

LOGO

Our primary logo is comprised of "REELWORLD" with an arc over top and the descriptor, "SCREEN INSTITUTE | FILM FESTIVAL | DATABASE | BLACK | INDIGENOUS | PEOPLE OF COLOUR" below.



LOGO SIZING

The minimum size of the primary logo is 0.65" high for print or 46 pixels high for on-screen use.



LOGO CLEAR SPACE

The minimum clear space surrounding the logo should be the width of the "W" in "REELWORLD". By ensuring that no other graphic elements encroach into this clear space, the overall integrity of the logo is retained.



LOGO COLOUR PALETTE

HEX (#) or RGB values should be used in all screen-based applications. Spot or CMYK values should be used for all printed materials.

The primary colours are Black and White.

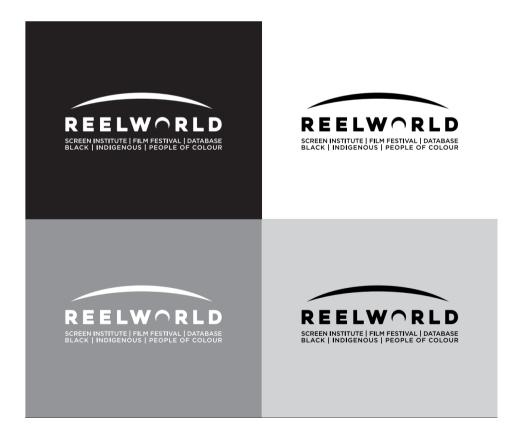
WHITE #FFFFFF C0 / M0 / Y0 / K0 R255 / G255 / B255



LOGO | CORRECT USE

Our logo's elements always all appear together in the same colour or tone. The logo is never multicoloured or multi-tonal. The acceptable colours and tones for the logo include, All black or All white.

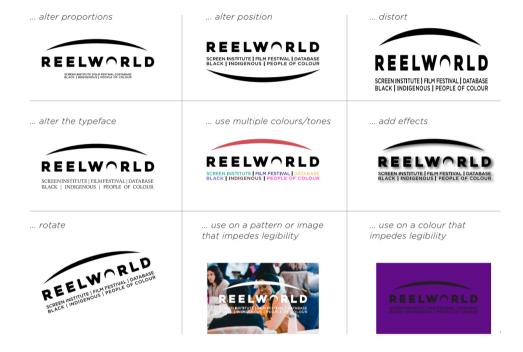
For white or lighter backgrounds, our black logo should be used. On deeper colour or image backgrounds, the white logo should be used. Regardless of which logo is being used, always make sure that there is enough contrast between the logo and the background to ensure legibility.



LOGO | INCORRECT USE

Reelworld's primary logos are available in vector and PNG formats. In order to maintain the integrity of the logo, these files should be used — the logo should never be redrawn or manually typed out. Additionally, the examples below show misuse scenarios of the logo.

DO NOT....



For any questions or concerns, please contact us at media@reelworld.ca