



Wandering Productions

Branding Guide & Style Manual

Contents

VISUAL IDENTITY	5
LOGO USE6
Display Type.	12
Body Fonts	13
Colors & Shapes	14
BRAND ITEMS.	16
Title Cards.	18
Signature Blocks.	19
Business Cards	20
Letterhead	21
SOCIAL MEDIA	22
SOCIAL MEDIA	24

VISUAL

VISUAL

VISUAL

VISUAL

VISUAL

VISUAL

VISUAL

IDENTITY

IDENTITY

IDENTITY

IDENTITY

IDENTITY

IDENTITY

IDENTITY

LOGO USE



Wandering Productions

Quixote + Logotype

The Quixote icon paired with the logotype is to be regarded as the “full logo”. An alternate of this logo, with the logotype to the right of the icon is acceptable in some iterations of the title and credits cards.

The full logo should appear at least once in all final film & video work. Any official multipage company documents (such as this one) should use the full logo on the title page.



Quixote

The Quixote Icon, unpaired from the logotype, is acceptable for use on print media and advertisements. If the logo use has a horizontal dimension of 1.5 inches to .5 inch, the solo Quixote Icon should be used instead of the full logo.

Also opt for the solo Quixote Icon in media such as signature blocks which already names Wandering Productions in a partner’s title.



W.P. Badge

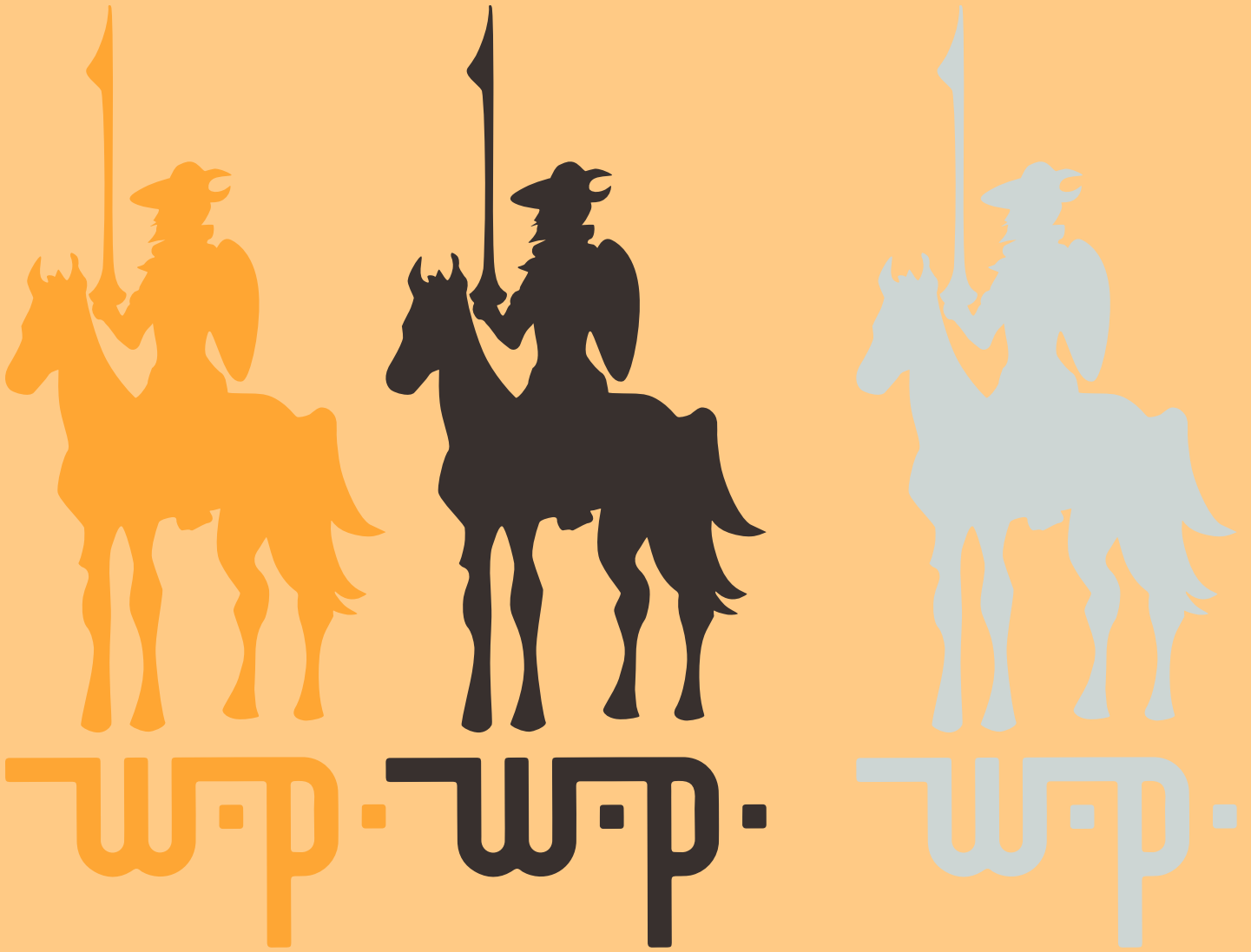
The W.P. Badge should be used in mandala patterns, logo uses where the horizontal dimension is .5 inches or smaller (like social media icons), on branded merchandise, or other design work where it is appropriate.

