

RUM  
FILM  
FESTIVAL

The logo is a vertical rectangular emblem. On the left side, the words 'RUM', 'FILM', and 'FESTIVAL' are stacked vertically in a tall, thin, sans-serif font. To the right of the text is a stylized graphic of a film strip. The top edge of the strip is perforated with a row of diamond-shaped sprocket holes. The strip curves downwards and then back up, ending in a camera lens-like shape. The bottom edge of the strip is also perforated with diamond-shaped sprocket holes.

Yazan Nashawati

Dr. Hussein AL-Omari

Middle East University

# Visual Identity Guidelines

2024





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# Introduction





# About Us

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The Rum Film Festival is a unique cultural and artistic event held in the enchanting Wadi Rum region of Jordan. The festival aims to celebrate the film industry and support independent, local, and international films, while focusing on inspiring creators and exploring the region's unique natural and cultural beauty. The festival features diverse film screenings, workshops, and discussions with filmmakers and critics, along with entertainment activities reflecting the rich heritage of Wadi Rum. It provides an ideal opportunity for cinema enthusiasts to enjoy cinematic works in the stunning desert atmosphere under a star-filled sky



# Rum's Cinematic Nights





Logo



RUM  
FİLM  
FESTİVALI



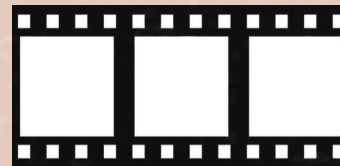


# Concept

07



This sandstone stela, known as the "Goddess of Hayyan," dates to the first half of the first century AD from Petra's Temple of the Winged Lion. It depicts a stylized face with inlaid eyes and a laurel crown. The Nabatean inscription identifies it as "The Goddess of Hayyan, son of Nayibat".



The squares in the logo represent the squares found in film reels used from ancient times until now



The diamonds in the logo represent an abstract depiction of the traditional Arab tents inhabited by the people of the Wadi Rum and Petra regions



# The philosophy behind the logo

08

The philosophy behind the logo is to delve into the depth of the Wadi Rum civilization, moving beyond the well-known, enchanting desert imagery and the famous Arab tents of the region. While acknowledging the beauty and fame of these elements, the goal was to explore the Nabataean heritage more deeply. We chose a statue of a Nabataean Arab face with simple lines and a prominent eye, symbolizing the visual arts associated with cinema. Additionally, the logo incorporates an abstract representation of the Arab decorative patterns found in tents and a stylized depiction of a film reel

