Formosa
FILM LAB

Graphic Standards Manual

Contents

About the brand

At Formosa Film Lab, we are not just a professional film lab, but a place where the art of analog photography comes to life. Nestled in the heart of Faro, Algarve, southern Portugal, our passion lies in capturing the beauty of life through film. We believe that simplicity is the key to great photography, and we focus on providing our clients with a streamlined, no-fuss experience that produces breathtaking results, leaving them with memories that are as beautiful as they are genuine.

What sets us apart is that we believe that every photograph possesses a unique charm that cannot be replicated by digital photography. We do not aim to create perfect pictures, but rather to capture the essence of each moment in its purest form. Our attention to detail, combined with our love of analog photography, ensures that every picture we produce is a true work of art - one that speaks to the soul and evokes emotions that last a lifetime.

Our goal is to provide our clients with an experience that is both easy and enjoyable. We understand that film photography can be intimidating, but we are here to guide our clients every step of the way. At Formosa Film Lab, we are committed to capturing the magic of life through the beauty of film photography.

Core values

Simplicity

Beauty in imperfections

Seizing the moment

Slogan

The "Take It Simple" slogan is a play on words, combining the phrases "Take It Easy" and "Keep It Simple". By using the word "take", the slogan also incorporates the idea of "taking photos". The phrase encourages a laid-back approach to photography, promoting the idea that capturing moments should be enjoyable and stress-free. At the same time, it emphasizes the importance of simplicity in the process, suggesting that the best way to create beautiful photos is by keeping things uncomplicated and natural.

"

Take it simple.

Logo

Our logo is a combination of two elements that represent Formosa Film Lab's essence. The camera roll shape signifies our commitment to revealing the beauty of film photography. The flamingo, which is remarkable to the Algarve region, serves as a nod to our roots and location. It also represents our brand's calm, free and friendly spirit.

Together, these two elements create a unique and memorable logo that embodies the heart and soul of Formosa Film Lab.

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Primary logo

A primary logo is the main logo used to represent a brand.
Placements: Desktop website header, large print collateral etc.

Secondary logo

A secondary logo is used whenever it is not possible to use the primary logo due to the space issues.

Submark logo

Submarks fit in condensed spaces where the larger logo variations won't work.
Placements: Social media profile images, website footer, mobile website header.

Clear space

The space between the logo and other elements to ensure the logo gets to maximizes its visibility and impact.

Incorrect usage

Do not apply colors not
mentioned in this Manual

Do not reflect any single part
of the logo

Do not stretch or alter the
proportions of the logo

Do not place over
very busy backgrounds

Do not change the
arrangement of the logo

Do not apply gradients
or shadows

Do not rotate the logo

Do not change the typography

Application on photography backgrounds

If the photo is being used to indicate that it belongs to the brand, such as on Instagram, it is recommended using only a **white submark logo in the right down corner**.

If the full logo is to be placed over a photo, a semi-transparent darker overlay should be added to the photo to ensure that the logo remains visible and legible. It is recommended using only a **white version of logo**.

The placement of the logo within the photo should be carefully considered to avoid obstructing or detracting from the main focus of the photo.
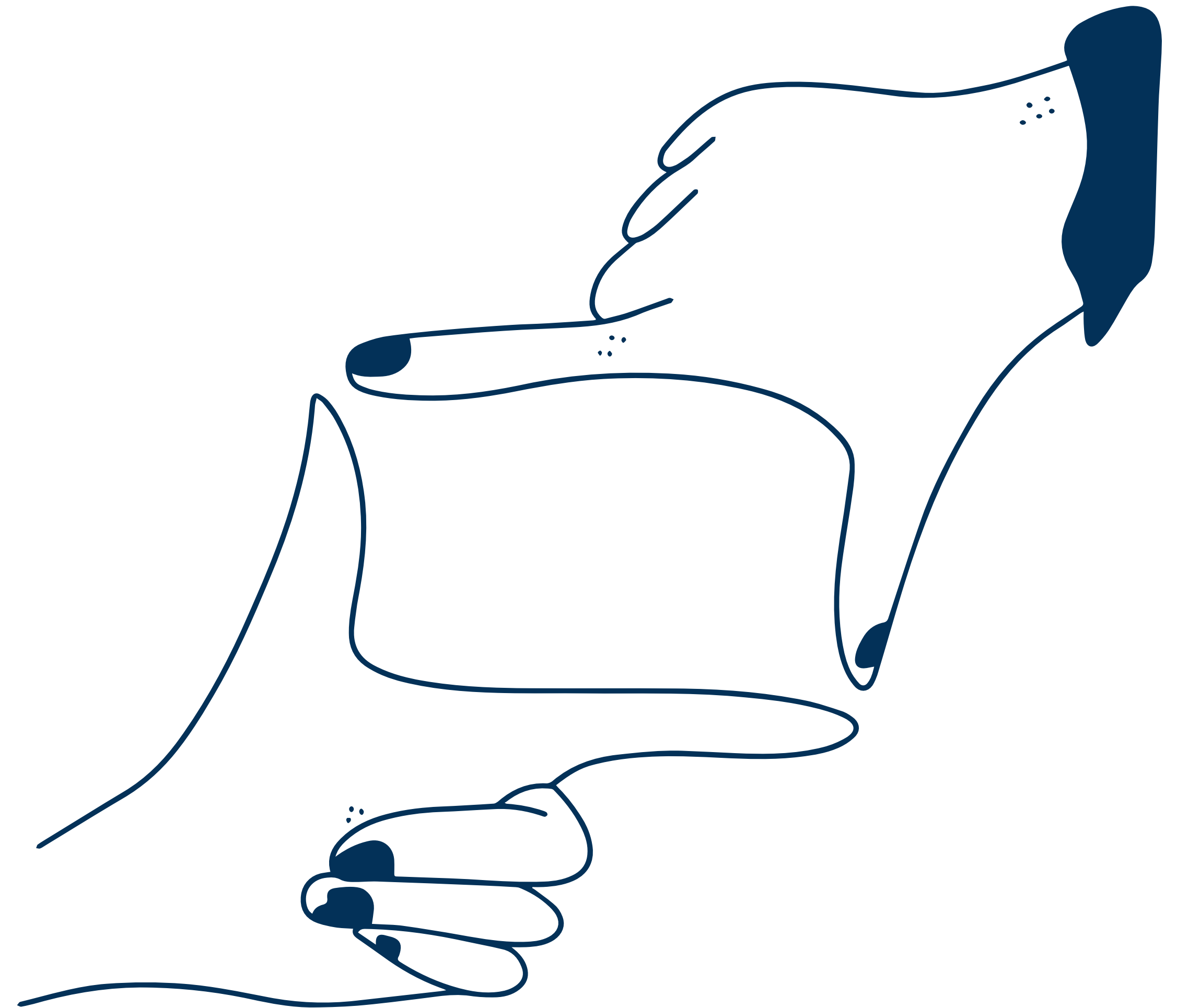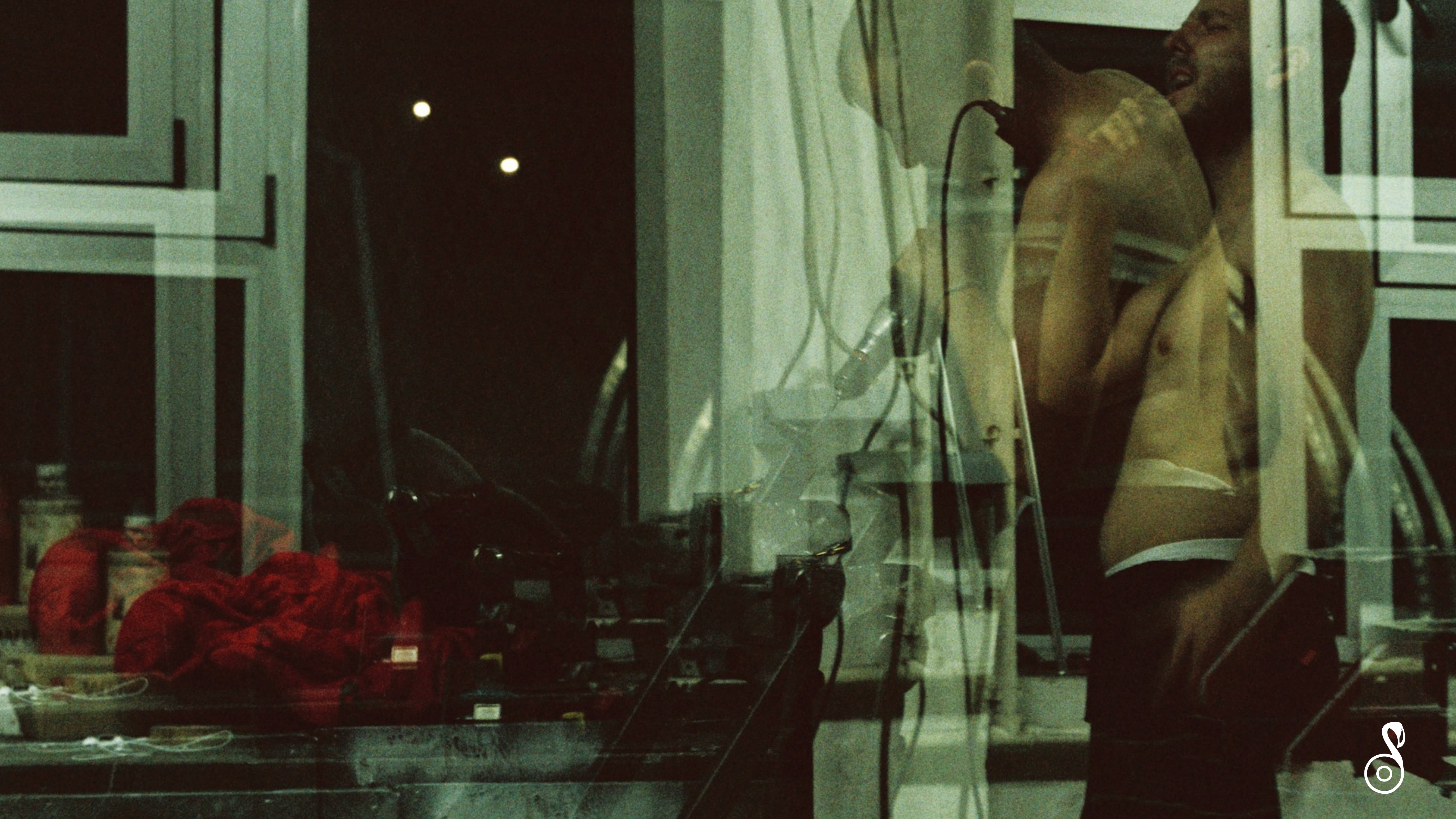
Formosa