Outside of this badge, Wandering Productions should be abbreviated simply as WP, not W.P., WP, LLC, or W.P., L.L.C.

Logotype

Wherever possible, when Wandering Productions is names in print or digital media, the logotype should be used.

The logotype without an icon is acceptable when used in headers, footers, or as a watermarks on scripts. If it appears as a watermark, it should have the attached “, LLC” and appear at 30% opacity.



Logo and Colors

Yellow-Orange is the primary color in the WP Suite, and should be the preference for all logotype and icon uses. Black Coffee is the second preference, whenever the logo appears against a Yellow-Orange color field, or when the Yellow-Orange logo would not provide enough contrast.

Tertiary preference for the appearance of logotype and icons is Ash Gray. In instances where the logo would other-

wise need to be white to provide contrast. Ash Gray also looks pleasant against Black Coffee and Skobeloff color fields.

When the primary purpose of the media is to represent Wandering Productions in its own right as a corporate entity, these three colors should be prioritized. However, on a per-project basis where WP is the primary author or auteur behind an artistic work, or is otherwise collaborating with another entity, alternate representations of the logo are acceptable and encouraged.

Alternate Uses



Mandala Pattern

The mandala pattern is a design element to be used sparingly but intentionally -- screensavers, background elements, clothing, stationery. The mandala abstracts the W.P. Badge to a point, and should not be relied upon as the sole representation of the brand if the purpose is related to marketing or official communication from the company.

Black & White

Appearance in the end credits of a motion picture production is the only acceptable use of the full logo with logotype oriented directly right of the Quixote Icon. Appearing alongside other white versions of collaborator logos in end-credits is also the only non-adapted use of the logo where full white is appropriate.

Documents for internal circulation, printed in gray scale, are an acceptable use-case for icons in full black.



Social Media

Logos & icons as they appear in social media posts have extra leeway in use of color and levels of opacity.



Please Don't...

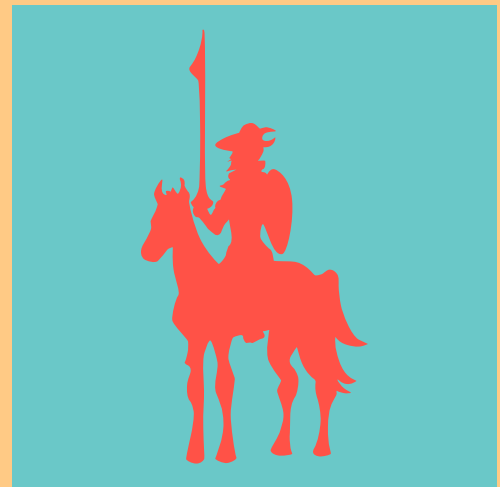


Do stupid shit with effects.

Just because you can do it digitally, doesn't mean you should do it. At all.

Use tint alternates together like this.

The tints exist for options in layout design and color field. When used next to each other, they have roughly the same saturation and luminance and will clash.



Include LLC outside of a legal use.

The LLC should be used in client contracts or watermarks: whenever it is pertinent to remind people we are a company and own intellectual property.

