SFILM
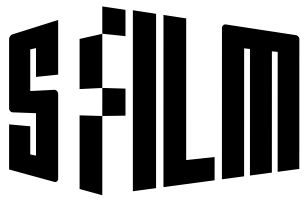
**Brand
Guidelines**

MASTER BRAND

The Master Brand logos for SF Film can be presented in both black and blue. Reversed logo versions can be used in replacement of either Master logos.

The black Master logo should only be used for insitutional materials. The blue Master logo can be used for both Institutional and Sub-brand materials.

DO NOT:
Stretch or manipulate the Master Logos.

Delete or rearrange parts of the Master Logos.

Use any color not specified in this guideline.
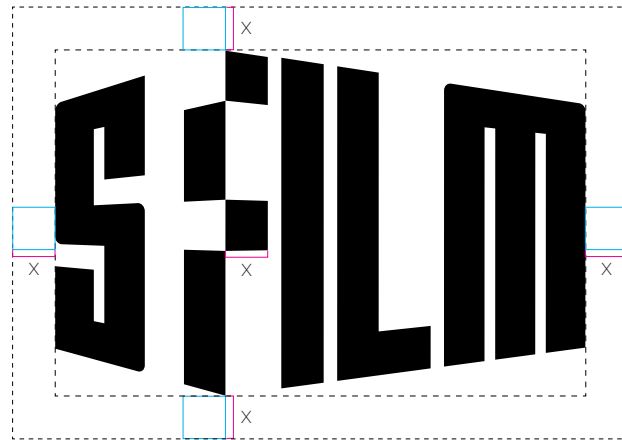
Black

Blue

CLEAR AREA

The logo should always have a minimum perimeter of the width of the center square on the letter "F".

This perimeter is necessary to maintain the intergrity of the Master Brand.

NOTE:
As shown, the clear area on the top and bottom of the Master Brand should begin from the highest and lowest point of the of the letter "F".

X—Width of the "F" center square

MINIMUM SIZE

The minimum size of the Master Brand is 10mm wide. The Master Brand should never be seen smaller than 10 mm.The Master Brand loses legibility if it is shown less than 10 mm wide.

10 mm
38 px

10 mm
38 px

10 mm
38 px

10 mm
38 px

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Brand Guidelines

COLOR PALETTE

The Institutional colors are the only colors that can be used for the Master Brand.

The Institutional and Sub-brand colors can be used as backgrounds or as text/graphic colors.

The Sub-brand colors can only be used for their specified Sub-brand.

DEFINED COLOR USES:
Black—all Institutional materials
Blue—all Institutional materials,
　　all "Festival" materials
Light Blue—all "Presents" materials
Orange—all "Education" materials
Red—all "Makers" materials

Institutional | Sub-brands

C: 75 R: 0	C: 100 R: 0	C: 68 R: 70	C: 7 R: 225	C: 16 R: 195
M: 68 G: 0	M: 86 G: 46	M: 17 G: 168	M: 79 G: 88	M: 100 G: 0
Y: 67 B: 0	Y: 29 B: 109	Y: 16 B: 198	Y: 98 B: 41	Y: 87 B: 47
K: 90	K: 22	K: 0	K: 1	K: 6
PMS: Black C	PMS: 294 C	PMS: 7702 C	PMS: 7579 C	PMS: 200 C
HEX: 000000	HEX: 002E6D	HEX: 46A8C6	HEX: E15829	HEX: C3002F

TYPOGRAPHY

The RBNo2.1 fonts shown are the only fonts in the RBNo2.1 Font Family that can be used.

RBNo2.1a Light should be used for body copy.

RBNo2.1a Book should be used for all Institutional headlines.

RBNo2.1b Black should be used for Sub-brand titles and Sub-brand material headlines.

The italicized versions of this font can be used as a secondary option or when emphasis or quotations would be used.

If the Hero Font cannot be used for copy, then the secondary fonts may be used. The secondary fonts should only ever be used for dense printed materials, email body copy, web body copy,etc. The secondary fonts should never be used for headlines.

Bold, black and Italic versions of the secondary fonts should only be used for emphasis within body copy or for body copy sub-headlines.

Hero Font Family

RBNo2.1a Light
RBNo2.1a Light Italic
RBNo2.1a Book
RBNo2.1a Book Italic
RBNo2.1b Black
RBNo2.1b Black Italic

Secondary Font Families

Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

Din Light
Din Regular
Din Medium
Din Bold
Din Black

Hero Alphabet

RBNo2.1a Light
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

RBNo2.1a Light Italic
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

RBNo2.1a Book
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

RBNo2.1a Book Italic
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

RBNo2.1b Black
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

RBNo2.1b Black Italic
abcdefghijklmn
opqrstuvwxyz
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

SECOND-LEVEL
MARQUEE STRUCTURE

The Marquee is created using the angles of the Master Brand logo. The bottom point of the Marquee is the same point and angle of the letter "F" in the Master Brand logo. The Marquee can only be used at the top of materials.

