

Campus MovieFest

Logo Guidelines, July 2009

Overview

These guidelines outline the correct treatment of the Campus MovieFest [CMF] logo in collateral, advertisements, promotions, packaging, manuals, on the web, in video, and within any other communication. This version of the CMF logo replaces all previous versions and should be used in all communication pertaining to CMF. Older logosheets and guidelines should be discarded.

Using the Campus MovieFest Logo

The CMF logo should be used on approved advertising, manuals, promotional materials, websites, and other event communications. The CMF logo can only be used by approved vendors and CMF staff who are responsible for the development of materials related to CMF. Press and media may use the logos, in accordance with these guidelines, without prior approval.

The CMF logo consists of the Campus MovieFest typeface, the play button, the clapboard, and one line consisting either of "WWW.CAMPUSMOVIEFEST.COM" or "THE WORLD'S LARGEST STUDENT FILM FESTIVAL." The logo elements, fonts, positioning, and relative signs must not be altered. Always utilize the version that best suits your communication medium and design of your messaging.

How to Spell Campus MovieFest

The first instance of Campus MovieFest in all communications should be fully written out, with a capital C in Campus and a capital M and a capital F in MovieFest. MovieFest is always one word. After the first instance, Campus MovieFest can be abbreviated CMF [always capitalized].

Usage Guidelines

It is essential that only high-quality reproductions standards with accurate color-matching are in use when employing the CMF logo. Logos are available as four color and grayscale encapsulated postscript files (.EPS). Conversion to other formats is permitted as needed.

Separation of individual elements of the logo is not allowed without the authorization of CMF. Never alter the color or stroke of the typeface. Never reposition individual logo elements.

Avoid placing the logo directly over busy areas and movement in video. If the logo must be used in video with motion, place it over a black or white 70% opaque box that stretches across the frame horizontally.



Clear space. The CMF logo is to be placed on all communications with ample clear space on all sides of the logo. Never place graphics or video directly under or above the CMF logo. Never place images within the clear space designated around the logo.



Clear space for the full logo is equal to the width of the clapboard element when measured from the outermost points of the logo.

Clear space for the abbreviated logo is equal to 1/4th the height of the play button.



Master Color Logo. The preferred version of the logo is the Color Full Logo. Two versions exist - cmf_4c_full.eps and cmf_4c_full_invert.eps. The first is to be used on white and/or light colored background; the second is to be used on black and/or dark colored backgrounds.

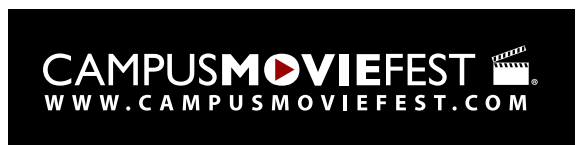


The red CMF Play button in the color version of the logo can be matched to Pantone Process 83-1 (C:30, Y:100, M:100, K:0).



Master Black and White Logo. The preferred version of the logo is the BW Full Logo. Two versions exist - cmf_bw_full.eps and cmf_bw_full_invert. The first is to be used on white and/or light colored background; the second is to be used on black and/or dark colored backgrounds.





Web Color Logo. The alternate version of the logo is the Color Full Logo. Two versions exist - cmf_4c_short.eps and cmf_4c_short_invert.eps. The first is to be used on white and/or light colored background; the second is to be used on black and/or dark colored backgrounds.

The red CMF Play button in the color version of the logo can be matched to Pantone Process 83-1 (C:30, Y:100, M:100, K:0).



Web Black and White Logo. The alternate black and white version of the logo is the BW Full Logo. Two versions exist - cmf_bw_short.eps and cmf_bw_short_invert.eps.. The first is to be used on white and/or light colored background; the second is to be used on black and/or dark colored backgrounds.



Play Button Logo. The abbreviated CMF logo with the play button is to be used only with the express written permission of Campus MovieFest. Both a color and black and white version are available. This version is to be used only over white and lighter colors.

The red CMF Play button in the color version of the logo can be matched to Pantone Process 83-1 (C:30, Y:100, M:100, K:0).



Play Button Logo. The abbreviated CMF logo with the play button is to be used only with the express written permission of Campus MovieFest. Both a color and black and white version are available. This version is to be used only over black and darker colors.

The red CMF Play button in the color version of the logo can be matched to Pantone Process 83-1 (C:30, Y:100, M:100, K:0).

Do not...

Do not alter the logos in any way, including changing the type, altering colors, animating or rotating the logo, or adding effects (such as drop shadows, bevels, gradients, etc). Do not remove the ®. Do not use the logo as part of a pattern, a decorative element, or a background image. Do not use the logo to imply endorsement.

For more information...

Contact info@campusmoviefest.com for more information. Visit www.campusmoviefest.com/logo to download logo files, the license agreement, and revisions to these guidelines.