

48HFP

Client
Job
Proposal A
Designer
Date
City

48 Hour Film Project Inc
Logo Restyling
Version 002
Ant
February 11, 2022
Milan, Italy

Logo Restyling





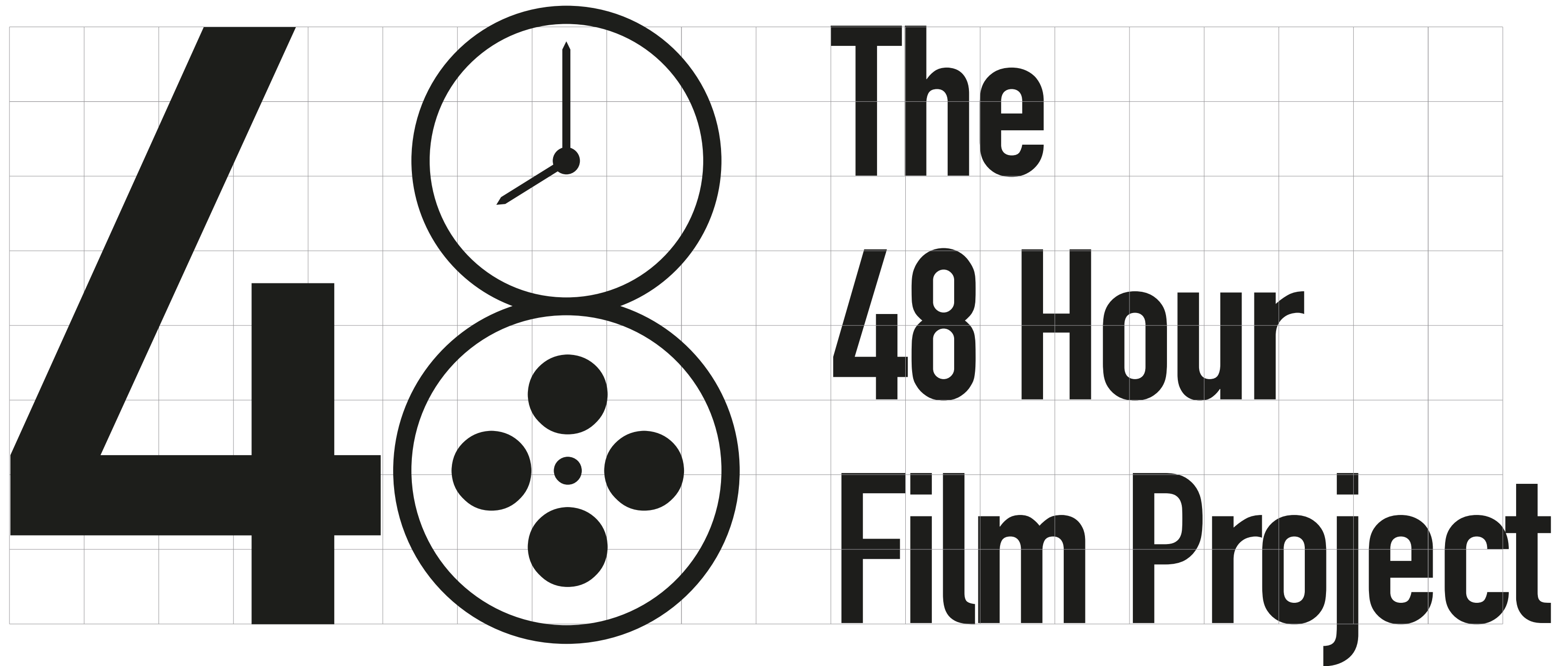


Old design

New design







The corporate color palette centers around on the primary colours, purple and orange.



PANTONE 7665 UP

PANTONE 143 C



100% 70% 50% 30% 10%

100% 70% 50% 30% 10%

RGB 107 46 129
CMYK 72 95 8 0
HEX 6B2E81

RGB 234 179 44
CMYK 8 30 96 0
HEX EAB32C

The Type styling is set out in simple, clear lines, embracing utilitarian glyphs for clear and concise reading.

