

TBILISI OPEN AIR 2023

BRAND GUIDELINES

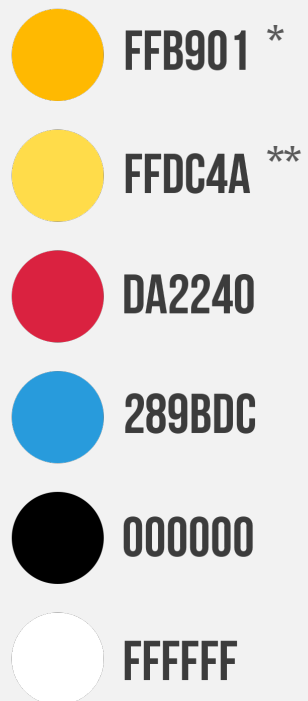
TOA LOGO

THE NEW LOGO IS ENCOMPASSED BY THE FULL PALETTE OF OUR 2023 BRANDING, TO CELEBRATE JOY AND DIVERSITY



COLOR PALETTE

THIS IS THE EXAMPLE OF FESTIVALS MAIN ARTWORK, WHICH WILL BE UTILIZED IN DIFFERENT FORMATS AND MEDIUMS.

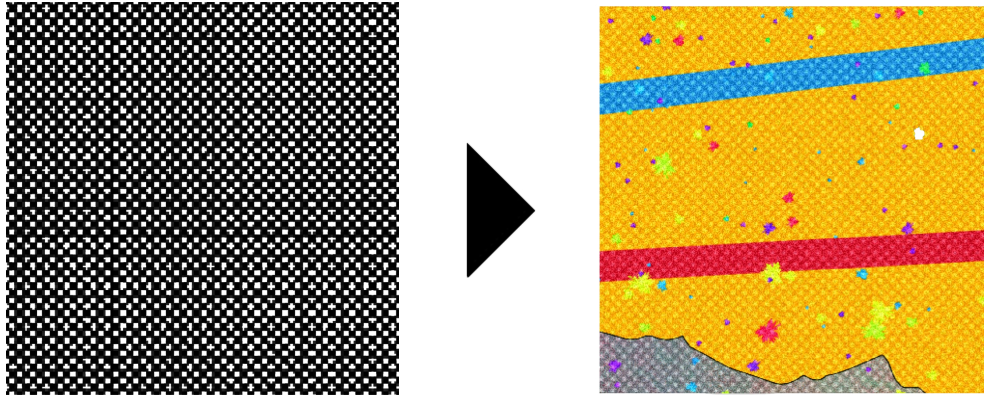


*FFB901 IS THE MAIN BACKGROUND COLOUR

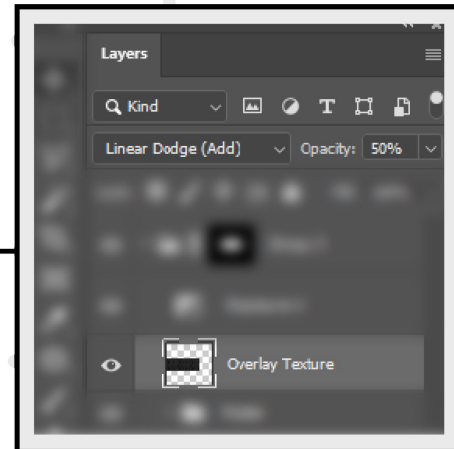
**FFDC4A IS THE SECONDARY YELLOW

OVERLAY TEXTURE

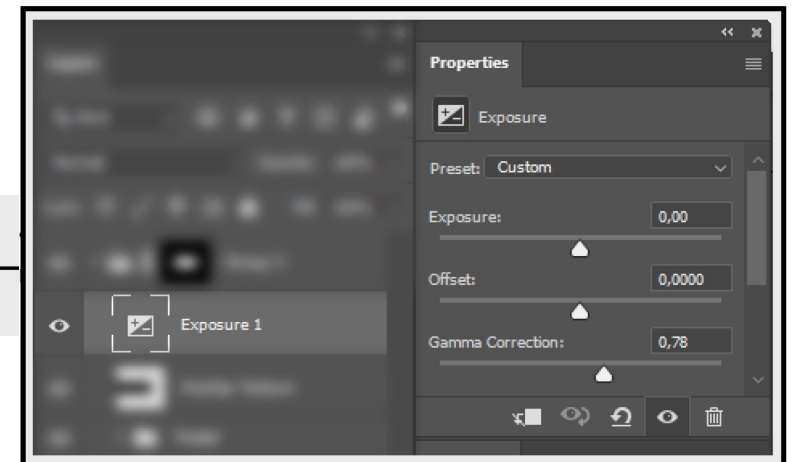
