

# **PUSH IDENTITY**

**COLORS**

**TYPE SYSTEM**

**SOCIAL MEDIA**

**WEBSITE**

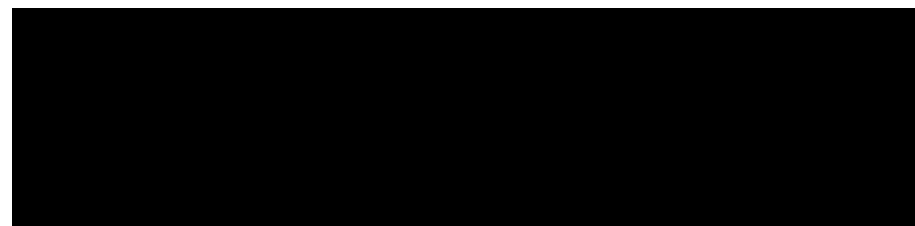
# Push Colors



**PANTONE: WARM RED C**

**RGB: 232 70 40**

**CMYK: 0 79 91 0**



**PANTONE: PROCESS BLACK C**

**RGB: 0 0 0**

**CMYK: 0 0 0 100**

# Push Type System

## COMPACTA REGULAR / DIN Condensed Bold

---

# HEADLINE

COMPACTA REGULAR

84/88 (all caps)

tracking: 5

---

## HEADLINE 2

DIN CONDENSED BOLD

45/50 (all caps)

tracking: 10

---

## SUBHEAD / PULL QUOTES

DIN CONDENSED BOLD

30 /38 (all caps)

tracking: 10

---

INTRO BODY: THE FILM AND THE CAMPAIGN WILL GIVE AUDIENCES AROUND THE WORLD EFFECTIVE TOOLS, A NARRATIVE AND A LANGUAGE WITH WHICH TO UNDERSTAND.

DIN CONDENSED BOLD

15/19 (all caps +justified)

tracking: 25

---

Body Text: with PUSH, we will continue the successful outreach work performed by WG Film with past projects. By using our expertise in storytelling and public engagement,

DIN CONDENSED BOLD

15/19 (justified)

tracking: 25

---

Foot note: ex excepte lab idunt voluptati ulparchil int dolorrore dolent asped eictaerum ipsa serferibus sus, inctiosam, sa des in consequi nonsequo volum harchic aestrupta eossuntur aut.

DIN CONDENSED BOLD

9/11 (justified + 50% gray)

tracking: 25

# PUSH FILM

## HOUSING IS A RIGHT

### NARRATIVE STRUCTURE

WITH ROOTS IN JOURNALISM, FREDRIK GERTTEN HAS MADE SEVERAL FILMS ADDRESSING AND REVEALING GLOBAL PATTERNS. PUSH IS AGAIN A CLASSIC DAVID VS. GOLIATH JOURNEY THAT WILL TAKE THE AUDIENCE ON AN EMOTIONAL JOURNEY FILMED AROUND THE WORLD. EVERY CITY REPRESENTS DIFFERENT PATTERNS OF THE GLOBAL DRAMA.

As BIKES VS CARS (Fredrik Gertten's last POV doc in this style), PUSH consists of several individual stories intersecting to create a bigger picture. The idea is to walk through the different aspects of why society is failing to deliver to all citizens. Showing the absurdities and with help of people, stories and knowledge, we will try to explain how we landed here.

Foot note: ex excepe lab idunt voluptati ulparchil int dolorrore dolent asped eictaerum ipsa serferibus sus, inctiosam, sa des in consequi nonsequo volum harchic aestrupta eossuntur aut.

**PUSH IS MUCH MORE THAN A FILM.  
IT IS A MOVEMENT, CREATING A DEEPER  
UNDERSTANDING OF THE HOUSING  
PROBLEM BEYOND GENTRIFICATION.**

