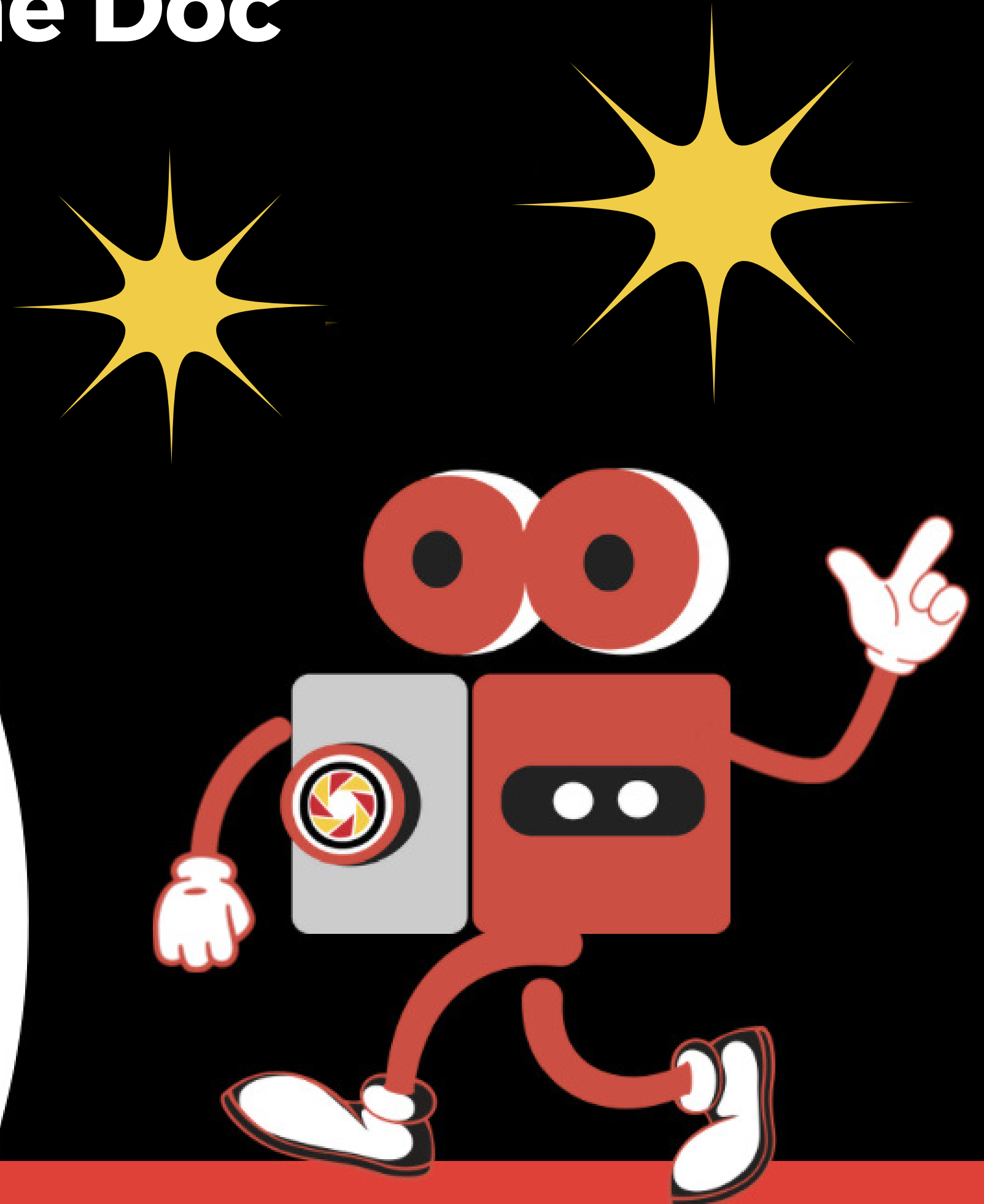


# Branding Guideline Doc

**Story?**

International Student  
Documentary Festival





# Story?

International Student  
Documentary Festival

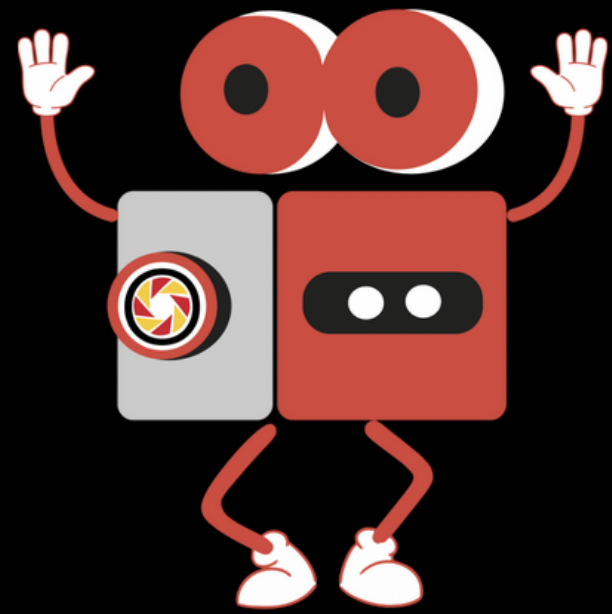
# Contents Table

- 1 what is Story?
- 2 Colour
- 3 Typography
- 4 Branding elements
- 5 Logo
- 6 Branding Application





**Who are we ?**



## 01. Who are we?

# What is Story?

Story? Is an international student documentary festival Located in Ireland.

This festival has been running since 2017 and is the only of its kind.

They will be screening 3 main types of student documentary's as listed bellow.

- Branded Documentary's
- Animated Documentary's
- Documentary's

The background features a complex, abstract geometric pattern. It consists of several overlapping, curved white lines that create a series of irregular, organic shapes. These shapes are set against a solid red background. The overall effect is a dynamic, layered composition that resembles a stylized, modern logo or a decorative graphic element. The text 'Color Palette' is centered within the white space of the design.

