

Multiformat Campaign

COMM 1790

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INTRODUCTION

Canvas in the Castle is an visual and performance arts festival based at Cardiff Castle. It focusses on representing welsh art, hence this is also represented in the desigms. Welsh and Celtic inspired patterns, artist textures, and illustrations run across all the designs to achieve a more organic and artistic visual.

The illustrations across the campaign reflect both Cardiff and Wales. The Welsh dragon is a prominent feature of the welsh flag and also in Welsh folk law and art. The legend tells of a red dragon being found, fighting with a white dragon, under the site where a castle was to be built. The castle also represents the location of the festival.

To further represent Cardiff specifically the bluebird was included in many of the designs. The bluebird, which is also part of the Cardif City crest, originated from the popularity of the play *The Blue Bird*, written by Maurice Maeterlinck in 1909. As well as being the nickname of the Cardiff football club, it directly ties the city to the arts.

LOGO DESIGN

The design of the logo is inspired by the legend of the dragon under the castle. The primary logo is black. However the logo may be any of the brand colours that best compliment the background colour it is placed on. The brand designs are all based on vibrant and often multiple colours therefore having a primary logo colour may prove impractical as it would be had to match the colour to the background consistently.

The distinctive shape of the logo should is the most reconisable feature. Texture may also be added to the logo as shown below.



Typography

The logo font is 'Georgia Regular' and is capitalised.
The text body is primarily 'Verdana Regular'.

'Georgia Regular' can also be used for small sections of text which require emphasis and contrast from the text body or contain more informal language.

'**Verdana Bold**' and '*Verdana italic*' can be used to emphasize text or provide contrast where needed.

Colours

The dominant colours of the festival brand are blue. This reflects the association of the city to the bluebird. The bluebird was inspired by the Cardiff City Crest. The bluebird originated as a result of the popularity of the play 'The Blue Bird', written by Maurice Maeterlinck in 1909. In a way although it is the nickname of the football club it also directly ties the city to the arts.

The base colour also tends to be a lighter blue

Red and orange are the accent colours that are used over many but not all of the designs. the red has connotations to high energy and urgency. reflecting the energy of the festival and the urgency to respond to the information given.



Design for print

FORMAT

High-resolution PDF File

COLOUR: CMYK

RESOLUTION: 300 DPI

A4 POSTER



A5 FLYER

CARDIFF ARTS FESTIVAL




CANVAS IN THE CASTLE


An unmissable event of the arts and culture waiting to be discovered at Cardiff Castle.

You can find more information on our website or any of our official social media pages.

ART | THEATER | MUSIC | PERFORMANCE ART | CONCEPTUAL ART | ARTIST MEET & GREETINGS | REFRESHMENTS | SOUVENIRS STORES

The full schedule and tickets are available from our website. All ages are welcome but age restrictions may apply to individual events over the course of the festival.

