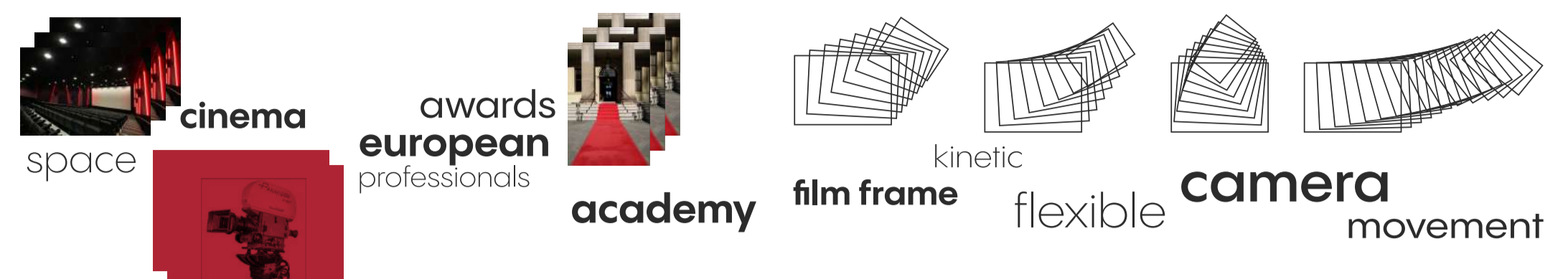


# Logo Guidelines

These are general logo guidelines.



Our logo is inspired by a kinetic movement of a camera, a film frame, a transition from horizontal to vertical screen, by the steps of the movie theater and the steps covered with the red carpet during the European Film Awards. The logo is used as a key element in our corporate design.



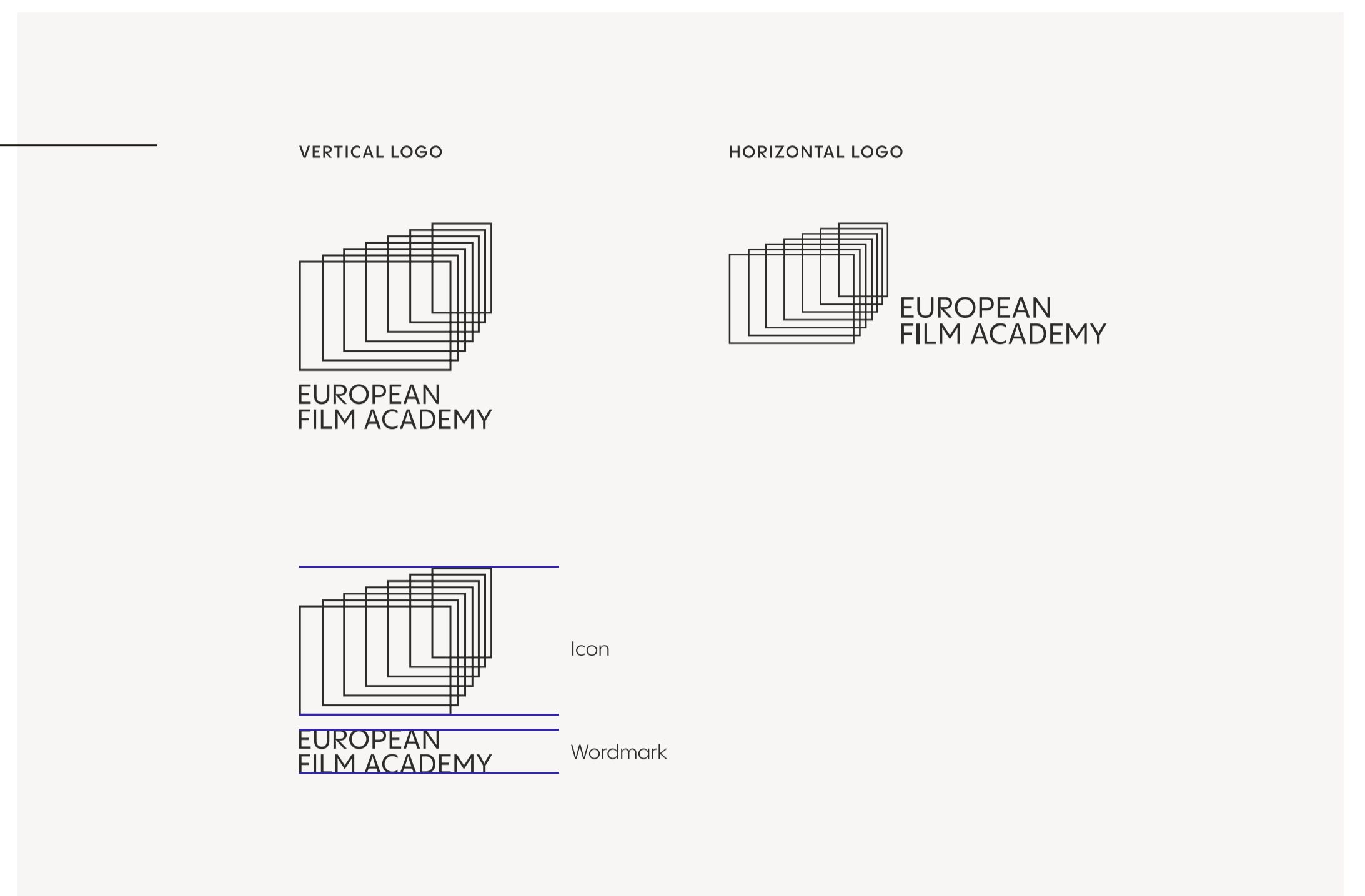
## Main Logo

The logo composed of an icon and a wordmark – either vertically or horizontally.

The wordmark was designed in 2021 and is based on the corporate typeface "Pangram Sans".

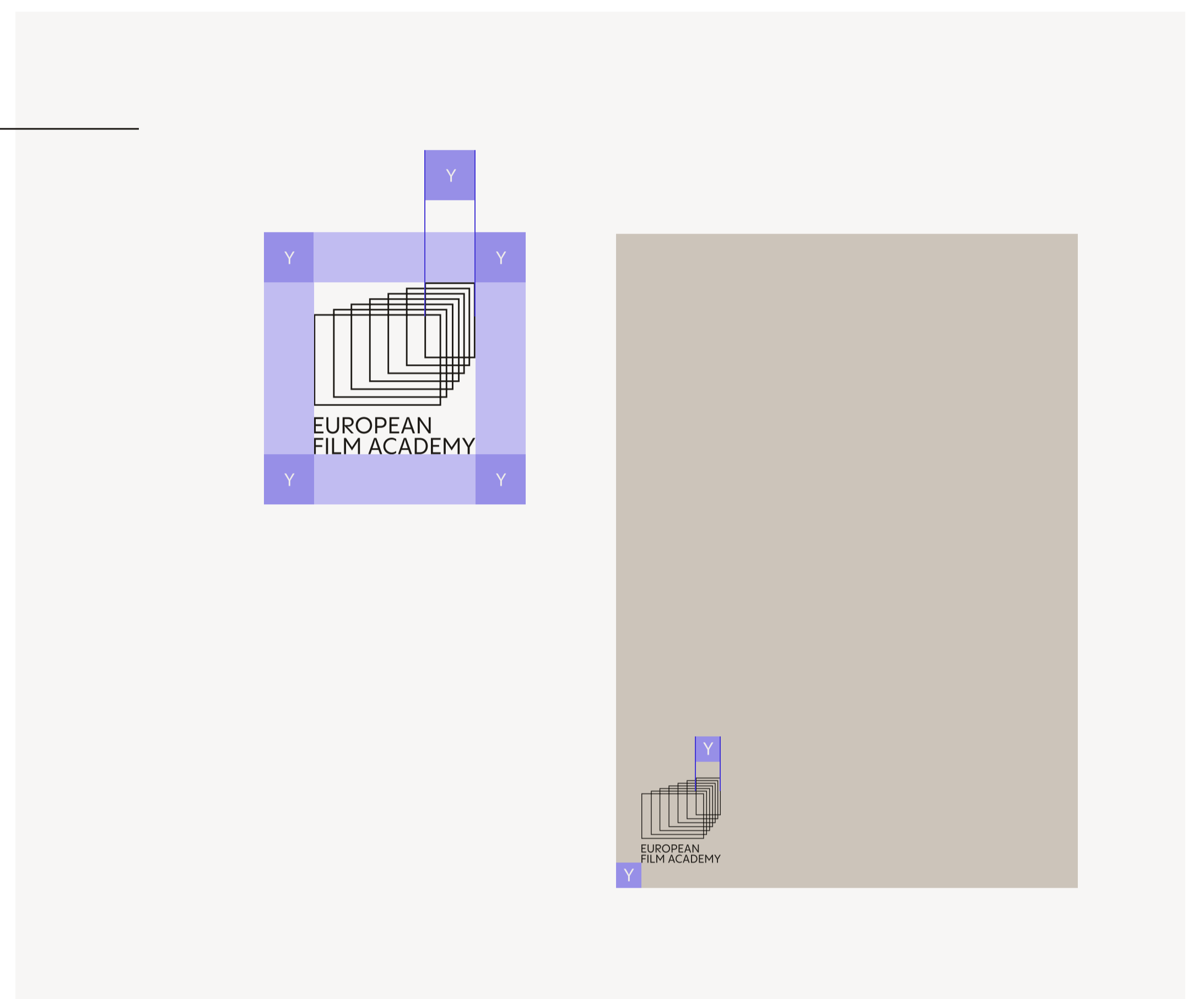
The abstract icon symbolises kinetic camera movement and film frame. It can be used on it's own, without the wordmark, in special cases.