# Type System for Instagram

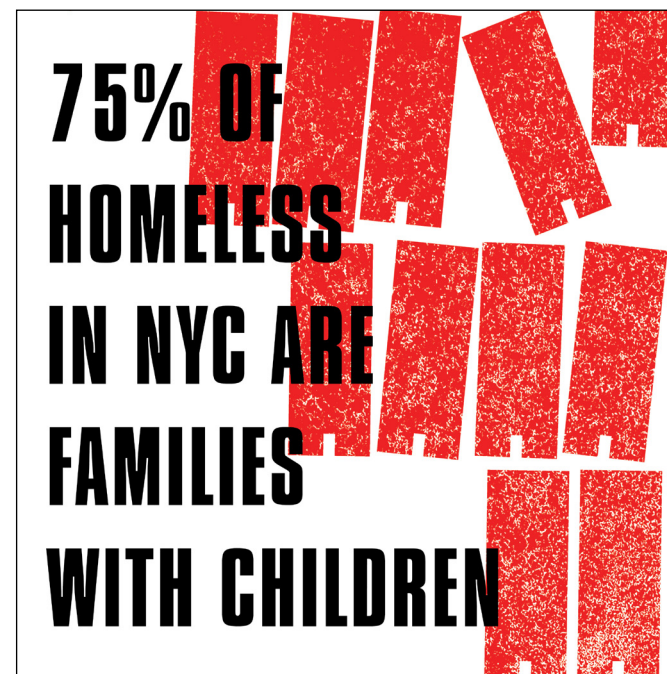
## COMPACTA REGULAR



240 / 245  
 tracking: 50  
 all caps  
 align left



180 / 184  
 tracking: 25  
 all caps  