As such, the corporate association should be avoided in primary branding use.

Wandering Productions, LLC

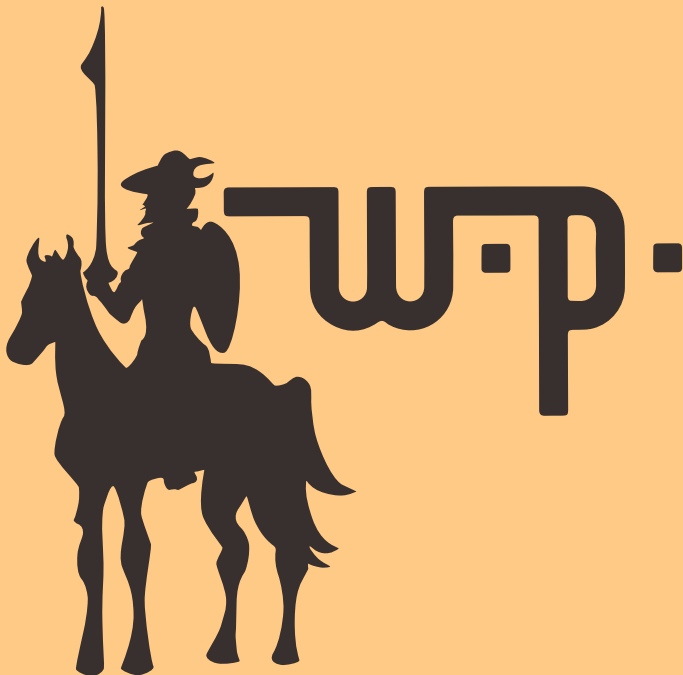
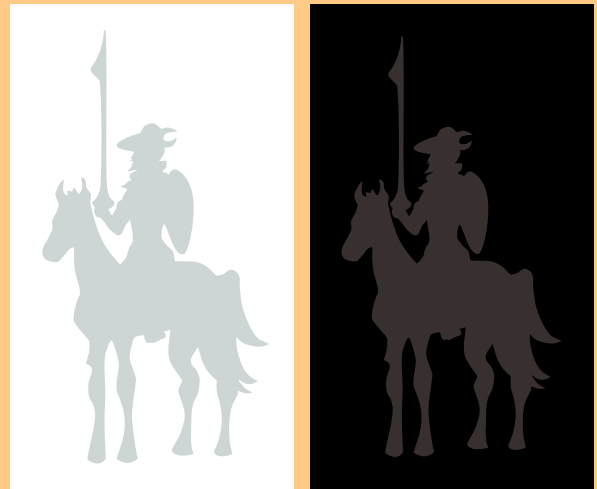


Stretch or distort the logo.

Honestly, why would you even do this? Stop and think about it. Then just don't.

Use low-contrast color combos.

Doing so not only is less accessible to an audience with visual impairments, but also does the company no favors in terms of brand visibility.



Combine the badge with other logos.

The badge is a very bold, high contrast iteration of the logo and will compete too much if used with other logos.

Display Type

Logotype: Ainsdale, Bold 48pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy brown dog.

Titling: All Round Gothic, Bold 36pt.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
VWXYZ**

abcdefghijklmnopqrstuvwxyz

**The quick brown fox jumps
over the lazy brown dog.**

These display fonts are the only two fonts in which the Wandering Productions name should be printed in officially branded material. Ainsdale is preferred when representing the company alone, and All Round Gothic is preferred for offshoot uses such as showcases, events and social media posts like the Archive series.

Body Fonts

Acumin Pro Condensed, Regular 24/28pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy brown dog.

Futura PT, Medium 24/28pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy brown dog.

Georgia, Regular 24/28pt.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

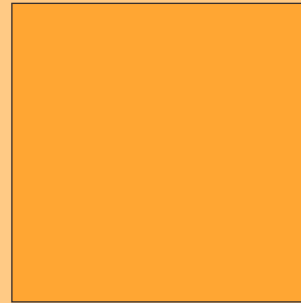
abcdefghijklmnopqrstuvwxyz

The quick brown fox jumps over the lazy brown dog.

All of the body fonts above have been used in various WP brand materials, and any are acceptable. The point sizes and leading in all of the included typefaces are suggestions rather than prescriptions.

