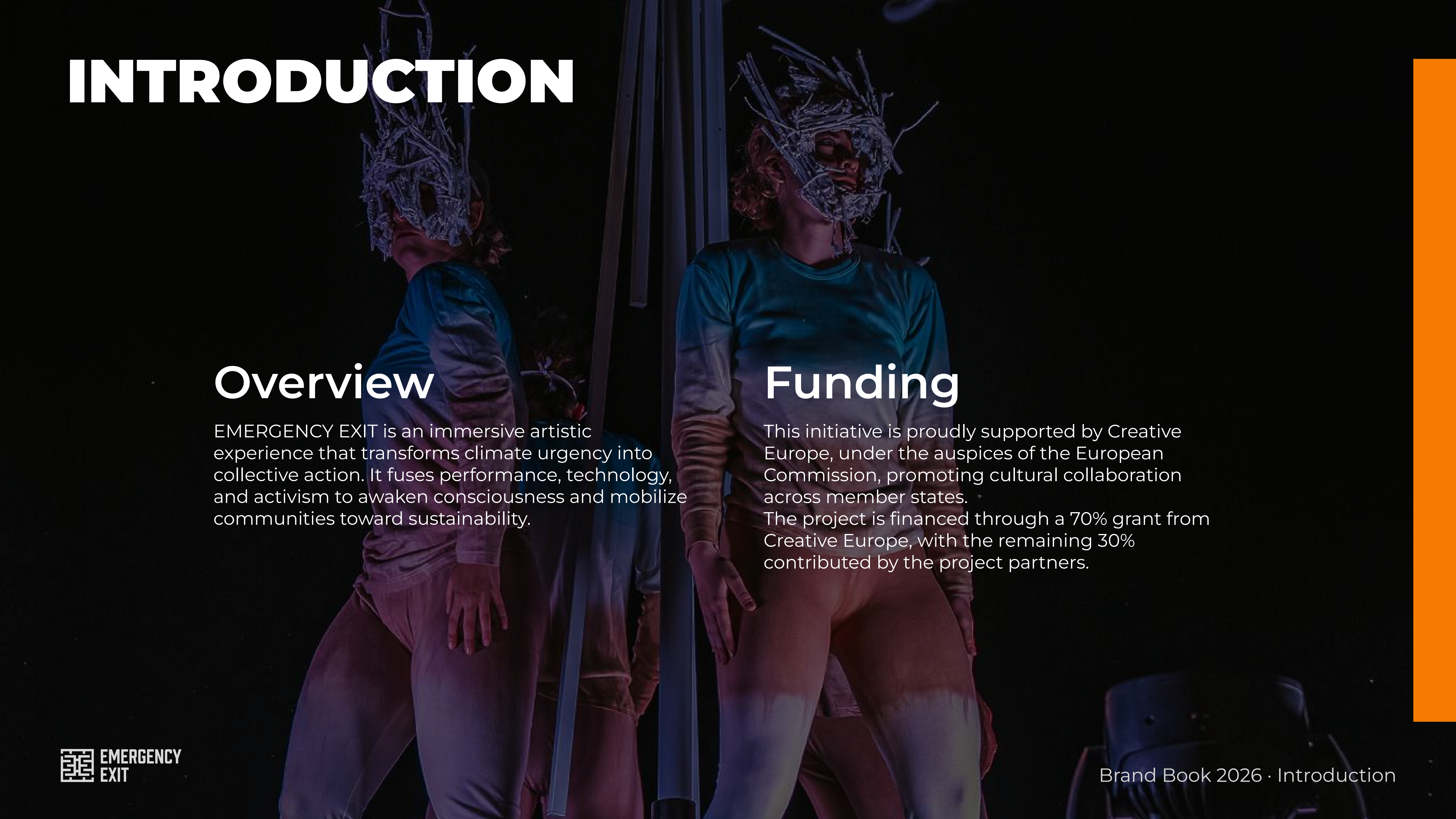


An aerial night photograph of a massive crowd at a festival or concert. The scene is illuminated by bright stage lights, creating a vibrant atmosphere. In the background, a large stage structure is visible, and the crowd fills the foreground and middle ground, extending towards the horizon.

