

BRAND BOOK

A PRACTICAL IDENTITY SYSTEM FOR THE
PEOPLE WHO BUILD IT.



THE ORIGINAL LOGO. A CONSISTENT SYSTEM.

VERSION 1.0 / OCTOBER 2026

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HOW TO USE THIS BOOK

Use this manual when commissioning, designing, or approving anything carrying the ScaffFest name.

01 / FIXED

The existing badge, spelling, and proportions remain fixed. Use the supplied file. The three F forms, ring interruptions, scaffold details, and EVENT line stay together.

02 / FLEXIBLE

Headlines, photographs, and editorial composition can respond to the subject. The year, dates, venue, prices, and registration messages are separate editable information.

03 / VERIFIED

Dimensions in this book are ScaffFest working defaults. Confirm the substrate, print method, die line, and a physical proof before production. Legal and accessibility references identify relevant requirements; this book does not certify a whole event or website.

Asset status: original high-resolution raster badge supplied (1472 x 1068 px). An approved path-based vector master and tested monochrome versions are still needed for those production uses.

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BUILT FOR THE TRADE



THE BRAND IDEA

THE TRADE. THE PEOPLE. THE FESTIVAL.

ScaffFest brings scaffoldingskill,equipment,crewsand Festival life into one recognisable identity. Show the work and the people with the same confidence as the celebration.

A new festival earns its story through crews, competition, learning and shared experiences. Do not invent a heritage, past attendance, historic winners or an established-since date.

POSITIONING

For scaffolders, their crews and the wider trade, ScaffFest is a festival where the profession takes centre stage.

SKILL

Showcapable people, recognisable equipment and credible work. Use real crew stories and accurate names. Technical content should be checked by someone who understands the work.

BELONGING

Makethetradevisible and welcome apprentices, experienced workers, families and suppliers. Build confidence through credible trade stories and active participation.

ENERGY

Useboldscale, red accents, music and a lively photographic rhythm. Keep booking information, access details and safety instructions calm and easy to read.

Working brand promise: a festival for the scaffolding community. Avoid unverified superlatives, manufacturer endorsements or promises about activities that have not been confirmed.

WHO WE SPEAK TO

AUDIENCE	WHAT THEY NEED	DESIGN / MESSAGE
Scaffolders and crews	What is happening; how to take part; the value of coming.	Show work and crew pride. One obvious registration or ticket action.
Apprentices and newcomers	An approachable route in; clear eligibility and support.	Explain trade terms. Include the required experience and practical next step.
Suppliers and contractors	Audience, exhibition offer, business contacts and terms.	Use precise information and clear packages. Keep sponsor hierarchy controlled.
Families and festival visitors	Facilities, timing, age rules, travel and accessibility.	Show the social experience. Provide useful access and welfare information.
Crew, stewards and media	Role, access, location, contact and current instructions.	Plain labels, readable names, consistent zones and unambiguous status.

Match each asset to one audience and one main action. A poster should not carry the full exhibitor brochure or the event operations plan.

VOICE AND EDITORIAL STYLE

USE	IN PRACTICE	AVOID
Direct	Bring your crew. Explore the festival. Apply to exhibit.	Corporate filler, vague promises and long introductions.
Trade-aware	A crew, a scaffold system, a demonstration, a competition.	Treating every scaffold as the same equipment or setup.
Energetic	Short headlines supported by useful details.	Aggression, insults, staged danger or exclusionary jokes.
Honest	Say announced, confirmed, planned or to be confirmed accurately.	Invented attendance, history, acts, sponsors or results.

NAMING AND COPY

Write the name as ScaffFest in prose. Use Global Scaffold Festival as the descriptive line. Preserve SCAFFFEST exactly within the badge. Use UK English, 24-hour times for schedules, and dates such as 23 July 2027 once confirmed.

ONE FESTIVAL, MANY SUBJECTS



MASTER BRAND

The badge identifies the festival. Subject labels describe its content; they do not become new logos.

COMPETITIONS

Competition rules, teams and results.

TRADE EXPO

Exhibitors, demonstrations and products.

TALKS

Speakers, knowledge and discussion.

FESTIVAL LIFE

Music, food and the social programme.

VISITOR INFO

Tickets, travel, camping and access.

THE OFFICIAL MASTER



ONE MARK / ONE SOURCE

Retain the official lettering, red and white rings, scaffold line work and EVENT descriptor. Never rebuild the badge with a font or choose a generated mockup as the artwork master.

PROPORTIONS AND VISUAL BALANCE



SOURCE CANVAS W:H = 1472:1068

KEEP THE EXISTING RELATIONSHIPS

The circular scaffold badge is crossed by a wider wordmark. The three central F forms carry the visual weight; the surrounding letters are smaller. The terminal form and interrupted rings are part of the supplied artwork.

This is optical balance, not a requirement to make every letter equal or to impose mirror symmetry. Centre the complete placed artwork. Do not reposition SCA, EST, the Fs or scaffold details individually.

Lock the aspect ratio in the design software. No horizontal stretching, reshaping, rotation, letter substitution or ring repair.

CLEAR SPACE



$$X = W / 10$$

Use a minimum clear space of 10% of the placed source width on every side. Measure from the source canvas, including its black field; this is deliberately conservative.

A 100 mm wide placed logo needs 10 mm clear space. A 300 px wide logo needs 30 px. Keep other logos, copy, folds, seams, cut lines and crop edges outside that zone.

The clear-space rule is a ScaffFest specification defined in this manual. For sponsor lockups, allow 2X between marks; a partner with a larger exclusion zone takes priority.

MINIMUM SIZE AND SOURCE QUALITY



DIGITAL DEFAULT

240 px wide

For the full detailed badge in ordinary layouts. Supply at least 480 source pixels for a 2x display. Check at the actual display size.

