

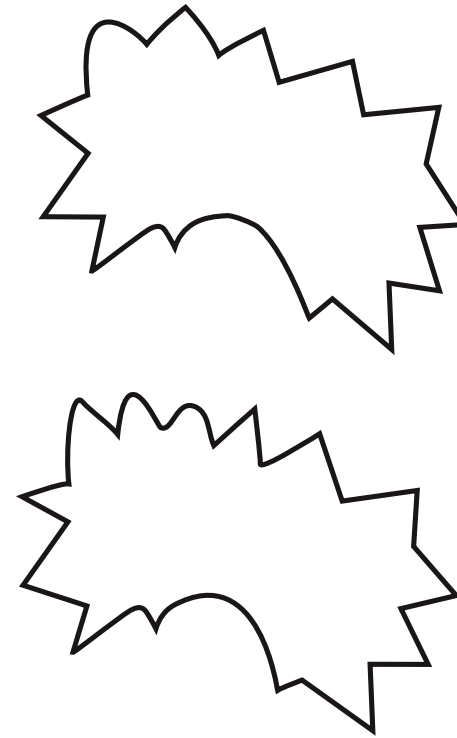
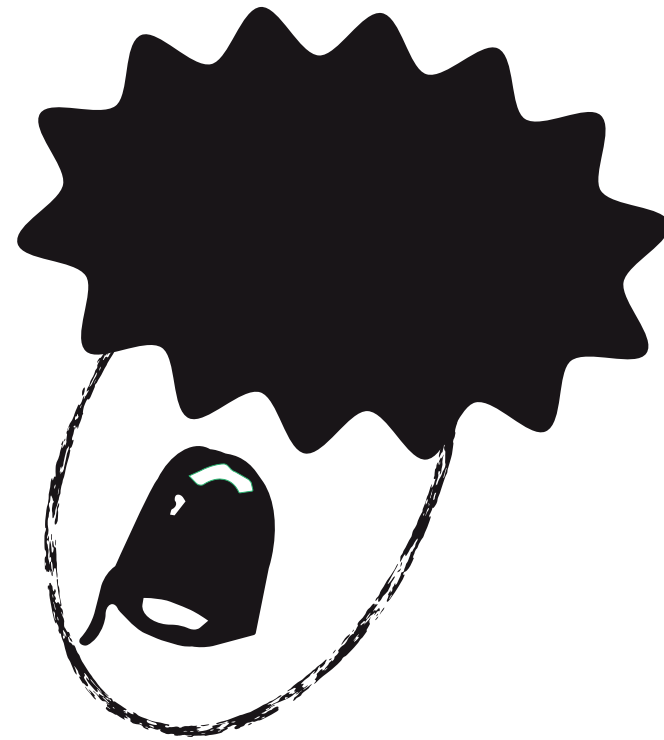
# SCREAM FEST

