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Nordic Lights Film Festival

Client:

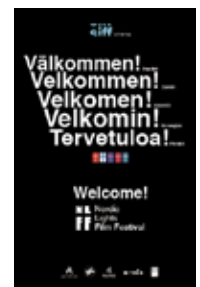
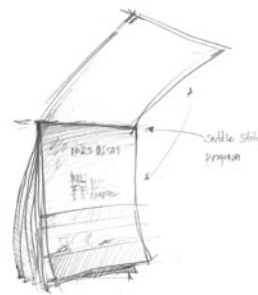
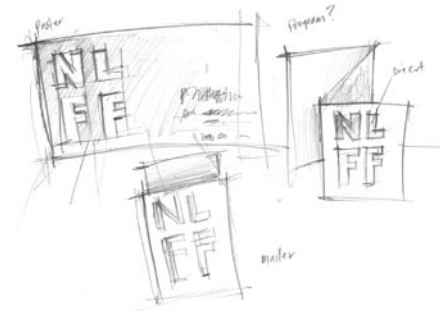
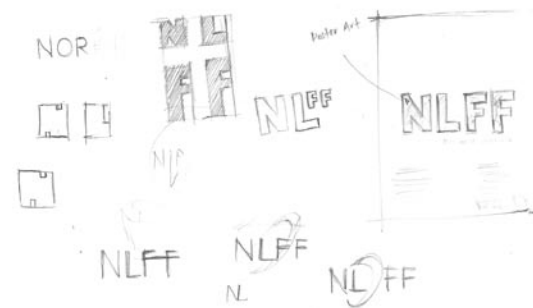
The Nordic Lights Film Festival is an annual event held by the Nordic Heritage Museum. The NHM is a museum centered on preserving the cultural heritage of the Nordic peoples and their ties to the Northwest. In efforts to bring modern Scandinavian culture to the community. The Nordic Lights Film Festival will showcase films from all five Scandinavian countries covering a wide range of film genres.

Solution:

Creating strong visual concepts that allude to historic and modern Nordic culture. Design started by staying away from Nordic and film festival clichés, while keeping in mind the importance of simplicity. The logo design was ultimately developed from the cross which is the commonality in all Sandinavian flags. This instantly gives the logo a cultural link to the Nordic peoples while also providing the negative space around it for the letters N, L, F, and F. The logo is then accompanied by the wording "Nordic Lights Film Festival," to inform the viewer as to what the symbol stands for. Collateral for this event draws influence from film credits and the black atmosphere and ambiance created in theaters.

Collateral Dimensions

1. Poster - 8.5" x 17"
2. Interactive Mailer Card - 7.25" x 5.25"
3. Donation Mailer - 6.25" x 4.25"
4. Festival Program - 5.5" x 8"
5. Signage - 18" x 24"



3.

4.

5.