Typography - DIN Condensed Bold

One weight is utilised - Bold

Body type (weight: Bold):
Tracking 0 pt
Leading: Auto

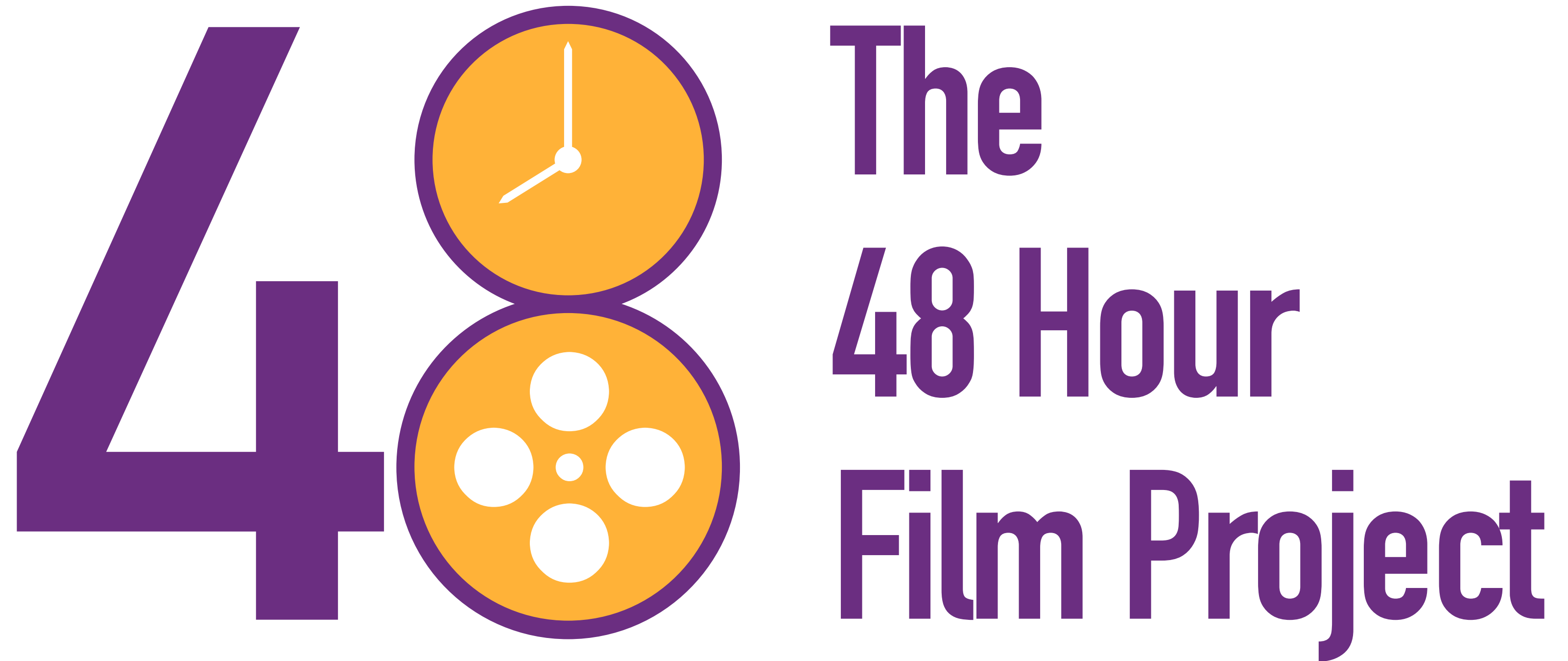
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