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Color palette

The brand's color palette has been carefully selected to represent the essence of Formosa Film Lab and its values. Navy blue, the primary color, was chosen for its associations with serenity, trustworthiness, and credibility. It also pays tribute to the Ria Formosa, a beautiful lagoon system in southern Portugal that inspired the name of the Film Lab. This deep shade of blue instills a sense of calmness and stability, which we hope to convey to our clients through our work.

Coral, the secondary color in the palette, was chosen to represent the flamingo, an animal strongly associated with Formosa Film Lab brand. It is bright, playful, and optimistic, symbolizing happiness, joy, and the art of seizing the moment. It reflects our passion for capturing life's most beautiful moments through film photography.

Finally, white is used as a background color throughout the branding to create a sense of simplicity, freshness, and airiness. It creates a clean and timeless look, allowing the photos and content to shine without distractions. This color also evokes a feeling of clarity and purity, which reflects brand's commitment to producing authentic and genuine work.

Primary color:
Navy Blue
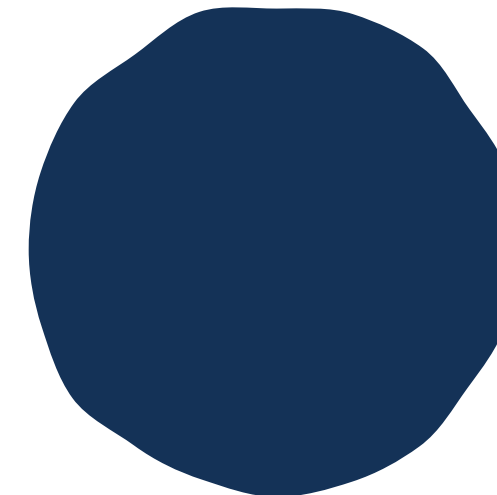
Hex: #143258

RGB: 20, 50, 88

CMYK: 77, 43, 0, 66

Pantone: 2955 C

Secondary color
(accent color):
Coral
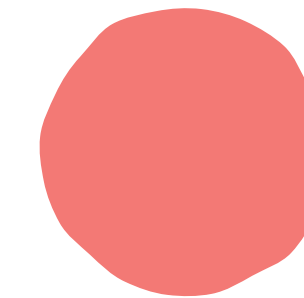
Hex: #F37A74

RGB: (243, 122, 116)

CMYK: (0, 50, 52, 5)

Pantone: 177 C

Background color:
Pure White

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX: #FFFFFF

Pantone White C

Typography

Titles - BookmanJFPro (Roman)

BookmanJFPro is a serif font with a classic and elegant look, which makes it a great choice for a branding for film photography. The serif design of the font conveys a sense of tradition and timelessness, which aligns well with the analog nature of film photography. The font's clarity and readability make it easy to read even in small sizes, which is important for legibility in branding applications. Additionally, the BookmanJFPro font has a friendly and approachable feel, which can help create a connection with the audience and communicate the warmth and personal touch associated with film photography.

Body text - Gira Sans (Book)

Gira Sans is a simple yet elegant font that perfectly complements the ethos of analog photography. Its clean lines and minimalistic design align with the philosophy of capturing the essence of a moment in its purest form and the simplicity. Overall, Gira Sans is a great font to create a timeless and authentic feeling in the realm of analog photography.

BookmanJFPro Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#$%^&*()_+-={}[]|:;"'<>,.?/

Gira Sans Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
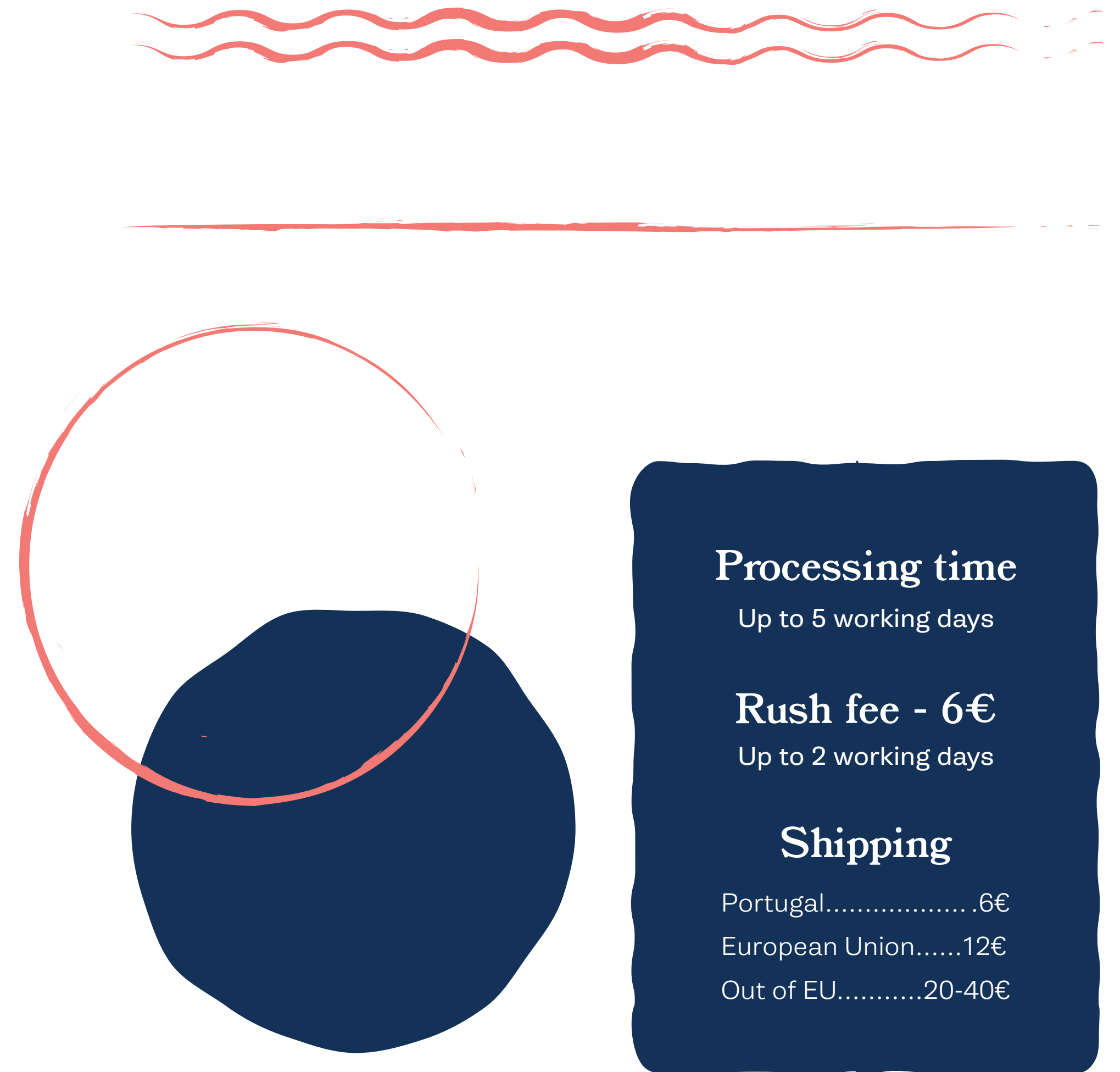0123456789
!@#$%^&*()_+-={}[]|:;"'<>,.?/

Graphic elements

The graphic elements used in the branding of Formosa Film Lab are rounded and rough to convey a sense of naturalness, imperfection, and handmade quality.

The rounded shapes evoke a softness and gentleness that complements the brand's overall aesthetic, which emphasizes simplicity and the essence of each moment. By using rough edges, the graphic elements also convey a sense of texture and depth that adds dimensionality to the brand.

Overall, this design choice creates a sense of warmth and approachability that makes the brand feel more personal and inviting to clients. The handmade feel of the graphic elements also adds a level of authenticity that speaks to the brand's commitment to analog photography and preserving memories in their truest form.

Processing time
Up to 5 working days

Rush fee - 6€
Up to 2 working days

Shipping

Portugal...................6€
European Union......12€
Out of EU...........20-40€

Illustrations

The monoline freehand illustrations are meant to convey a sense of authenticity and personal touch. These illustrations are created with a single, consistent line width to achieve a minimalist yet dynamic look. They are intended to give the impression of being hand-drawn and not overly polished or perfected, which is aligned with the company's philosophy of capturing the beauty of life in its most raw and genuine form.