The 1472 px source reaches 300 ppi at about 124.6 mm width. At 280 mm it is about 134 ppi. Enlarging a file does not create detail. Thresholds are working defaults, subject to print and readability proofs.

USE	WORKING START POINT
Paper print	50 mm badge width; proof small scaffold lines.
Chest / small merchandise	90-100 mm for full badge on garments; method-dependent.
T-shirt back	260-280 mm width; approved vector artwork required.
Profile avatar	Special full-badge placement; evaluate at 40 px displayed.
Pens / very small labels	Use a readable text attribution instead of forcing the badge.

BACKGROUNDS AND PLACEMENT



BLACK / PREFERRED



WHITE / BLACK FIELD



PAPER / BLACK FIELD



PHOTO / PROTECTED PANEL

The supplied raster logo has a black rectangular field. Keep it intact and make that field part of the composition. Do not apply automatic transparency, blur, recolouring or a cutout that damages outlines. A transparent vector version needs approval.

INCORRECT USE



DO NOT STRETCH



DO NOT ROTATE



DO NOT ADD EFFECTS



DO NOT ADD A YEAR INSIDE

These are deliberately incorrect demonstrations. Do not use screenshots, generated merchandise images, guessed fonts, unofficial monochrome conversions or a traced file as the official master.

DESCRIPTOR AND EDITABLE EDITION



DESCRIPTOR BELOW / OUTSIDE BADGE



EDITION BELOW / SEPARATE TEXT LAYER

Use Manrope Bold for a descriptive line and Barlow Condensed Bold for the year. Keep at least X between the placed badge and added information. Store YEAR, DATES and VENUE as separate editable fields; do not replace EVENT inside the badge.

THREE WAYS TO SAY SCAFFEST.



PRIMARY BADGE

Event identity. Posters. Merchandise.



SECONDARY LOGO

The full name in a wider space.



BRAND MARK

Small spaces.
Icons. Details.

Use supplied artwork. Keep the three F forms and the mirrored final F.

LIGHT OR DARK. STILL OUR LOGO.



ON CREAM OR WHITE

Red + white keyline + black outline.



ON NEAR-BLACK

Red + white keyline. Keep it clear.

GIVE THE LOGO SOME ROOM.



WORKING MINIMUMS

Badge: 160 px wide Wordmark:
200 px wide Compact mark: 32
px wide

For browser tabs, use the prepared
square icon files. Preview the
smallest size.

x = 10% of the placed logo width

Keep text, photos and partner logos outside this space.

Sizes are starting points. Check readability in the final artwork.

SMALL SPACE. SAME THREE Fs.

FAVICON / ACTUAL PIXEL SIZES



16 px



32 px



48 px



64 px

512 x 512 / WordPress site icon 180 x 180 / touch icon
192 + 512 / app icons 16 + 32 + 48 + 64 / favicon files

SQUARE ICON

The wide mark is centred, never stretched.

Use the prepared square files. Keep the full badge for larger uses.

PARTNERS AND SPONSOR HIERARCHY



**PARTNER
LOGO**

PARTNER PLACEHOLDER / NO ENDORSEMENT

RULE	APPLICATION
Primary brand	ScaffFest leads festival-owned assets. Partner-led assets follow the signed agreement.
Spacing	Minimum 2X gap; retain each partner mark and its own clear-space rule.
Sizing	Match perceived visual weight. Do not give every differently shaped logo identical width.
Tiers	Presenting partner, supporters and suppliers occupy separate labelled rows.
Approval	Use supplied partner artwork and agreed colours. Never invent a sponsor or recolour without permission.

PARTNERS AND SPONSOR HIERARCHY

EVENT LOCKUP



2027

Keep the year separate from the logo.

PARTNERSHIP LOCKUP / PLACEMENT EXAMPLE



PARTNER

Match visual weight. Centre vertically. Leave a clear gap.

CORE COLOURS

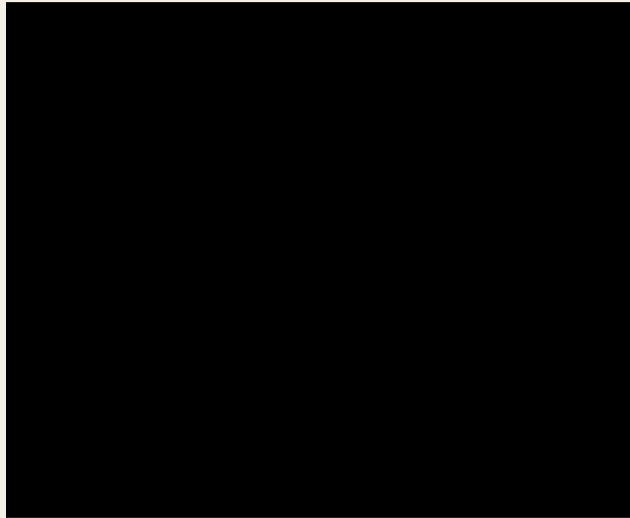


SIGNAL RED

#C60B11

RGB 198 / 11 / 17

Festival energy and calls to action.

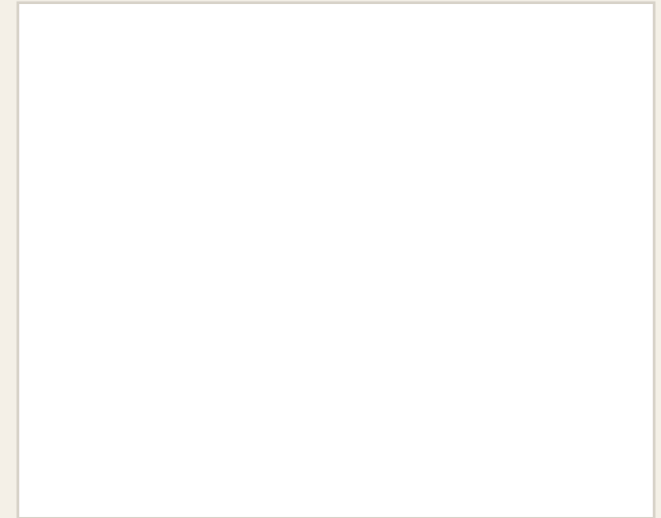


BLACK

#000000

RGB 0 / 0 / 0

Logo field, strong headlines, merchandise.



