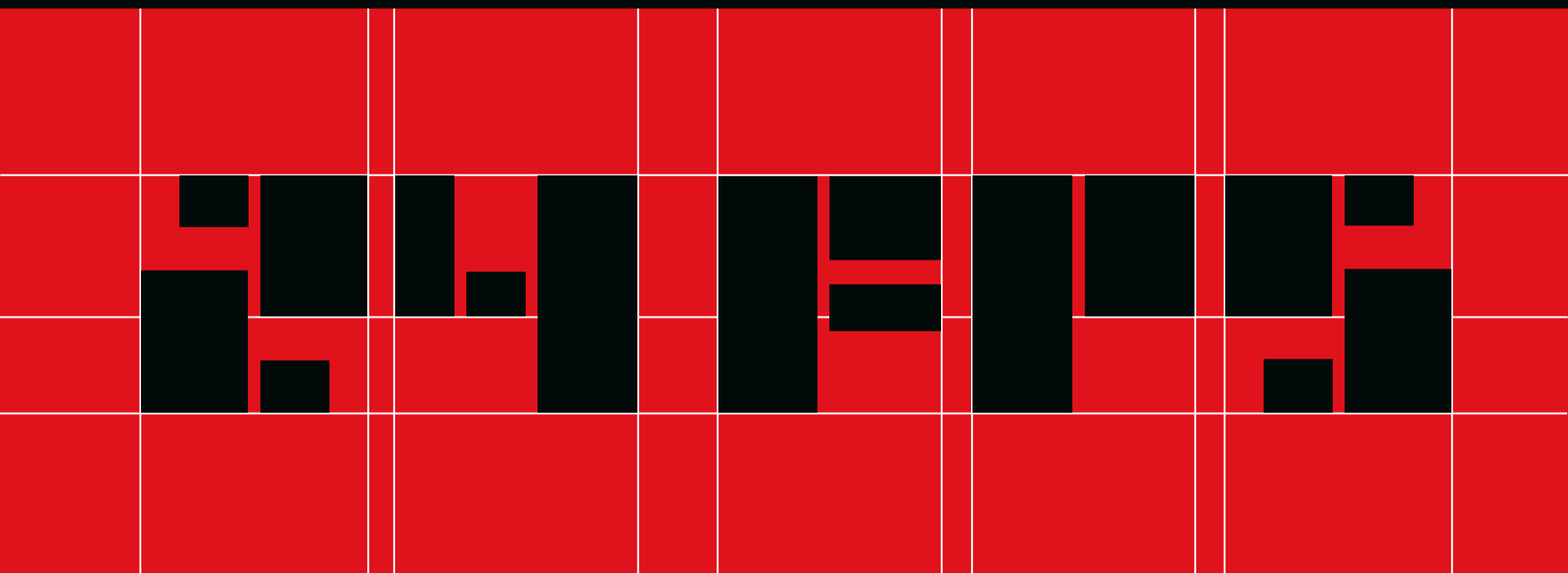


24 FPS FILM FESTIVAL IS A COMMUNITY THAT SEEKS TO CELEBRATE DIRECTORS OF PHOTOGRAPHY (DOPs) WITH Q&As, SCREENINGS, AND INTERVIEWS.



The logo is made up of film-related characteristics to immerse the brand in the world of cinema.



2.75:1

The letterforms are made up of various blocks, representing different aspect ratios used in movies. 4:3 is used to represent the origin of film.



2.75:1 – also known as Panavision – represents the modern age of the art form.

4:3

The name itself was chosen to reference the 24 frames per second used in shooting films; an important number for framerate, that sets it apart from other visual mediums.

Brand colours: Red, Green & Blue.

These were chosen for their connotations with light projection.