 align left



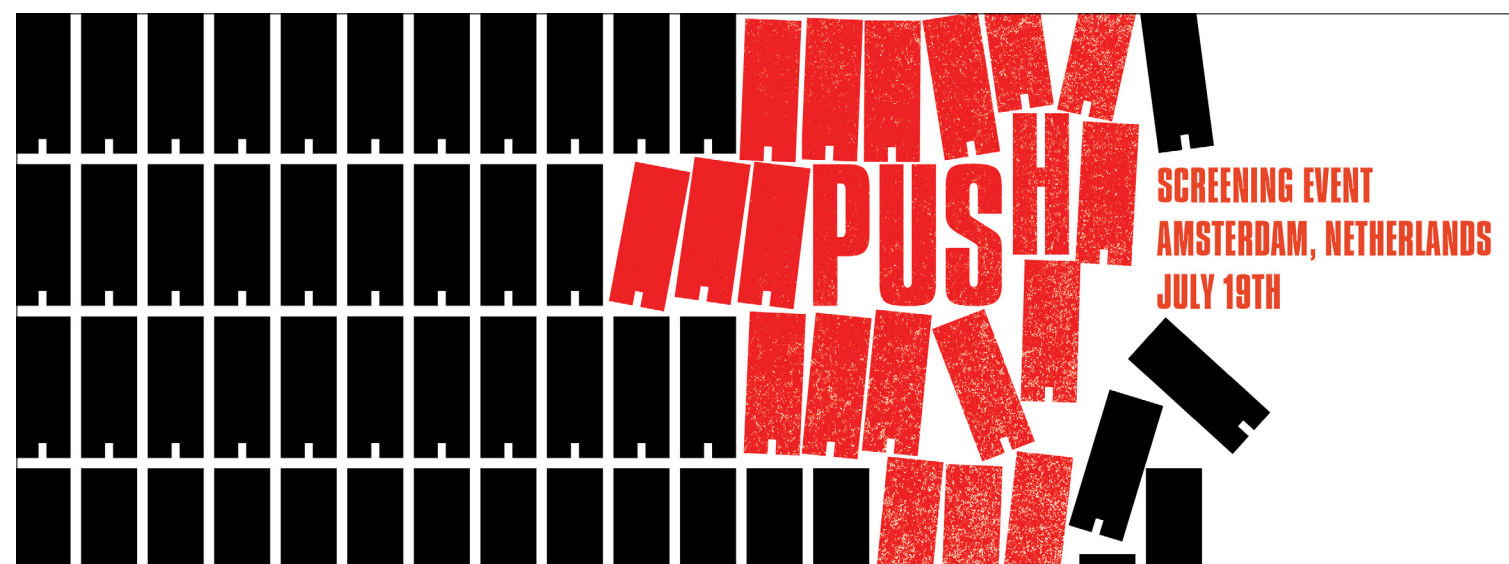
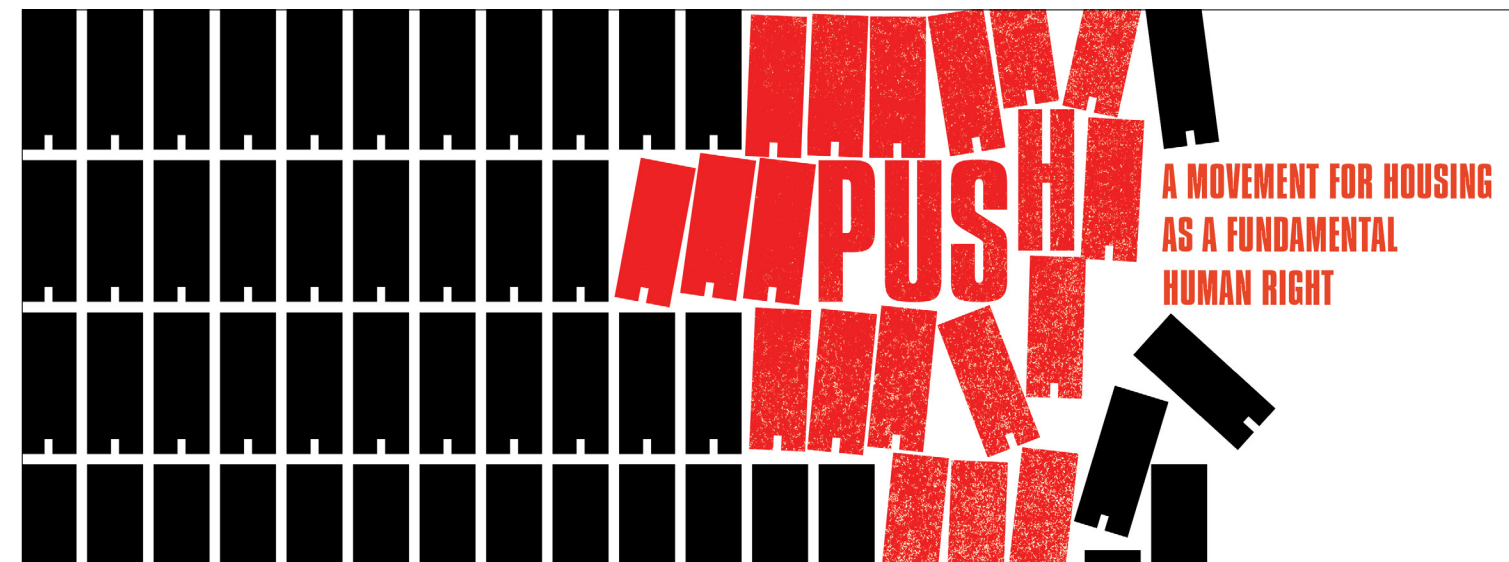
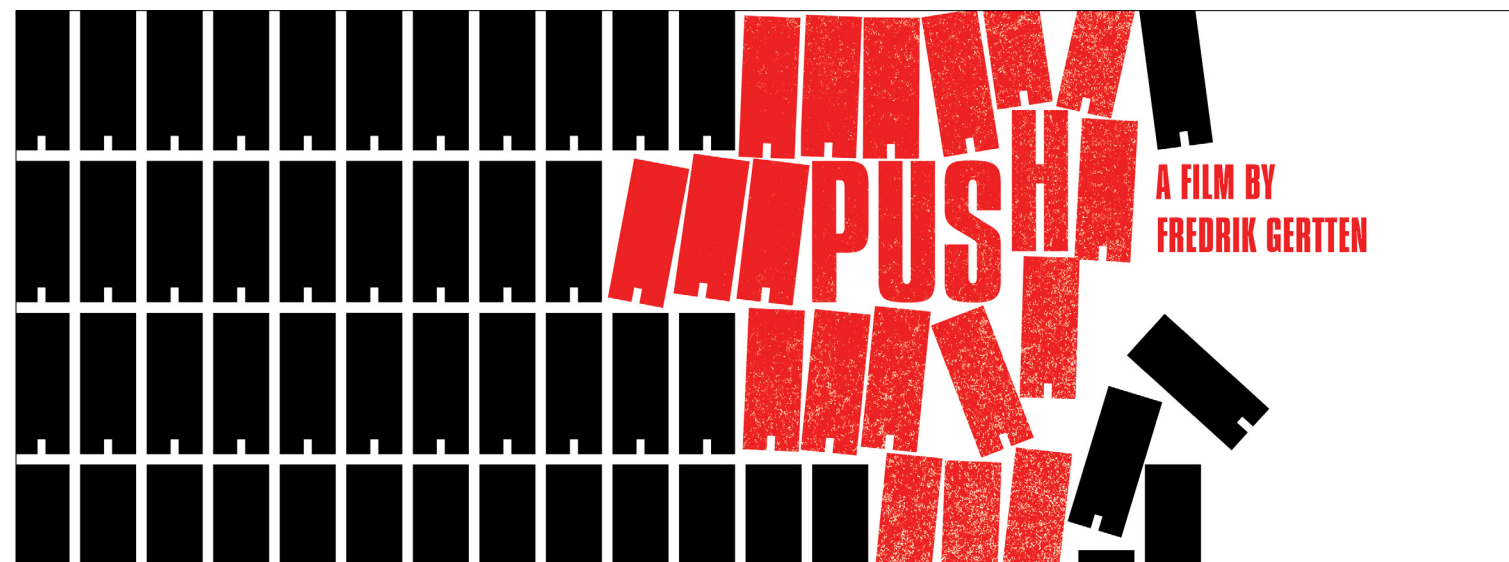
140 / 145  
 tracking: 15  
 all caps  
 align left



