

FILM IDENTITY
TOOLKIT

IDENTITY DESCRIPTION

The visual identity of FILLM is based on the International Federation for Modern Languages and Literatures profile and values. The federation aims to reach a multicultural audience across the globe and include scholars from all sorts of backgrounds. This has been the inspiration for the shape of the logo as well as the colors for the identity.

The logo contains of two elements: a cut circle and the word 'FILLM'. The circle symbolises the globe and the gaps the aim of reaching out. The logo is designed with a touch of playfulness but still so that it is simple and appropriate for FILLM. In order to be able to use the logo without the explanation of the abbreviation of FILLM another version has been created.

The identity colors are green, light grey and dark blue, which have universal meanings of confidence, respect, loyalty, stability and freshness which suit with the values of FILLM.

LOGO

PRIMARY

The primary logo contains of 'FILLM' (with combined L's) and a cut circle.

It is used as the main logo of FILLM in many different sizes and all the identity colors.



LOGO

SECONDARY

The secondary logo contains of 'FILLM' (with combined L's) and the full form of the abbreviation shaped as a circle.

It is used in cases when the full form is needed and the logo can be presented big enough. It can be used in all the identity colors.



LOGO / SIZES

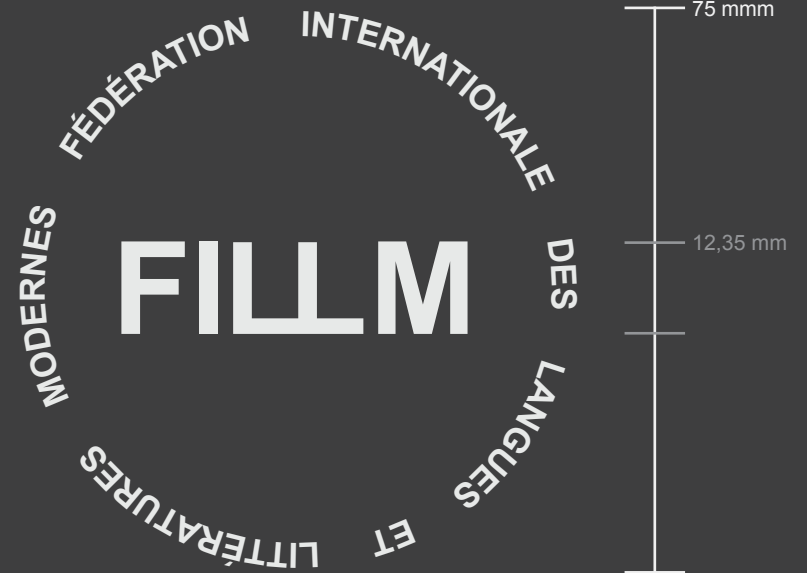
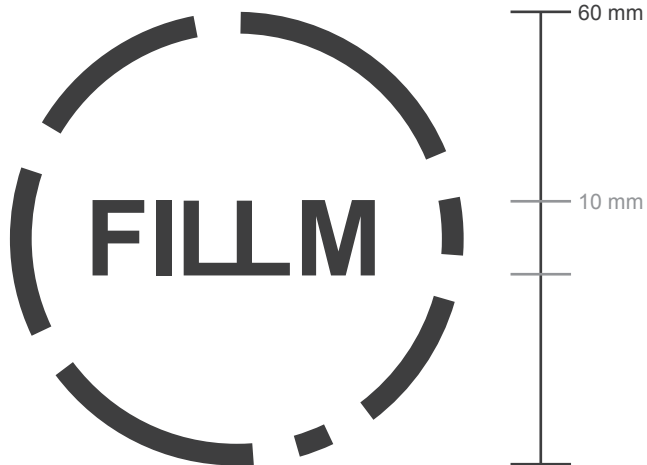
The primary logo can be used in any size needed. The secondary needs to be big enough for the full form of the abbreviation to be read properly.

When the logo needs to be presented on black & white, a

90% GREY can be used on a light background

LIGHT GREY can be used on a dark background

This will give a lighter contrast which is more suitable for the eye.