EMERGENCY EXIT

Art as a Catalyst for Social and Environmental Change

INTRODUCTION



Overview

EMERGENCY EXIT is an immersive artistic experience that transforms climate urgency into collective action. It fuses performance, technology, and activism to awaken consciousness and mobilize communities toward sustainability.

Funding

This initiative is proudly supported by Creative Europe, under the auspices of the European Commission, promoting cultural collaboration across member states.

The project is financed through a 70% grant from Creative Europe, with the remaining 30% contributed by the project partners.

BRAND ESSENCE

Mission

To awaken ecological awareness through art, inspiring real changes in behaviors and policies.
Vision: To turn crisis into opportunity, positioning art as a driver of global sustainable transformation.

Vision

To turn crisis into opportunity, positioning art as a driver of global sustainable transformation.

Core Values

RESILIENCE:

Overcoming adversity through collective effort.

COLLABORATION:

Uniting art, technology, and activism for a common goal.

URGENCY:

Acting now with immediate impact.

INNOVATION:

Creating disruptive experiences that change perspectives..

Positioning

A leader in European activist art, differentiated by its international scale and measurable commitment to sustainability.

TEAM AND PARTNERS

Team

Our dynamic team is composed of visionaries dedicated to this cause.

Partners

Our project collaborates with leading organizations in ecological and social domains.

Creative Europe

We express our gratitude to Creative Europe for their valuable support, facilitating cross-cultural artistic endeavors.

PRODUCTION TEAM

- Producers: Dušan Kovačević, Ivan Petrović – EXIT Foundation
- Pere Tantiñá and Àgata Tantinyà – La Fura dels Baus
- Project co-production: BOOM Festival
- Executive and Line Producer: Ida Siljanović – EXIT Foundation
- Creative Consultant: Guillem Ruiz

CREATIVE TEAM

- Concept & Direction – La Fura dels Baus (Pere and Àgata Tantinyà)
- Production – Bonvehí Arts and Events
- Creative Management – Meritxell Viñas
- Lighting design, programming and op – Noxfera Studio
- Visual Art – Eyesberg
- Costume Design – Anna Solà & Berta Peyret
- Set & Props – Cristina Borràs
- Sound & Music Design – Satori
- Dramaturgy – Alba Mendoza & Albert López
- Scenography – La Fura dels Baus (Laura Norte)
- Drawings – La Fura dels Baus (Marcel·lí Antúnez)

SUSTAINABILITY CONSULTANTS

- Overall: Lyke Poortvliet - Buro Nuvo (ex Green Events)
- Mobility & touring: Daan Stigter - Buro Nuvo (ex Green Events)

TARGET AUDIENCE

Segmentation and Demographics

PRIMARY:

Urban youth (18-35 years) interested in festivals, sustainability, and immersive experiences.

SECONDARY:

Creative professionals (35-50 years), cultural institutions, and sustainable brands.

TERTIARY:

Students and environmental activists.

PERSONAS:

Alex (25 years): A conscious festival-goer seeking transformative experiences.

Maria (42 years): A sustainable marketing director seeking impactful partnerships.



BRAND NARRATIVE

Storytelling

EMERGENCY EXIT is rooted in a narrative of transformation and action, driven by inspiring artists and committed communities.

Key Characters

Highlighting the artists and participants who drive our mission through their unique stories and contributions.

Performance Narrative

We explore themes of emergency and salvation as depicted in our art installations and performances.

BRAND VOICE AND TONE

Voice Tone

“Urgent, inspiring, collaborative, hopeful.”

URGENT: "The emergency is now."

INSPIRATIONAL: "Together we create change."

COLLABORATIVE: "Your voice, our strength."

Keywords

Team, union, impact, now, transformation, resilience.

WORDS TO AVOID: Passive, individualistic, abstract without action.

COPY EXAMPLES:

✗ "We have an environmental problem."

✓ "The crisis is real. Your action transforms it."

Voice Guidelines

by channel:

INSTAGRAM:

Visual, emotional, personal stories.

LINKEDIN:

Professional, impact data, partnerships.

WEB:

Educational, detailed manifesto.