90 / 95  
 tracking: 15  
 all caps  
 align left

# System for Facebook Banner

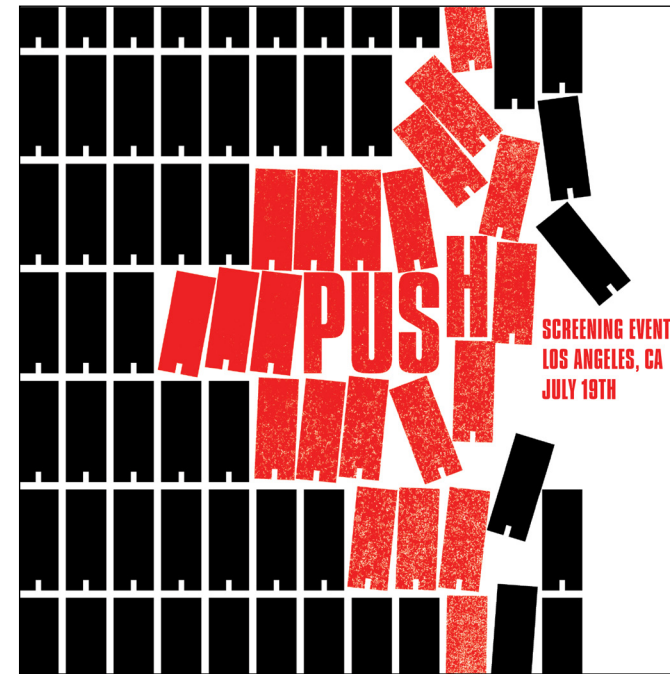
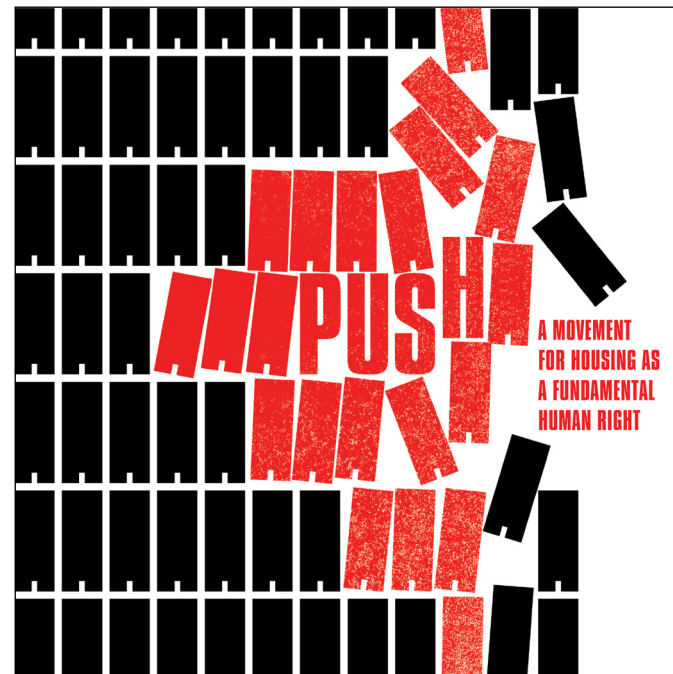
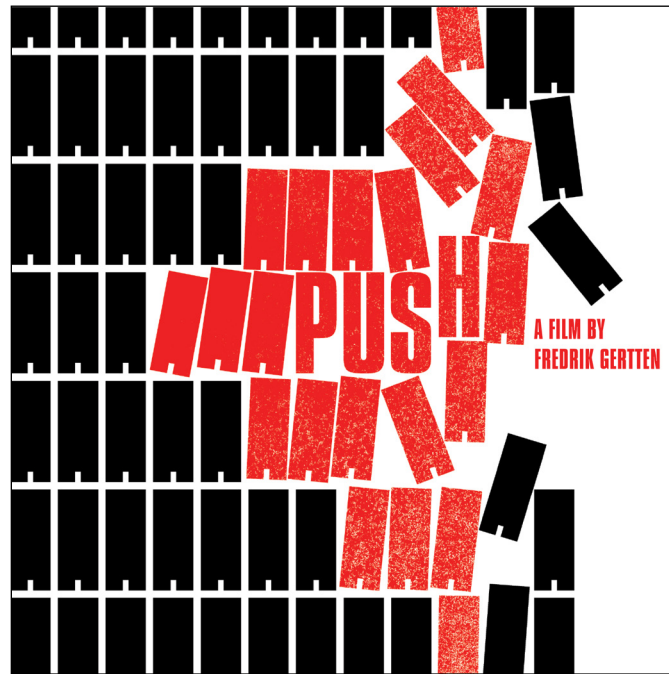
## COMPACTA REGULAR



29/30  
tracking: 10  
all caps  
align left


# System for Profile Pictures

## COMPACTA REGULAR



45/45  
tracking: 15  
all caps  
align left

# Push Webpage



[ABOUT](#) [TRAILER](#) [UPCOMING SCREENINGS](#) [STILLS](#) [SOCIAL MEDIA](#)

## **PUSH FILM**

### **HOUSING IS A RIGHT**

**WHY WE CAN'T AFFORD TO LIVE IN OUR CITIES ANY LONGER?**

Housing prices are skyrocketing in cities globally. Longtime residents are pushed out. Not even nurses, policemen and firefighters can afford to live in the cities that they are supposed to protect. This is not gentrification, it's a different kind of monster: Housing as an asset, a place to park money.

PUSH is a new documentary from award-winning director Fredrik Gertten, investigating why we can't afford to live in our own cities anymore. Housing is a fundamental human right, a

**PUSH WILL FOLLOW LEILANI'S QUEST TO UNDERSTAND THE RADICAL CHANGE THAT CITIES ALL OVER THE WORLD ARE NOW BEING CONFRONTED WITH.**



# Push Webpage



## PUSH FILM

### HOUSING IS A RIGHT

**WHY WE CAN'T AFFORD TO LIVE IN OUR CITIES ANY LONGER?**

Housing prices are skyrocketing in cities globally. Longtime residents are pushed out. Not even nurses, policemen and firefighters can afford to live in the cities that they are supposed to protect. This is not gentrification, it's a different kind of monster: Housing as an asset, a place to park money.

PUSH is a new documentary from award-winning director Fredrik Gertten, investigating why we can't afford to live in our own cities anymore. Housing is a fundamental human right, a precondition to a safe and healthy life. But in cities all around the world having a place to live is becoming more and more difficult. Who are the players and what are the factors that make housing one of today's most pressing world issues?

In Harlem, New York, we meet a man who spends 90% of his income on a flat. Soon, the two-bedroom will cost 3600 USD per month. His 1.700-unit housing project has just been bought by a huge private equity fund.

In Barcelona, Ahmed and his family are the last left in their building where all other apartments are sealed off. The new owner has been successfully pushing all of their neighbours out.

**PUSH WILL FOLLOW LEILANI'S QUEST TO UNDERSTAND THE RADICAL CHANGE THAT CITIES ALL OVER THE WORLD ARE NOW BEING CONFRONTED WITH.**