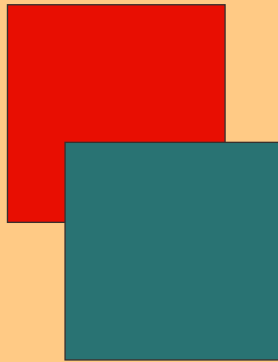
Colors & Shapes

Primary



Yellow Orange
HEX: FFA633
RGB: 255, 166, 51
CMYK: 0, 35, 80, 0

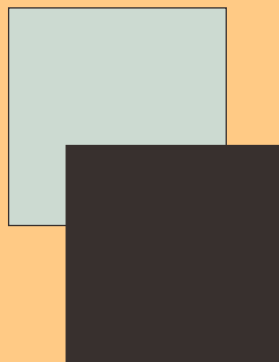
Secondary



Vermillion
HEX: E70E02
RGB: 231, 14, 2
CMYK: 0, 94, 99, 9

Skobeloff
HEX: 297373
RGB: 41, 115, 115
CMYK: 64, 0, 0, 55

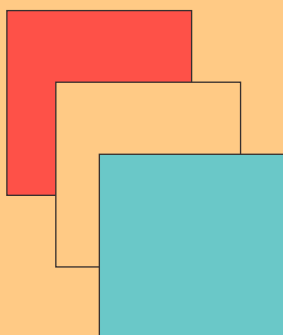
Light & Dark



Ash Gray
HEX: CCDAD1
RGB: 204, 218, 209
CMYK: 6, 0, 4, 15

Black Coffee
HEX: 38302E
RGB: 56, 48, 46
CMYK: 64, 65, 64, 61

Alt. Tints



Orange Red Crayola
HEX: FFCA85
RGB: 255, 202, 133
CMYK: 106, 200, 200

Mellow Apricot
HEX: FE5148
RGB: 254, 81, 72
CMYK: 0, 68, 72, 0

Med. Turquoise
HEX: 6AC8C8
RGB: 106, 200, 200
CMYK: 47, 0, 0, 22

Brand Mission

The purpose of the color scheme and the general aesthetic of the company is to encourage unfettered creativity and exploration in every form and medium. As such, we opt for offshoots of primary colors: the reds, yellows and blues that one might find in a pre-school or crayola box.

Wandering Productions does not venture into secondary colors. We have a firm conviction that one can never be too good at the basics. We stay loyal to primary colors, and also to primary shapes -- squares, circles, and triangles are preferred to more complex geometric forms, and polygons will have sharp edges rather than rounded corners. That way, they appear as something that could be manufactured with scissors and construction paper rather than something that require an x-acto knife or a bevel.

That said, not even all primary colors receive equal deference. Yellow is our primary brand color, because we do not demand attention the way that reds do, and we are not reaching for credibility the way blues do. We are something all together different: warm, optimistic, bright.



BRAND
BRAND
BRAND
BRAND
BRAND
BRAND
BRAND
BRAND

ITEMS

ITEMS

ITEMS

ITEMS

ITEMS

ITEMS

ITEMS

Title Cards



Signature Blocks



Anthony Giorgio

Founder, Executive Producer
Wandering Productions, LLC

amg.wanderingproductions.studio@gmail.com
801.557.0294



Austin Overmoe

Founder, Executive Producer
Wandering Productions, LLC

ato.wanderingproductions.studio@gmail.com
801.718.6272



Paige Ney

Founder, Executive Producer
Wandering Productions, LLC

[pnj.wanderingproductions.studio@gmail.com](mailto:pjn.wanderingproductions.studio@gmail.com)
801.970.4175



Business Cards



Letterhead



TO: Austin Overmoe & Paige Ney, Producers

FROM: Anthony Giorgio, Producer

DATE: 2021-09-23

SUBJECT: Film Festival Submissions for WP-006

My findings regarding film festivals and film festival submission revealed a few things, some expected and some unexpected.

Expected results: many festivals charge an entry fee (some even charge per category entry), very few offer meaningful or particularly large material prizes, and there is certainly a "festival season" which would require us to have our intended submission finished around early-to-mid summer.

Unexpected findings: entry fees, by-and-large, are less than \$100 to any given festival, and many are less than \$50; there are literally thousands upon thousands of festivals, all across the world, for different levels of production; and it is surprisingly easy to enter international festivals.