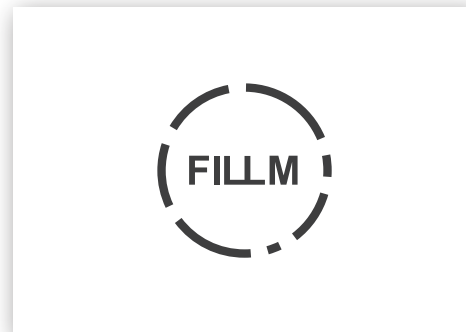


LOGO / EXAMPLES

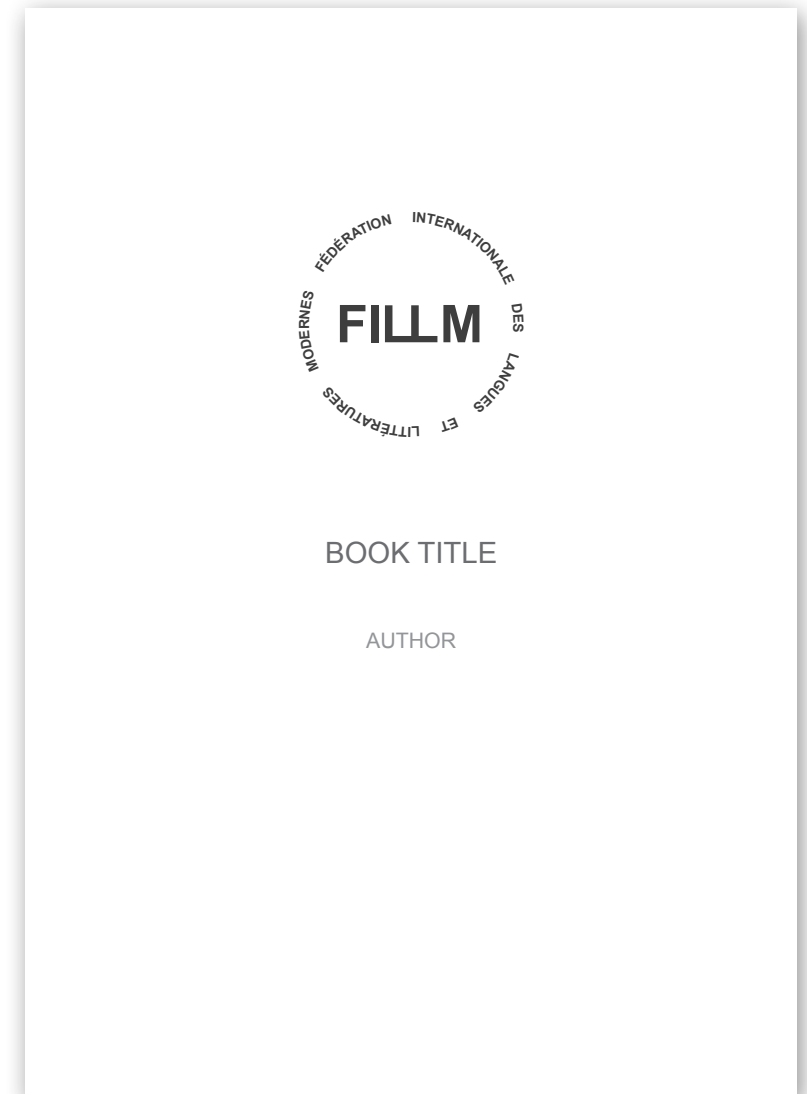
The logo should be placed on a document so that there is always enough space around it. In many cases the logo can be centered, but if the logo is placed to the left or right it should have an equal distance from the corners.

Documents where the logo can be placed are:

- Publications
- Brochures
- Official Letters
- Envelopes
- Business Cards
- Posters
- Flyers



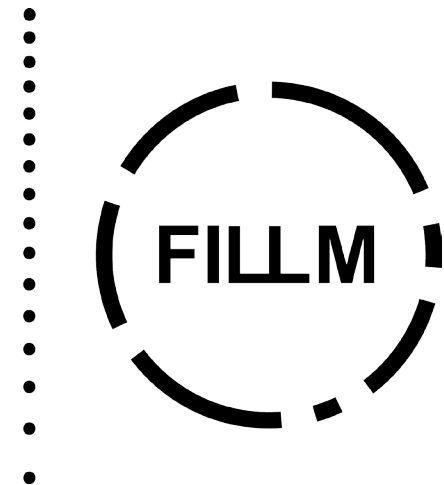
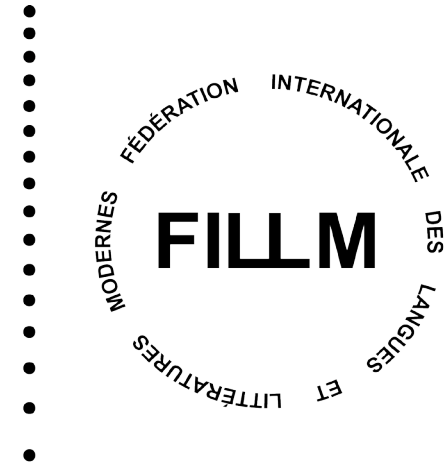
Mr Surname
Title
Address
Phone nr
Email



LOGO + UNESCO

The FILLM logo should be the same height as the Temple in the UNESCO logo when used together.

