Storytale Festival Bristol

Brand Guidelines

2026

Brand Guide Version 3.0 Updated: February 2026. © Storytale Festival™ CIC 2026

Brand Core

TAGLINE

Where will it take you?

STRAPLINE

Sharing the magic of stories with children in Bristol.

ORGANISING THOUGHT

This idea sits at the heart of Storytale Festival, shaping our events, our decisions, and the stories we choose to share.

We bring children, parents, and carers together to celebrate and be inspired by stories with the people who create them.

Primary logo lockup / hero use: Where will it take you? (tagline)
Supporting strapline (website footer, brand guide, funding docs): Sharing the magic of stories with children in Bristol (strapline)

Brand Core | About

OUR STORY

Storytale Festival began in early 2019, when founder Ellie Freeman set out to create Bristol's first citywide children's book festival. Ellie invited local authors, illustrators, and storytellers to join her in encouraging a new generation of book lovers. Along the way, she was joined by Kate Frost, author of the Time Shifters series, and Nicola Kear, owner of Grounded Cloud, who brought branding, graphic, and website design expertise to the festival. Together, they became co-founders of Storytale Festival™.

Since the festival began, Storytale Festival has faced various challenges and in turn, explored different ways of bringing the festival to life — from hosting events across the city over a single weekend, to delivering the festival online during lockdown, and later experimenting with hybrid in-person and online events. Over time, this evolution led to a focused festival weekend in Bristol city centre.

Throughout these years, the festival has grown through connections and collaborations with local authors and illustrators, organisations, and educational establishments, helping to shape and strengthen the festival year on year.

In late 2025, children's author and illustrator Sarah Surgey joined the team, bringing additional creative perspective to support the festival's ongoing development.

Brand Core | Foundations

BRAND BELIEF

Storytale Festival believes that every child should have the chance to be inspired by the power of stories.

PURPOSE

Why we exist

To inspire children in Bristol by celebrating stories and bringing them together with local creative talent.

VISION

The change we want to see

A city where every child has the chance to access and be inspired by stories, regardless of background or circumstance.

MISSION

How we make that change happen

To deliver a welcoming, affordable festival of stories that inspires children and brings them together with local authors, illustrators, and storytellers.

Brand Core | Values

Inspiration

Storytale Festival exists to spark imagination and possibility.
By sharing stories and creative role models, the festival encourages children to explore ideas, confidence, and creativity.

Community

Storytale Festival brings children, families, and local creative talent together around stories. By creating shared experiences in welcoming spaces, the festival strengthens connections within Bristol's creative community and helps children feel part of something collective and inspiring.

Welcoming

Every child should be able to engage with stories. Storytale Festival creates affordable, inclusive, and welcoming environments so cost and background are not barriers to participation.

Celebration

Storytale festival is a joyful coming together of children, parents/ carers and local creators, where stories are shared, voices are valued, and creative work is recognised and enjoyed.

Affordability

Storytale Festival believes cost should never be a barrier to engaging with stories. Affordability is built into how the festival is planned and delivered, ensuring families can take part without financial pressure.

Brand Voice | Personality

WE SOUND

Storytale Festival's voice is warm, optimistic, and story-shaped — celebrating creativity while making everyone feel welcome.

CHARACTERISTIC

Inspirational

This sounds like:
We are encouraging curiosity, imagination, and possibility:

"Stories open doors to new ideas, new worlds, and new ways of seeing."

"Every story has the power to spark curiosity and inspire a lifelong love of reading."

"We believe stories can help children imagine what's possible — and who they might become."

Story-led

This sounds like:
We sprinkle our communications with narrative language and structure, with gentle nods to chapters, journeys, and story arcs:

"Chapter Five of Storytale Festival brings a new cast of authors, illustrators, and unforgettable stories."

"Every festival is a new chapter in our story — shaped by the people, places, and stories we share."

"Join us as the story continues, with fresh voices and new adventures waiting to be discovered."

Welcoming

This sounds like:
Warm, reassuring, and approachable, helping families feel comfortable and confident engaging with the festival:

"Storytale Festival is for everyone — whether you're a first-time visitor or a familiar face."

"Families of all shapes and sizes are warmly welcomed at Storytale."

"We aim to create a space where children, parents and carers, and creators feel comfortable, included, and at home."