FOR THE FIRST TIME, WE HAVE IMPLEMENTED A VERY SPECIAL TEXTURE FOR OUR BRANDING



BLENDING MODE
LINEAR DODGE [ADD]
OPACITY 50%

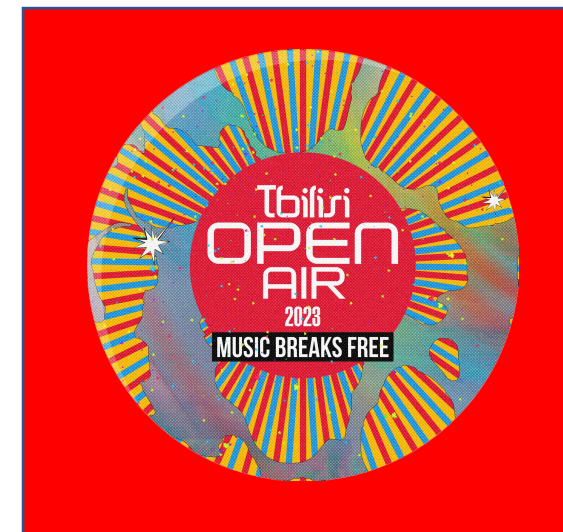
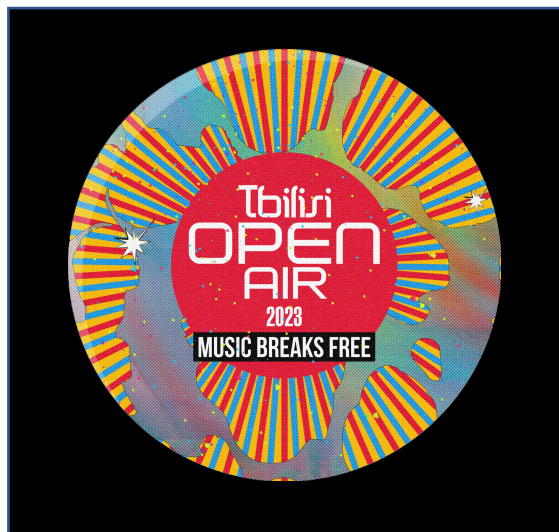
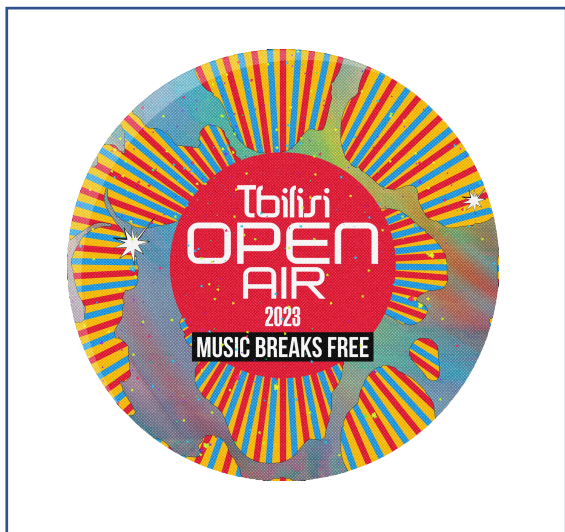


EFFECTS
EXPOSURE
GAMMA CORRECTION 0,78



TEXTURE PSD FILE WILL BE SENT SEPARATELY

LOGO USAGE



AS 2023 EDITION OF OUR LOGO IS THE MOST COLORFUL, WE RECOMMEND IT TO BE USED ON NEUTRAL COLOR BACKGROUNDS (BLACK, WHITE, GREY). IN CASE YOU HAVE TO UTILIZE IT ON THE DIFFERENT COLOR BACKGROUND, PLEASE ADDRESS OUR DESIGN TEAM FOR CONFIRMATION.

