

HELLO FIFF

25 OCTOBRE 2022

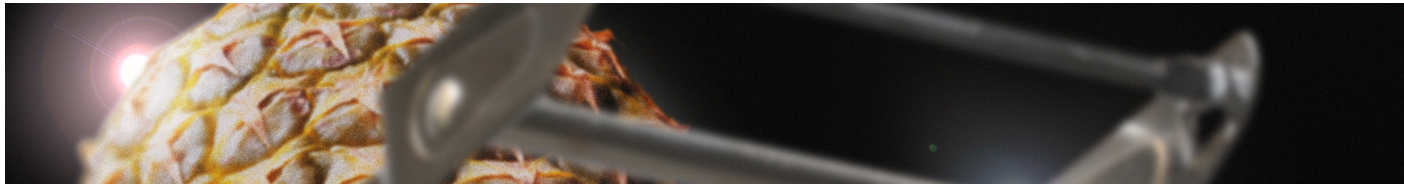
BRAND MANUAL **LOGO**

You will find in this document a short presentation of the main instructions on the use of the FIFF-logo.

We ask you to please send us a final page proof before each publication if possible.

Should you have any question, please contact us and we will be happy to help.

| | |
|-------------------------------------|---|
| STANDARD LOGO..... | 3 |
| PRESENT EDITION LOGO..... | 3 |
| COLORS..... | 3 |
| FONT | 4 |
| PROTECTION AREA | 5 |
| USES IN BLACK/WHITE AND COLOR | 6 |
| SIZES..... | 6 |
| UNAUTHORISED USES..... | 7 |
| CONTACTS..... | 7 |



STANDARD LOGO

The standard logo is meant for material that is not linked to the present edition.

A word will replace the XXXX here depending on the material (you will find for instance "PRESS" on the press releases)

Used only for institutional and sponsoring material.

This form of logo is only for printed documents and upon agreement.



**FESTIVAL
INTERNATIONAL
DU FILM
DE FRIBOURG**

**FESTIVAL
INTERNATIONAL
DU FILM
DE FRIBOURG**

PRESENT EDITION LOGO

The edition logo is used on material linked to the coming or present edition with the appropriate number.

It is possible to use it with or without the dates.



**FESTIVAL
INTERNATIONAL
DU FILM
DE FRIBOURG**

17 – 26.03.2023



**FESTIVAL
INTERNATIONAL
DU FILM
DE FRIBOURG**

COLORS

The logo in red can only be used on communication material such as poster or digital banners.

Creations using the logo in red are made exclusively by bytheway.studio or upon request to FIFF.

CMYB



0 / 89 / 100 / 0

0 / 0 / 0 / 100

RGB



246 / 16 / 12

0 / 0 / 0

HEX



#F6100C

#000000

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PROTECTION AREA

The protection area is meant to give FIFF-logo as much impact as possible whatever the material. No other element can appear in this area.



USES IN BLACK/WHITE AND COLORS

Depending on the tint in the background, the logo can appear in black or white.

The logo in red is meant for uses on pictures.

The logo in red is only for official material of the coming or present edition.



SIZES

The logo exists in various sizes. It is possible to reduce it as long as the name of the Festival can easily be read. Enlargement is not restricted.



H 25 mm



H 14 mm

UNAUTHORIZED USES

In order to safeguard a uniform visual identity, FIFF-logo cannot be freely modified.

- The FIFF-logo should not be misshapen or twisted. Proportions must be kept
- The various parts of the FIFF-logo cannot be put away or moved. Their orientation should not be modified
- Readability must be guaranteed.



CONTACTS

The logo is available on FIFF website and on request by FIFF or bytheway.studio.

Please contact us, should you have any question.

FIFF

communication@fiff.ch

T +41 26 347 42 06

BYTHEWAY.STUDIO

salut@bytheway.studio

T +41 26 424 48 08