FilmFreeway

FilmFreeway is, in essence, a common application for most (if not all) film festivals in the world. It is a powerful tool, in that it allows you to narrow your search for festivals by region, deadline, length of production, genre, and entry fee. It allows you to enter all of the information for a given submission at one time, and then simply send it off to whichever festivals you've identified.

Selected Festivals

Using the advanced search function on FilmFreeway, I identified six festivals with deadlines between 2021/10/29 and 2021/11/06, with entry fees lesser than or equal to \$30USD. I found three Spanish-language international festivals, and three English-language domestic festivals, one within Utah and two outside. The festivals are as follows, in order of submission deadline:

Barcelona Planet Film Festival: 10/29, Barcelona, \$20
Get it Made Film Festival: 10/30, Los Angeles, \$30
Love Your Shorts: 10/31, Florida, \$25
Cine Al Patio: 10/31, Buenos Aires, \$8
MIC HUEYO: 11/01, Hueyotlipan, \$2
ScorpiusFest: 11/06, Holladay, \$25

In order to submit to these festivals, WP-006, "A Full House," would need to be finished no later than 2021/10/21, to allow time for captioning, subtitling, and submission processing. The total cost of all submissions would be \$110.

SOCIAL
SOCIAL
SOCIAL
SOCIAL
SOCIAL
SOCIAL
SOCIAL

MEDIA

MEDIA

MEDIA

MEDIA

MEDIA

MEDIA

MEDIA

SOCIAL MEDIA



Archive

The archive series is dedicated to repurposing BTS content that wasn't published the first time around. Projects that were finished and/or delivered more than three months ago are eligible for archive-style posts. Primarily stills, but can include video.



Update

Updates have no format, and include live videos and stills from active commissions and projects. This includes both BTS content and posting recent projects.



Process

Process posts are dedicated to BTS content that not only demonstrates the goings-on of production, but provides a behind-the-curtain look at why we do what we do. Process posts are uniquely suited to sharing pre-production materials like shot plans, location lists, and script breakdowns.



Stanley Rubrick

Stanley Rubrick is an as-yet undeveloped post series dedicated to film criticism from the partners of Wandering Productions. It will include a caricature of Stanley Kubrick, a rubric of ratings from the partners, and a quote from each of the partners. More to follow.

ARCHIVE POSTS

WANDERING PRODUCTIONS ARCHIVE

"Occati sum con neceriatum evenisc iaesequatio optiore il is et laccusci consequ iatiamet aut eicacae liquibusdam dolupta ssusam nulparitis quae aut quides doles accumquiatur reperci ditius".

- Lorem Ipsum

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



WANDERING PRODUCTIONS ARCHIVE

In Frame

Paige checks the time while shooting a campaign update for The Neighborhood Hive. She and Anthony visited one of TNH's pop-up markets in June 2021 to check in on the members of the Hive.



PRODUCTION: #007 'The Neighborhood Hive'
DIRECTOR: Giorgio, A.
CAMERA OPERATOR: Giorgio, A.
SHOOTING DATE: 2021-06-17
LOCATION: Sugar House, UT



Archive posts are accompanied in the captions with the hashtag #FromTheWPArchives, and make use of the templates shown above. Images are embedded in the first slide, as shown in the example above. All fonts are All Round Gothic in varying weights, and any of the color combinations shown on the facing page are acceptable.

WANDERING PRODUCTIONS ARCHIVE

“Occati sum con neceri-
atum evenisc iaesequa-
tio optiore il is et laccusci
consequ iatiamet aut ei-
cae liquibusdam dolupta
ssusam nulparitis quae aut
quides doles accumquiatur
reperci ditius”.

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



- Lorem Ipsum

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



- Lorem Ipsum

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



- Lorem Ipsum

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



- Lorem Ipsum

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



- Lorem Ipsum

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



- Lorem Ipsum

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



- Lorem Ipsum

PRODUCTION: #000 'Lorem Ipsum'
DIRECTOR: Lauren Ipsen
CAMERA OPERATOR: Lauren Ipsen
SHOOTING DATE: 05-28-15
LOCATION: Loremsberg



- Lorem Ipsum