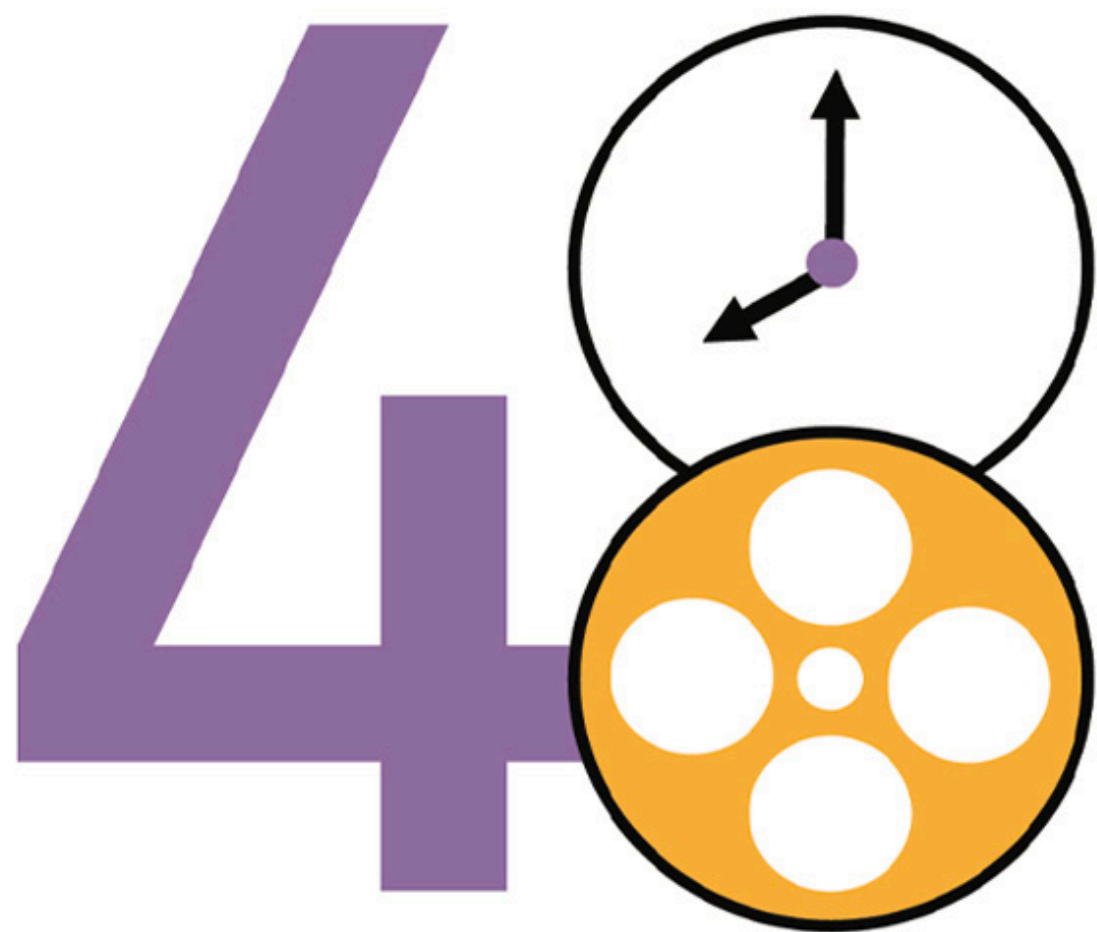
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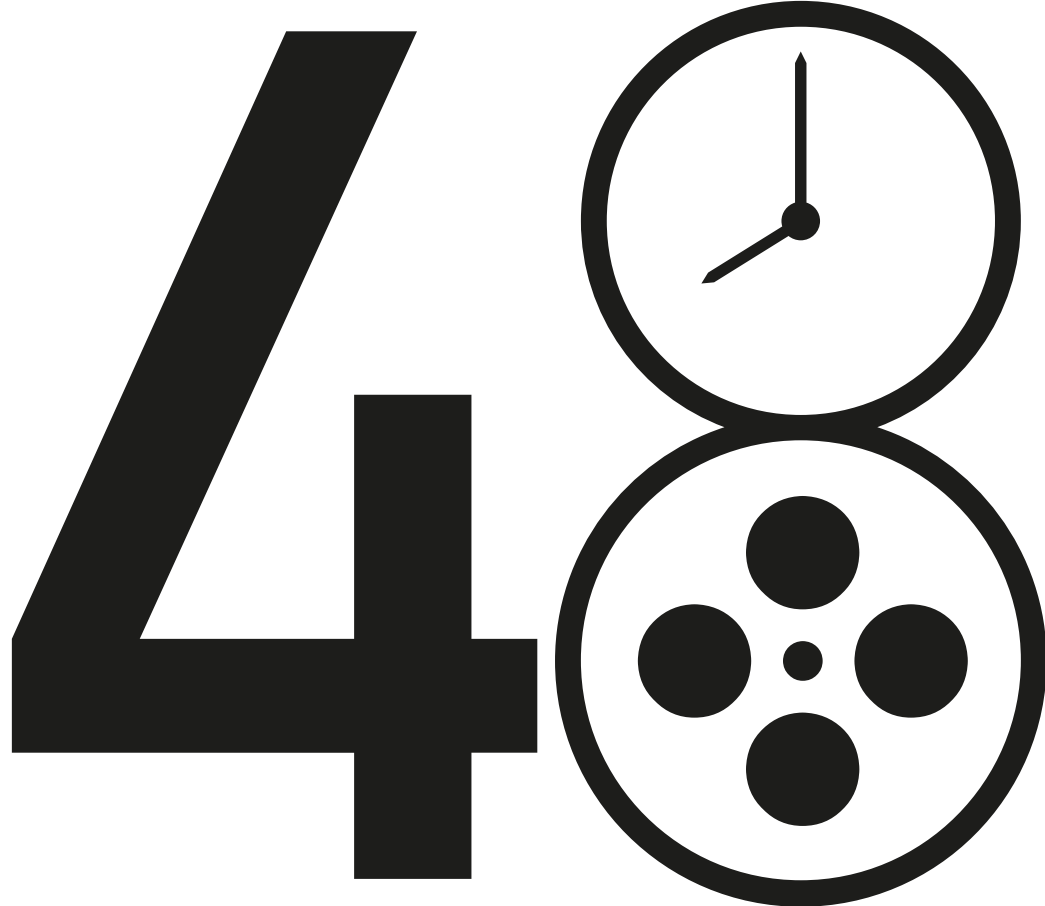
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Before

