



Festival International
de Films de Fribourg

Brand manual

FIFF | Festival International de Films de Fribourg



Festival International de Films de Fribourg
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Brand manual

This documentation contains a short summary of the most important guidelines for using the FIFF logo.

If possible, we would like to receive the final print version before publication.

If you have any questions, please contact us.

communication@fiff.ch | T +41 (0)26 347 42 06

Colour

Logotype CMYK



C: 0 M: 0 Y: 0 K: 85



Festival International
de Films de Fribourg

FIFF-LOGO-CORPO-CMJN.eps



Festival International
de Films de Fribourg
31' 31.03 > 08.04 2017

FIFF-LOGO-FESTI-CMJN-2017.eps

Logotype Pantone



PMS : 433 U



Festival International
de Films de Fribourg

FIFF-LOGO-CORPO-PMS.eps



Festival International
de Films de Fribourg
31' 31.03 > 08.04 2017

FIFF-LOGO-FESTI-PMS-2017.eps

Logotype RGB + Hex



R: 51 G: 51 B: 51



#333333



Festival International
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FIFF-LOGO-CORPO-RVB.jpg



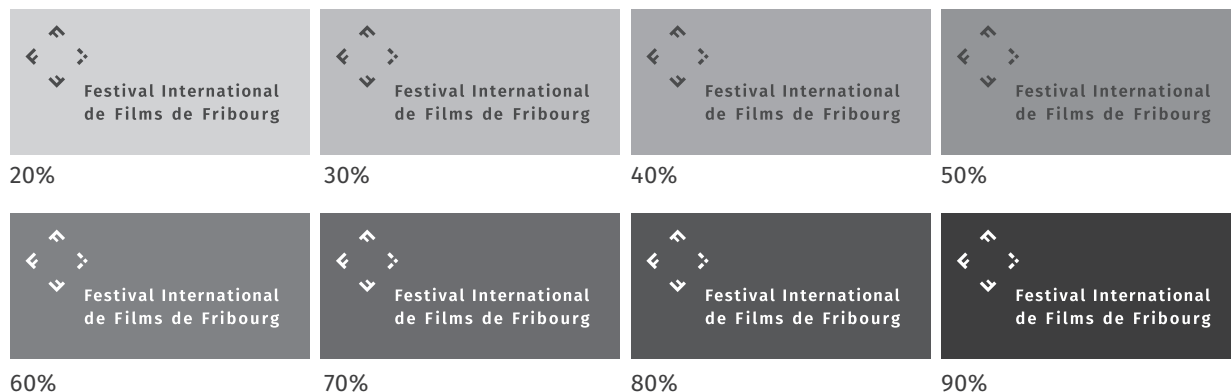
Festival International
de Films de Fribourg
31' 31.03 > 08.04 2017

FIFF-LOGO-FESTI-RVB-2017.jpg



Positive/Negative Application

The FIFF logo is most effective on a plain background. It may, however, be used on various backgrounds; depending on the intensity of the background, its characteristics may change (positively or negatively).



Available Sizes

The logo is available in various sizes. Particular sizes must be used for certain purposes.

The logo can be enlarged as desired, but there are limits to how far it can be scaled down.

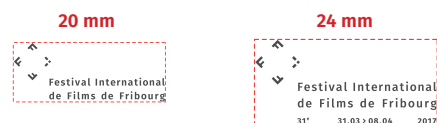
Minimum Size for Office Printers

This size is the smallest possible for print items that are printed on a desktop printer. Up to this format, the print quality is guaranteed for desktop printers.



Minimum Size for Professional Printing Systems

This is the smallest possible size for print items that are printed on professional printing systems (printers).



Protection Zone

So that the FIFF logo can be as effective as possible in any application, a protection zone has been defined. No other element may be placed in this zone.



Non-permitted Applications

To ensure a uniform appearance, some forms and applications are not allowed.

- > The FIFF logo may not be contorted or bent, and the proportions may not be altered.
- > No part of the FIFF logo may be positioned in any other way or placed diagonally.
- > Legibility must be ensured.

If necessary, the Logo can be obtained directly from FIFF.

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Typeface

The Fira Sans typeface is used for all applications.

Fira Sans Regular

[illegible]

Fira Sans Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Fira Sans SemiBold

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Fira Sans SemiBold Italic

a b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

