



SCREEN INSTITUTE | FILM FESTIVAL | DATABASE  
BLACK | INDIGENOUS | PEOPLE OF COLOUR

## LOGO GUIDELINES

### LOGO

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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.



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### LOGO SIZING

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



### LOGO CLEAR SPACE

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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

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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

### DEEP CHARCOAL

#242330  
C25 / M27 / Y0 / K81  
R36 / G35 / B48  
PMS NEUTRAL BLACK C

## LOGO | CORRECT USE

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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...*

*... alter proportions*



*... alter position*



*... distort*



*... alter the typeface*



*... use multiple colours/tones*



*... add effects*



*... rotate*



*... use on a pattern or image that impedes legibility*



*... use on a colour that impedes legibility*



For any questions or concerns, please contact us at [media@reelworld.ca](mailto:media@reelworld.ca)