# **Color Palette**

# Brand Colours

These are the official brand colours of Story?. They are bright and attractive guaranteed to stand out against other competitors. The colour scheme is similar to the original colour scheme as we felt the colours work for our brand. Do not explore outside the official brand colours. Do not darken or lighten or tint or shade brand colours.

We ask that you must stick to the official colour scheme when using any brand application for story?.



HEX #000000  
RGB 000, 000, 000  
CMYK 00%, 00%,00%,00%



HEX #000000  
RGB 000, 000, 000  
CMYK 00%, 00%,00%,00%



HEX #000000  
RGB 000, 000, 000  
CMYK 00%, 00%,00%,00%



HEX #000000  
RGB 000, 000, 000  
CMYK 00%, 00%,00%,00%



HEX #000000  
RGB 000, 000, 000  
CMYK 00%, 00%,00%,00%



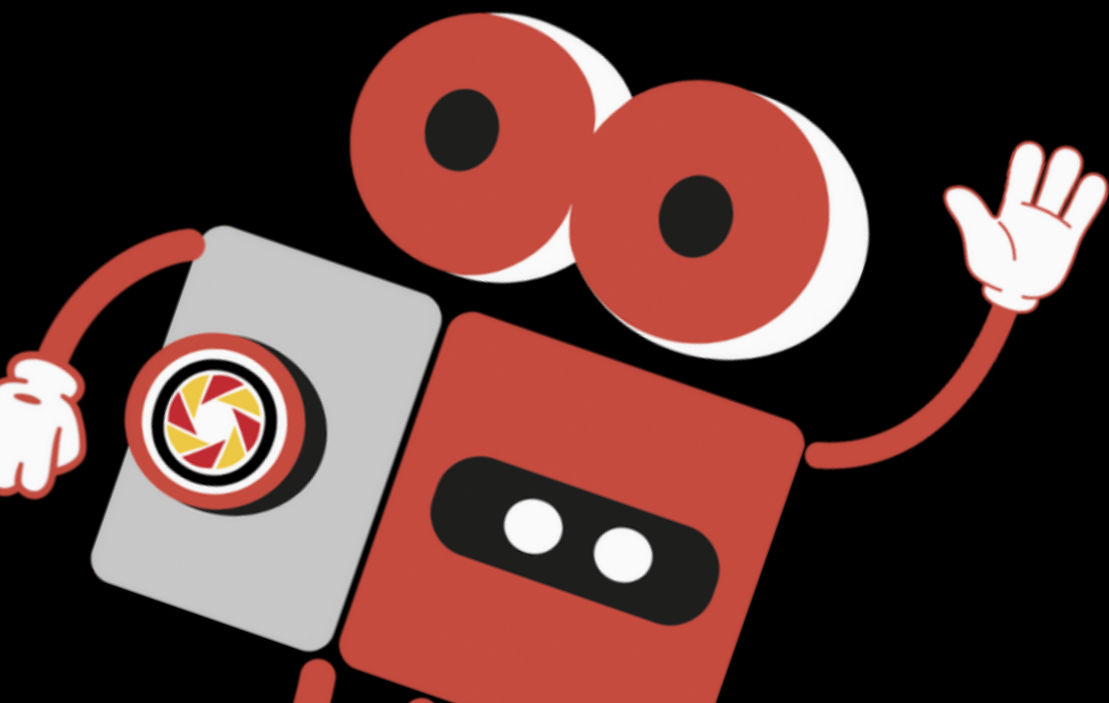
The background features a large, central white circle. This circle is overlaid with several thick white lines that form a complex, geometric pattern of overlapping shapes, resembling a stylized camera shutter or a series of interlocking triangles. The background is a solid yellow color, and the entire composition is set against a black circular backdrop.