We always use original logo files, and the logo may not be altered in any way. The logo is always set in a single colour.



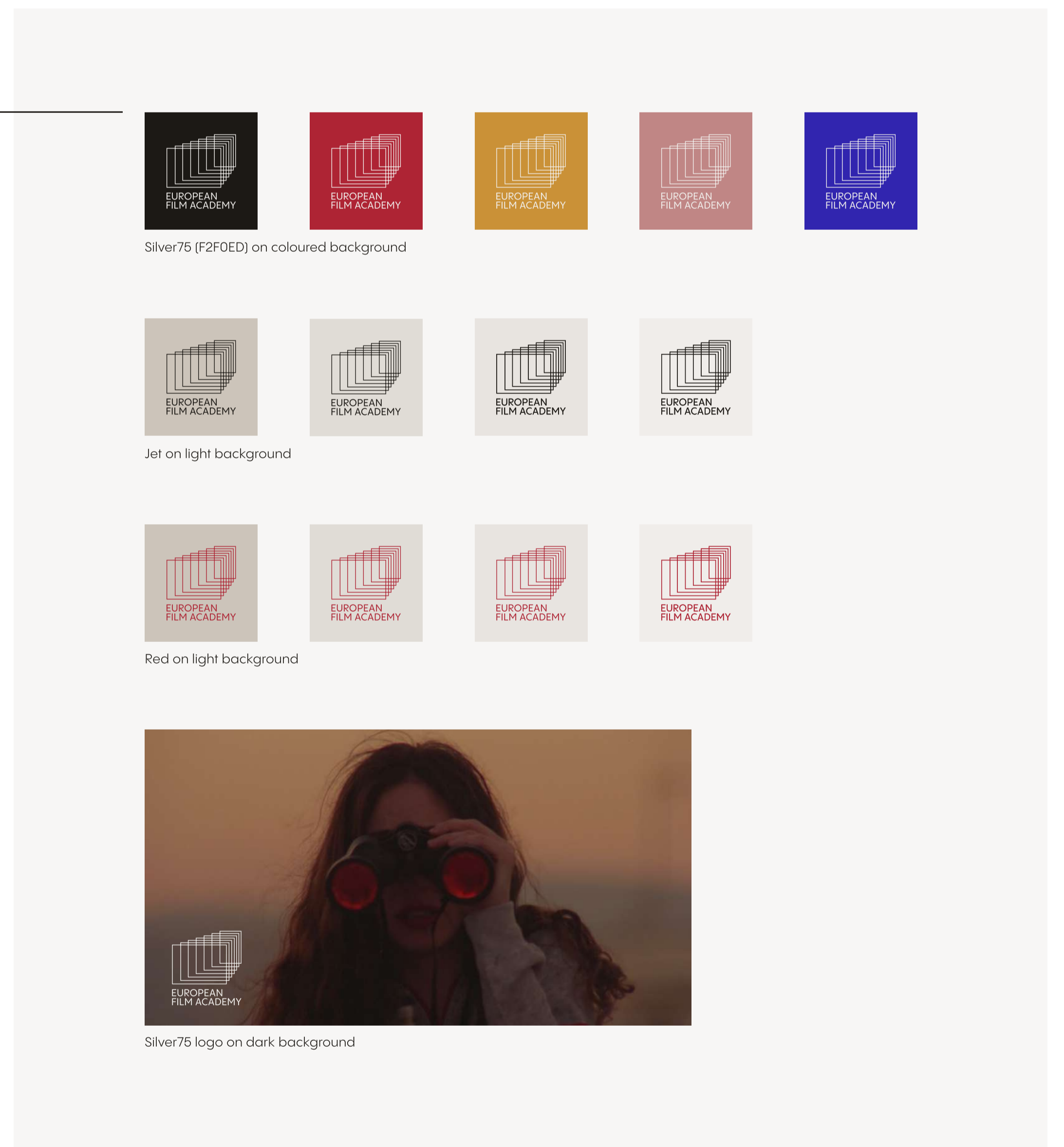
## Logo Offset

The standard offset corresponds to the width of the right rectangle of the icon. The precise positioning of the logo is determined by the offset.



