

MOUNTAINFILM

BRAND GUIDELINES



/CONTENTS

Logo	3
Typefaces	5
Color Palette	6
Referring to Mountainfilm	7
Do's & Don'ts	8



MOUNTAINFILM / STYLE GUIDE

LOGO

Mountainfilm has a wordmark and logomark.
They may be used separately or together as a
full lockup.

Logos can be downloaded from our media kit
here: www.mountainfilm.org/media-kit

LOGOMARK



WORDMARK

MOUNTAINFILM

FULL LOCKUP



MOUNTAINFILM

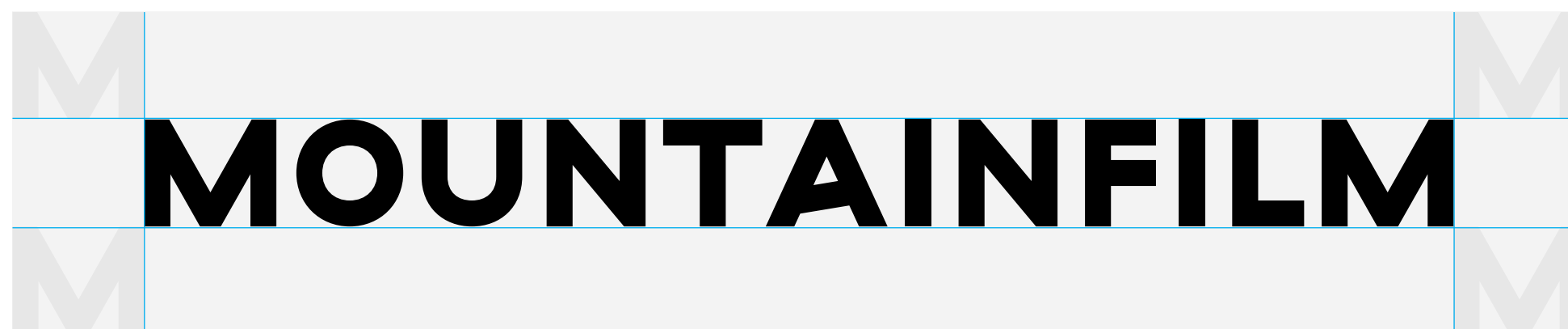
MOUNTAINFILM / STYLE GUIDE

LOGO

The Mountainfilm logo should always be surrounded by a minimum area of space. The clearance around the logo is drawn by using the width and height of the letter M in the logo as shown to the right.

This area of separation is a minimum and should be increased whenever possible.

LOGO CLEARANCE



MINIMUM SIZE

Digital: 15px high
Print: 2.5" wide

DIGITAL
15px | **MOUNTAINFILM**

PRINT
MOUNTAINFILM
2.5"



Typefaces can be downloaded from our media kit here: www.mountainfilm.org/media-kit

ALTERNATIVE GOTHIC COM

Alternative Gothic should be used for headers and titles.

EXAMPLE:

OUR MISSION:

Mountainfilm's mission is to use the power of film, art and ideas to inspire audiences to create a better world.

SAILEC

Sailec should be used for all copy. Sailec Bold may also be used for subheaders.

EXAMPLE:

MOUNTAINFILM'S MISSION & VALUES

OUR MISSION:

Mountainfilm's mission is to use the power of film, art and ideas to inspire audiences to create a better world.



BLACK

#00000

CMYK: 75 / 68 / 67 / 90

RGB: 244 / 244 / 244

TAN

#E0E0D8

CMYK: 11 / 8 / 13 / 0

RGB: 224 / 224 / 17

CYAN

#4FC6F4

CMYK: 57 / 1 / 1 / 0

RGB: 79 / 199 / 245



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REFERING TO MOUNTAINFILM

We've made some changes to the way we refer to Mountainfilm as an organization. See the protocol below.

MOUNTAINFILM

Our organization is called Mountainfilm. **It is one word with no capital "f."**
Our mission is to use the power of film, art and ideas to inspire audiences to create a better world.

HASHTAGS & HANDLES

For all of your social media posts on Facebook, Twitter and Instagram, please include Mountainfilm's handle and hastags.

- Handle: @mountainfilm
- General Hastag: #mountainfilm
- 2022 Festival Hashtags: #mountainfilm2022 #thebestfestivalever



PLEASE DO

- Use Mountainfilm's logo and name in all of your marketing pieces.
 - Use the photos provided by Mountainfilm for your marketing. If you are going to use an image from a film, please credit the film by using the title. If there is photographer information provided, please include as well.
 - Send your marketing materials to marketing@mountainfilm.org for pre-approval.
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PLEASE DO NOT

- Change our logo in any way without consulting Mountainfilm. (This includes adding anything to our logo)
- Create new branding, social media accounts or websites for your event.
- Capitalize the "f" in our name. (It should always be spelled "Mountainfilm.")
- Add Telluride to our name. We are simply "Mountainfilm."
- Refer to Mountainfilm as "MF," "TMF" or "Telluride Film Festival." Telluride Film Festival is a completely different organization.



THANK YOU!

For questions about marketing or branding regarding Mountainfilm please contact:

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