The Marquee is a device created to hold the Sub-brands. It conveys the idea of a movie theater and allows a flexible system to be used across different applications.

In instances where materials need a footer, the Marquee can be rotated to create the Marquee footer (as shown).

The Marquee footer can only be used at the bottom of materials as a container for sponsors, collaborators, etc.

On occasion, the Marquee and Marquee footer may replace the Master Brand, but only on digital assets (i.e website, e-newsletters, emails, etc.).

DO NOT:
Alter the angles of the Marquee or Marquee footer.

Place the Master Brand logo anywhere that is not flush to the bottom point of the Marquee.

Use colors for the Marquee or Marquee footer that are not specified in this guideline.

Distort or manipule the Marquee or Marquee footer.

Use the Marquee or Marquee footer without Sub brand for printed materials (business cards, t-shirts,etc.).
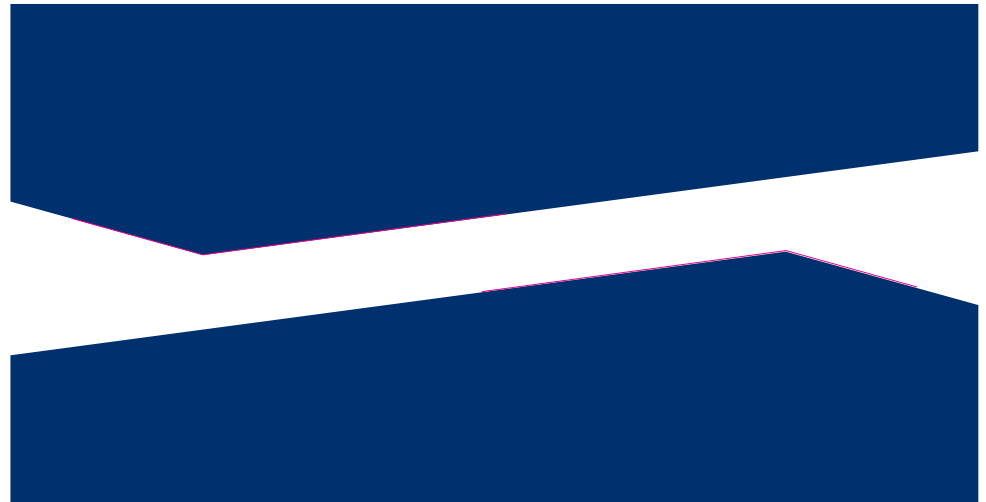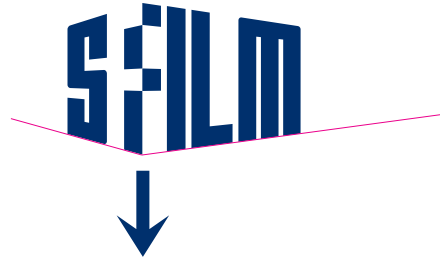
SECOND-LEVEL
WITH PHOTOGRAPHY

When using photography in the Marquee, stray away from rich compositions and focus more on textures or abstractions.

Imagery containing people cannot be used in the Marquee under any circumstance.

When using the Second-Level lockup with photography, the colors of the Sub-brand can only be black, white, or the color assigned to the specific Sub-Brand. Instances where the colors in the imagery conflicts with the color of the Sub-brand, the Sub-brand can only be shown in black or white.

For use of the Alt. Second-Level lockup, darker imagery in recommended for legibility.
Lighter imagery, can make the Sub-brand illegible.

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SECOND-LEVEL
MARQUEE CROP/PROPORTIONS

The Marquee or Marquee footer can be cropped and proportioned to fit a myriad of materials.

Starting from the bottom point of the Marquee —or top point of the Marquee footer—elongate outward.

The angle of the point should always remain the same as shown.

The Marquee and Marquee footer should never resemble a triangle. It should be cropped to a flat edge.

The Marquee/Marquee footer should never be cropped tighter than shown in this guideline. The Marquee/Marquee footer can only be elongated from the Marquee/Marquee footer shown.

DO NOT:
Alter the angle of the point in anyway.

Stretch the Marquee.

Allow the Marquee to extend until it reaches a triangle shape.

Minimum Width

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SECOND-LEVEL LOCKUPS

The Second-Level lockups are to be used for any specified Sub-brand materials. This lockup should be used on lighter backgrounds or imagery.

For the Second-Level lockup the color of the Sub-brand title must be specific to that Sub-brand.

DO NOT:
Manipulate or stretch Sub-brand title.

Use color that is not Sub-brand specific.

Move the Sub-brand title anywhere else than it is currently placed on the Marquee.

SECOND-LEVEL REVERSED

The Second-Level Reversed lockups are to be used for any specified Sub-brand materials that have dark backgrounds. The Second-Level Reversed lockups should be used when the legibility of the Sub-brand title for the Second-LevelLockup is compromised.

DO NOT:
Manipulate or stretch Sub-brand title.

Move the Sub-brand title anywhere else than it is currently placed on the Marquee.

SECOND-LEVEL ONE-COLOR

The Second-Level One-Color lockups are to be used for any specified Sub-brand materials. The Second-Level One-Color lockups can be used whenever background or imagery allows.

When using the Second-Level One-Color lockups, the specified Sub-brand color must never conflict with background or imagery colors. Legibility must also be taken into account when using this logo.

If conflicting colors or legibility issues arise, use Second-Level or Second-Level Reversed lockups.

DO NOT:
Manipulate or stretch Sub-brand title.

Move the Sub-brand title anywhere else than it is currently placed on the Marquee.

ALT. SECOND-LEVEL LOCKUPS

In cases where the Second-Level lockups cannot be used, the Alt. Second-Level lockups are to be used. This lockup should be used on lighter background or imagery.

For the Alt. Second-Level lockup the color of the Sub-brand title must be specific to that Sub-brand.

DO NOT:
Manipulate or stretch Sub-brand title.

Use color that is not Sub-brand specific.

Move the Sub-brand title anywhere else than it is currently placed on the Marquee.

ALT. SECOND-LEVEL REVERSED

In cases where the Second-Level Reversed lockups cannot be used, the Alt. Second-Level Reversed lockups are to be used for any specified Sub-brand materials that have dark backgrounds.

The Alt. Second-Level Reversed lockups should be used when the legibility of the Sub-brand title for the Alt. Second-Level lockup is compromised.

DO NOT:
Manipulate or stretch Sub-brand title.

Move the Sub-brand title anywhere else than it is currently placed on the Marquee.

ALT. SECOND-LEVEL ONE-COLOR

In cases where the Second-Level One-Color lockups cannot be used, the Alt. Second-Level One-Color lockups are to be used for any specified Sub-brand materials. The Alt. Second-Level One-Color Lockups can be used whenever background or imagery allows.
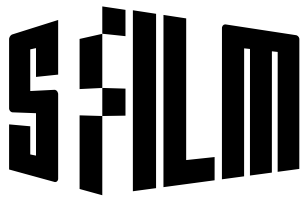
When using the Alt. Second-Level One-Color lockups, the specified Sub-brand color must never conflict with background or imagery colors.

If conflicting colors arise, use Alt. Second-Level or Alt. Second-Level Reversed lockups.

DO NOT:
Manipulate or stretch Sub-brand title.

Move the Sub-brand title anywhere else than it is currently placed on the Marquee.
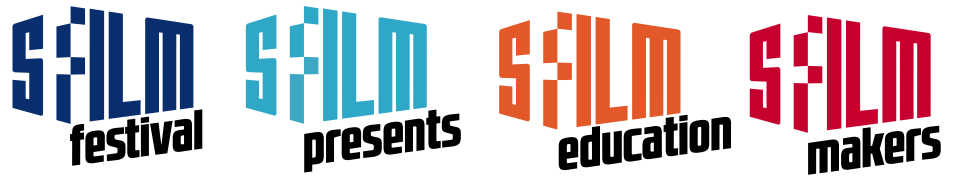
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SECOND-LEVEL STACKED LOCKUP

The Second-Level Stacked lockups are to be used as a replacement for the Second-Level and Alt. Second-Level lockups if the Marquee causes the material to appear too crowded.

All Second-Level and Alt. Second-Level lockup rules still apply.