  
www.cardiffcastle.com/events/

 Scan for the full schedule

FRI MON JULY
24-27 2019
OPEN | 12AM - 12PM

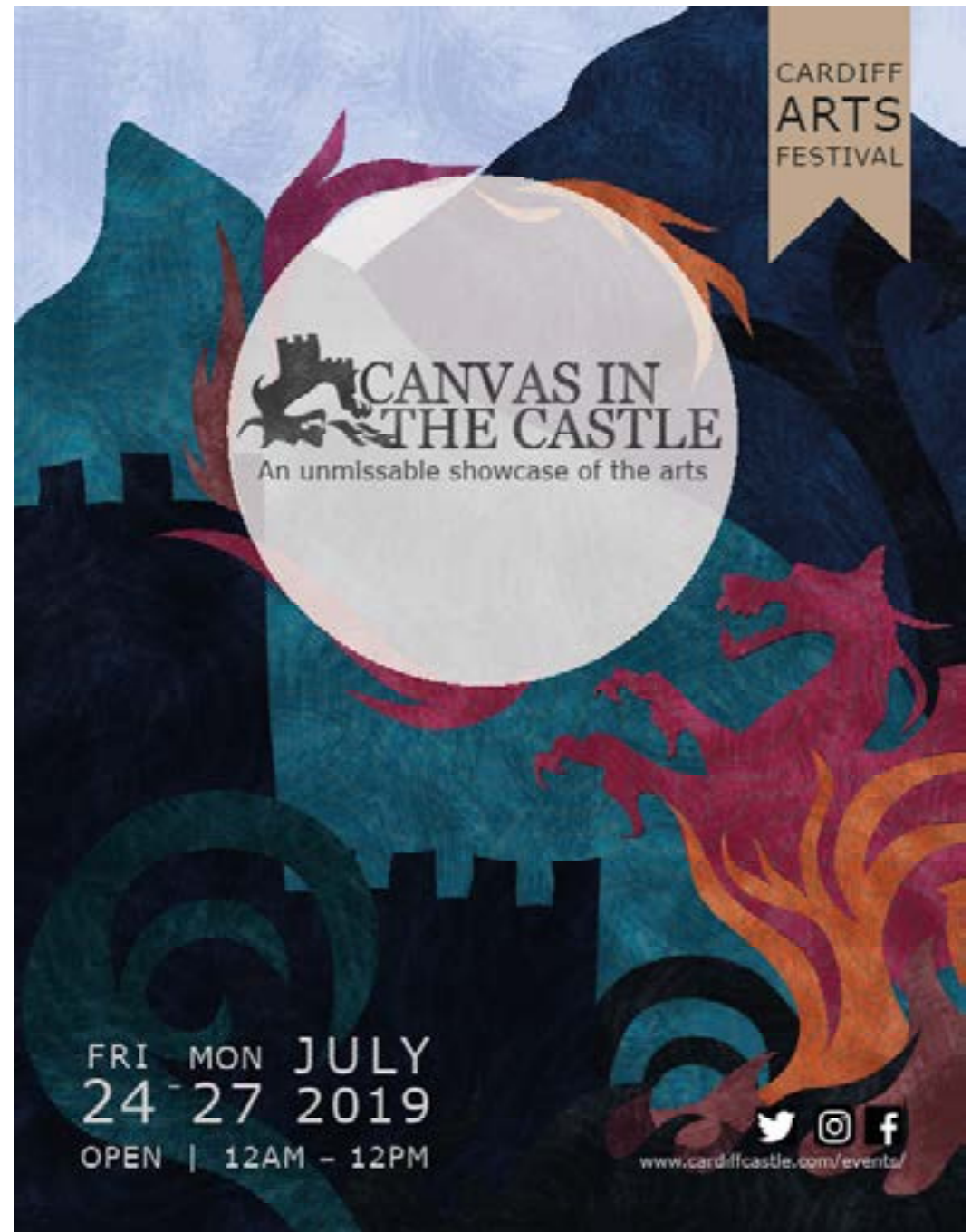
A4 MAGAZINE AD

CARDIFF LIFE FULL PAGE AD SPECS

TYPE SIZE: 195mm (W) X 265mm (H)

TRIM SIZE: 220mm (W) x 285mm (H)

BLEED SIZE: 226mm (W) X 291mm(H)



A3 SCHEDULE POSTER

CANVAS IN THE CASTLE
UNMISSIBLE EVENTS

FRIDAY

ART EXHIBITIONS
12am - 12pm
Location 1

SMITH THEATER
1pm - 3:30pm
5pm - 7:30pm
Location 2

POETRY READINGS
5pm - 8pm
Location 1

MUSIC EVENT
6pm - 9:30pm
Location 4

FIREWORKS
10pm - 10:45pm
Location 4

SATURDAY

ART EXHIBITIONS
12am - 12pm
Location 1

ART SHOW
1pm - 3pm
Location 4

JONES THEATER
3pm - 5:30pm
7:30pm - 10pm
Location 3

SMITH THEATER
1pm - 3:30pm
5pm - 7:30pm
Location 2

MUSIC EVENT
9pm - 11pm
Location 4

SUNDAY

ART EXHIBITIONS
12am - 12pm
Location 1

ART SHOW
1pm - 12pm
Location 4

ARTIST TALK
3pm - 6pm
Location 1

SMITH THEATER
1pm - 3:30pm
5pm - 7:30pm
Location 2

MUSIC EVENT
9pm - 11pm
Location 4

MONDAY

ART EXHIBITIONS
12am - 12pm
Location 1

ARTIST MEET & GREET
1pm - 3:30pm
Location 1b

MUSIC EVENT
12:30am - 4pm
Location 1

JONES THEATER
3pm - 5:30pm
7:30pm - 10pm
Location 3

MUSIC EVENT
9pm - 10:30pm
Location 4

Check out our website and social media pages for more information.
There is much more happening so make sure you check out the most recent and full online schedule.

FRI MON JULY
24-27 2019
OPEN | 12AM - 12PM

Scan the QR code for the full schedule

www.cardiffcastle.com/events

DESIGNS FOR THE WEB

FORMAT

JPEG

COLOUR: RGB

RESOLUTION: 72 DPI

WEB BANNERS

FORMAT

COMPRESSION QUALITY: HIGH

SIZE: 728 px X 90 px



WEB BANNERS

FORMAT

COMPRESSION

QUALITY: HIGH

SIZE: 300px X 250px

(MEDIUM RECTANGLE)



WEB BANNERS

FORMAT

COMPRESSION

QUALITY: HIGH

SIZE: 300px X 250px

(MEDIUM RECTANGLE)



CARASOL FACEBOOK AD

FORMAT

COMPRESSION QUALITY: HIGH

SIZE: 1080 px X 1080 px

IMAGE TEXT: OK (<20%)