WHITE

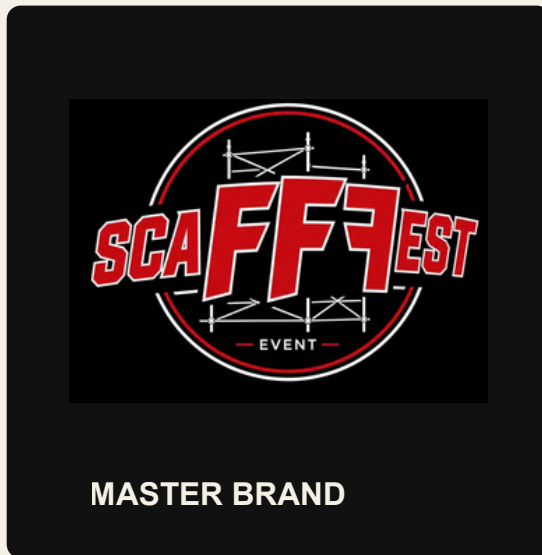
#FFFFFF

RGB 255 / 255 / 255

Legibility, outlines and breathing room.

Signal Red is the supporting flat-colour standard sampled from the original raster artwork. The retained badge contains tonal and compression variations; do not flatten or retouch it to force every pixel to this swatch. No Pantone equivalence has been approved.

CORE COLOURS



+

FESTIVAL

Food / music / camping

CHAMPIONSHIPS

Crews / skill / design

IDEAS + EXPO

Talks / tech / partners

MEDIA

Stories / podcast / news

Different entrances. One recognisable event.

RED IS THE SIGNAL. CREAM IS THE AIR.



NEAR-BLACK

#111111

Primary field

WARM CREAM

#F4F0E6

Editorial space

FESTIVAL RED

#E2382B

Action + emphasis

DEEP RED

#9C1F1B

Depth + print

FOOD YELLOW

#F6B51B

Hospitality

IDEAS GREEN

#6B8E6A

Talks + expo

MUSIC PURPLE

#7156A5

Music + media

Use accents for navigation and campaigns. Keep body copy on near-black, cream or white.

SUPPORT TONES AND CONTRAST

PAIR / RATIO	USE	GUIDANCE
White on Signal Red / 6.07:1	Body text and bold calls to action.	Passes WCAG AA normal text contrast.
Signal Red on White / 6.07:1	Links and labelled accents.	Underline links or identify them by more than colour.
White on Black / 21:1	Preferred high-contrast information.	Use generous line spacing for longer reverse text.
Signal Red on Black / 3.46:1	Large headlines or decoration only.	Fails 4.5:1 normal text contrast; avoid for small information.
Grey #656565 on Paper #F4F0E7 / 5.13:1	Captions and secondary information.	No lighter grey for essential small text.

Paper and Grey are support tones, not extra logo colours. Ratios use the sRGB relative-luminance formula. Normal text needs 4.5:1; large text needs 3:1 (WCAG definition). The logotype exemption does not exempt surrounding information or a website as a whole.

COLOUR IN PRODUCTION

SCREEN

Use sRGB and the specified HEX values for web and social exports. Preserve embedded artwork. Check a normal phone screen as well as a calibrated design display.

PAPER

Request the printer output profile and stock. Signal Red C0 M94 Y91 K22 is an indicative arithmetic conversion, not a universal production recipe. Use 100K for small black type; agree on any rich-black background with the printer.

FABRIC

Agree an ink or thread sample under useful daylight. Black cloth usually needs a white underbase for red and white print. Choose opaque white; do not let garment colour tint thin white outlines.

COLOUR SIGN-OFF

Approve one physical red reference for each material category and keep it with the supplier record. A screen HEX value is not a Pantone, textile or paint specification. White ink, knockout, trapping and underbase need supplier-controlled separations.

TYPOGRAPHY

DISPLAY / BARLOW CONDENSED BOLD

BUILT FOR THE TRADE.

0123456789/ 2027

BODY / MANROPE REGULAR + BOLD

Clear details make the festival easier to use. Manrope carries names, dates, access information, supporting copy and navigation. Use Regular for reading and Bold for emphasis.

Aa Bb Cc / 0123456789

Why this pair

Barlow Condensed creates space-efficient, strong event headlines. Manrope is open and readable in small practical information. Neither font recreates the logo lettering.

TYPE HIERARCHY

ROLE	PRINT / A4 WORKING SCALE	SOCIAL / 1080 PX	WEB WORKING SCALE
Hero headline	Barlow Bold 48-72 pt	96-160 px	48-96 CSS px; responsive
Section heading	Barlow Bold 26-36 pt	64-88 px	32-48 CSS px
Supporting heading	Manrope Bold 13-18 pt	40-56 px	20-28 CSS px
Reading copy	Manrope Regular 10-12 pt	32-40 px	16-18 CSS px
Caption / label	Manrope 8-9 pt minimum	28-32 px	14-16 CSS px

