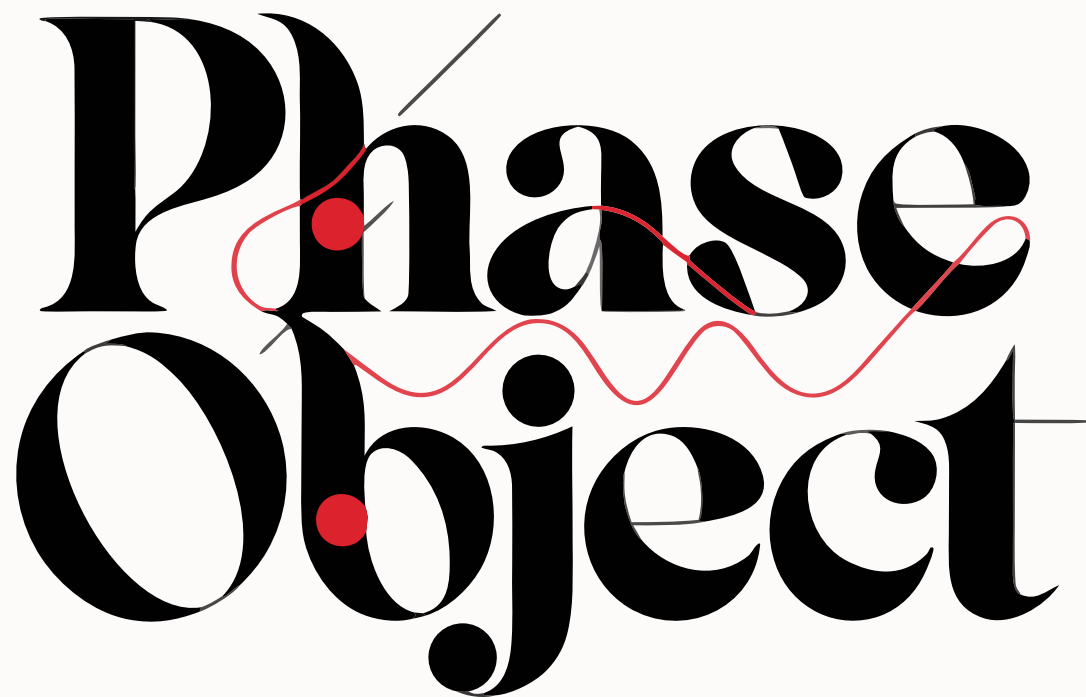


Phase Object

The title 'Phase Object' is rendered in a large, bold, black serif font. A thin red wavy line, resembling a sine wave, is superimposed over the text. It starts near the top of the 'P', dips below the 'h', rises above the 'a', dips below the 's', rises above the 'e', dips below the 'O', rises above the 'b', dips below the 'j', rises above the 'e', and ends near the top of the 't'. Two solid red dots are placed on the line: one on the upward slope between 'h' and 'a', and another on the downward slope between 'O' and 'b'. Several thin, light gray lines extend from the letters, suggesting a technical or architectural drawing style.

A live encounter between images, sound and intelligent machines.



Editorial

Designed with the authority of a cultural publication, never a trade show.

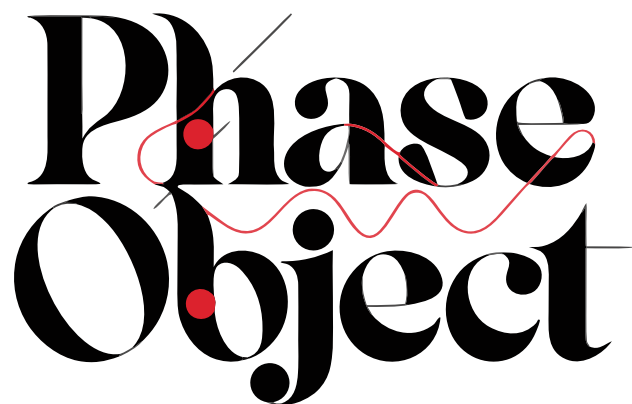
In motion

The identity shifts, phases and resolves. Stillness is only one state.

Human first

Technology is framed through makers, performers and shared experience.