Upbeat

This sounds like:
We are positive, celebratory, and energising without being loud:

"We can't wait to share another joyful weekend of stories with you."

"It's a celebration of books, creativity, and the brilliant people who bring stories to life."

"We're excited to welcome an incredible line-up of local talent to this year's festival."

Brand Voice | Positioning

DIFFERENTIATOR / USP

We don’t just celebrate stories — we create shared, affordable events where children experience stories alongside the people who create them.

POSITIONING STATEMENT

Storytale Festival is a Bristol-based festival of stories for children, celebrating books, illustration, storytelling, and creativity through welcoming, affordable events that bring children together with local creative talent.

Unlike traditional literature festivals that prioritise talks, ticket tiers, and established names, Storytale Festival focuses on shared experiences, local creative talent, and affordability for families.

ELEVATOR PITCH

Storytale Festival is a Bristol-based festival of stories for children, celebrating books, illustration, storytelling, and creativity. We create welcoming, affordable events where children and families share space with local creative talent — inspiring curiosity and opening up the world of books and stories for young people.

Brand Voice | Positioning

BUSINESS DESCRIPTION – LONG

Storytale Festival is a Bristol-based festival of stories for children and families. The festival celebrates books, illustration, storytelling, and creativity through welcoming, affordable events that bring children, parents, and carers into shared spaces with local creative talent.

Rooted in the belief that stories have the power to broaden imagination, spark ideas, and inspire future possibilities, Storytale Festival creates inclusive experiences where children can see stories come to life — and see the people who create them. By showcasing local authors, illustrators, and storytellers, the festival helps children imagine creative futures that feel real, achievable, and close to home.

Storytale Festival is intentionally designed to be family-friendly and affordable. A welcoming atmosphere is built into how the festival is planned and delivered, ensuring cost is not a barrier to taking part.

Through its story-led approach and strong local connections, Storytale Festival offers a distinctive cultural experience that celebrates creativity, supports Bristol's creative community, and inspires children through the shared magic of stories.

BUSINESS DESCRIPTION – SHORT

Storytale Festival is a Bristol-based festival of stories for children and families, celebrating books, illustration, storytelling, and creativity. Through welcoming, affordable events with local creative talent, the festival brings stories to life and inspires imagination.

BUSINESS DESCRIPTION – ULTRA SHORT

A Bristol-based festival celebrating stories, books, and creativity for children and families, delivered through welcoming, affordable events with local creative talent.

Brand Voice | Feeling

AIM

From language to live events, Storytale Festival aims to create an experience that feels welcoming, positive, and inspiring.

FEELING

Inspired

People should leave feeling curious, uplifted, and excited by the possibilities stories can open up — for imagination, creativity, and future ideas.

Welcome

Families, children, and creators should feel welcome. The festival should feel friendly, open, and inclusive, with no sense of exclusivity. People should feel able to relax and enjoy the events.

Positive

Interactions with Storytale should feel optimistic and encouraging, creating a positive, celebratory experience.

Brand Voice | Things we say...

This page sets out how we speak — drawing on how we already communicate, and guiding how we choose our words going forward.

Do	Don't
✓ **Lead with positive framing and confident language, even when explaining change or difference.**	✗ Apologise, downplay, or introduce information with hesitant or negative phrasing (e.g. "although", "only", "just").
✓ **Speak with warmth, clarity, and optimism — like someone who loves imagination, creativity and stories and loves sharing them.**	✗ Sound cold, formal, or emotionally flat, as if you're delivering information rather than sharing something you care about.
✓ **Use story-shaped language: chapters, journeys, characters, moments, discoveries.**	✗ Use purely factual, list-like language with no sense of narrative or progression.
✓ **Keep language friendly, human, and accessible for families and children.**	✗ Use academic, literary, or professional language that creates distance or feels hard to understand.
✓ **Celebrate local authors, illustrators, and creatives with pride and generosity.**	✗ Mention contributors in a tokenistic way or frame creativity as something exclusive or elite.
✓ **Write in a way that feels inviting and reassuring, especially for first-time visitors.**	✗ Assume people already know how the festival works or make them feel unsure whether it's for them.
✓ **Focus on possibility and inspiration — "this could be you", "you're welcome here".**	✗ Focus on what children lack, what's missing, or what families are doing "wrong".
✓ **Keep things simple and clear, especially when explaining events or logistics.**	✗ Overcomplicate information or hide important details in dense or wordy copy.
✓ **Let excitement show, but keep it calm and considered.**	✗ Use hype-heavy or shouty language to generate excitement.
✓ **Use examples, anecdotes, and gentle narrative to bring ideas to life.**	✗ Rely on vague claims or abstract statements without grounding them in real experiences.
✓ **Make creativity feel reachable, not elite – you can do it too!**	✗ Position creativity as something only for the naturally talented, confident, or professionally trained.