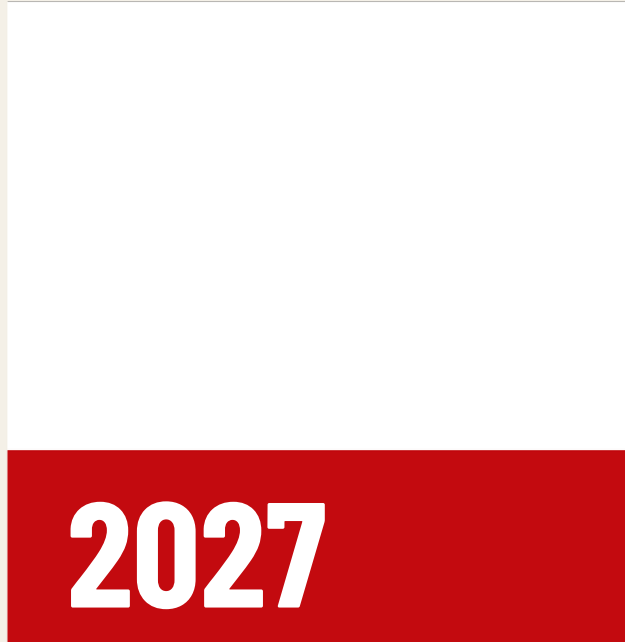
These are starting scales, not maximums. Use 140-155% line height for reading copy. Avoid stretched type, crowded tracking, outline effects, faux italics and paragraphs in all caps. Prefer 45-70 characters per line in body text; proof names and dates at actual size.

GRAPHIC LANGUAGE



RINGS

Independent arcs echo the badge frame. Keep them away from small copy.



BANDS

Solid red band should hold year or short call to action.



INFORMATION

Rules and grids organise practical content without visual clutter.

Use one leading graphic device per composition. Optional poster texture belongs behind type, never on the master badge. No hazard stripes, generic tools, decorative arrows or extra mascots.

A REPEATABLE LAYOUT GRID



6 COLUMNS / 5 GUTTERS

Logo exclusion space can exceed the layout margin. Respect the larger requirement. Bleed and trim belong to the printer dieline and are separate from the visible design grid.

Print: begin with 6 columns, 12 mm outer margins on A4 and 4 mm gutters. Keep the badge and headlines on shared column starts.

Social: use a 72 px outer margin on a 1080 px canvas. Reflow the layout for tall formats; do not just crop a feed post.

Hierarchy: one main headline, one useful supporting block and one clear action. Keep partner logos in a separate footer zone.

PHOTOGRAPHY AND ART DIRECTION



THE WORK

The work: show identifiable scaffold systems, competent activity and context. Have a qualified trade reviewer check featured work and PPE before campaign use.



THE EXPERIENCE

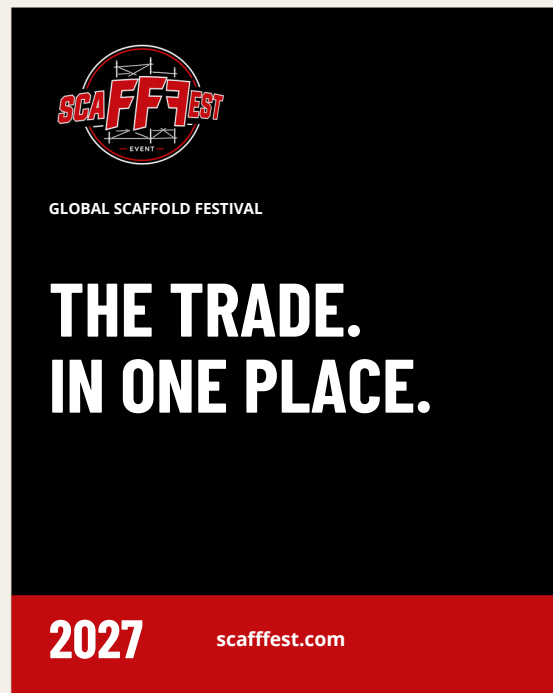
The experience: genuine people, food, conversation and useful spaces. Confirm rights and do not imply a stock image shows an actual vendor or this event.



THE ENERGY

The energy: candid moments and strong light. Keep skin believable. Do not fabricate crowds, add risky behaviour or substitute AI imagery for documentary evidence.

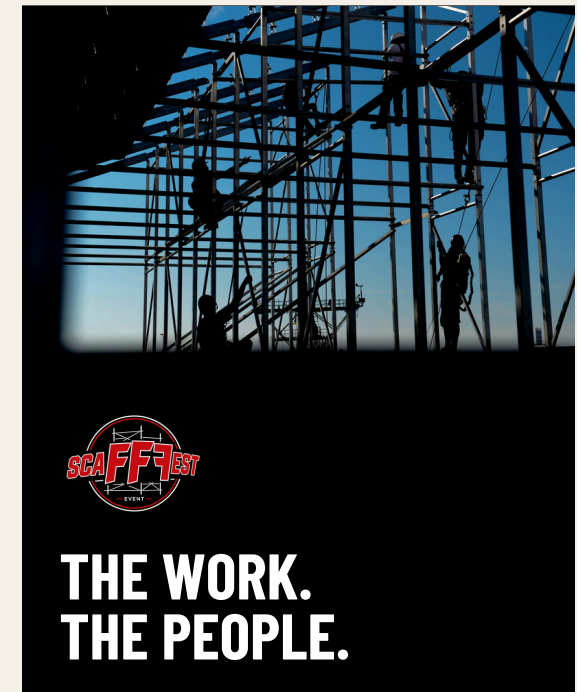
THREE MODES, ONE IDENTITY



EDITORIAL / CAMPAIGN



UTILITY / INFORMATION



STORY / PHOTOGRAPHY

Editorial may be loud. Utility must be calm. Stories put credible people and work first. All three retain the badge, core palette, font pair and information hierarchy. Use programme-specific photographs instead of inventing programme-specific logos.

MOTION AND SOUND

0.0-0.3 s
OPEN

Single fade from black.

0.3-1.2 s
REVEAL

Badge enters as one intact layer.

1.2-3.5 s
HOLD

Headline, year and action remain readable.

3.5-4.0 s
CLOSE

Hold or gentle fade; no strobe.

Motion: keep badge geometry fixed; no separating Fs, spinning rings or artificial construction animation. Provide a static fallback and honour reduced-motion settings on websites.

