

# Balticbest 2018 – rebranding a creativity festival

## Challenge

Balticbest is a boutique creativity festival including an awards show – but since 2018 open for entries beyond the Baltic states, from all small countries with population less than 5 million. From this change of concept came the need for a new identity that spoke both to design and advertising communities, but not just locally. Something, that universally celebrated small countries – and big ideas. And: the identity itself needed to be bigger than just an identity, working as a marketing campaign too.

## Solution

There was a quick realisation that the best way to help the festival generate interest beyond Baltic states was to illustrate the very essence of the 2018 festival itself. Big idea can make a small festival big, too. In the process Balticbest was made bolder than ever, by creating a copy driven identity that was simple yet powerful.

## Results

The positive signals were immediate: some of the entrants of the festival openly admitted the identity was the main reason to take part. Also even if the identity has been living on since 2018 without our guidance, the work keeps on giving: All the visibility that the identity and case has generated – whether through design blogs and publications or competition success, like receiving the Certificate of Typographic Excellence from Type Directors Club and gold for Best Rebranding in Kuldmuna's, the prestigious local award show – builds invaluable awareness for the festival.

## Logo

Before:



After:

**B**BALTIC  
**E** SMALL  
**S** COUNTRIES  
**T** BBIG  
IDEAS **'18**

# Identity elements

Primary logo:

Reduced logo:

Typography::

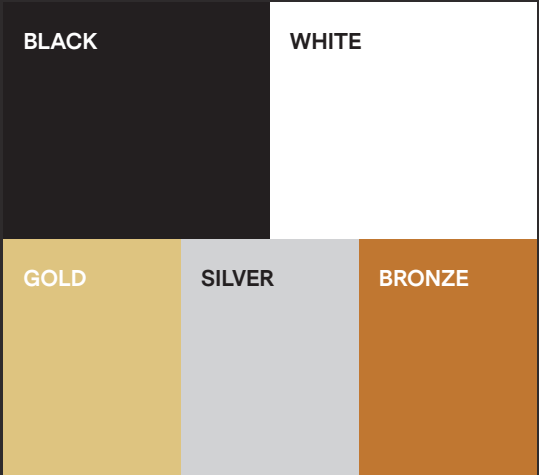
**BBALTIC**  
**E** SMALL  
**S** COUNTRIES  
**T** BBIG  
IDEAS **'18**

**BB**  
**'18**

**A B C D E F G H I J K L M N O P Q R**  
**S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9**  
**MESSINA SANS BBOLD**

Colours:

Primary::



Secondary::

Printed matters:



Motion:





Before:



After:



Before:



After:





