

FIFDH

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A NEW VISUAL IDENTITY FOR THE FIFDH FESTIVAL

The FIFDH is introducing its new visual identity, reflecting the Festival's vision and missions. Sober and striking, this graphic line places the screen at the centre of its signature. It is a space for current film productions, as well as essential witnesses who challenge us and offer us a different view of the world and its complexity.

Since its inception, the International Film Festival and Forum on Human Rights (FIFDH) Geneva has been committed to opening up debate in the public arena and to including the voices of those most affected by current issues. The Festival is also a place where art and ideas converge, where film is at the heart of the programme and human rights are at the centre of concerns. These two axes are united in the Festival's new visual identity, on one hand by the cinema screen cut into the FIFDH lettering, and on the other by the use of the Climate Crisis typography, which echoes the urgency of the climate situation.

This evocatively titled typeface was created in 2020 at the initiative of Helsingin Sanomat, a Finnish daily newspaper, to make the consequences of global warming visible and tangible. The typeface reacts to data on the melting of Arctic ice, and changes with the years and forecasts. It is a global crisis which the FIFDH strives to address in each of its editions, questioning the impact of humans on the environment and, conversely, the impact of climate change on the human condition.

"As part of its ongoing drive to broaden its impact, extend its reach, strengthen its commitment and network committed minds, the FIFDH is adopting a new visual identity. This graphic line reflects the values deeply rooted in the FIFDH: respect for human rights and the environment, as well as the need to stimulate dialogue and collective commitment on the crucial issues our world faces." - Laura Longobardi, Laila Alonso Huarte and Guillaume Noyé, co-general directors of the FIFDH, explain.

Designed by Studio BAD, the new visual identity embodies the FIFDH's intention to remain a place for exchange and encounters: perspectives are changing, voices are blending, and new models are emerging. *"This visual identity evokes the framing of a subject, but also of a cinema screen. This field welcomes different types of narratives, in the same way that the Festival creates a space for discussion and multiple points of view."* - Sonia Gonzalez & Mélanie Herrmann, founders of Studio BAD

The new graphic line also extends to the Festival's professional programme - **Impact Days** - and educational programme - **For Schools**. This identity will be fully deployed on a new website which will be online by the end of the year.