Video: working export is 1080 x 1920, H.264 MP4, 30 fps, with legible captions. Show the message even when muted. Use cleared music and clean voice recordings; never make unlicensed football chants or commercial tracks part of the brand.

Accessibility: avoid flashing completely. On web, provide a pause control where required for continuing automatic movement.

Source: W3C, WCAG 2.2, Three Flashes or Below Threshold. Motion sequence above is a ScaffFest creative specification.

SOCIAL MEDIA ROLES

CHANNEL	PRIMARY JOB	PUBLISHING STYLE
Instagram	Festival recognition, crew stories and short practical updates.	One strong visual; caption supplies details and a clear next step.
Facebook	Useful discussion, visitor information and community updates.	Readable information, working links and timely replies.
LinkedIn	Trade participation, exhibitors, partners and professional value.	Specific facts, people and business relevance.
TikTok / Reels	Short moments of skill, preparation and festival energy.	Native vertical framing, captions, safe text placement and a quick opening.
YouTube	Longer stories, interviews, demonstrations and recaps.	Accurate titles and recognisable thumbnails; only label a recap after an event.

One verified source supplies dates, prices and registration rules across channels. Use approved handles and website links. Do not reserve or advertise an unverified handle in artwork.

PROFILE AND COVER IMAGES



CIRCLE CROP / FULL BADGE

Evergreen avatar. Keep the full badge inside the circular crop and do not add a year. Check at 40 px; fine scaffold detail is naturally reduced. Do not solve this by cutting out an F.



YOUTUBE COVER / CENTRAL CONTENT

Channel covers must withstand desktop, phone and TV crops. Keep logo and wording inside the central safe area. The edition year is a separate live field.

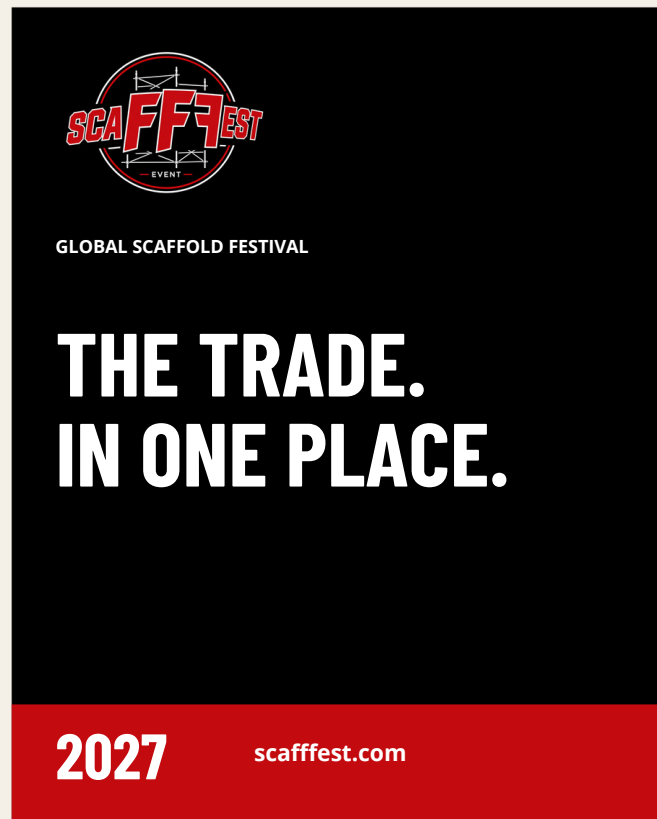
Source: YouTube Help, Manage your channel branding. Platform cropping must be checked in the publisher preview.

WORKING FORMATS AND EXPORT

ASSET	WORKING CANVAS	BRAND RULE
Feed / carousel	1080 x 1350 px / 4:5	72 px margin. Consistent canvas within a carousel.
Square / profile	1080 x 1080 px / 1:1	Profile badge stays within circular crop.
Story / vertical video	1080 x 1920 px / 9:16	Brand safe region: x 80-900; y 260-1500. Preview overlays.
YouTube banner	2560 x 1440 px	Keep essentials within centre 1540 x 420 working zone.
Video thumbnail	1280 x 720 px / 16:9	Few readable words; actual subject and clear badge.
LinkedIn / Facebook cover	1584 x 396 / 1640 x 924 px	Working layouts; confirm current desktop and phone crop.

These are ScaffFest template sizes, not a complete list of platform upload limits. Export graphics in sRGB PNG; use JPEG for photographic posts when appropriate. YouTube currently recommends 2560 x 1440 and a banner file no larger than 6 MB. Check the current publisher preview for Meta feed and cover crops before release.