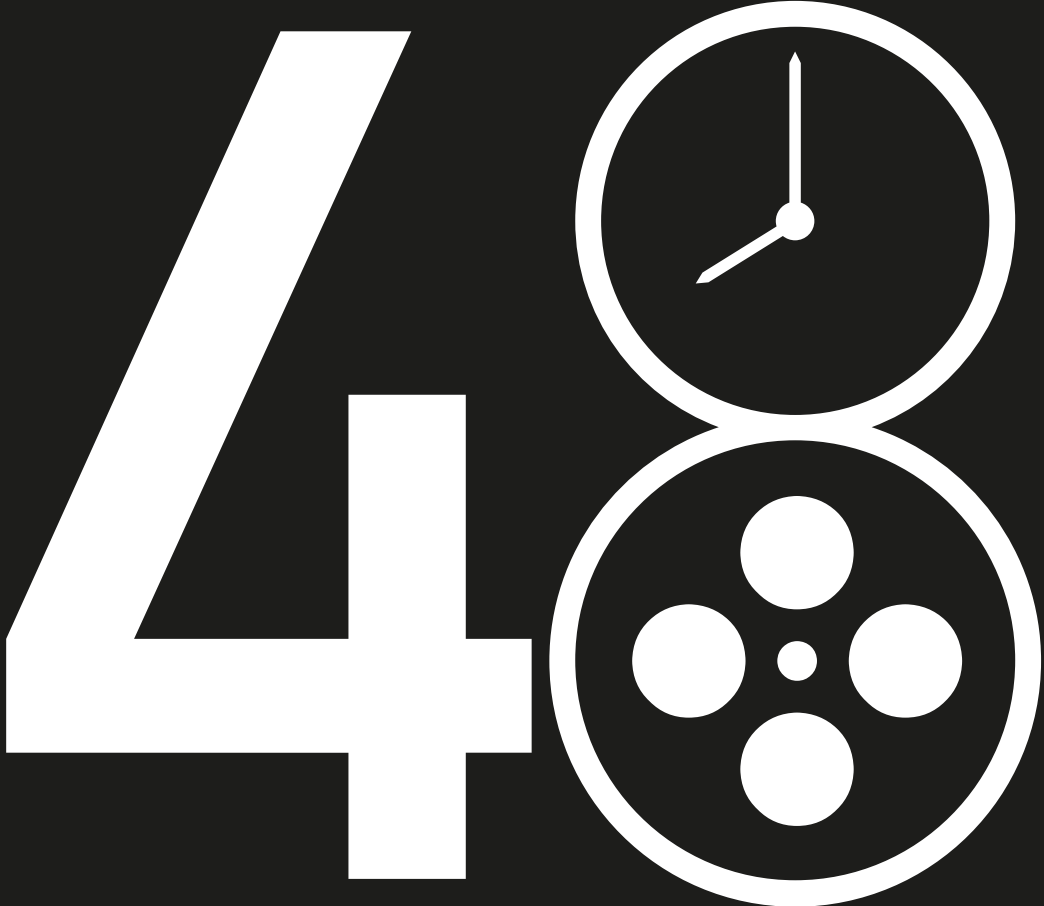


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After