Brand Voice | What they say...

These reflections reflect both real voices we've heard and the experience we're working towards at Storytale Festival.

"I had a brilliant day of book-ish delight and have come away determined to get to know Bristol better as a city."

"The author was excellent with the children... her warm and friendly manner kept them engaged throughout the session."

"Inspiring stuff!"

"I had a brilliant time exploring the writing process at the festival."
Katherine Orton, Author

"An exciting festival of affordable and interactive book-based events for kids."

Brand Identity | Logo

Use primary logo first, Alternative Logo can be used second. The colour of logo and 'logo with strapline' colourways will depend upon the background. This will be at the designers discrtion with legibility being of most importance.

PRIMARY LOGO

ALTERNATIVE LOGO

FAVICON / ICON

WITH STRAP

BRISTOL WITH STRAP

ALTERNATIVE LOGO

BRISTOL PRIMARY LOGO

WITH STRAP

BRISTOL WITH STRAP

Brand Identity | Mono Black

PRIMARY LOGO

ALTERNATIVE LOGO

FAVICON / ICON

WITH STRAP

BRISTOL WITH STRAP

Mono White

PRIMARY LOGO

ALTERNATIVE LOGO

FAVICON / ICON

WITH STRAP

BRISTOL WITH STRAP

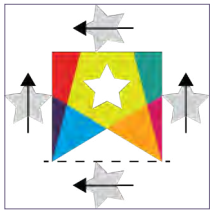
Brand Identity | Logo Safe Zones

PRIMARY LOGO

WHEN THE LOGO IS SITUATED AMONGST OTHER LOGOS, **EXCLUSION ZONE MUST BE DOUBLED.**

ALTERNATIVE LOGO

FAVICON / ICON



WITH STRAP

BRISTOL WITH STRAP

Brand Identity | Logo Safe Zones

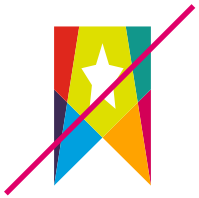
Logos must never be stretched or shrunk. Colours and text elements must never be changed or altered, adequate spacing must be surrounding the logo, see below: examples:

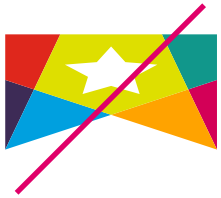
MAIN LOGO TO BE USED WHERE POSSIBLE

Do not stretch, shrink or skew the logo

Do not move or edit the two logo elements from their original position

FAVICON / ICON





Do not stretch, shrink or skew the logo

Do not alter the colours

TEXT ALONE

Do not stretch, shrink or skew the logo

Do not move or edit the logo elements

Do not edit the logo elements or colours

Do not outline any element of the Storytale logo

EXLUSION ZONES

Do not place other items or logos within the designated exclusion zones

The above example has good spacing

Brand Identity | Colours

Always use full (100%) colours, tints in increments of 10% can be used when needed.

Primary Palette

#CE0058 #00A0DC #FFFFFF

Secondary Palette

#3FA294 #3D2B5A #1D1934 #DA291C #EAA124 #101820 #E6DD01

Tertiary Backgrounds

#8A1538 #003E51 #004E42 #1E1A34 #949300 #8A2A2B #CF7F00

Primary Backgrounds

#F6F9FC #FFFFFF #1D1934

Brand Identity | Alternate Colour Values

Darker versions of our primary brand colours can be used for backgrounds, headers or titles where the primary colours have been exerted or the image calls for a darker colour. this should be at the designers discretion.

PANTONE	RUBINE RED C	1955 C
CMYK	0 100 22 3	9 100 54 43
RGB	206 0 88	138 21 56
HEX (WEB)	#CE0058	#8A1538

PANTONE	396 C	384 C
CMYK	10 0 95 0	28 6 99 35
RGB	230 221 1	148 147 0
HEX (WEB)	#E6DD01	#949300

PANTONE	299 C	3035 C
CMYK	86 8 0 0	100 30 19 76
RGB	0 160 220	0 62 81
HEX (WEB)	#00A0DC	#003E51

PANTONE	137 C	145 C
CMYK	0 41 100 0	4 53 100 8
RGB	234 161 36	207 127 0
HEX (WEB)	#EAA124	#CF7F00

PANTONE	7473 C	3305 C
CMYK	75 5 48 3	92 25 70 68
RGB	63 162 148	0 78 66
HEX (WEB)	#3FA294	#004E42

PANTONE	485 C	7623 C
CMYK	0 95 100 0	0 97 87 53
RGB	218 41 28	138 42 43
HEX (WEB)	#DA291C	#8A2A2B

PANTONE	669 C	5255 C
CMYK	87 97 8 49	97 100 15 72
RGB	61 43 90	30 26 52
HEX (WEB)	#3D2B5A	#1E1A34

Brand Identity | Colour Combinations

Below are examples of the various backgrounds you can use with the Storytale logo.

The black text logo would ONLY ever be used on a white background. This should never be placed on top of any of the other brand core colours or other coloured background.

Any of the white text logos can be used on any of the darker set of colours, as illustrated here.

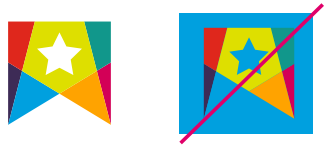
Where possible, use one of the top 5 background colours, unless the accompanying image works more harmoniously with one of the remaining 3 colours.

Logos must NOT be placed over busy backgrounds, see examples in IMAGE USE / STYLE at the end of this document.

PRIMARY BACKGROUND COLOURS

SECONDARY BACKGROUND COLOURS

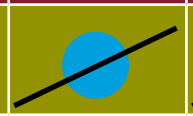
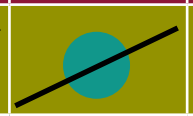
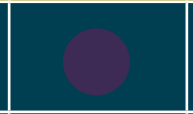
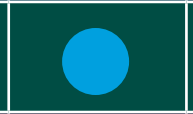
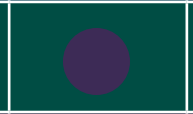
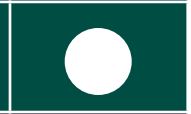
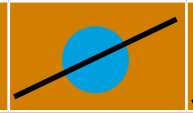
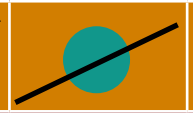
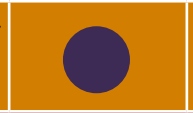
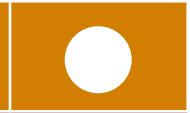
The icon alone should only ever be used on a white background. Mono icons should be used where the colour icon doesn't work.



Brand Identity | Colour on Colour

	PANTONE RUBINE RED C	PANTONE 396 C	PANTONE 299 C	PANTONE 7473 C	PANTONE 669 C	PANTONE 137 C	PANTONE 485 C	PANTONE BLACK 6 C	WHITE
PANTONE RUBINE RED C									
PANTONE 396 C									
PANTONE 299 C									
PANTONE 7473 C									
PANTONE 669 C									
PANTONE 137 C									
PANTONE 485 C									
PANTONE BLACK 6 C									
WHITE									

Brand Identity | Colour on Colour

	PANTONE RUBINE RED C	PANTONE 396 C	PANTONE 299 C	PANTONE 7473 C	PANTONE 669 C	PANTONE 137 C	PANTONE 485 C	PANTONE BLACK 6 C	WHITE
PANTONE 1955 C									
PANTONE 384 C									
PANTONE 3035 C									
PANTONE 3305 C									
PANTONE 5255 C									
PANTONE 145 C									
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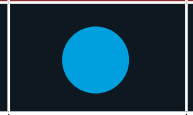
PANTONE BLACK 6 C									
WHITE									

Brand Identity | Colour on Colour

	PANTONE 1955 C	PANTONE 384 C	PANTONE 3035 C	PANTONE 3305 C	PANTONE 5255 C	PANTONE 145 C	PANTONE 7623 C	PANTONE BLACK 6 C	WHITE
PANTONE 1955 C									
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Brand Identity | Text on Colour