ANNOUNCEMENT AND REGISTRATION



EDIT THESE FIELDS

Headline

Descriptor

Edition year

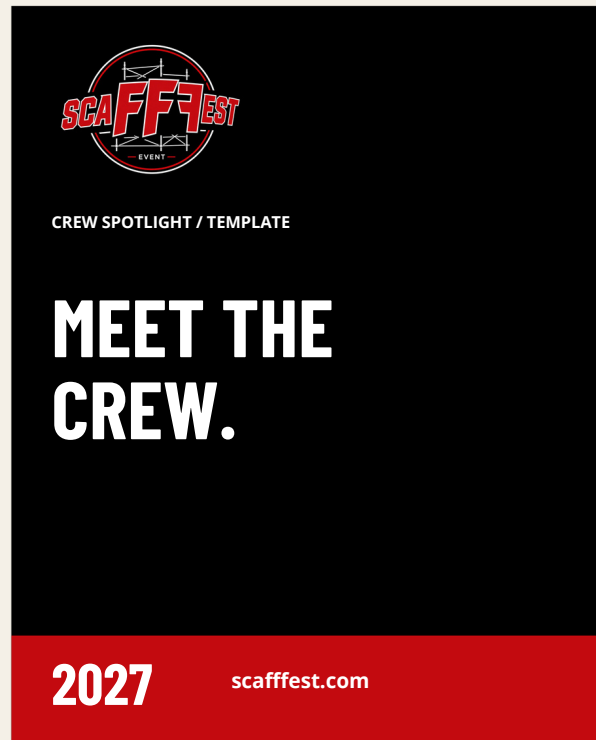
Call to action

Dates / venue if needed

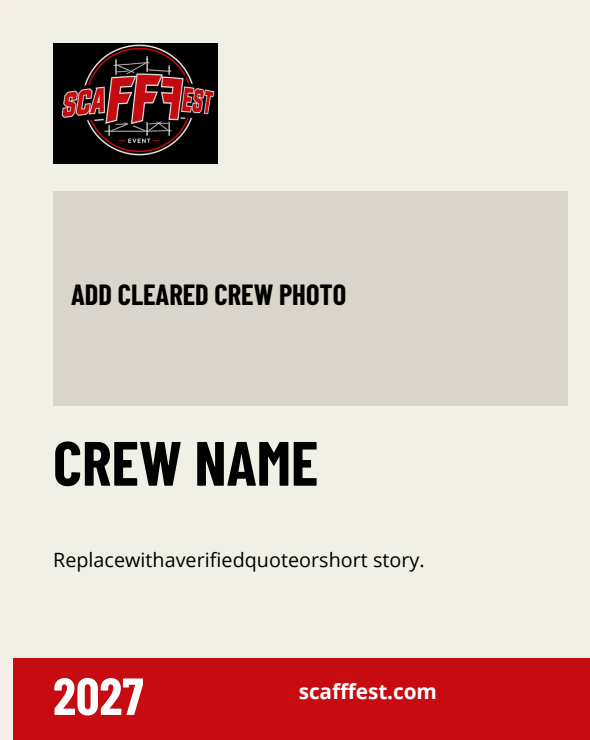
Choose one main action. Registration copy must reflect the real form and eligibility. Keep essential details in the caption as well as the image.

The supplied layouts use live text and an embedded original badge. Install the included fonts before editing. Replace DEMO labels and add confirmed information; use the high-resolution master, not a screenshot.

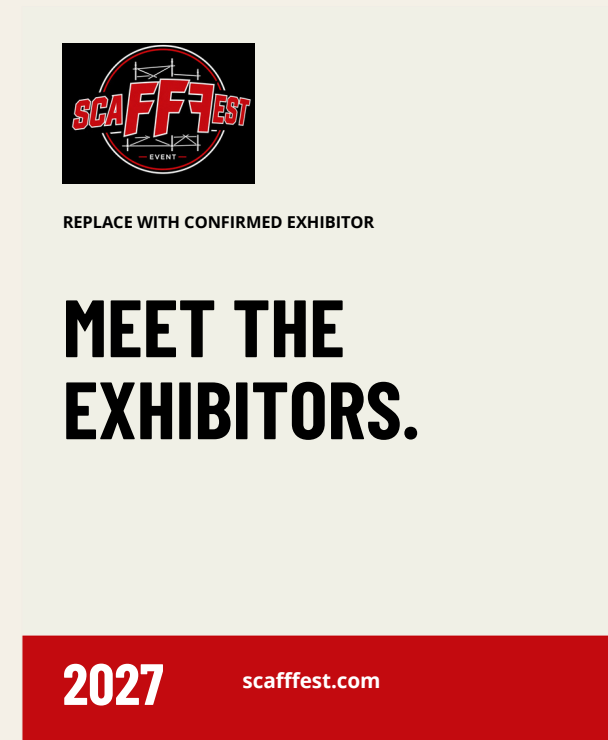
CREW AND EXHIBITOR STORIES



CREW COVER



VERIFIED STORY



EXHIBITOR

Get the name, role, company, quotation and photo permission right. Use approved exhibitor artwork with its own clear space. Never create a fictitious testimonial, ranking or participation announcement. Story photo placeholder is intentionally unfilled.

PROGRAMME AND RESULTS



DEMO PROGRAMME

TIME	Confirmed session name
TIME	Confirmed demonstration
TIME	Confirmed live programme

Programme posts

Use live times and an explicit time zone. Include location, booking requirement, duration and access notes where relevant. Show when the schedule was last updated.

Results posts

Name the category, team, placing and result source. Publish only after the official result is released. Obtain permission for portraits and partner branding.

Changes

Edit the original announcement and pin the correction where practical. Do not let an attractive old poster circulate with incorrect details.

Programme illustration uses placeholders to avoid inventing confirmed event times. Provide text versions of schedules and results; an image-only schedule is difficult to search and use with assistive technology.

VERTICAL SAFE AREAS



WORKING BRAND SAFE REGION

80 / 260 / 180 / 420 px

Left, top, right and bottom reserves on a 1080x1920 canvas. These are conservative ScaffFest design margins, not universal platform safe-zone specifications.

Keep headlines, badge and subtitles out of control overlays. Caption length, buttons and ad formats change the actual usable region. For TikTok ads, use the relevant official downloadable safe-zone overlay and compare the live preview.

Create a separate cover for feed and profile crops. Do not assume a full-screen video frame will be shown intact everywhere.

Source: TikTok, In-Feed Ads, Safe Zone. Official guidance says zones vary with format and caption length.

SAME FAMILY. DIFFERENT STORIES.



EVENT / COMPETITION

THE BUILD CHAMPIONSHIPS

23-25 JULY 2027

NAEC STONELEIGH



FOOD / FAMILY

FOOD & FAMILY

23-25 JULY 2027

NAEC STONELEIGH



EXPO / IDEAS

EXPO & IDEAS

23-25 JULY 2027

NAEC STONELEIGH



MUSIC / PARTY

MUSIC & PARTY

23-25 JULY 2027

NAEC STONELEIGH

Logo. One headline. Original curve. Date and venue.