# **Typography**

### 03. Typography

# Main Typeface

For Headers and Subheaders



Brand identity guidelines

# Aa

## Montserrat Classic

Montserrat is a **geometric sans-serif typeface** designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.



### 03. Typography

# Secondary Typeface

For Body Text

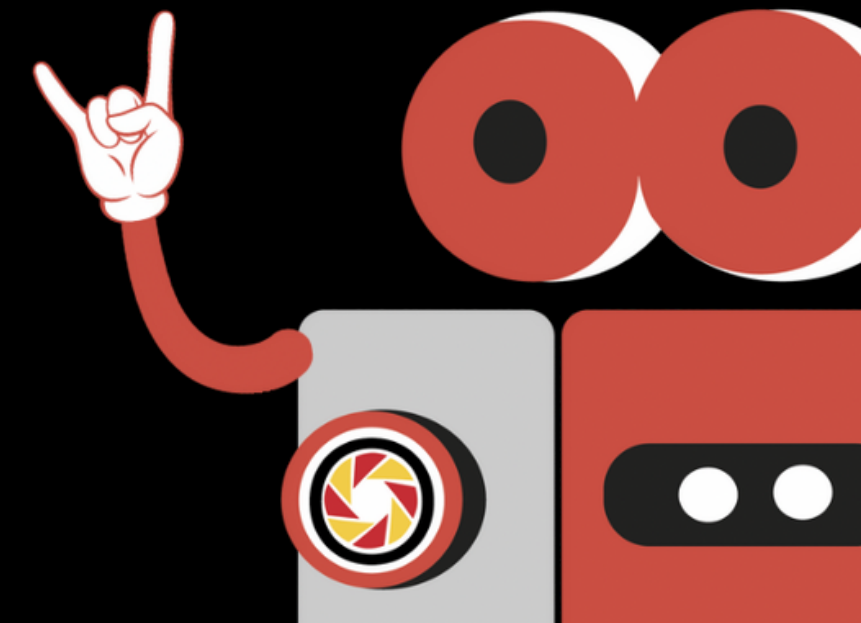


Brand identity guidelines

# Aa

## Montserrat

Montserrat is a **geometric sans-serif typeface** designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.



The background features a complex, abstract geometric pattern. It consists of several overlapping, curved white lines that create a series of irregular, organic shapes. These shapes are set against a solid red background, which is itself framed by a thick white border. The overall effect is dynamic and modern.