By incorporating these monoline freehand illustrations, the brand is able to create a consistent and cohesive visual identity that is both unique and memorable. The illustrations work well across different mediums, from print to digital, and can be used to add a personal and relatable touch to the brand's marketing materials.
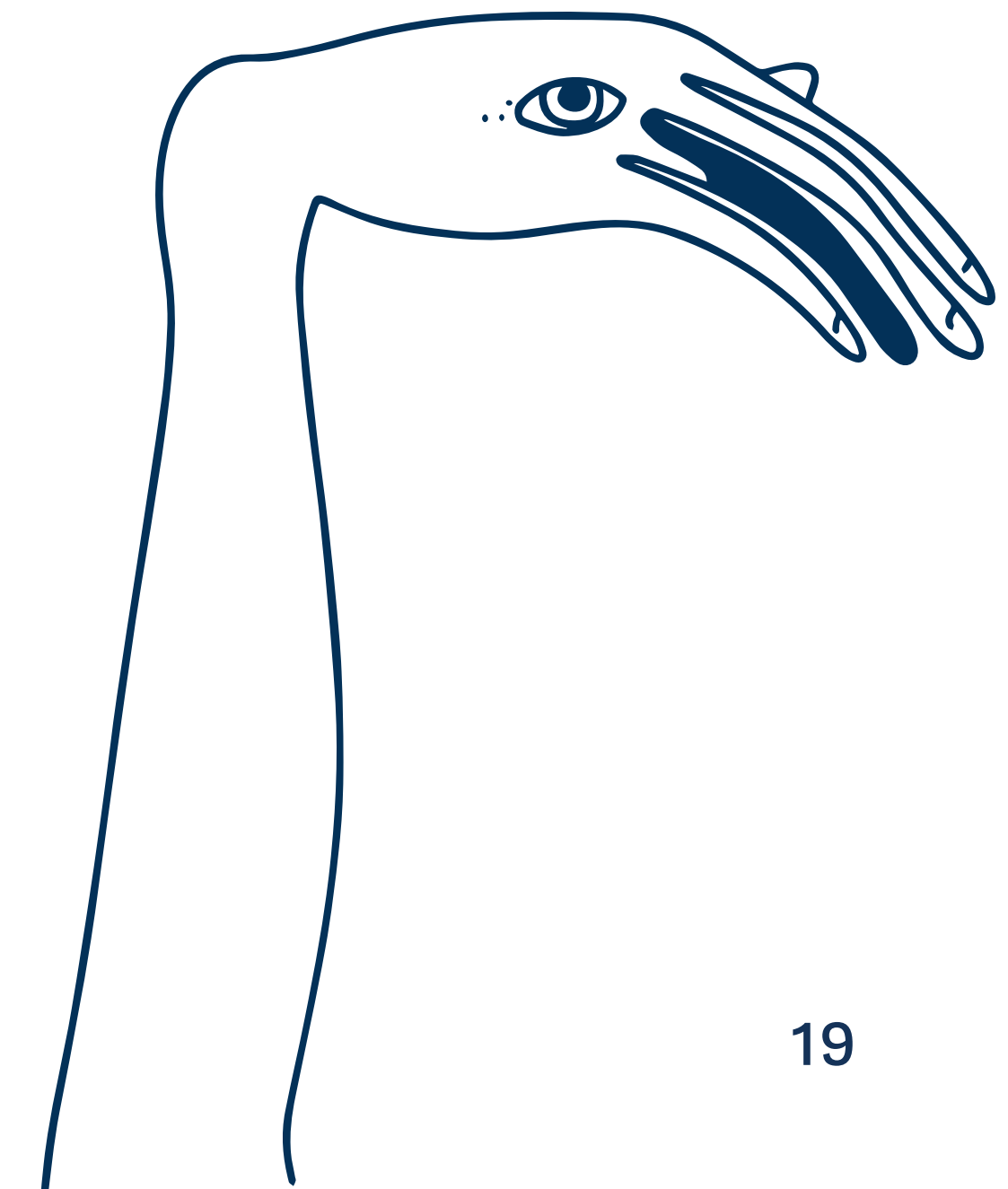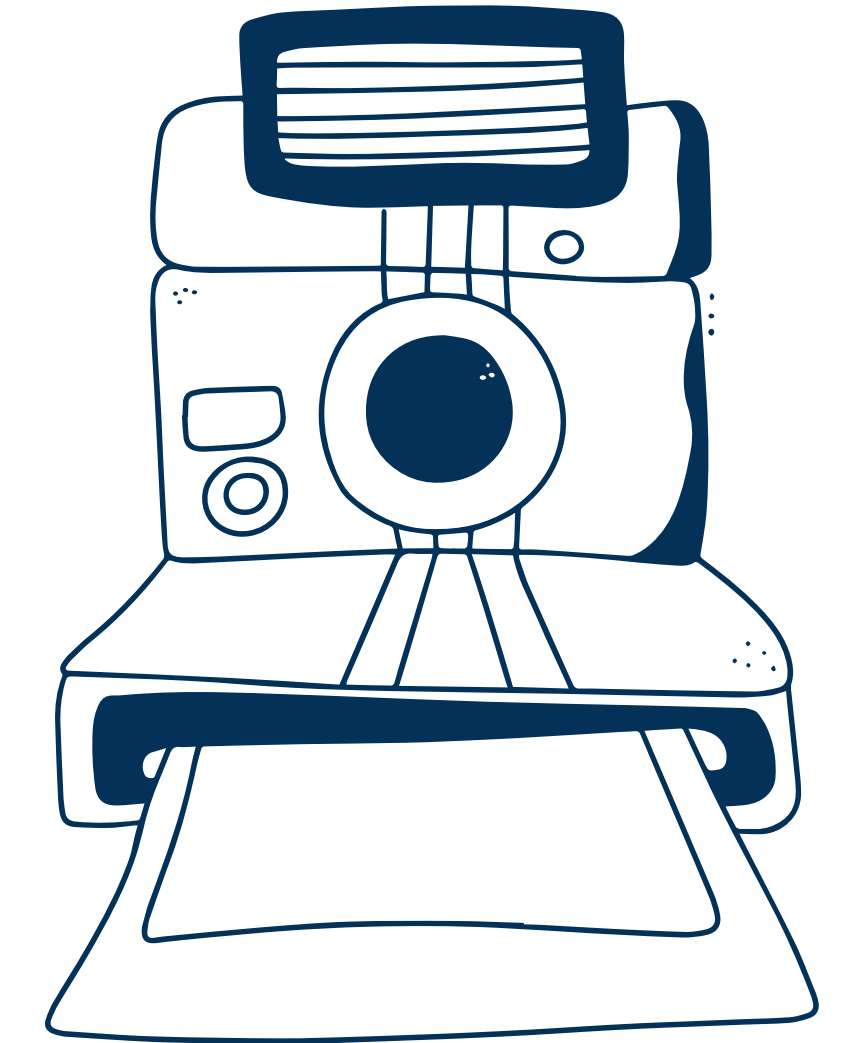
Examples of application

