



# 2026 BRAND GUIDELINES

## STYLE GUIDE

## LOGO

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Use the official 25th Anniversary logo. Do not alter proportions, colors, or typography (available in color and white)

A gold version of the logo may be used for select events or special materials when appropriate.

Gold logo must be requested by Marketing.

### Primary Logo



### Secondary/no wave



### Text only

**SAN DIEGO**  
INTERNATIONAL  
FILM FESTIVAL

[DOWNLOAD FILES HERE](#)

## NAME USAGE

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Notes: "San Diego" should always be spelled out. Avoid abbreviations such as "SD Film Fest" or "SDIFF Fest."

### **SAN DIEGO INTERNATIONAL FILM FESTIVAL**

Primary and preferred name. Always spell out "San Diego."

### **SAN DIEGO INTL FILM FESTIVAL**

Acceptable secondary usage when space is limited.

### **SDIFF / SDIFF**

Use only when necessary, primarily on social platforms or in tight digital spaces.

## TYPOGRAPHY

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### **Primary:**

**AVANT GARDE GOTHIC FAMILY**

DUNBAR TALL FAMILY

**Superclarendon**

### **Secondary:**

Lindsey Signature

CINZEL

## TAGLINE

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**WHERE CULTURE, COAST & CINEMA COLLIDE**






Font: Avant Garde only

The tagline may appear beneath the logo or as a standalone line when appropriate.













# COLOR PALETTE

Inspired by the San Diego coast and sunset tones, this palette reflects the intersection of ocean, light, and cinema.

## PRIMARY / LOGO

	98/86/25/62	#01153f
	100/93/31/29	#1f285c
	100/91/6/1	#243d8f
	40/84/29/5	#9c4877
	28/94/18/1	#b7327d

## SECONDARY / SUPPORT

	83/1/4/0	#00b4e6
	5/44/4/0	0a7cba
	00/74/12/0	#005598
	54/99/40/31	#691b4e
	33/100/49/19	#951b4f
	16/94/45/1	#cc3363
	40/84/29/5	#9c4877
	2/53/21/0	#d98d9f
	100/44/86/9	#cf8d3a
	19/74/79/6	#bf5d43
	1/80/61/0	#ed5a5a
	0/34/52/0	#fab480

## DESIGNERS NOTE:

- Colors may be used at varying percentages or tints as needed.
- Avoid using all colors at full saturation within a single layout and rainbow style gradients.
- Sunset tones should be used in combination with blue accents to represent the ocean.

Questions?

Contact Gina Mancini, Director of Marketing: [gina@sdfilmfest.com](mailto:gina@sdfilmfest.com)