# **Branding Elements**

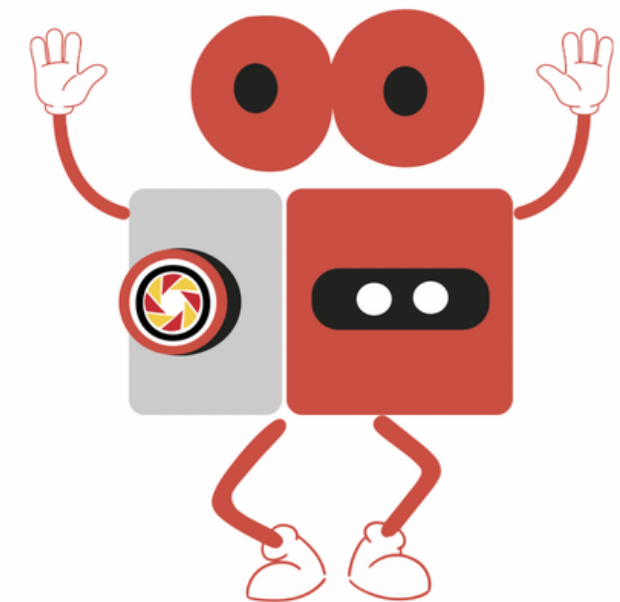
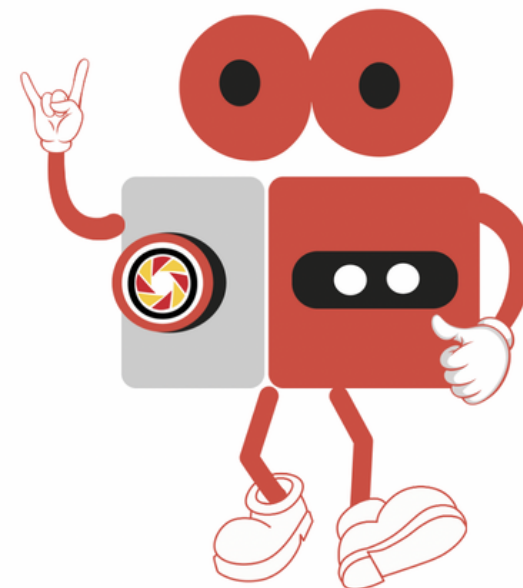
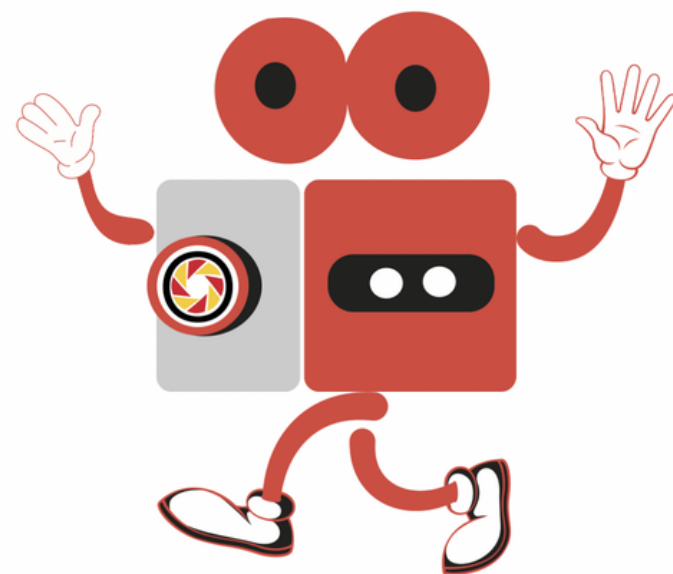
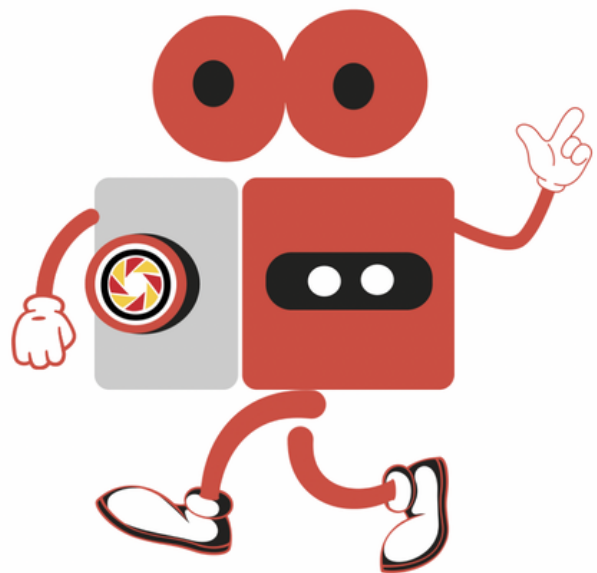
# ELEMENTS, SHAPES AND ILLUSTRATIONS

These are the main graphics of the brand. The yellow and red shutter is used to decorate. The camera flash is an embellishment for the brand identity also. Finally our brand mascot funny film can be used for promotional aspects such as posters and brand applications.



# ELEMENTS, SHAPES AND ILLUSTRATIONS

These are the main graphics of the brand. The yellow and red shutter is used to decorate. The camera flash is an embellishment for the brand identity also. Finally our brand mascot funny film can be used for promotional aspects such as posters and brand applications.



The background features a complex, abstract geometric design. It consists of several overlapping, curved white lines that form a central white space. The areas between these lines are filled with a vibrant yellow color. The entire composition is set against a solid black background, creating a high-contrast, modern aesthetic.

# Logo Design

## 06. Logo



Brand identity guidelines

# LOGO

## About Logo

Story? We want to introduce you to our final brand logo for story? It is a lot like the original logo with a few slight changes to adapt to our new and improved branding. The "o" has been transformed into a design element symbolising a shutter of a camera.

