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Mountainfilm has a wordmark and logomark. They may be used separately or together as a full lockup.

Logos can be downloaded from our media kit here: www.mountainfilm.org/media-kit
The Mountainfilm logo should always be surrounded by a minimum area of space. The clearspace around the logo is drawn by using the width and height of the letter M in the logo as shown to the right. This area of separation is a minimum and should be increased whenever possible.

**LOGO CLEARANCE**

**MINIMUM SIZE**

Digital: 15px high
Print: 2.5” wide

**DIGITAL**

15px  MOUNTAINFILM

**PRINT**

2.5”  MOUNTAINFILM
**ALTERNATIVE GOTHIC**

Alternative Gothic should be used for headers and titles.

**EXAMPLE:**

**OUR MISSION:**
Mountainfilm’s mission is to use the power of film, art and ideas to inspire audiences to create a better world.

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**SAILEC**

Sailec should be used for all copy. Sailec Bold may also be used for subheaders.

**EXAMPLE:**

**MOUNTAINFILM’S MISSION & VALUES**

**OUR MISSION:**
Mountainfilm’s mission is to use the power of film, art and ideas to inspire audiences to create a better world.
## Color Palette

<table>
<thead>
<tr>
<th>Color</th>
<th>Code</th>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLACK</td>
<td>#000000</td>
<td>75 / 68 / 67 / 90</td>
<td>244 / 244 / 244</td>
</tr>
<tr>
<td>TAN</td>
<td>#E0E0D8</td>
<td>11 / 8 / 13 / 0</td>
<td>224 / 224 / 17</td>
</tr>
<tr>
<td>CYAN</td>
<td>#4FC6F4</td>
<td>57 / 1 / 1 / 0</td>
<td>79 / 199 / 245</td>
</tr>
</tbody>
</table>
MOUNTAINFOILM

Our organization is called Mountainfilm. **It is one word with no capital “f.”**

Our mission is to use the power of film, art and ideas to inspire audiences to create a better world.

HASHTAGS & HANDLES

For all of your social media posts on Facebook, Twitter and Instagram, please include Mountainfilm’s handle and hastags.

- Handle: @mountainfilm
- General Hastag: #mountainfilm
- 2020 Festival Hashtags: #mountainfilm2020 #2020visionaries

We’ve made some changes to the way we refer to Mountainfilm as an organization. See the protocol below.
**PLEASE DO**

- Use Mountainfilm’s logo and name in all of your marketing pieces.

- Use the photos provided by Mountainfilm for your marketing. If you are going to use an image from a film, please credit the film by using the title. If there is photographer information provided, please include as well.

- Send your marketing materials to marketing@mountainfilm.org for pre-approval.

**PLEASE DO NOT**

- Change our logo in any way without consulting Mountainfilm. (This includes adding anything to our logo)

- Create new branding, social media accounts or websites for your event.

- Capitalize the “f” in our name. (It should always be spelled “Mountainfilm.”)

- Add Telluride to our name. We are simply “Mountainfilm.”

- Refer to Mountainfilm as “MF,” “TMF” or “Telluride Film Festival.” Telluride Film Festival is a completely different organization.