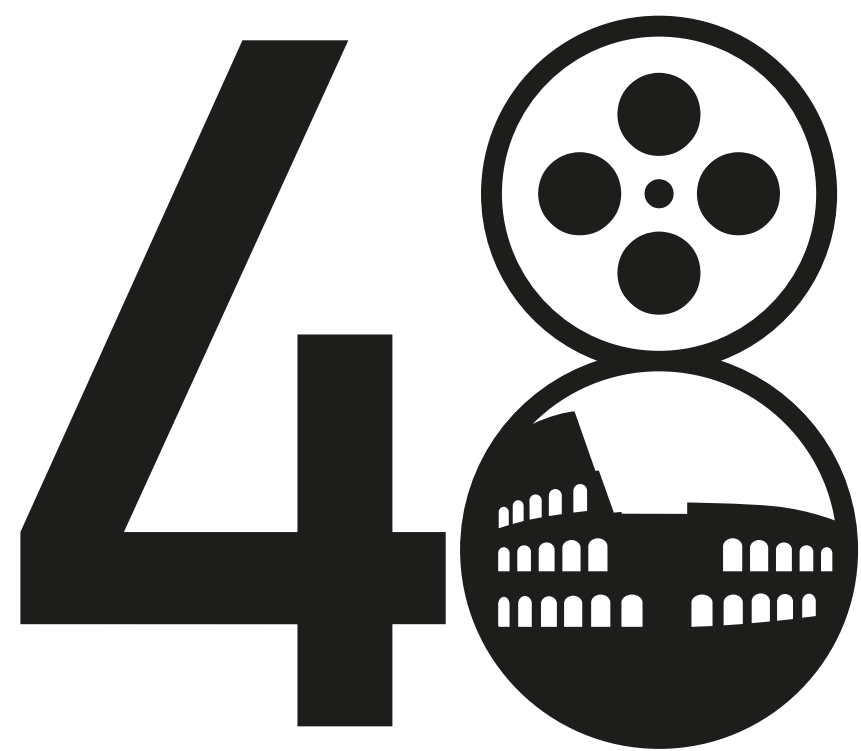
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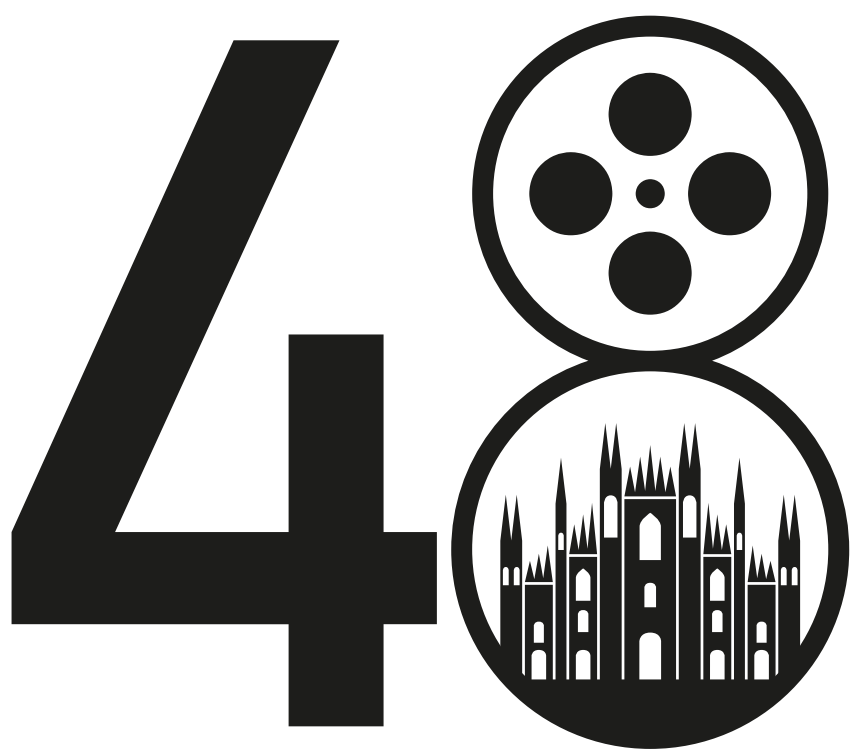