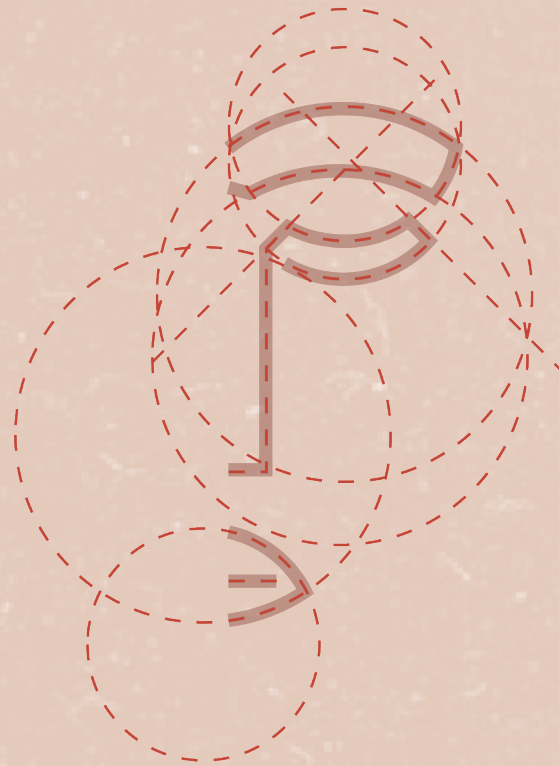
## Other Attempts





# logo structure

09



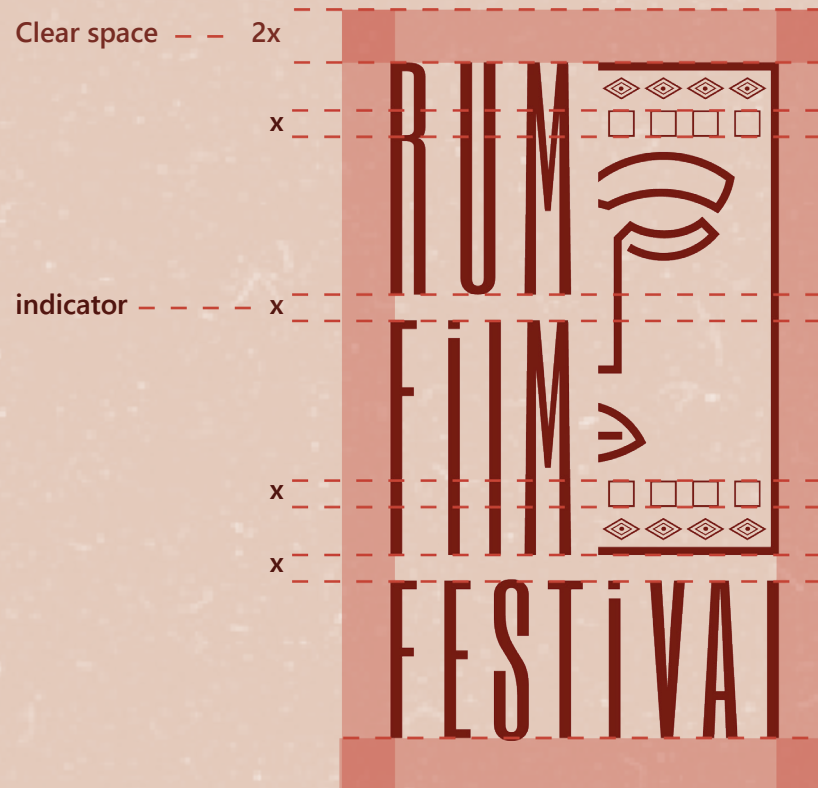


ROM  
FILM  
FESTIVAL





# Clear Space



# Scale



cm 6



cm 4



cm 2





# Logo Misuse



don't change the placement of the elements



do not stretch the logo in any way



do not rotate the logo at any angle



do not outline the logo



do not use gradient on the logo



do not delete any part of the logo



do not write on top of the logo



do not use other color palette





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FESTIVAL





# Colors



RUM  
FILM  
FESTIVAL





# Liver Red

HEX : #782E25

80% 60% 50% 20% 10%

# International Orange

HEX : #C54435

80% 60% 50% 20% 10%

# Outer Space

HEX : #293D3B

80% 60% 50% 20% 10%

# champagne beige

HEX : #eDDCD4

80% 60% 50% 20% 10%

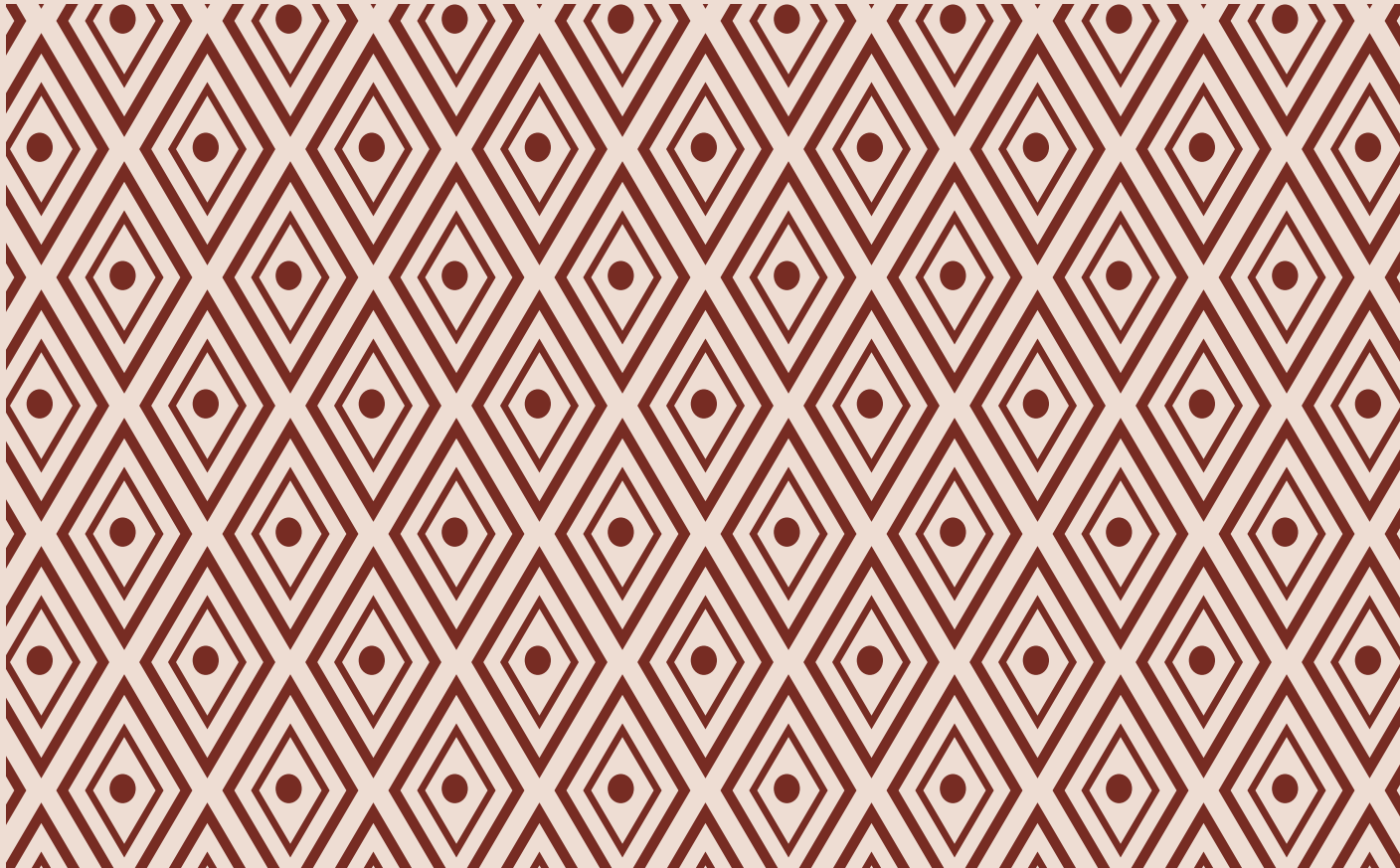






# Pattern

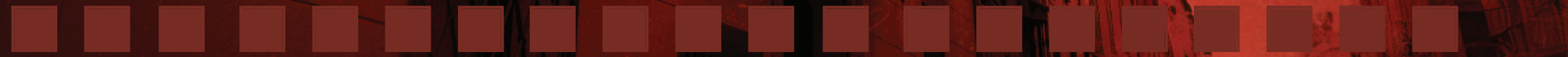
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RUM  
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# Mono Colors

21



# Grayscale





# Typography



**Aa**



# Logo font

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SIX CAPS

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  
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % &

# Body Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Segoe UI

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & \*  
ا ب ت ث ج ح خ د ذ ر ز س ش ص ض ط ظ ع غ  
ف ق ك ل م ن ه و ي  
أ ب ج د هوز حطي كلمن سعفص قرشت ثخذ ضظغ







Stationary





**Mostafa Akkad**  
Director  
+962 79 123 4567  
Jordan, Wadi Rum  
www.rff.com  
mostafa@rff.com



**Mostafa Akkad**  
Director

Dear Sir,  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Ut enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore euismod reprehenderit adipiscing elit amet sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Ut enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore euismod reprehenderit adipiscing elit amet sit amet. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore. Ut enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore euismod reprehenderit adipiscing elit amet sit amet.

**Ahmad Raddi**  
Sales

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mostafa@rff.com  
Jordan, Wadi Rum