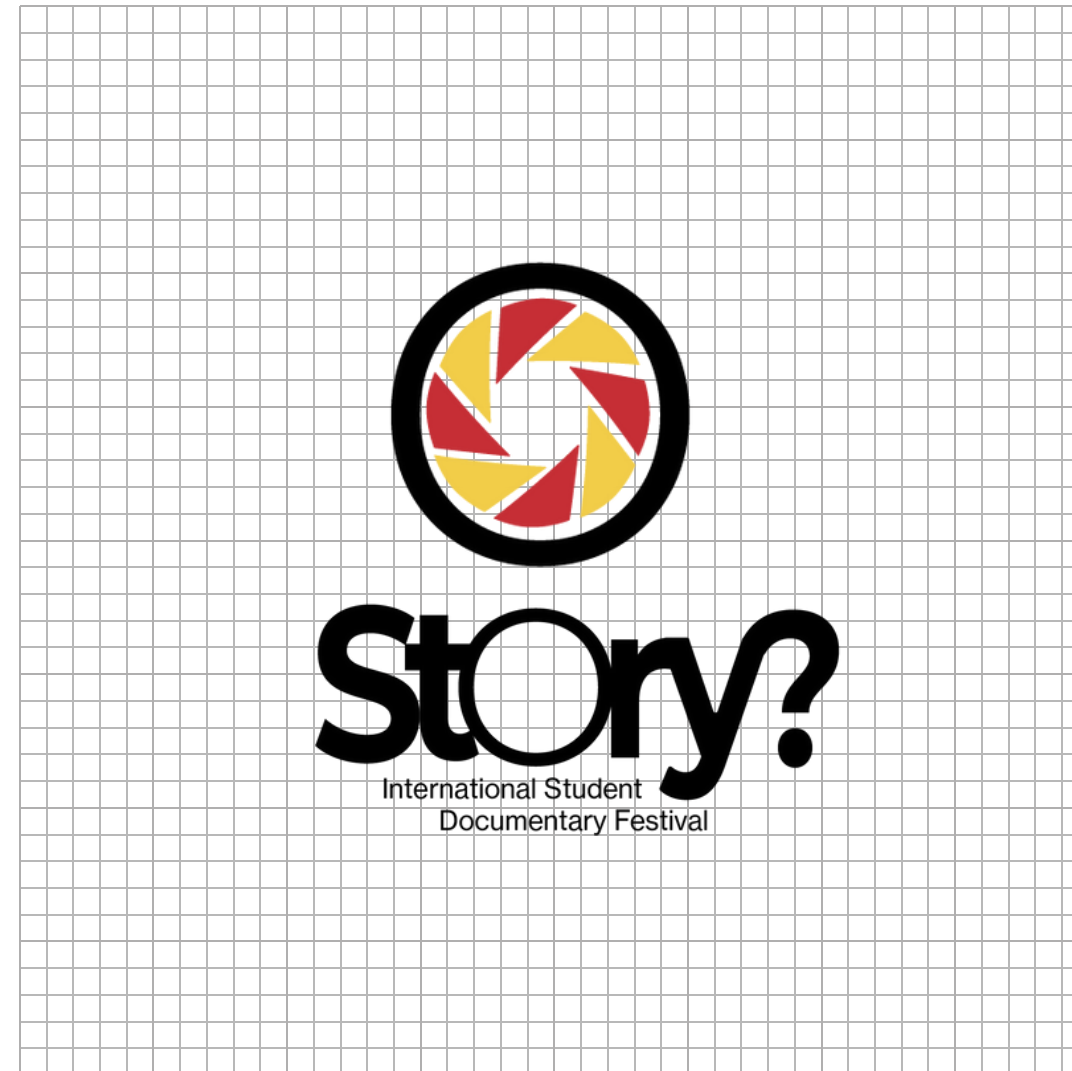


# Logo Variations

PRIMARY LOGO



SECONDARY  
LOGO



ICON



# Do's



For the best results, Our story? Logo Works on primarily White backgrounds.



Our story? Logo also Works well on Gray backgrounds. As this tint of gray is included in our brand colours.



Our Logo can also be applied to light shaded colours such as baby pink, Baby blue for promotional aspects.

# Dont's



Do not place the Official logo on a black background on



Do not place the brand logo on a yellow background as this will effect the elegability of the brand logo symbol.



Do not place the brand logo on a Red background as this will effect the elegability of the brand logo symbol.



Do not place the brand logo on imagery as this effects elegability of the logo.

The background features a complex, abstract geometric pattern. It consists of several overlapping, curved white lines that create a series of irregular, organic shapes. These shapes are set against a solid red background. The overall effect is a dynamic, layered composition that resembles a stylized, modern logo or a decorative graphic element. The text is centered within the largest, most prominent white shape in the middle of the image.

# Branding Applications

# Branding Applications