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PANTONE 7473 C	Poppins Roboto Reg	Poppins Roboto Reg			Poppins Roboto Reg	Poppins Roboto Reg		Poppins Roboto Reg	Poppins Roboto Reg
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Brand Identity | Text on Colour

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PANTONE 145 C	Poppins Roboto Reg	Poppins Roboto Reg			Poppins Roboto Reg			Poppins Roboto Reg	Poppins Roboto Reg
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Brand Identity | Text on Colour

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PANTONE 7623 C	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg		Poppins Roboto Reg	Poppins Roboto Reg
PANTONE BLACK 6 C	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg		Poppins Roboto Reg
WHITE	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	Poppins Roboto Reg	

Brand Identity | Typography

For Headlines, Headers, Sub Headers, Titles, Subtitles and Body Copy.

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&*()+=

REGULAR	The quick brown fox jumped over the lazy dog.	THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
MEDIUM	The quick brown fox jumped over the lazy dog.	THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
SEMI-BOLD	**The quick brown fox jumped over the lazy dog.**	**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.**
BOLD	**The quick brown fox jumped over the lazy dog.**	**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.**

Brand Identity | Typography

For Accents, use Roboto and Bodycopy where Poppins cannot be used or copy needs to be condensed due to space restrictions.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@£$%^&*()+=

LIGHT	The quick brown fox jumped over the lazy dog.	THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
REGULAR	The quick brown fox jumped over the lazy dog.	THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
MEDIUM	**The quick brown fox jumped over the lazy dog.**	**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.**
BOLD	**The quick brown fox jumped over the lazy dog.**	**THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.**

Brand Identity | Typography Example

Here's an example of how the typography can work together, these colour ways should be the primary go-to.

→ **Poppins Semibold - Standfirsts, Headers & Sub Headers**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()+=

→ Poppins Regular - Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()+=

→ Roboto Regular - Body Copy, Footer, Fine Print

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()+=

At least 8pt Space After: Headline where a Subheader or title follows
At least 3pt Space After: Headline, Subheader
2pt Space After: Body
4pt Space After: End Paragraphs

Storytale Festival

Standfirst/headline. Poppins. +0 tracking. Minimum 4pt's more leading than the font pt size.

Subheader 1pt larger than Body Copy and at least 4pts smaller than header. Space after is 4pt.

This is the Body Copy. The Body Copy should be at least 3pt's smaller than the headline. +0 tracking. Leading to be 4pt's more than the Font pt size. Space after 2pt.

Endaessit es doluptate dem doloriam, nihillandae eate vel ipsandu citem. Tem. Sandi accabor iaeseque quis voluptur renihicia quiae voluptas nonsectis saperis etur, eos etures.

I am the footer or small print. I should be 2pt smaller than the Body Copy. +10 tracking and 2pt more leading than the font pt size. **I can be bold too.**