Festival Rebrand  
by Kiva LeFors



Logo / Process





Touchpoint 1 / Admission Badges

Front

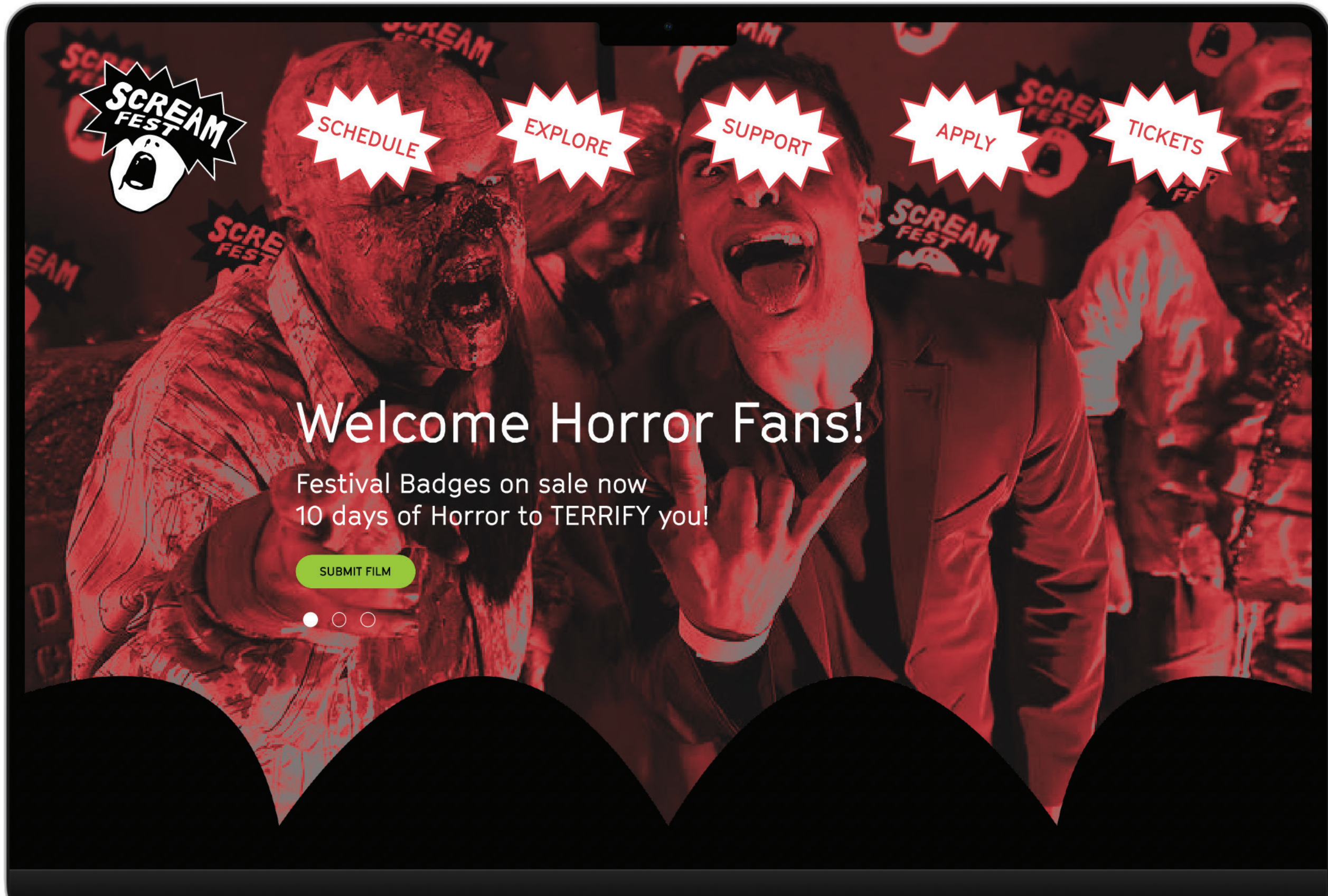


Back



Touchpoint 1b / Lanyard





SCHEDULE

EXPLORE

SUPPORT

APPLY

TICKETS



# Welcome Horror Fans!

Festival Badges on sale now  
10 days of Horror to TERRIFY you!

SUBMIT FILM





SCHEDULE

EXPLORE

SUPPORT

APPLY

TICKETS

# 2023 Schedule

< OCT 10 OCT 11 **OCT 12** OCT 13 OCT 14 >

### FILTERS

TYPE ▾

ACCESS ▾

### KEY

🗣️ Q&A 🆓 FREE ● SHORTS BLOCK ● FEATURE LENGTH

11 AM

11:30 PM

Animated Short  
Block  
72 Mins

*The Black ReCAT*  
*Buzzkill*  
*Family Of Vurdulak*  
*The Ratcatcher's Daughter*  
*Slasher Squad*  
*Something In The Garden*  
*The Days That (Never) Were*





## Explore The 2023 Program



### Feature Films

This year's feature length films will have you screaming like no other, we're determined to get you out of your seat and



### Short Films

This year's feature length films will have you screaming like no other, we're determined to get you out of your seat and



### Student Short Films

This year's feature length films will have you screaming like no other, we're determined to get you out of your seat and



Touchpoint 3 / Wheatpaste Poster



HIGH CRAFTED QUALITY  
**OVERALL MURALS**  
SINCE 2010



When it comes to horror...  
everyone **SCREAMS!!!**  
in the  
same language.



Scan...if you dare



ScreamFest.com  
TCL Chinese Theater  
Oct 10-19, 2023

Scan...if you dare



Scream  
TCL Ch  
Oct 10



When it comes to horror...  
everyone **SCREAMS!!!**  
in the  
same language.