The mark is an event.



PRIMARY USE

Use the complete logo wherever the festival name must be identified. Preserve the original proportions and the relationship between the black wordmark, red nodes and signal line.

CLEAR SPACE

Maintain clear space equal to one red-node diameter on every side. The dashed frame illustrates the minimum—not a container.

MINIMUM SIZE

Digital: 180 px wide. Print: 45 mm wide. Below this size, use a simplified wordmark or the two-node motion cue.

Signal against structure.

Carbon

#020101 / RGB 2 1 1

Paper

#FDFBFA / RGB 253 251 250

Signal Red

#DC222D / RGB 220 34 45

Phase Blue

#2148FF / RGB 33 72 255

Voltage

#D7FF1F / RGB 215 255 31

Mist

#D8D8D4 / RGB 216 216 212

Carbon, Paper and Signal Red form the permanent identity. Phase Blue and Voltage are campaign accents—use one at a time. Mist supports schedules, captions and quiet informational surfaces.

Three voices, one system.

DISPLAY

Instrument Serif

Ideas should change shape.

INFORMATION

Space Grotesk

FOUR DAYS / 80+ ARTISTS / ONE LIVE SYSTEM

METADATA

IBM Plex Mono

23-26.09.2027 / 09:00-02:00

Display

Large, compact and expressive. Sentence case is preferred.

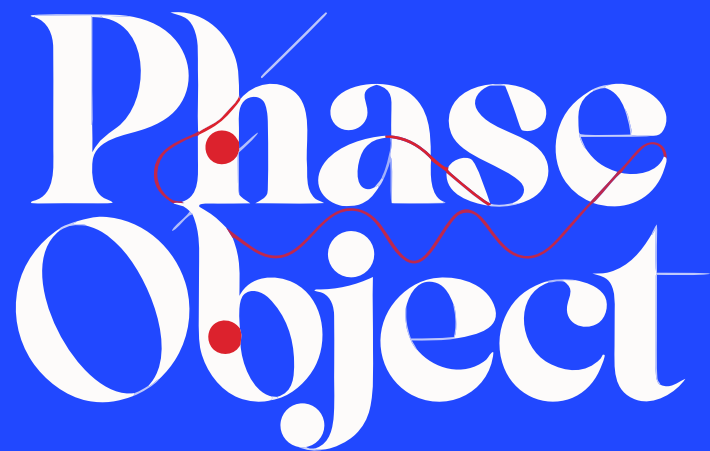
Information

Direct, highly legible and rhythmically spaced.

Metadata

Dates, venues, credits, schedules and technical labels.

Every surface can phase.

The logo features the words "Phase" and "Object" in a white, elegant serif font, stacked vertically. A thin, wavy red line weaves through the letters, starting from the top left, passing through the 'P' and 'h' of "Phase", then looping around the 'O' and 'j' of "Object". Two solid red circles are placed on the line: one on the 'h' and another on the 'O'. The entire composition is set against a solid, vibrant blue background.

PRIMARY REVERSED LOGO / PHASE BLUE

01 / THE SIGNAL

A fine red path can travel through typography, imagery and motion. It suggests transmission without becoming a generic waveform.

02 / THE NODES

Red circles act as anchors, points of contact and motion origins. Use sparingly: one or two per composition.

03 / PHASE STATES

Duplicate, offset, crop or partially reveal forms. Changes should feel controlled and optical—not glitchy or destructive.

04 / IMAGE BEHAVIOR

Favor human-scale moments, directional light, tactile spaces and visible creative practice. Avoid stock-tech clichés and empty futurism.

Keep the tension precise.



DO NOT REDRAW

Never substitute or typeset the bespoke logo letterforms.



DO NOT OVER-SIGNAL

Avoid multiple competing waves, nodes or decorative paths.



DO NOT "TECH" IT UP

No neon grids, circuit boards, chrome robots or generic glitch effects.



DO NOT FLATTEN PEOPLE

Creative culture is lived; show makers, audiences and physical space.



DO NOT RAINBOW

Use only one campaign accent alongside the core palette.



DO NOT SHOUT

Confidence comes from scale, pacing and restraint—not visual noise.

Ideas should
change shape.