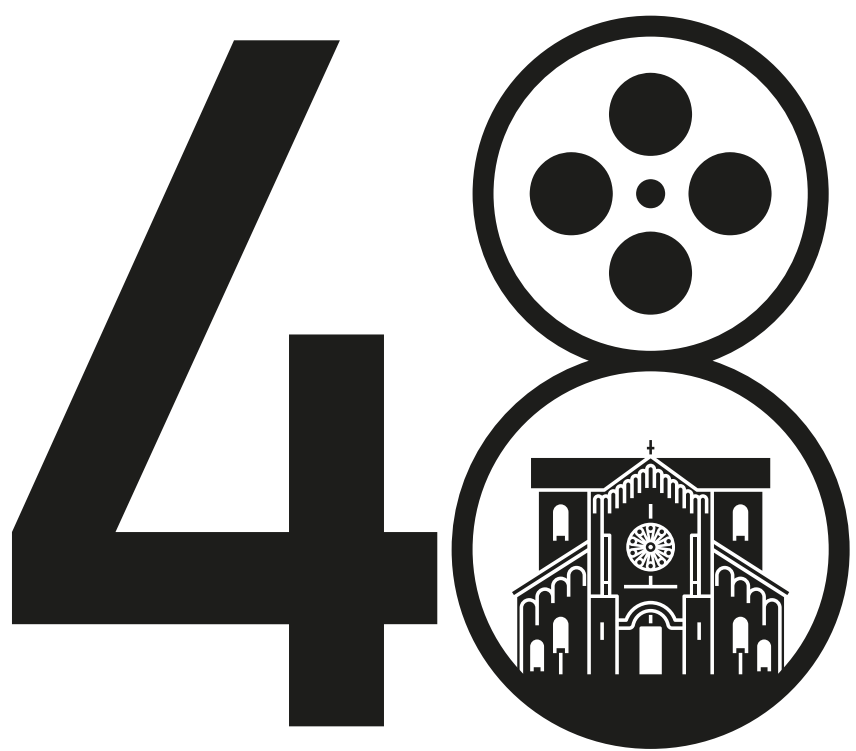
The 48 Hour Film Project

Rome
Teatro Brancaccio
October 4, 2022



The 48 Hour Film Project

Milan
SuperStudio+
November 12, 2022



The 48 Hour Film Project

Milan
Cinema Roma
February 7, 2022



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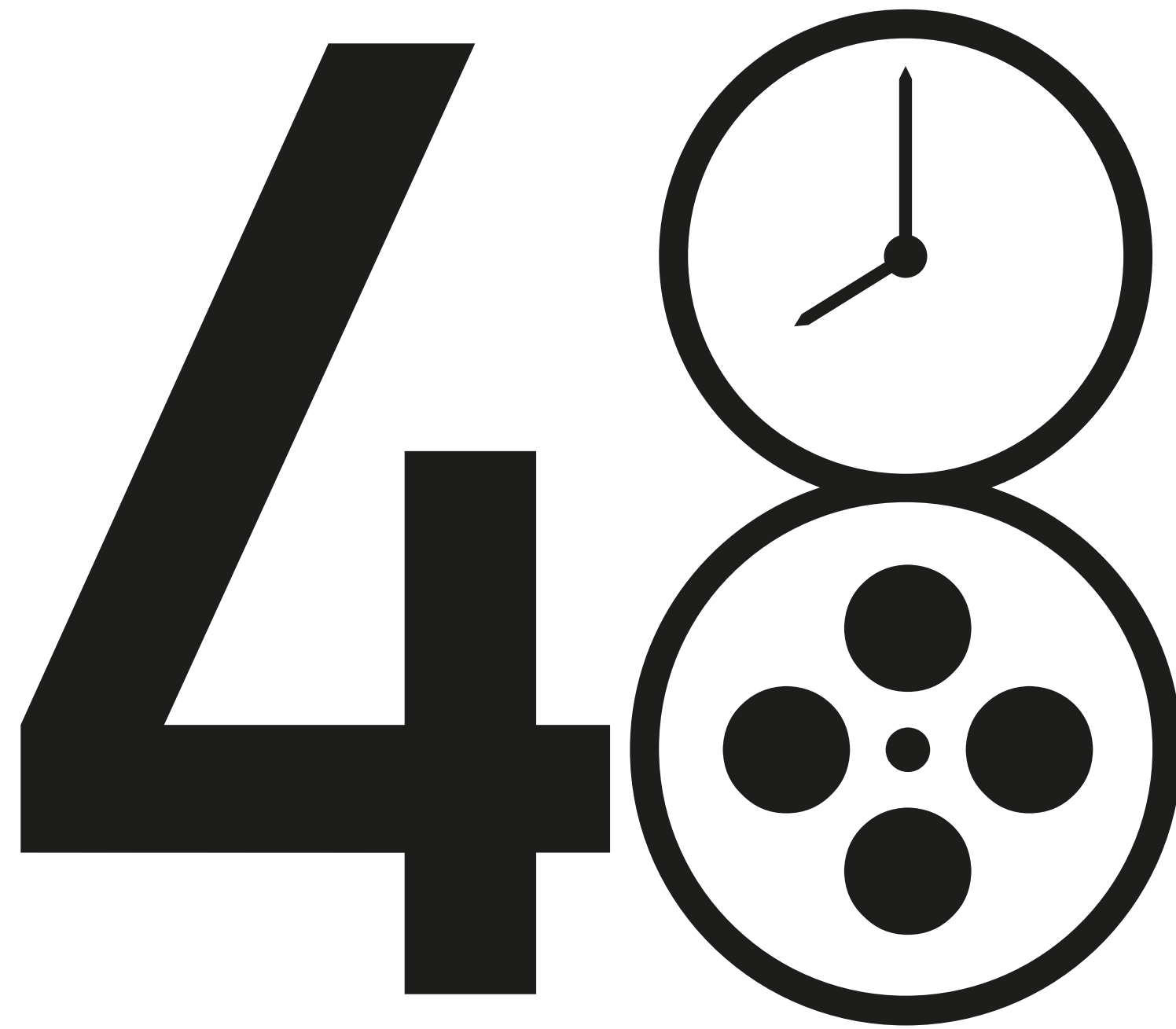
The 48 Hour Film Project

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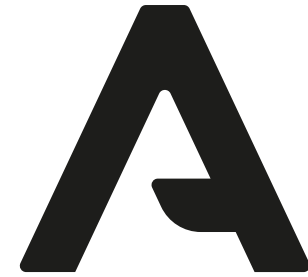
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Cinema Roma
February 7, 2022



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Anthony Nostro