SFILM festival   SFILM presents   SFILM education   SFILM makers

SECOND-LEVEL STACKED REVERSED

The Second-Level Stacked Reversed lockups are to be used as a replacement for the Second-Level Reversed and Alt. Second-Level Reversed lockups if the Marquee causes the material to appear too crowded.
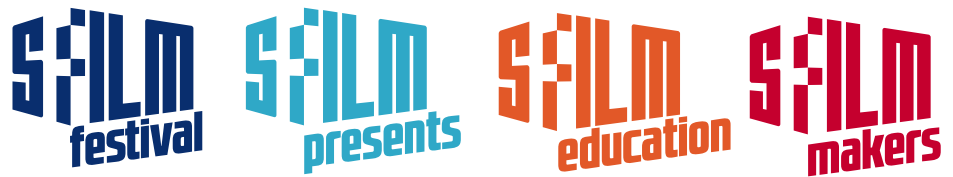
All Second-Level Reversed and Alt. Second-Level Reversed lockup rules still apply.

SFILM festival   SFILM presents   SFILM education   SFILM makers

SECOND-LEVEL STACKED ONE-COLOR

The Second-Level Stacked One-Color lockups are to be used as a replacement for the Second-Level One-Color and Alt. Second-Level One-Color lockups if the Marquee causes the material to appear too crowded.

All Second-Level One-Color and Alt. Second-Level One-Color lockup rules still apply.

SFILM festival   SFILM presents   SFILM education   SFILM makers

SECOND-LEVEL STACKED REVERSED ONE-COLOR

The Second-Level Stacked Reversed One-Color lockups are to be used as a replacement for the Second-Level Reversed, Alt. Second-Level Reversed and Stacked Reversed lockups if the Marquee causes the material to appear too crowded or if legibility is compromised.

All Second-Level Reversed , Alt. Second-Level Reversed and Stacked Reversed lockup rules still apply.

SFILM festival   SFILM presents   SFILM education   SFILM makers

SFILM

SECOND-LEVEL STACKED LOCKUP

The Second-Level Stacked lockups are to be used as a replacement for the Second-Level and Alt. Second-Level lockups if the Marquee causes the material to appear too crowded.

All Second-Level and Alt. Second-Level lockup rules still apply.

SFILM festival   **SFILM** presents   **SFILM** education   **SFILM** makers
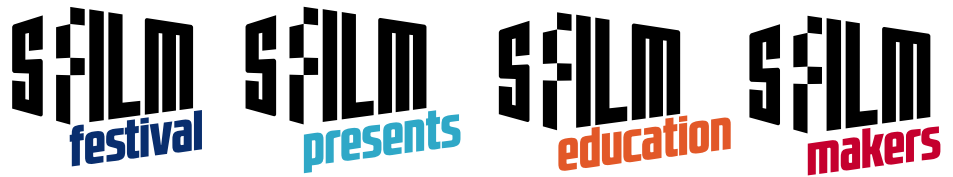
BLACK SECOND-LEVEL LOCKUPS

Black Lockups can be used whenever color printing is not available.
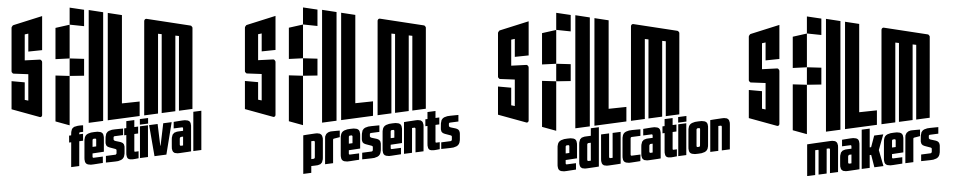
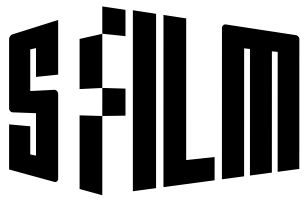All Second-Level Lockup rules still apply.

Black Second-Level

SFILM festival

SFILM presents

SFILM education

SFILM makers

Black Alt. Second-Level

SFILM festival

SFILM presents

SFILM makers

SFILM education

Black Second-Level Stacked

SFILM festival   **SFILM** presents   **SFILM** education   **SFILM** makers

SFILM

Brand Guidelines

THIRD-LEVEL ALIGNMENT

All Third-Level content should be left-aligned to the bottom point of the Marquee and Master Brand logo.

As previously stated, the Marquee footer should only be used as a container for sponsors, collaborators, etc.

Alignment

SFILM presents

Doc
Stories
NOVEMBER 3 - 6
Vogue Theatre - Castro Theatre - JCCSF

Space for Sponsors, Collaborators, etc.

SFILM

THIRD-LEVEL EXAMPLES

This system demonstrates the creative flexibility, while remaining consistent across the board.

These examples display proper alignment, but also a range of different layouts that remain cohesive no matter the lockup selected.

This system allows visual coherence no matter the imagery or other assets given.

Options