**SCREAM  
FEST**

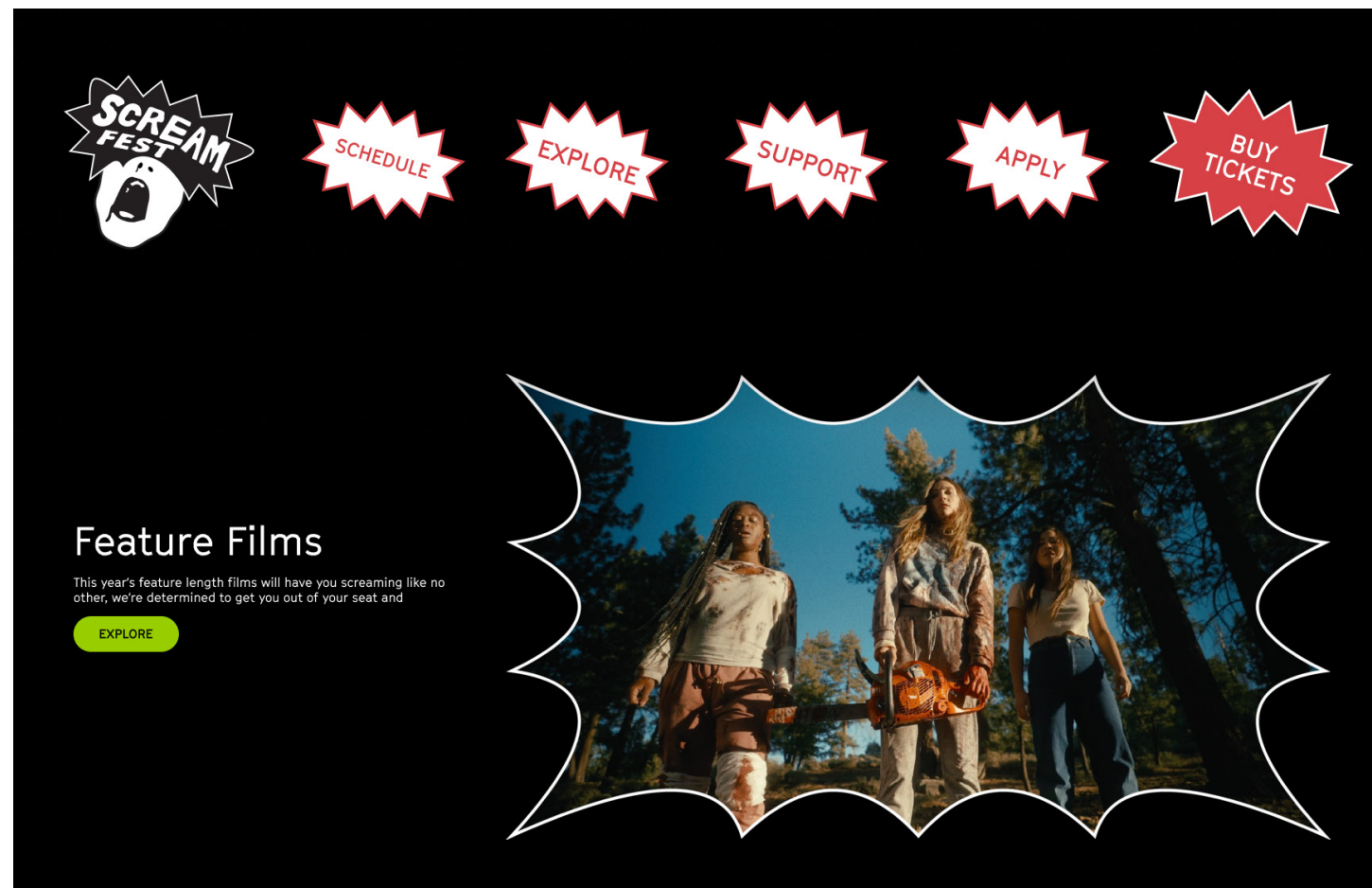