CAPTIONS, ACCESS AND COMMUNITY

CAPTION

Firstline: the point of the post. Next: useful, confirmed information. End: one action and a working destination. Use the actual deadline and UK time zone if relevant. Limit decorative hashtags; #ScaffFest can be the campaign tag.

ACCESS

Repeat crucial image copy in the caption. Write alt text describing the content and action. Caption speech in video and review names manually. Do not communicate category, access or status by red alone.

COMMUNITY

Answer practical questions clearly. Move personal registration details to the proper private channel. Escalate safety concerns and abusive content. Do not expose ticket codes, private contact details or attendee data.

EXAMPLE CAPTION / TEMPLATE COPY

Bring your crew to ScaffFest 2027. Explore the competitions, trade expo and festival programme at scafffest.com. Replace this sentence with the confirmed registration opening, deadline and requirements before publishing.

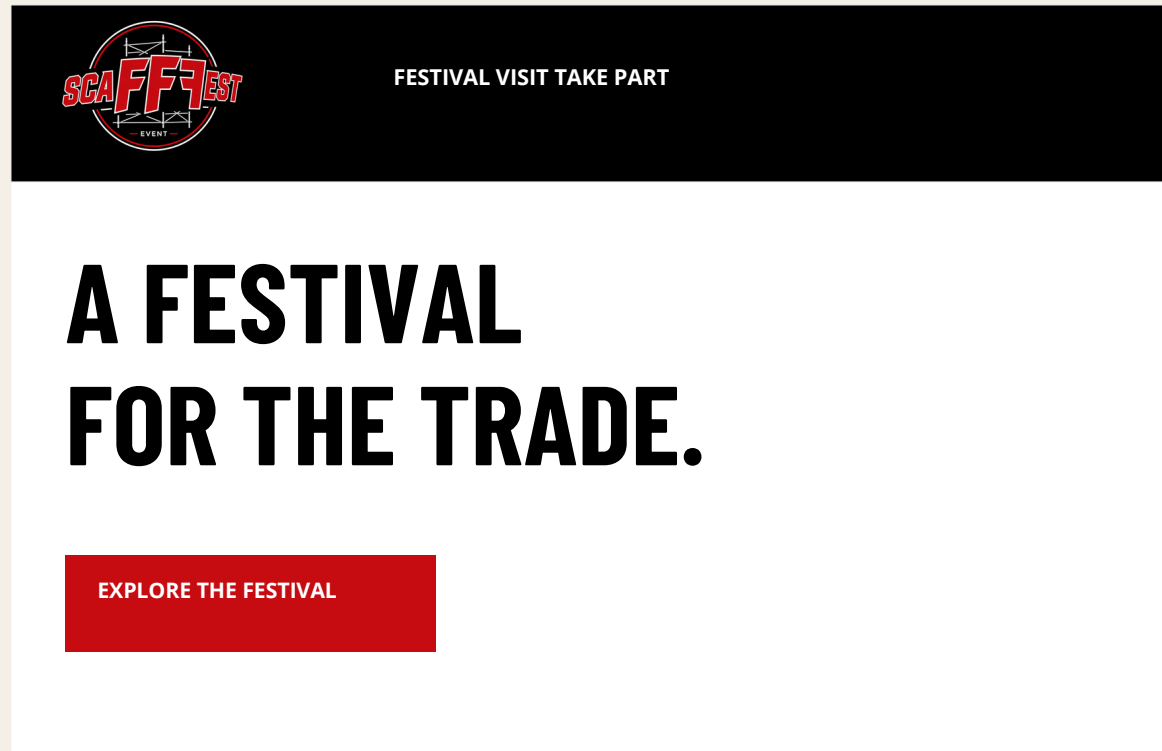
CAMPAIGN RHYTHM AND REVIEW

PHASE	CONTENT	PRIMARY ACTION
Launch	What the festival is, who it is for and confirmed edition information.	Explore the festival.
Participation	Crews, exhibitors and speakers; accurate opportunities to join.	Register or enquire.
Planning	Travel, access, facilities, confirmed programme and FAQs.	Plan your visit.
Event days	Useful live updates, real work, changes and official results.	Find the correct place and time.
Afterwards	Cleared photos, verified highlights and participant stories.	Share feedback; hear future news.

Weekly workflow: agree the main message, verify event facts, choose a template, clear image rights, check names and sponsor placement, preview on a phone, then approve and publish. Save the approved source and export together.

Cadence is a planning decision, not a fixed quota. Prioritise useful posts. Track registration completions, qualified enquiries and link visits alongside reach; avoid treating follower count as the only measure.

WEBSITE, EMAIL AND PRESS



WEB LAYOUT / DESIGN EXAMPLE

Keep the current main action obvious, then let visitors choose the programme, visitor information or participation route.

Website

Use live text for practical information, clear menu labels and a visible focus state. An animated hero must still work as a static image. Do not hide the date or ticket route in a moving slide.

Email

Use one message and one primary action. Include a readable text version, meaningful links and the appropriate unsubscribe / preference controls.

Press kit

Supply the official logo, verified festival description, confirmed facts, cleared images, credits and an actual press contact. Remove placeholders before distribution.

BRAND IN THE REAL WORLD



Photographic concept visualization: tote, bottle, mug, notebook and pen. These scenes were generated from the supplied badge to explore placement and material. They are not manufacturing proofs or photographs of existing products; exact final artwork comes from the master.

T-SHIRTS AND HOODIES



WORKING PLACEMENTS

T-shirt back: 260-280 mm badge width. Centre to the garment, not a hanging fold. Begin 70-90 mm below the back neck seam.

Hoodie chest: 90-100 mm badge width. Keep clear of drawcords, pocket seam and zip. Confirm placement on the actual front pattern and across the ordered size range.

Method: sample screen print or a high-quality transfer on the actual black cloth. Match white opacity and red after curing.

