

## Tips for producing the background image for the branding of the Venice Architecture Film Festival 2021

May this example help you to better understand the design approach that we are proposing: imagine entering a competition entitled *Turn left*; let's suppose that you have the brilliant idea of transfiguring the title, making a subtle analogue allusion, with a large white arrow pointing to the left painted on the road. Including in the photo a generous portion of the asphalt around the arrow would be a good choice to satisfy the technical requirement that we have set as a design constraint: the surrounding space is enough to insert our logo and to accommodate a lot of additional content. Neat solution!

In the examples, we show you three different situations in which by adapting both the image and the logo, we can consistently reproduce our combination of signs.

As you can see, the image can be resized or even cut without losing its recognizability. Likewise, our logo adapts to different situations. but that will be our business.

Please consider these few pointers as simple suggestions.

Proposals containing large white arrows will hardly be accepted.

Contact us by email for any doubts at the address:

info@archituned.com - subject line starting with "IMG2021"