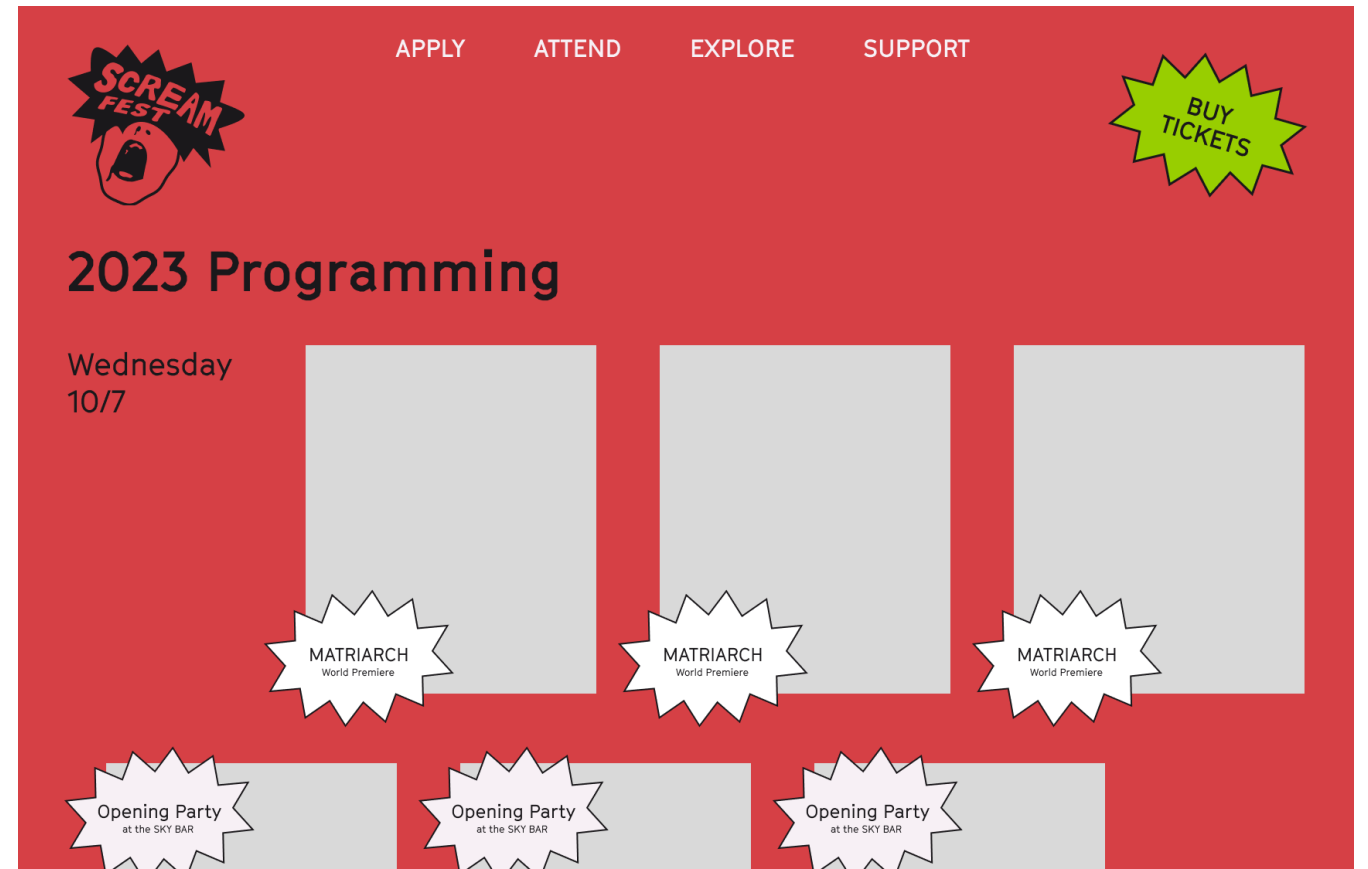
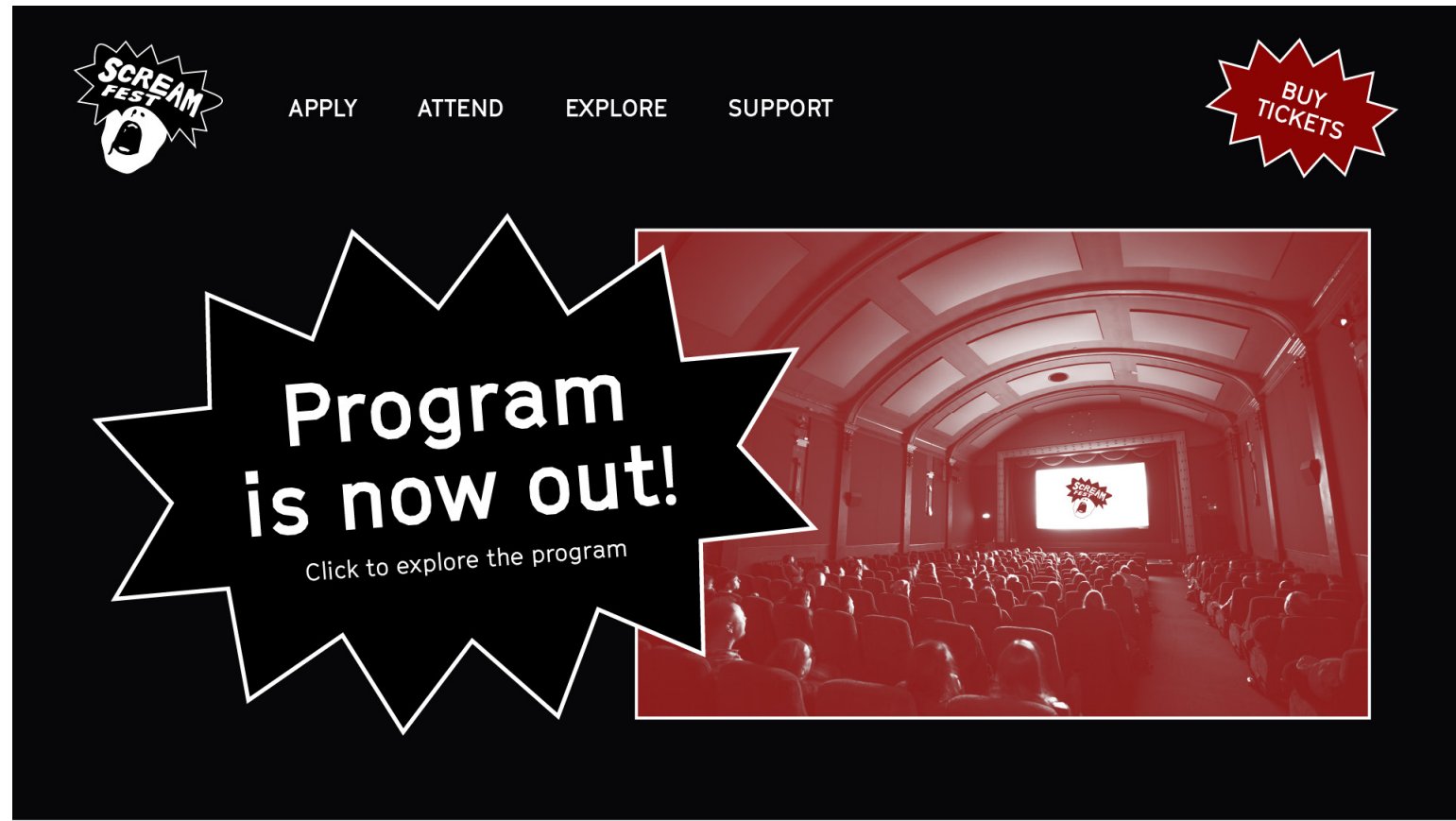
Scan...if you dare  ScreamFest.com  
TCL Chinese Theater  
Oct 10-19, 2023