The FILLM logo can in this case be either a 100% black (as the UNESCO logo) or one of the identity colors.



COLORS

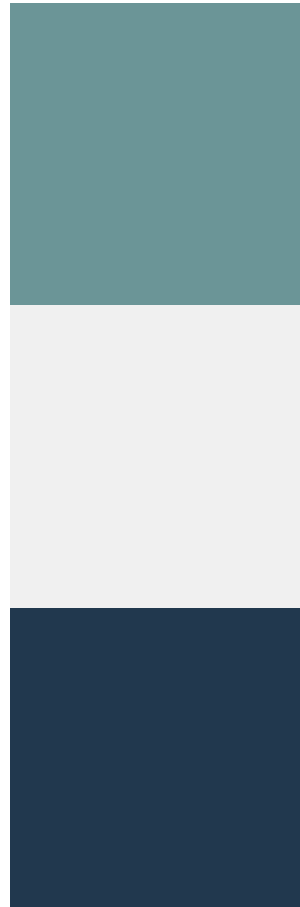
The FILLM identity contains of 3 main colors, which can be applied to the logos, text, backgrounds and other elements in both digital and print documents.

GREEN is the primary color and it is used always as the main color, whenever color is applied to a media/document.

LIGHT GREY is the secondary color, used when a lighter color is needed with a darker background or similar.

DARK BLUE is a bonus color and mainly used in combination with the two other colors.

Furthermore, different shades of grey, black and white can be applied to text, backgrounds or other elements of the identity.



FILLM / GREEN

C 32% M 1% Y 0% K 48%
R 91 G 132 B 133
Hex: **5B8485**

FILLM / LIGHT GREY

C 0% M 0% Y 0% K 7%
R 237 G 237 B 237
Hex: **EDEDED**

FILLM / DARK BLUE

C 59% M 33% Y 0% K 75%
R 26 G 42 B 63
Hex: **1A2A3F**



BLACK
Hex: 000000

90% GREY
Hex: 3C3C3B

80% GREY
Hex: 575756

70% GREY
Hex: 6F6F6E

60% GREY
Hex: 858586

50% GREY
Hex: 9C9B9A

40% GREY
Hex: B1B1B1

30% GREY
Hex: C6C6C5

20% GREY
Hex: D9D9D9

WHITE
Hex: FFFFFFFF

COLORS / EXAMPLE



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ABOUT

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Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

NEWS

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IMAGE

“LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIU-SMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. UT ENIM AD MINIM VENIAM, QUIS NOSTRUD EXERCITATION ULLAMCO LABORIS NISI UT ALIQUIP EX EA COMMODO CONSEQUAT.”

- Name Surname

LOGO + COLOR



LOGO + COLOR



LOGO + COLOR



LOGO + COLOR



FONT

Arial is the official font of FILLM.
It is a basic font that can be found on most devices
and software.

ARIAL REGULAR is used for longer texts
ARIAL BOLD can be used in titles, subtitles etc.

Font size in regular text 11/12pt
Font size in titles 24pt and up
Footnotes and smaller text 6/8pt

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod
tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea
commodo consequat.

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do ei-
usmod tempor incididunt ut labore et dolore magna aliqua. Ut enim
ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut
aliquip ex ea commodo consequat.**

LIST OF TEMPLATES

A. LOGO / PRIMARY

Green
Lightgrey
Darkblue
90% Grey
Black
White

B. LOGO / SECONDARY

Green
Lightgrey
Darkblue
90% Grey
Black
White

All in **PRINT** (pdf. file, 300dpi & CMYK colors)
and **WEB** (png. file, 150dpi & RGB colors)

C. LOGO + UNESCO

PRIMARY / Green
PRIMARY / Black
SECONDARY / Green
SECONDARY / Black

PRIMARY + TEXT / Black

D. WORD OFFICIAL LETTER

CONTACT

FILLM

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