The following examples showcase how the branding elements can be applied in various contexts, from business cards to pricing, to convey the unique personality and aesthetic of the brand.

Formosa
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R. Castilho 28A
8000-417 Faro

289 039 133

formosafilmlab.pt

formosafilmlab

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Develop and scan

Color C41
Develop and scan
35mm / 120

Medium................................
.Large.......................................14€
XL...19€
....18€

B&W
Develop and scan
35mm / 120

Medium...................................14€
Large......................................16€
XL..19€

Just develop
C41..5€
B&W..7€

Just scan
Uncut 35mm /120.....................5€
Cut...7€
Rescan XL or TIFF...............3€/photo

Push
C41 / B&W.............................5€/roll

TIFF scans
+3€

Scan sizes

Frontier SP3000
Black edge/borders possible

Medium – 2400 x 3600 px
Large – 3000 x 4500 px
XL – 3600 x 5400 px

Noritsu HS-1800
Black edge/borders not possible

Medium – 2400 x 3600 px
Large – 3000 x 4500 px
XL – 3600 x 5400 px

Prints

10x15
Print...........0,50€
Roll....................7€

13x18
Print...........0,50€
Roll....................7€

Proof print
Print...........0,50€
Roll...........0,50€

15x20
Print...........0,50€
Roll....................7€

20x30
Print...........0,50€
Roll....................7€

Delivery

Processing time
Up to 5 working days

Rush fee - 6€
Up to 2 working days

Shipping
Portugal...................................6€
European Union........................12€
Out of EU..........................20-40€

Brand Identity by
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