Brand Identity | Logo Usage

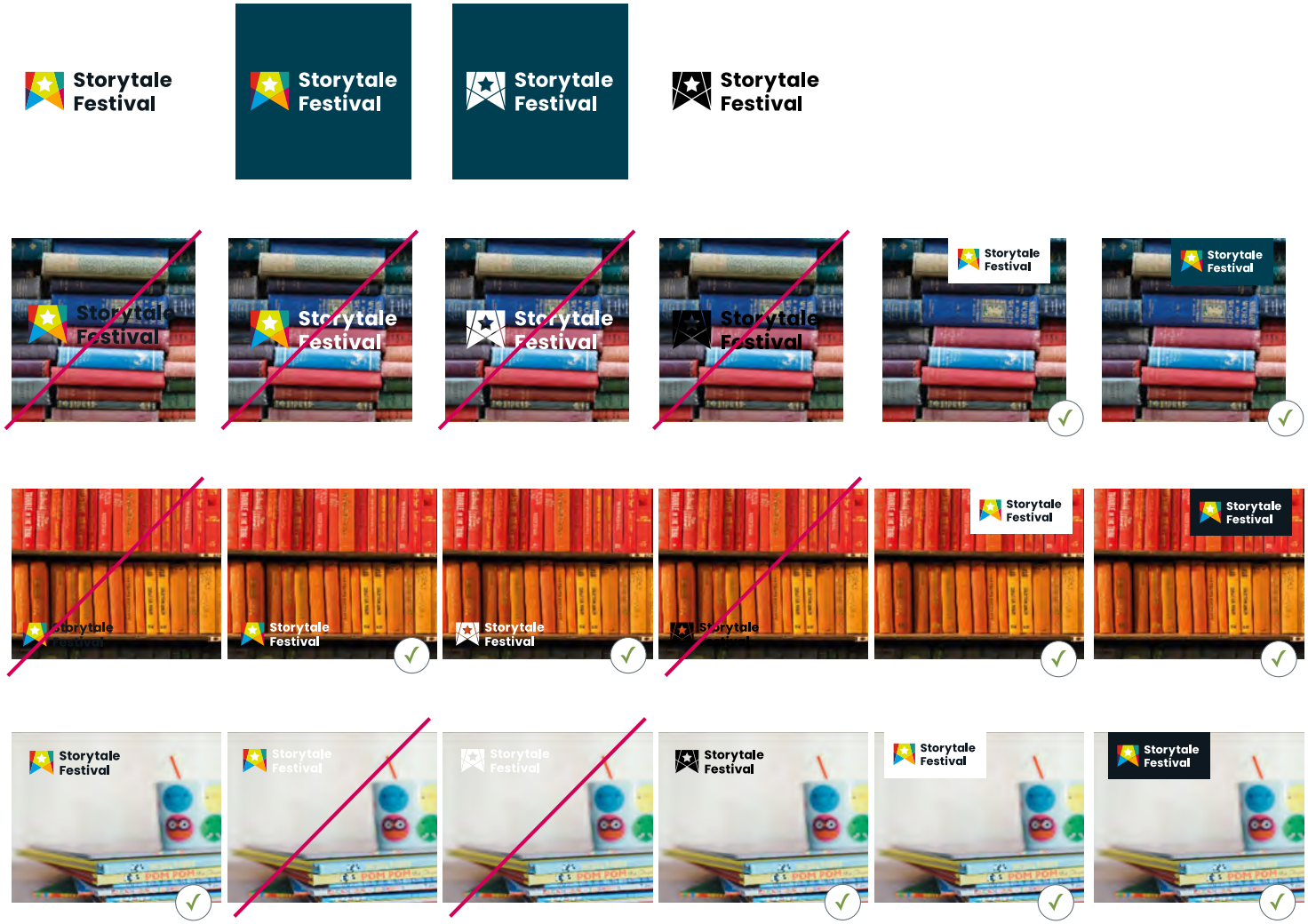
Here's an example of how the typography can work together, these colour ways should be the primary go-to.

Do

- Ensure the logo is always clear and legible against the chosen image.
- Use the darker (black/positive) logo on light backgrounds and the lighter (white/negative) logo on dark backgrounds.
- Align the logo left or against a sensible left aligned margin.
- Ensure the space behind the logo is neutral within the image.
- If legibility is compromised, subtly darken or lighten the image itself or the area within the image. Adjust the original image so the result looks natural.
- Where necessary, place the logo within a solid colour box. Refer to exclusion zones and approved colour combinations for usage.
- Carefully consider composition and positioning, and use the primary logo wherever possible.

Do Not

- Compromise logo legibility.
- Allow imagery to encroach on the logo.
- Add drop shadows or effects to improve visibility.



Brand Identity | Annual Festival Image

This example shows how the annual festival image brings imagination and layout together across different formats.

Creative Intention

Each year, Storytale Festival is represented by a single hero image used across promotional materials. This image acts as a visual doorway into the world of stories — a portal into a child's imagination while reading.

The setting is intentionally evening or night-time, often amongst stars or a dream-like sky. This creates a sense of calm magic and wonder. Audience insight showed that many children read before bed and associate stories with that quiet, imaginative space at the end of the day. The annual image reflects this.

A soft glow radiates from the book and its reader. This glow symbolises imagination, inspiration, and the idea that stories light up new worlds. It should feel warm and inviting — never harsh or artificial.

- Imagination is immersive
- Stories as portals to other worlds
- Calm, dream-like magic
- A child-centred perspective

The image should feel aspirational and imaginative rather than literal.

