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

EXAMPLE:

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

ALTERNATIVE GOTHIC COM

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.

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.
**BLACK**
- #000000
- CMYK: 75 / 68 / 67 / 90
- RGB: 244 / 244 / 244

**TAN**
- #E0E0D8
- CMYK: 11 / 8 / 13 / 0
- RGB: 224 / 224 / 17

**CYAN**
- #4FC6F4
- CMYK: 57 / 1 / 1 / 0
- RGB: 79 / 199 / 245
We've made some changes to the way we refer to Mountainfilm as an organization. See the protocol below.

**MOUNTAINFILM**

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 hashtags.

- Handle: @mountainfilm
- General Hashtag: #mountainfilm
- 2021 Festival Hashtags: #mountainfilm2021 #mountainfilmathome2021 #thebestfestivalever
DO’S & DON’TS

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.
THANK YOU!

For questions about marketing or branding regarding Mountainfilm please contact:

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(970) 728–4123 x16