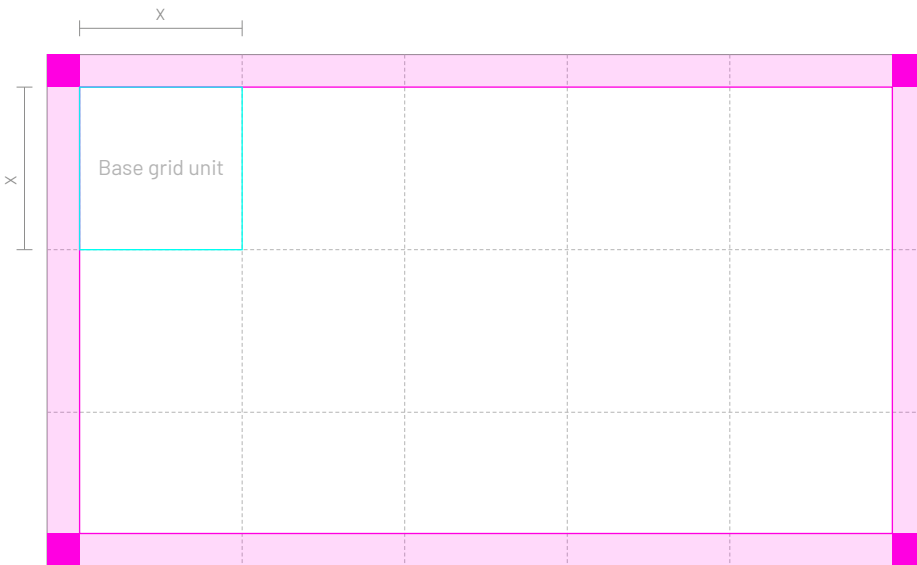
Base grid unit

Once you have established the border of your composition, you need to set your base grid unit.

Using the document width or height as your defining dimension, divide it into the maximum number of columns/rows required for your composition.

Use this dimension "X" to draw a square in one corner of your layout. That is the base grid unit from which you will derive the rest of your grid elements.

In most cases, the margin guide is expected not to align perfectly with the grid along one edge. Remain faithful to the base grid unit you defined. Doing otherwise will break the grid.

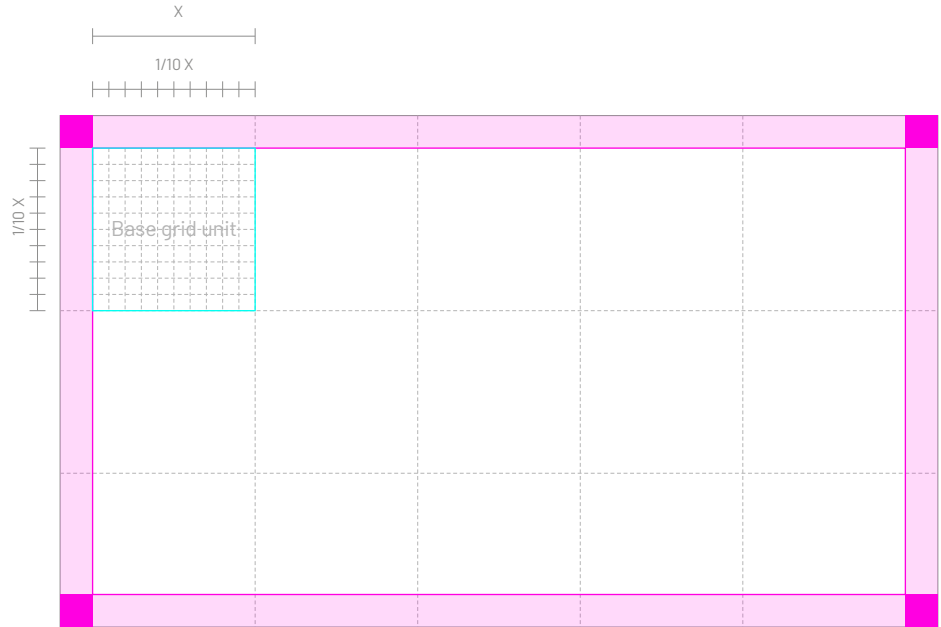


Grid and Layout

Divide and conquer

Setting the base grid unit lets you define subdivisions to properly place and align graphic elements, such as logos, images, text, and so on.

Our brand uses a fixed subdivision of 1/10 of the base grid unit.



