**STYLE GUIDE 2019**

# POW! WOW! R'dam

# INHOUD
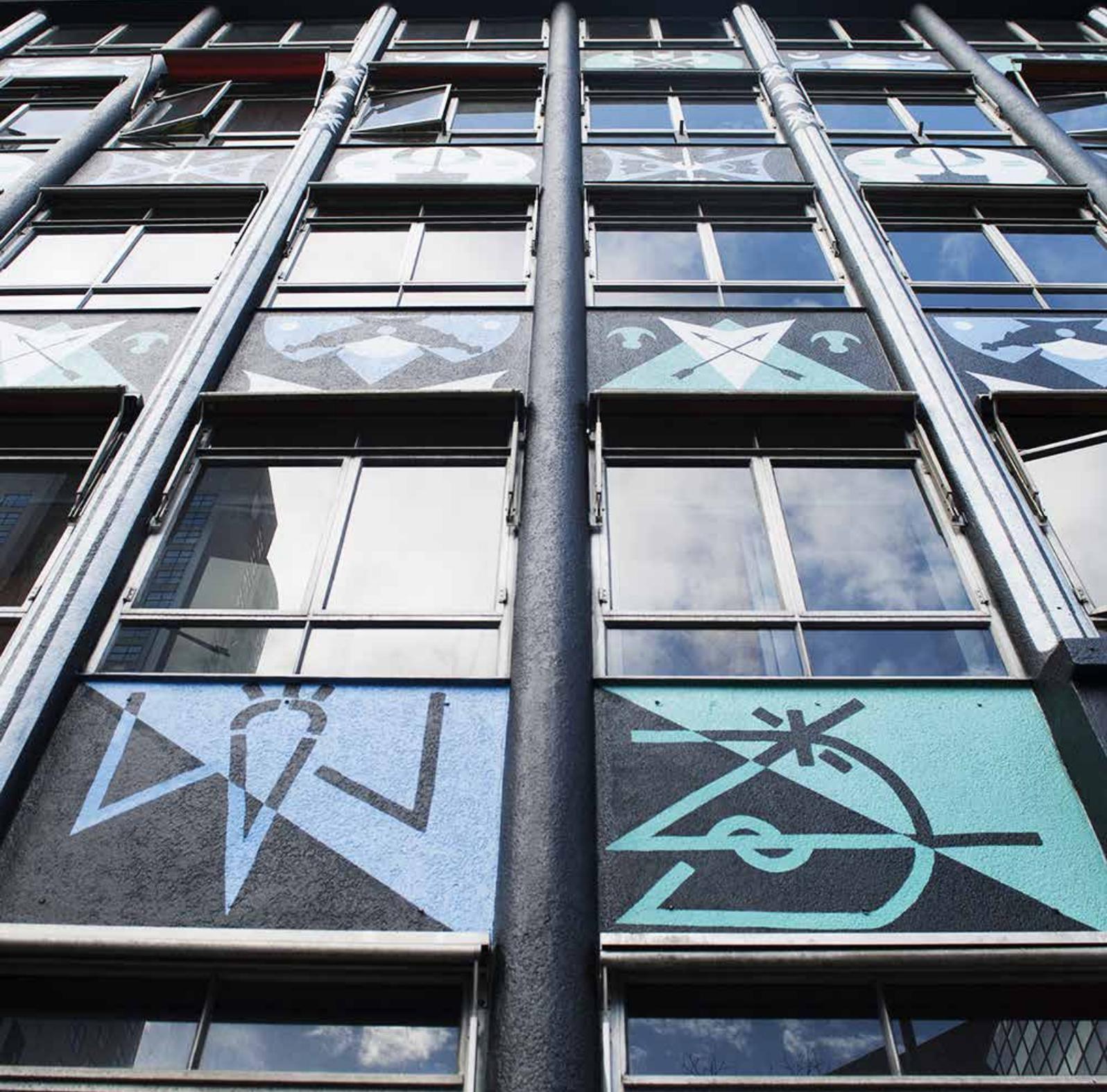
## INTRO

POW! WOW! Rotterdam is the first European edition of the international POW! WOW! art festival. Naturally, it does not deviate strongly from the styles as established by its Hawaiian parent, but there are a few elements that give the Rotterdam edition its own identity, the use of which we will explain in thiscstyle guide.

## COLOR USE

POW! WOW! Rotterdam uses three colors: Black, white and 'Rotterdam green'. Black and white are dominant, with green as a third color. This also links it with the visual identity of the Rewriters010 organisation, without the need to mention it.

## COLOR VALUES

CMYK: O, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

CMYK: O, O, O, 0
RGB: 255, 255, 255
HEX: #FFFFFF

CMYK: 68, 0, 98, 0
RGB: 87, 176, 58
HEX: #57B03A

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## TO FILL THEM WITH COOL MURALS

The POW! WOW! Rotterdam logo may be displayed in either black or white, but never the lettering is never green. The same goes for all texts. Subheaders can have a green highlight, and the logo may also be displayed in a green shape, preferably a circle.

Text is never outlined. When contrast is needed, give white text a green background. In dark images, a white background is also optional, but then teh text is black. We do not use gradients in any elements, only flat colors. This is to keep layouts as clean as possible, and keep the focus squarely on the images of the art itself.

**FONTS**
The font we use voor headers is Montserrat. Subheaders usually are in Montserrat Regular, the main headers are in Montserrat Bold. When a subheader is placed against a colored block, it is always written in all caps.

I WILL BE AT
POW! WOW! ROTTERDAM
SEPTEMBER 15&16
2018

For the body text, we use Open Sans. If this font is not avaiable for any reason, a clearly legible, sans-serif font like Arial or Helvetica will suffice as well. Do not use calligraphic or serif fonts, they can only distract from the photography of the art, whcih should be visually leading in all cases. Do not use hand-written fonts. This is only used in the logo, and visual confusion with the logo should be avoided.

Please note the correct spelling of the festival name: **POW! WOW! Rotterdam**.

Both exclamation points are required, and POW! WOW! should always be written in all caps. In the 'Rotterdam' part, only the first 'R' is capitalized.

### PHOTOGRAPHY
Photography is leading in practically all cases. It is placed across the full width of any page when possible. When incorporated in text pieces, it should never have a width less than that of the body text, and be at least equal in width.

***This means photo material is never framed!***

Please note: this concerns all illustrative imagery.

Informative imagery however (like stats or diagrams) may be incorporated within the body text, but should also never be framed, and preferably have extra white space surrounding it, to maintain legibility.

### ANNOUNCEMENT SEAL
A good example of the POW! WOW! house style together with an image can be seen in the implementation of our 'annoucement seal', seen above. The seal may be placed on the left, right or middle of an image in any way deemed fit, as long as its height is no bigger than half of the image height, and it is aligned with the top of the image.

**CONTACT INFORMATION**
If you have any questions regarding this style guide or the visual identity of POW! WOW! Rotterdam, please contact Jaap van der Doelen: **jaap@powwowrotterdam.nl.**

For any press requests:
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For all other questions:
**info@powwowrotterdam.nl**