**Rum's Cinematic Nights**

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Jordan, Wadi Rum  
mostafa@rff.com







To,  
**Mostafa Akkad**  
Director

Dear Sir, DATE: 22 MARCH 2050

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore ma aliqua erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex commo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat vel illum ut feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui.

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**Ahmad Radi**  
Sales




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**Mostafa Akkad**  
Director  
  
www.rff.com    +962 79 123 4567  
mostafa@rff.com    Jordan, Wadi Rum

**Ticket No : 051266**    **Rum's Cinematic Nights**

theater : 011	Seat: A12	theater : 011	Seat: A12
Date: 18-12-2024		Date: 18-12-2024	
Price: 7JD		Price: 7JD	



**Film: For Sama**  
**Ticket No : 051266**

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Price: 7JD

Film: For Sama

Ticket No : 051266







RUM  
FILM  
FESTIVAL







# Advertising Campaign





December  
06 — 23  
2024



Rum's Arabian Cinema Nights  
ليالي رَم للسينما العربية



December  
06 — 23  
2024



Rum's Women Cinema Nights  
ليالي رَم لسينما المرأة



December  
06 — 23  
2024



Rum's Cinema Directors Nights  
ليالي رَم لمخرجين السينما





# Campaign Overview:

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## Campaign Concept

The advertising campaign for the Rum Film Festival revolves around the theme "Rum Cinematic Nights." Wadi Rum is famous for its star-filled nights; in this case, the stars are the participants and attendees of the festival. The campaign aims to highlight the unique charm of Wadi Rum's nights while celebrating the cinematic talents showcased at the festival.

## Event Structure

The festival is divided into several categories to cater to diverse cinematic tastes and talents, such as:

Women's Films

Arabic Films

Best Director

And many other exciting activities and events



# Artistic Direction

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The artistic direction of the campaign focuses on hand-drawn art, emphasizing the rich cultural heritage of Wadi Rum. The artwork blends traditional and contemporary styles, aiming to evoke a sense of nostalgia while celebrating modern cinematic achievements.

