

# El Gouna Film Festival 2026

## Master Visual — Creative Brief

Open Call | 9th Edition | GFF 2026

### 1. Background

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Founded in 2017 in El Gouna, Egypt, the El Gouna Film Festival (GFF) is a contemporary cultural platform dedicated to revitalising Egyptian cinema as the “Hollywood of the Nile.” The festival connects regional filmmakers with the international industry, drawing on Egypt’s long-standing role as a crossroads of cultural exchange between Africa, Europe, and the Arab world.

Guided by the mission “Cinema for Humanity,” GFF serves as a global forum where filmmakers and creative leaders come together to address pressing global challenges through storytelling — using cinema to inspire empathy and foster a more inclusive future.

### 2. About This Brief

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For its 2026 edition, GFF is inviting the global creative community to design the official Master Visual — the core visual identity that will define the festival across all touchpoints.

### 3. Key Objectives

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**The selected design must create a distinctive, original and adaptable Master Visual that:**

- Includes both English and Arabic typography
- Draws inspiration from Egypt’s rich visual language
- Reflects GFF’s positioning as a platform for “Cinema for Humanity”
- Resonates both regionally and internationally
- Translates seamlessly across digital and print formats

#### Thematic Direction

The Master Visual may draw on any of the following themes:

- Cultural Exchange — the coming together of different cultures and perspectives through film.
- Egyptian Roots / Storytelling — visual language rooted in Egypt’s cinematic and cultural heritage.
- “Cinema for Humanity” — this overarching theme could be central to the visual narrative, conveying unity, diversity, and shared human experience across borders.

#### Brand Requirements

- The official GFF logo (the creation of a 9th edition logo is your responsibility) must be included
- Designers may explore typography and colour freely, unless otherwise specified
- Avoid visual clutter — clarity and hierarchy are essential

## 4. Target Audience

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- International, regional and local filmmakers and industry professionals
- Public figures
- Regional and local rising talents and students (MENA region)
- Cinephiles
- Media — print, online and broadcast platforms

## 5. Tone & Brand Voice

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- Contemporary and globally relevant
- Emotionally engaging — not purely decorative
- Bold, cinematic and refined

## 6. Deliverables

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All participants must submit the following:

### A. Master Visual (Key Visual)

- The main campaign image representing the Master Visual for the 9th Edition
- A refreshed / face-lifted version of the GFF logo for its 9th Edition
- A developed emblem logo

### B. Applications & Adaptations

- Graphical elements suitable for broader use
- Social media post (Instagram format)
- Poster design
- Outdoor mockup (billboard or city placement)

### C. Concept Description

A written statement of maximum 300 words covering:

- The idea behind the visual
- Its connection to GFF and cinema
- How it translates across platforms

### If Selected — Full Brand Deliverables (due 1 August 2026)

The winning designer will be responsible for developing a complete brand system, including:

#### Online Assets:

- Social media templates
- Invitation templates
- Publications

#### Offline Assets:

- Out-of-home (OOH) advertising
- Invitations
- On-ground signage
- Stationery (envelopes, business cards, letterheads, IDs/passes, etc.)
- Certificates

## Visual Direction Options

Designers may explore one of the following three directions:

- Photography-based
- Design-based
- Symbolic / illustrative

## 7. Mandatory Brand Elements

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- The slogan “Cinema for Humanity” must appear in the design
- The number 9 must be incorporated, referencing the 9th Edition

## Technical Specifications

<b>Resolution</b>	Minimum 300 DPI
<b>File formats</b>	JPEG / PNG / PDF
<b>Colour mode</b>	RGB (digital) + CMYK (print-ready, if possible)
<b>Source files</b>	Editable source files must be available upon request

## 8. Timeline

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<b>Submission deadline</b>	15 June 2026
<b>Winner announcement</b>	1 July 2026
<b>Full deliverables due</b>	1 August 2026

## 9. Prize, Rights & Usage

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### Prize

- Cash prize: 200,000 EGP (awarded upon completion of all deliverables)
- Official title: GFF 2026 Master Visual Designer
- Full campaign exposure across all GFF platforms

- Invitation to attend GFF 2026

## **Rights & Usage**

- The winning design becomes the property of GFF
- GFF reserves the right to adapt the final design if required
- All submitted works may be featured for promotional purposes

**Important Notice: The use of AI tools is permitted; however, any AI involvement must be clearly disclosed in the submission.**