Scan...if you dare  Scream  
TCL Ch  
Oct 10-

Touchpoint Process / Badges and Lanyard

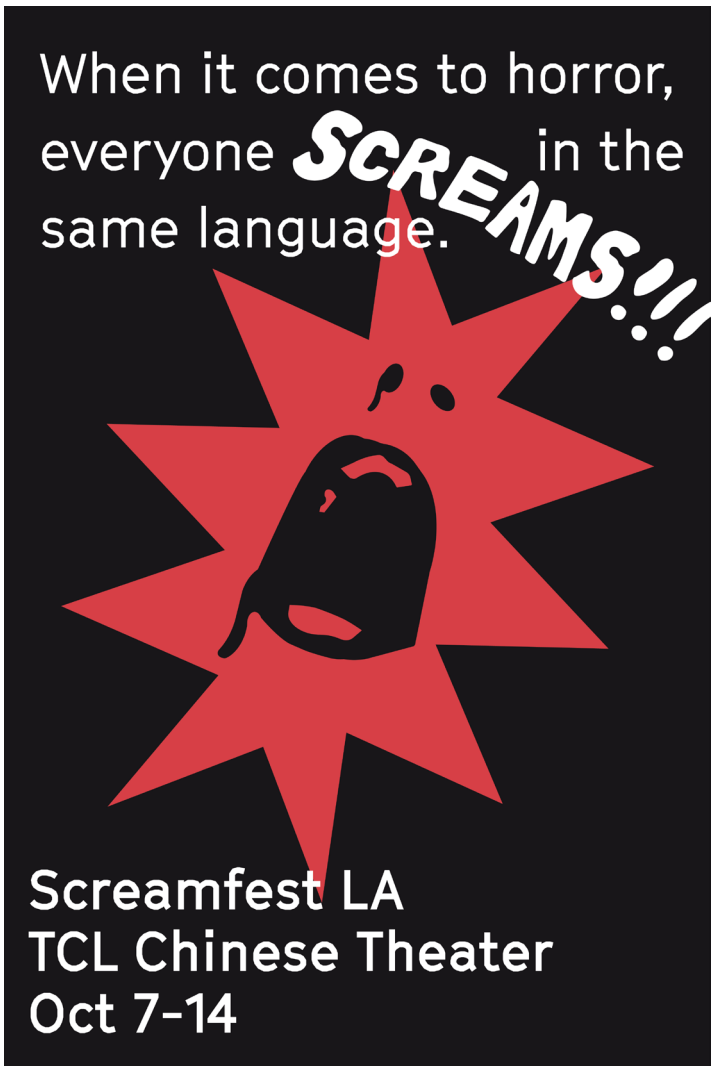
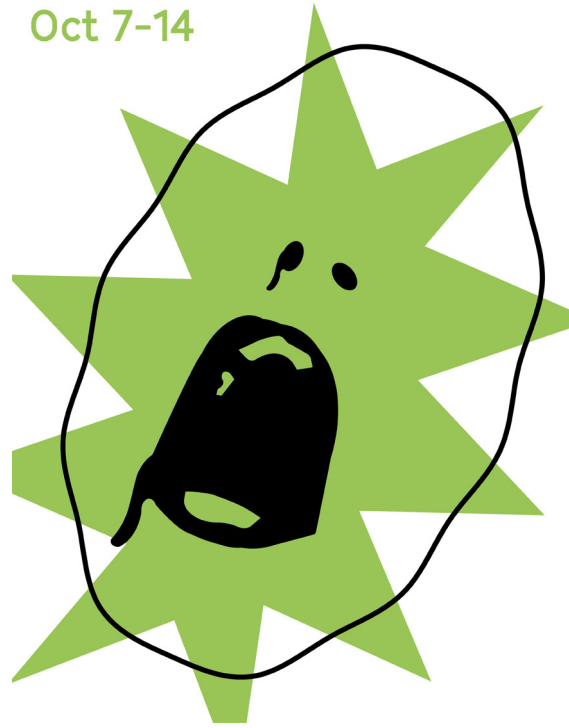


# Touchpoint Process / Website



# Touchpoint Process / Wheatpaste Posters

Screamfest LA  
TCL Chinese Theater  
Oct 7-14



WHEN IT  
COMES TO  
HORROR,  
EVERYONE  
**SCREAMS!!!**  
IN THE SAME  
LANGUAGE



**SCREAMFEST**  
OCTOBER 10-19, 2023  
TCL Chinese Theater

**Logomark** The logo should be used on a white background, if needed to be placed on black background, add a 2px white stroke around speech bubble.



**Colors** All colors are used primarily, green used as a call to action on webpages.



**THE DARKNESS**  
#000000  
C 75 M 68 Y 67 K 90  
R 0 G 0 B 0



**THE LIGHT**  
#FFFFFF  
C 0 M 0 Y 0 K 0  
R 255 G 255 B 255



**THE BLOOD**  
#E82B40  
C 2 M 96 Y 77 K 0  
R 232 G 43 B 64



**THE MONSTER**  
call-to-action color  
#98CE00  
C 45 M 0 Y 100 K 0  
R 153 G 204 B 0

**Usage** Elements of the logo can be broken up to create a consistent visual language throughout materials and advertisements.



The spiked speech-bubble is most commonly used element to be used as a pattern on materials



For displaying any film's media, using a spiked rectangle to frame the content.



For advertisements, the mouth can be used as long as the main logo is also on there.

**Typography** Our main typeface for header and body copy honors the pre-digital age of cinema and the most important type for every movie, closed captioning. Closed captioning before digital age was laser typeset and had contain no curves. Using this dated practice in today's film festival honors the old while introducing new movies yearly.

Standard typeface for headers and body copy

## Cinetype Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

For dates + times on Schedule and Program

## Cinetype Mono

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Bold usage for subheaders

## Cinetype Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Handwritten type for large display advertisements

**SCREAM  
FEST**