## Goals

The primary goals of the campaign are to:

Attract a wide audience to the festival

Showcase the cultural and artistic significance of Wadi Rum

Celebrate the talents and contributions of filmmakers, especially in the categories of women's and Arabic films

Create a memorable and visually appealing brand for the Rum Film Festival





December  
06 — 23  
2024

RUM  
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Rum's Women Cinema Nights  
ليالي رَم لسينما المرأة

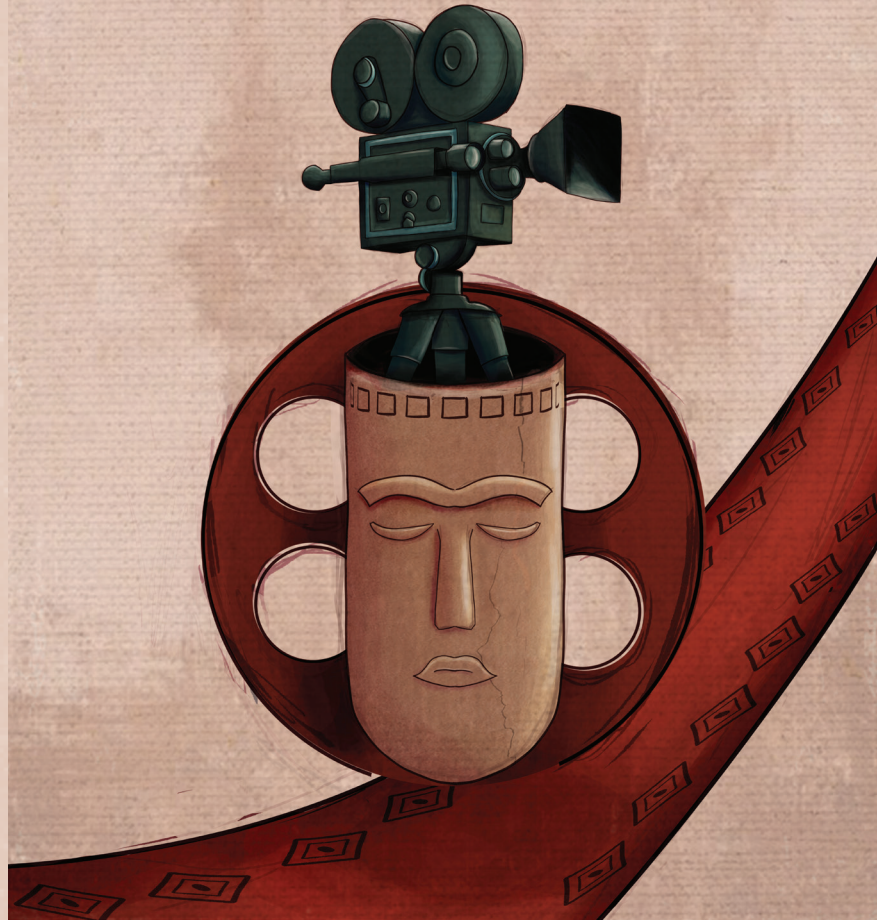




December  
06 — 23  
2024

RUM  
FILM  
FESTIVAL

Rum's Cinema Directors Nights  
ليالي زم لمخرجين السينما





December  
06 — 23  
2024

RUM  
FILM  
FESTIVAL

Rum's Arabian Cinema Nights  
ليالي رَم للسينما العربية





RUM  
FILM  
FESTIVAL

# Rum's Cinematic Nights ليالي رَم السينمائية

مهرجان رَم السينمائي Rum Film Festival

06-12-2024 To 23-12-2024





December  
06 - 23  
2024

RUM  
FILM  
FESTIVAL

Rum's Arabian Cinema Nights  
ليالي رَم للسينما العربية

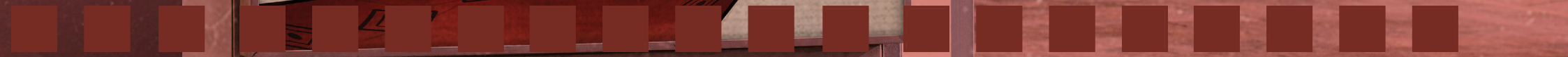




December  
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Rum's Cinema Directors Nights  
ليالي رَم لمخرجين السينما





December  
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Rum's Women Cinema Nights  
ليالي رَم لسينما المرأة





December  
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Rum's Cinema Directors Nights  
ليالي زم لمخرجين السينما

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FILM  
FESTIVAL

Rum's Cinematic Nights  
ليالي رَم السينمائية

Rum Film Festival مهرجان رَم السينمائي  
06-12-2024 To 23-12-2024







**RUM  
FILM  
FESTIVAL**

**Rum's Cinematic Nights**  
**ليالي رَم السينمائية**

Rum Film Festival مهرجان رَم السينمائي  
06-12-2024 To 23-12-2024







**Thanks!**

**شكراً**