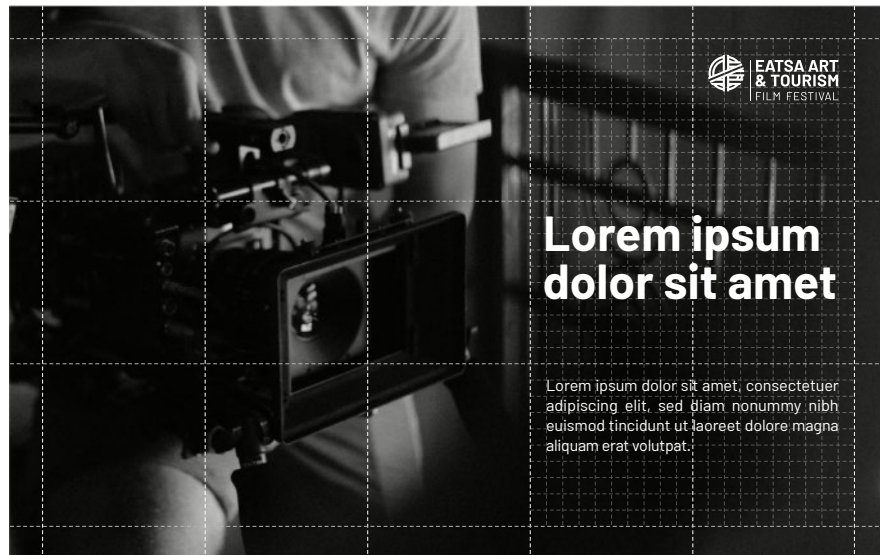
Grid and Layout

Image placement and framing

Once you have set your base grid, it's time to put your images to the test.

Perfectly balanced images provide just the right amount of free space for your written content to breathe, keeping your message simple and impactful.

Pro-Tip: Framing images off-axis, helps You create the space required for your graphics and written content.



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**Lorem ipsum
dolor sit amet**

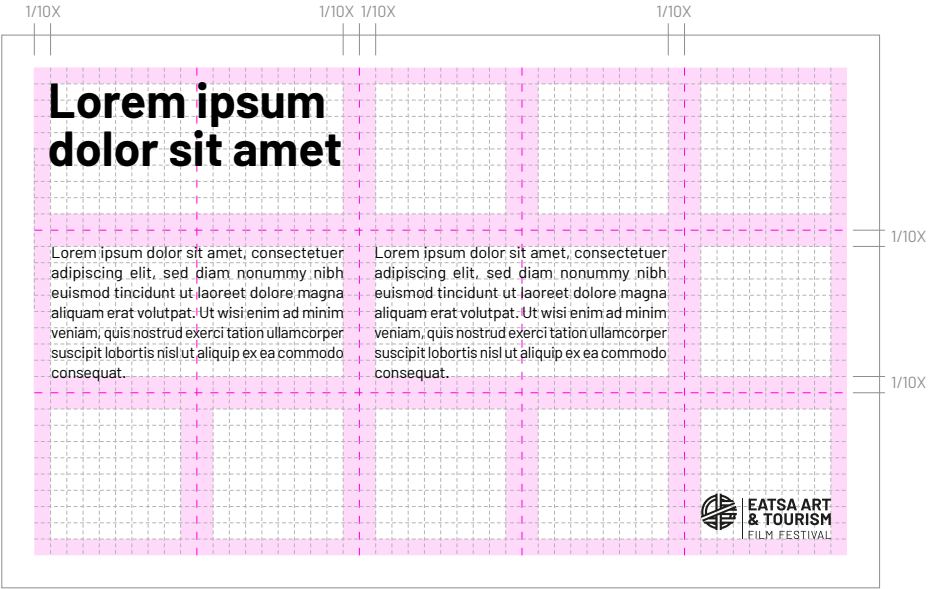
Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed diam nonummy nibh
euismod tincidunt ut laoreet dolore magna
aliquam erat volutpat.

Grid and Layout

Base grid unit safety margins

Text blocks may span multiple columns and/or rows, but they should always align to the upper-left corner of established margin lines.

Always maintain at least 1/10 margin from the edges of the grid unit limits in which a given piece of content is contained.



Grid and Layout

The grid is your friend. Don't fear it.

The grid is not restrictive, but a tool to assist in keeping things organized.

You can freely arrange elements to better take advantage of the individual traits of a photographic background, however, alignments and margins are to be respected.



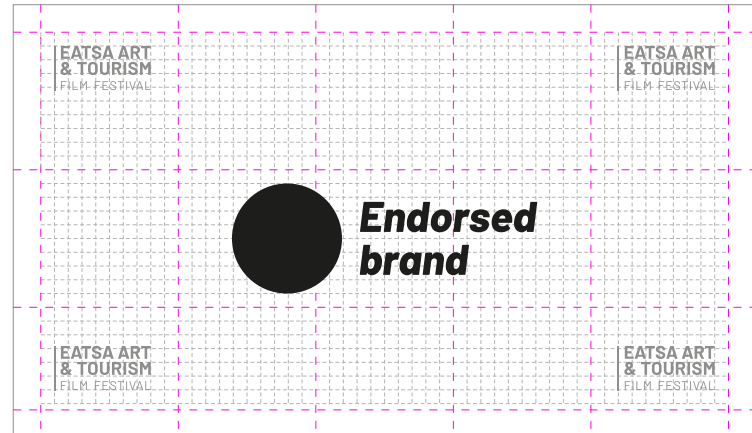
Logotype placement

Sometimes our brand leads, sometimes it endorses

When Our brand leads, it should take center stage, and Our logo should remain at the focal point of the composition.

