

Visual Identity for Culture Festival in Tel Aviv 2019

1. Challenge

Every country has a story to tell. Tel Aviv's Culture festival in 2019 wanted to tell the Lithuanian story. Presenting Lithuania's contemporary artists from various fields as a means to share the narratives of history, modernity, identity, freedom, time, or simply an experience of sound, movement, rhythm. Godspeed Branding Studio had the joy to create the festival's visual identity.

Before getting to work, we were considering if we should illustrate the differences and the synergy between the two countries, or not highlight national aspects at all. The latter won. Since the world is becoming more and more connected and merged.

2. Our Solution

Instead of creating a logotype having to do with symbolics of a country, we chose a more universal language. The one of emotions and a feeling of connectedness.

Another challenge was to resolve the language issue since Hebrew and Lithuanian are very different – both visually and practically. They use different alphabet and are read in opposite directions. Hence the final logotype and all graphics: the texts in two languages are moving in circle.

3. Illustrations - main visuals

We chose to depict the visitors who experience the art, react to it. To show the emotions that take over when watching art, dance, hearing music. We chose four emotions and created characters for each.