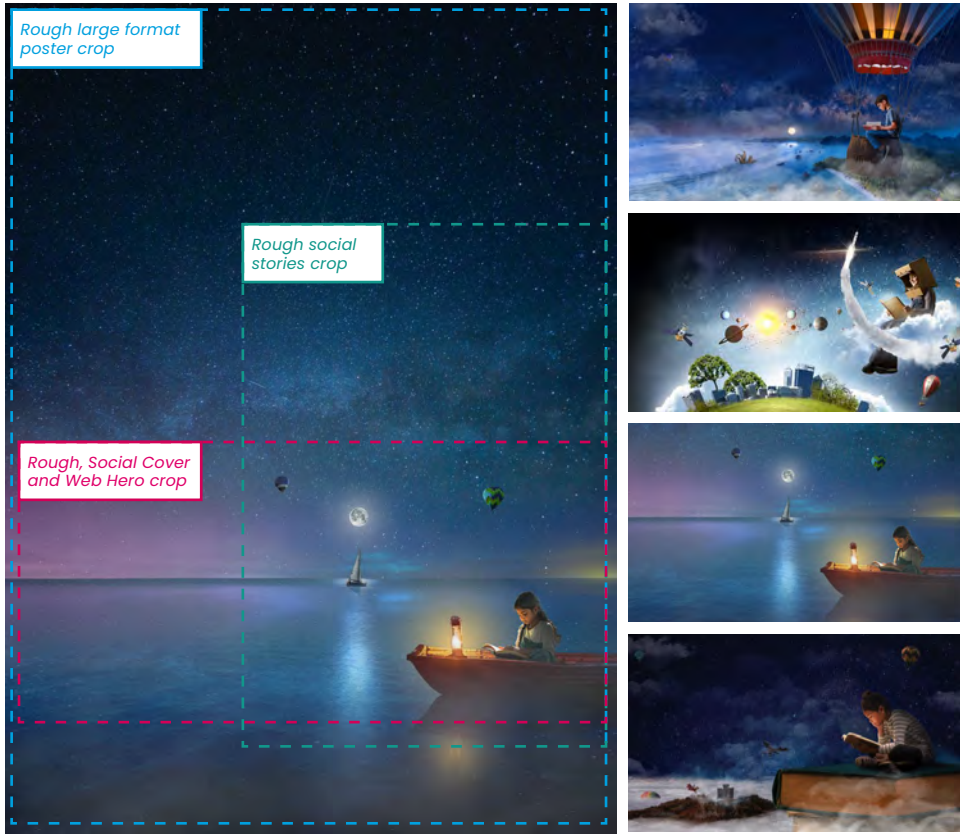
Composition & Layout Principles

- The annual image must be designed with adaptability in mind.
- The bulk of the visual action should sit to the right-hand side of the composition.
- The left-hand side should remain calmer, providing space for logos, headlines, and copy.
- Clear negative space is essential for flexibility across formats.
- This layout system ensures the image works consistently across; Large format print, Website banners, Social covers, Social posts.
- When developing the artwork, it should be tested across multiple crop ratios to ensure key elements are not lost and the composition remains balanced.

Imagination Over Realism

- The annual festival image does not need to be hyperrealistic. It represents imagination, not reality.
- Objects do not need to be accurately proportioned. Perspective can be playful. Scale can be exaggerated. Surreal elements are welcome if they support the concept.
- A slight sense of naivety or childlike logic is appropriate. However, imaginative does not mean careless.
- Compositions should be considered. Lighting should feel intentional. Colour should be deliberate. Even when the image is clearly constructed or composited, it must feel purposeful and well crafted.
- The goal is magical, not messy. Playful, not sloppy.

Main Festival Image



Art Direction Guidelines

- Night / twilight settings preferred
- Starry skies and subtle light used
- A warm glow from the book and/or reader as a focal point
- Strong central idea with right-weighted composition
- Clear space for headline and logo placement
- Designed to adapt across print and digital formats
- The book is a portal to the child's imagination

Brand Identity | Supporting Imagery

This example illustrates how our graphical imagery reinforces tone, meaning, and imagination across web pages and wider communications.

