



SKYFIRE

Film Festival

INTRODUCTION

Brand Introduction

Welcome to the Skyfire Environmental Film Festival, Arizona’s premier platform for inspiring change through film and storytelling. By showcasing global environmental challenges and solutions, embedding sustainability into every detail, and empowering audiences to take action, we spark awareness, foster community, and cultivate a regenerative future.

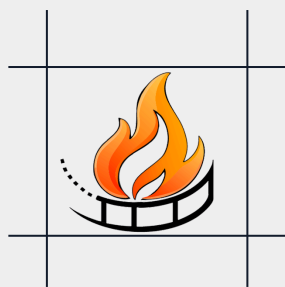
Our Vision

Skyfire showcases films that illuminate environmental challenges and solutions, while embedding sustainability into every aspect of the festival.

Our Mission

To spark awareness, inspire action, and connect communities through the power of film and storytelling.

ANATOMY OF A LOGO

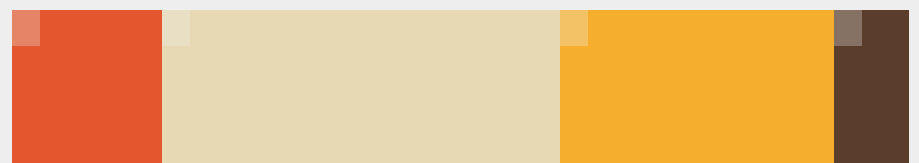


Primary logo



Logo type

COLOR PALETTE



HEX : #E4572E
RGB : (228, 87, 46)
CMYK : (0, 62, 80, 11)

HEX : #E8D9B5
RGB : (232, 217, 181)
CMYK : (0, 6, 22, 9)

HEX : #F6AE2D
RGB : (246, 174, 45)
CMYK : (0, 29, 82, 4)

HEX : #5A3E2B
RGB : (90, 62, 43)
CMYK : (0, 31, 52, 65)

LOGO USAGE



The Skyfire logo blends cinematic energy with a bold, modern aesthetic. The flame intertwined with a film strip captures the festival’s essence—storytelling that ignites change and illuminates urgent environmental issues. The vibrant orange palette conveys passion, creativity, and urgency, while the clean, all-caps typography ensures clarity and strength. Together, these elements reflect Skyfire’s mission: to spark awareness, inspire action, and position the festival as a forward-looking force at the intersection of film, community, and sustainability.

COLOR USAGE



Flame – #E4572E : A bold, energetic orange that embodies urgency and action, perfect for calls-to-action and highlights.



Desert Sand – #E8D9B5: A warm, grounding neutral that balances brighter tones and reflects Arizona’s natural landscape.



Amber Glow – #F6AE2D- A vibrant golden hue that radiates optimism and momentum, ideal for energizing campaigns and solutions.



Earth Brown – #5A3E2B- A rich, steady brown that anchors the palette with resilience and ties the brand to ecological roots.

TYPEFACE & TYPOGRAPHY

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Anton

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Be Vietnam

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