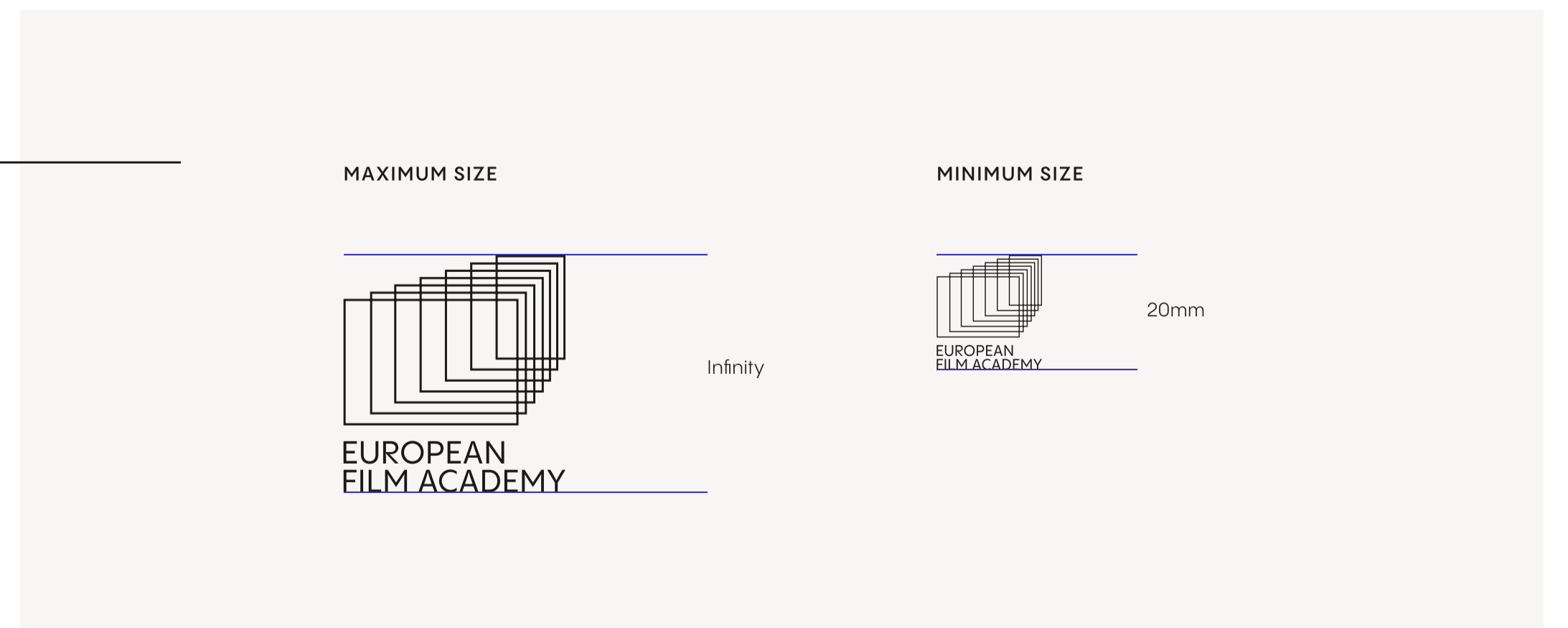
## Logo Colours

The logo is available in three colours: silver75 (off white), jet (off black) and red. We use silver on dark and coloured backgrounds and jet and red on light backgrounds. The logo can be placed on a full colour background or a picture. When placing a logo make sure you use the one that provides best contrast. If the picture background is too busy, it can be adjusted by retouching (ex. making the part of the picture under the logo more blurry, or using a different crop).



## Logo Size

The logo size depends on the format. The minimum logo size is 20mm and is universal; the logo may not be used in smaller sizes.



## Dos and Dont's

The logo must always be used in its original and unaltered form: no drop shadows, gradients, off brand colours, etc.