Creative Intention

- Imagery used across the website (excluding the annual homepage hero) should support the tone, narrative, and energy of each page.
- These visuals are not documentary. They are concept-led and imaginative — designed to reinforce possibility, creativity, and optimism.
- They should feel playful, aspirational, and story-shaped.

Concept

These images should communicate imagination without limits, a sense of possibility and aspiration, and creativity as something joyful and reachable.

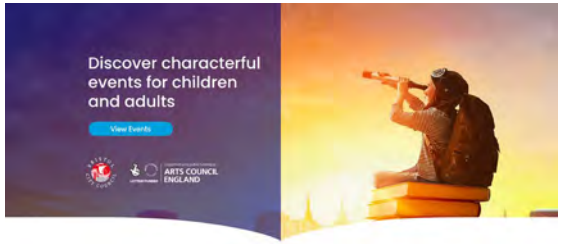
The overall tone should feel positive and uplifting. Rather than being literal or documentary, these visuals may be surreal, metaphorical, or symbolic in nature. For example, a child in a cape standing above a city with a megaphone on the News page. These images are visual metaphors, designed to reinforce the world of stories and a child's imagination and asirations rather than replicate reality.

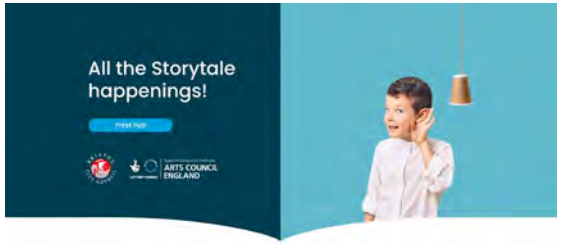
Style and Direction

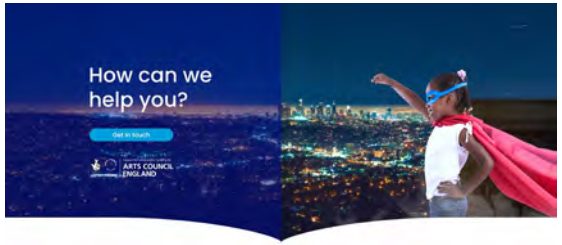
- Bright, positive, and hopeful
- Confident and imaginative
- Clean composition with space for text
- Slightly dream-like or elevated from reality
- Child-centred but not childish

Hyperrealism is not required. These visuals can bend perspective, scale, or logic — but they must feel intentional and well-crafted.

Supporting Images & Graphics







Brand Identity | Festival Photography & Videography

Festival imagery should feel real and in-the-moment, capturing how Storytale Festival is experienced by children, families, and creators.

Creative Intention

Imagery captured at the live festival should feel natural, observational, and authentic. These images document real moments as they happen, reflecting the atmosphere, energy, and warmth of the event.

The goal is to show Storytale Festival as it is experienced — positive, welcoming, inspiring, and full of imagination.

What we capture

We aim for a mix of A-roll and B-roll content.

A-roll

Key moments and focal points:

- Authors, illustrators, and storytellers in action
- Performances, readings, and workshops
- Event leads engaging with audiences

B-roll

Atmosphere and detail:

- Crowd shots showing engagement and enjoyment
- Close-ups of hands drawing, writing, crafting, turning pages
- Small interactions between families and creators
- Environmental details that show place and mood

We welcome crowd shots that show energy and participation, as well as close-up, intimate moments that capture concentration and curiosity.

Authentic children's reactions are especially valuable, but **explicit parental or guardian permission must be obtained before using identifiable images.**

Tone & Feeling

Imagery should reinforce the brand personality and desired audience feeling:

- **Inspired** — curiosity, focus, wonder
- **Welcoming** — ease, comfort, openness
- **Positive** — lightness, enjoyment, celebration

The atmosphere should feel warm and considered — never chaotic or overwhelming.

Style and Direction

- Natural, unposed photography
- Real moments over staged compositions
- Soft, natural lighting where possible
- Minimal heavy editing or artificial colour grading

Festival Photography & Videography (Documentary style)

Storytale Festival Bristol

Brand Guidelines

2026

This brand guide and its assets are for approved Storytale Festival use only and must not be altered without permission.

For official logos, imagery, or templates, please request the latest approved files via **design@storytalefestival.com**

If you have any questions about how to apply this brand guide, or require clarification on logo, imagery, tone, or assets, please contact via the above email address.

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