Occasionally, Our brand may support a cause, sponsor a third-party initiative, and so on. When our brand is endorsing, we place the exceptional typographic version at the periphery of the layout, away from its focal point. This lets people know it's still our message while preventing us from overshadowing or removing the lead brand from the spotlight.

Placing the logotype in one corner of the layout while reducing its size is a great way to signal endorsement rather than a leading position.



Logotype / Layout restrictions



HORIZONTAL



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VERTICAL



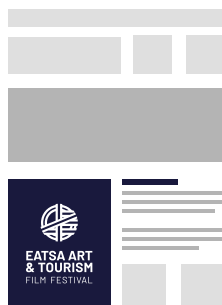
Exceptional Typographic



Exceptional Iconographic



Suitable for spaces where horizontality is dominating.



Suitable for spaces where verticality is dominating.



Suitable for situations where simultaneous use of the logo occurs, in order to prevent the occurrence of graphic saturation.



Suitable for web, system or application iconography, as well as a decorative element in graphic compositions.

Off-brand visuals

Our brand is about emotion and storytelling, so don't go off-script

To achieve a coherent image and overall tone of voice, we listed a few things to avoid when working with photographic elements, such as:

- Emotionless photos that don't portray or are not part of a bigger human story;
- Clichéd scenarios or contrived settings that result in visibly staged interactions;
- Obvious posing;
- Bland colors or obvious post-production.



Avoid obvious posing



Avoid images that fail to relate or set the background for a bigger human story.



Avoid emotionless images



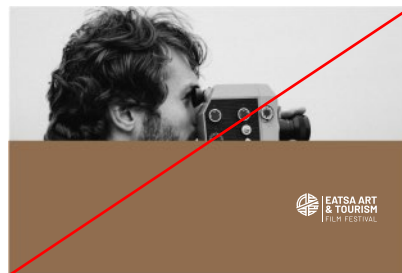
Avoid obviously staged interactions

Third-party media

Respect the intended look and feel of third party media

As host of a film festival, Our brand is bounded to promote third-party content regularly.

To ensure that the artist's vision is respected, we set some ground rules to keep Our brand's visual interference down to a minimum.



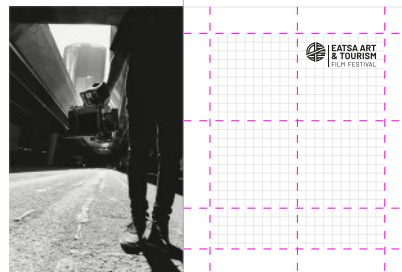
Avoid blocking, either totally or partially, third party media.



If you need to create a high contrast content area, use a semi-transparent overlay that allows you to keep the third party artwork visible.



Whenever possible, go with a positive or negative monochrome version of the logotype without any overlay.



You are exceptionally allowed to create 100% opacity brand content dedicated areas if they extend beyond the third party media, without overlapping.

Graphic Outputs

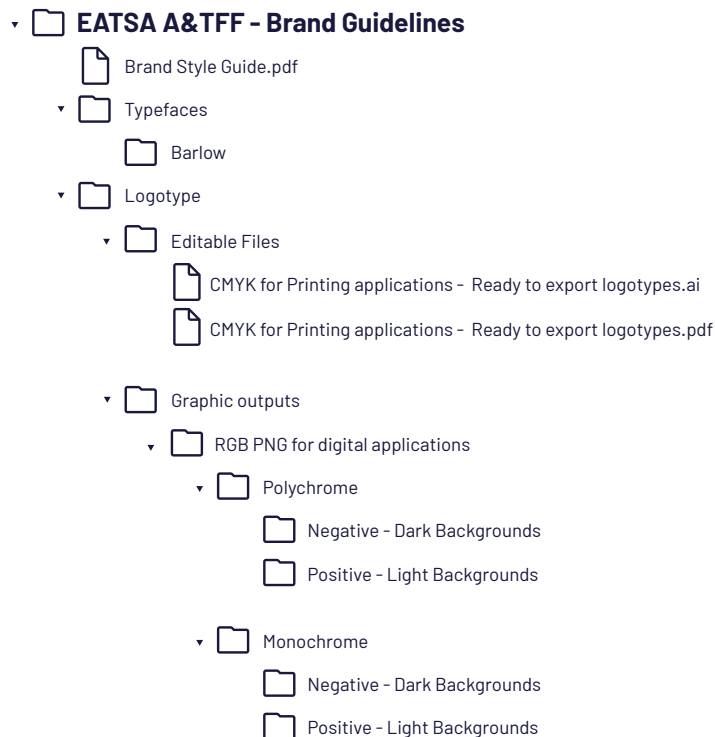
Folder structure

Here you can find the folder structure for Our brand's graphic files.

After unpacking the provided "Deliverables - EATSA ATFF - Brand Guidelines.zip" file, You'll be able to reach the desired files by following the structure presented herein.

For in-house general use, You will be granted access to RGB files, for digital media and non-professional printing.

Whenever you need to outsource printed work to a graphic studio, you are required to provide both the "brand style guide.pdf" and the "CMYK for Printing applications - Ready to export logotypes.ai" and ".pdf" files.





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