VISUAL IDENTITY SYSTEM

Logo

Primary Logo:
"EMERGENCY EXIT" with a dual maze formed by two interlocking "E"s, symbolizing ecological escape.

Variations:

Version	Usage	File
Full Color	Light backgrounds	PNG/SVG
White/Black	Dark backgrounds	PNG/SVG
Icon Only	Favicons, apps	SVG
Horizontal	Headers	SVG

Clear Space:
Free area = height of the uppercase "E".
Minimum Size: 50px digital / 20mm print.

DOWNLOAD LOGO FILES

Color Palette

Primary (60% usage):

Color	HEX	RGB	Usage
Emergency Green	#00A651	0,166,81	CTAs, primary backgrounds
Urgency Red	#D32F2F	211,47,47	Alerts, accents

Secondary (30% usage):

Color	HEX	RGB	Usage
Dark Green	#00695C	0,105,92	Texts, details
Action Orange	#F57C00	245,124,0	Secondary buttons

Neutrals (10% usage):

Gray	HEX	RGB
900	#212121	33,33,33
500	#9E9E9E	158,158,158
100	#F5F5F5	245,245,245

Rules:
Minimum 50% primary green.
Maximum 10% red.

Typography

Primary:

Montserrat (Google Fonts - Free)

BLACK: Titles H1-H3

SEMIBOLD: Subtitles

REGULAR: Body text

Secondary:

Merriweather (Complementary serif)

REGULAR: Quotes, emphasis

Hierarchy:

H1: Montserrat Bold 48pt / Line Height 1.2 H2:

Montserrat Bold 36pt / Line Height 1.3 Body:

Montserrat Regular 18pt / Line Height 1.6 Caption:

Montserrat Light 14pt / Line Height 1.5

Rules:

Auto kerning. No substitute fonts.

Montserrat
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Merriweather
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Iconography & Graphics

Style:

Clean lines, minimalistic.

Themes:

Nature, urgency, collaboration.

Standard sizes:

24px, 48px, 96px.



IMAGERY & PHOTOGRAPHY

Visual Style: Raw, immersive, emotional.

Performance shots: Dynamic, crowds.

Nature: Organic textures, contrasts.

Team: Collaborative portraits.

Guidelines:

Minimum resolution:

3000px width.

Format:

HEIC/JPG (72% quality).

Filters:

Saturation +20%, contrast +15%.

Composition:

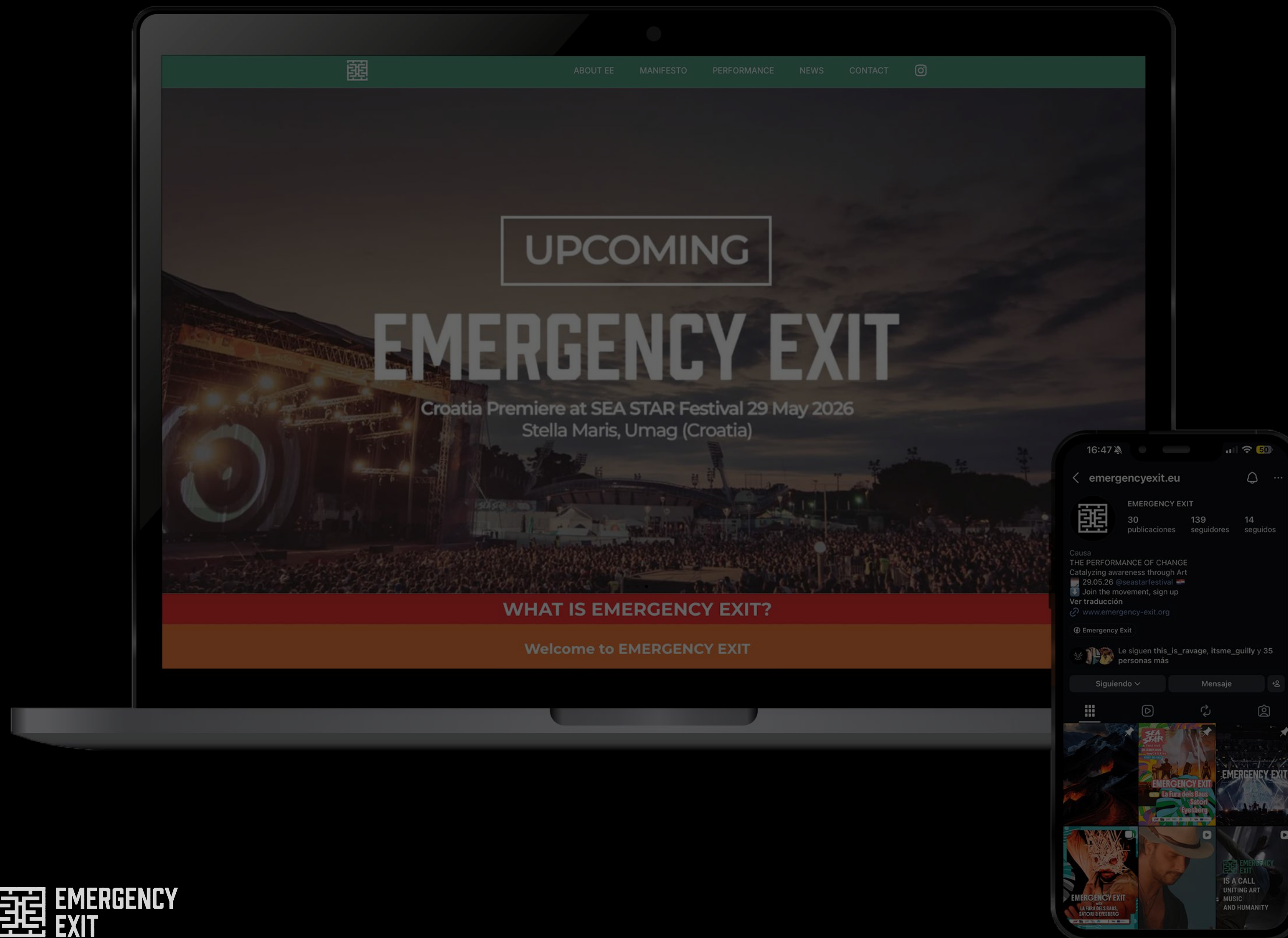
Rule of thirds, focus on faces/emotions.

Prohibited:

Generic stock images, low resolution, excessive filters.



DIGITAL APPLICATIONS



Web: www.emergency-exit.org

Structure:

- Homepage
 - Manifesto
 - Signup
 - Impact Events
 - Team
 - Press
 - Contact

Social Media

Content:

Immersive stories, performance
Reels Behind-the-scenes, challenge,
educational.

Frequency:

4-5 x week

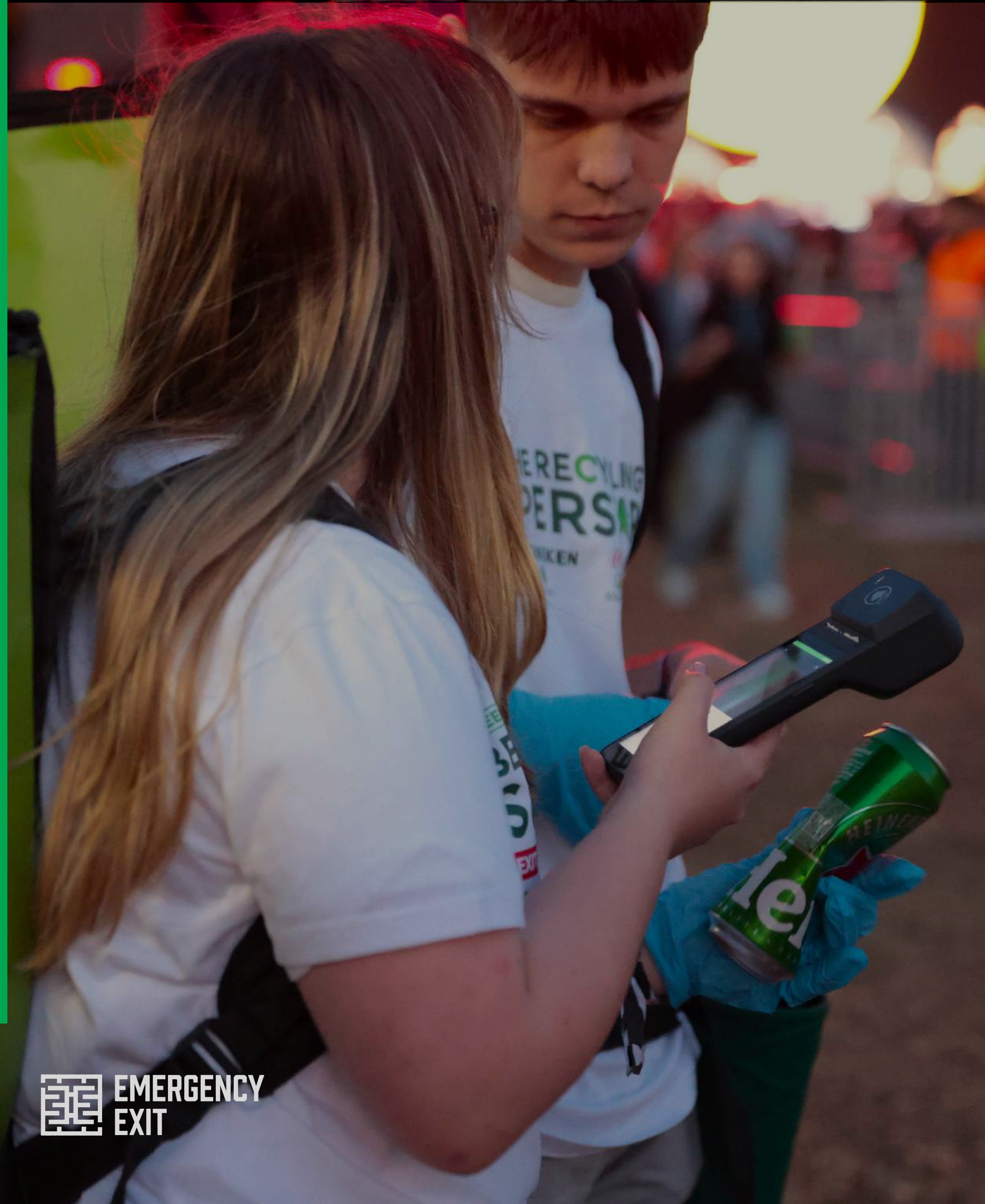
BRAND ASSETS

LOGO PACKAGE

TYPOGRAPHY

COLOR PALETTE

SOCIAL AND ENVIRONMENTAL IMPACT



Sustainability Commitments

We aim to source locally and use future-proof materials to lower our footprint.

Educational Programs

Programs tailored to raise awareness and educate diverse audiences on environmental issues.

Collaborations with NGOs and Platforms

We partner with NGOs to amplify our impact and integrate their expertise.

IMPACT EVALUATION AND MEASUREMENT

KPIs

We track success via metrics such as event attendance and social media engagement.

Post-Event Surveys

Feedback mechanisms to ensure continuous improvement.

MANIFESTO FOR CHANGE

Central Message

“Act Now for Our Planet” underscores the urgency and necessity of collective action.

Call to Action

Join us in this journey by participating in our sustainability initiatives.

[Read the manifesto](#)

Our manifesto outlines our commitment to driving change and raising ecological awareness. It frames the artistic vision and mission to save the planet. At EMERGENCY EXIT, we believe in the power of collective action. Our community is dedicated to fostering connections between artists, environmental advocates, and audiences worldwide.

Whether through volunteering, attending events, or participating in workshops, your involvement is crucial. Together, we can amplify our impact and make a significant difference. Read testimonials and stories from those who have been part of our journey. Discover how individuals are making a positive impact within their communities.



COMMUNICATION STRATEGY

Community Engagement Activations

Workshops and seminars further community involvement and skill-building.

Distribution Platforms

Engaging content is shared across social media, our official blog, and press releases to reach wider audiences.

EMERGENCY EXIT

CONTACT INFORMATION

Connect with us at

www.emergency-exit.org

to get involved or learn more.