

BRANDBOOK



WARSAW GLITCH AWARDS

VERSION 1.0 | 2026
OFFICIAL BRAND GUIDELINES

01 | ABOUT WARSAW GLITCH AWARDS

Warsaw Glitch Awards (WGA) is an international celebration of digital creativity, futurist vision, and boundary-pushing storytelling.

We honour creators, innovators, and producers who challenge conventions and shape the future through glitch art, animation, and immersive expression.

We connect the worlds of film, animation, creative technology, and AI through a bold festival identity.

WARSAW
GLITCH
AWARDS

EXPECT THE UNEXPECTED.

02 LOGO SUITE

PRIMARY LOGO



LOGO VARIANTS



PARTNER LOCKUPS

INTERNATIONAL
PRODUCERS
FORUM

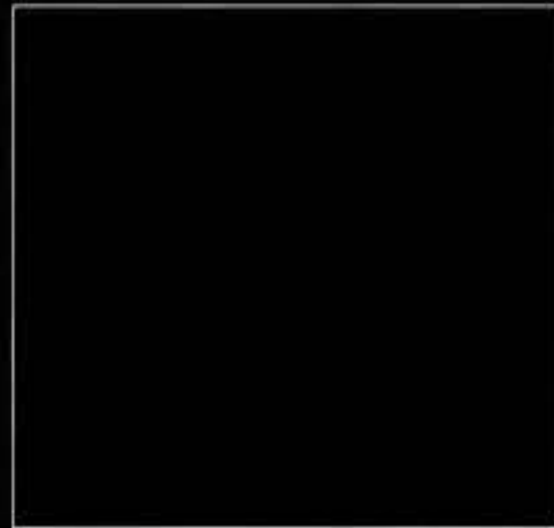
ANIMATIC
ON

GLITCH
ACADEMY

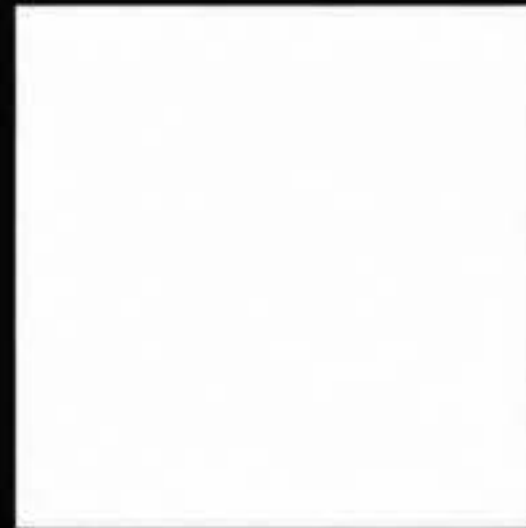
DIXEL
ZONE

03 COLOR PALETTE

PRIMARY COLORS



BLACK
#000000



WHITE
#FFFFFF



GLITCH RED
#E10600

SECONDARY COLORS



GREY
#666666



CHARCOAL
#1A1A1A

USAGE

Our color palette is bold, minimal, and digital. Black represents depth and futurism. Red symbolizes energy, rebellion, and innovation. White ensures clarity and contrast in communication.

04 TYPOGRAPHY & VISUAL LANGUAGE

TYPOGRAPHY

PRIMARY TYPEFACE

RAJDHANI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Rajdhani is used for headlines, titles, and high-impact communication.

SECONDARY TYPEFACE

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Montserrat is used for body text, captions, and supporting information.

VISUAL LANGUAGE



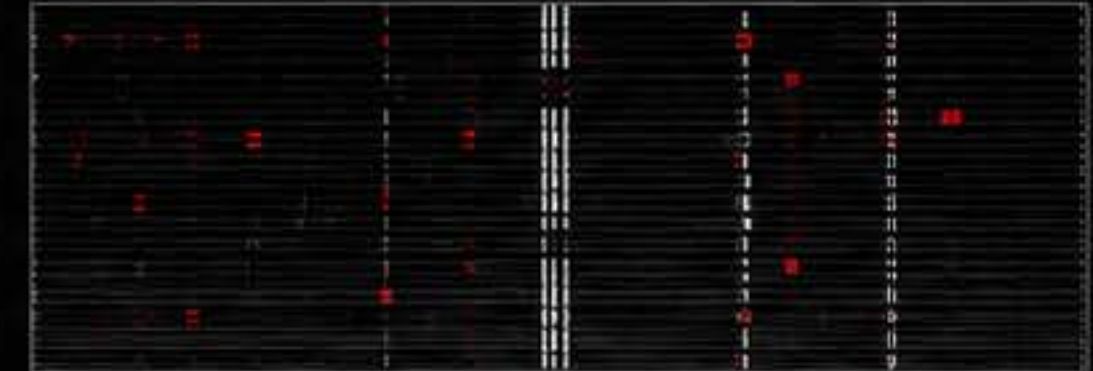
GLITCH EFFECTS

Distortion, pixel shift, and digital noise express movement and innovation.



SCANLINES & PIXELS

Retro-futuristic references that enhance the digital identity.



ASKEW LAYOUTS

Angular compositions create tension and a forward-moving visual rhythm.



HIGH CONTRAST

Bold contrasts ensure visibility, impact, and focus.



05 APPLICATIONS & DO'S / DON'TS



DO

- ✓ Use approved logo versions only.
- ✓ Maintain clear space around the logo.
- ✓ Use official brand colors.
- ✓ Apply glitch elements consistently.

DON'T

- ✗ Change logo proportions.
- ✗ Use unapproved colors.
- ✗ Add shadows or outlines.
- ✗ Place the logo on busy backgrounds.