Placement dimensions are sample starting points; adjust to size grading and garment pattern. Use a vector master and supplier separation for screen print. Do not extract artwork from this generated photo. Approve wash, stretch and edge tests.

BAGS AND TEXTILES



ITEM	WORKING SPECIFICATION
Canvas tote	180-200 mm front badge; centre between seams.
Drawstring bag	150-180 mm badge; allow for folding and cords.
Lanyard	Text attribution at a readable size; do not repeat tiny full badges.
Patch	Printed patch is the first choice for fine badge detail.
Embroidery	No released embroidery master. Digitise and sew out before approving.

Do not simply delete scaffold lines when stitching fails. Change the production method or approve a dedicated reproduction version through the brand owner. Specify fabric weight, stitch quality and durability with the supplier; a mockup alone does not specify construction.

BAGS AND TEXTILES



TEAM KIT. FRONT AND BACK.



Badge on the back. Compact mark on the chest.

Keep print away from reflective bands. Placement mockup, not a garment specification.

STICKERS. READY TO USE.



Badge, secondary logo and brand mark as loose stickers.

DRINKWARE, NOTEBOOKS AND PENS

ITEM	PLACEMENT / METHOD	WHY
Reusable bottle	Start at 55-65 mm full-badge width. Test curvature and ink adhesion.	Keep the badge on a readable front-facing area, away from a wrap seam.
Enamel or ceramic mug	Start at 60-70 mm. Supplier template controls printable zone.	Fine scaffold detail and white outlines need a real decoration sample.
Notebook	Start at 70-90 mm. Print badge or an applied printed label.	A small one-colour foil badge is not approved; the details may close up.
Ballpoint pen	Typeset ScaffFest attribution, roughly 40-45 mm wide if barrel allows.	The complete badge cannot fit a tiny print height legibly.
Sticker	Start at 70 mm full badge, on its black field. Confirm cut line.	Preserve clear space, weather resistance and a usable peel edge.

A plain text attribution is supporting typography, not a replacement logo or a new mark. Use Manrope Bold where space allows. Never squeeze, crop or trace the badge to force it onto a pen.

PRINTED COLLATERAL



Photographic concept visualization: card, ticket, crew pass and wristband. The ticket is marked DEMO. The live ticket provider must supply credential data, scan codes, validity rules and security controls. Generated type and marks are illustrative; the templates preserve the exact master.

CARDS AND ADMISSION TICKETS



BUSINESS CARD / 85 X 55 MM

Card: 55 mm badge width on the front. Put name, role, phone, email and website on the reverse. Start with 3 mm bleed and 5 mm safe margin, then use the printer dieline.

Ticket: keep the event identity separate from ticket category, date, validity, order reference and scanning area. Perforation must not cut important information.

Scan codes: use real codes generated by the ticket system, with its required quiet zone. Test on the actual scanner and printed stock. Never add a decorative or generated QR pattern.



ADMISSION TICKET / 200 X 80 MM

PASSES, BADGES AND WRISTBANDS



ELEMENT	RULE
Name	Largest practical identifier. Allow two lines and long surnames.
Access role	Plain words: CREW, EXHIBITOR, VISITOR or MEDIA as assigned.
Category code	Text plus colour, never colour alone. Validate actual access logic.
Badge hardware	Keep hole, clip and lanyard away from names and scan area.
Wristband	Date / category and anti-transfer features come from the supplier.
Privacy	No unnecessary personal details on visible or public-facing badges.

BANNERS AND VENUE PRESENCE



Photographic concept visualization: barrier banners, a roll-up and a welcome display. No construction scaffold is pictured. The setting is illustrative and does not represent the confirmed venue layout. Year remains outside the badge.

LARGE-FORMAT PRODUCTION

FORMAT	WORKING START POINT	CHECK BEFORE ORDER
Barrier banner	Approx. 3000 x 1000 mm; badge and message in separate zones.	Actual frame and supplier template; eyelets, bleed and wind suitability.
Roll-up banner	Approx. 850 x 2000 mm; essentials in the upper readable zone.	Cassette pull-in area and trim. Keep URL / year above hidden bottom section.
Poster	A3 or A2; one message, badge, confirmed details and action.	Viewing distance, stock, red proof and legibility at real size.
Stage / screen	Use the operator pixel map and actual aspect ratio.	Safe margins, LED seam lines, contrast and motion test.
Wayfinding board	Size to reading distance and mounting height.	Keep destination text larger than branding; inspect onsite.

A path-based vector badge is required for large-format master artwork. Do not enlarge the 1472 px raster source across a multi-metre banner. Large-format ppi, material, finishing and wind loading are supplier and venue decisions; the dimensions above are proposals.

WAYFINDING AND OPERATIONAL SIGNS



INFORMATION

Hierarchy: destination or instruction first, zone or distance second, festival identity third. Use a consistent location name across signs, maps, schedules and tickets.

Function: directional arrows on navigation signs may be necessary; use standard clear forms. Keep decorative arrows out of festival graphics.

Safety: do not recolour emergency exits, first aid, fire equipment or hazard signs into the festival palette. Safety sign selection and placement belong to the event safety plan and competent supplier.

Access: test sightlines, mounting height, lighting and routes onsite. Offer a text-based map alternative.

POSTERS AND ADVERTISING



Message

Lead with one clear reason to come. Identify it as a scaffolding festival and keep the badge recognisable.

Useful details

Add confirmed public dates, venue and a readable booking destination. 2027 remains a separate live field.

Media

Recompose for A3, A2, a street panel or digital display. Use the actual supplier canvas and viewing distance.

Proof

Test whether someone can recognise the event and find the next step in a few seconds. Keep essential words out of graphic texture.

Poster presentation is a concept visualization when pictured in a street setting. The editable editorial starter uses the retained master and live type; scale it into the actual media dieline, then add confirmed dates and information before publication.