MOUNTAINFILM
BRAND GUIDELINES
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LOGO

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

**PRINT**

2.5"
Sailec should be used for all copy. Sailec Bold may also be used for subheaders.

**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.

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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.
<table>
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<tr>
<th>Color</th>
<th>Hex Code</th>
<th>CMYK</th>
<th>RGB</th>
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<tbody>
<tr>
<td><strong>Black</strong></td>
<td>#000000</td>
<td>75 / 68 / 67 / 90</td>
<td>244 / 244 / 244</td>
</tr>
<tr>
<td><strong>Cyan</strong></td>
<td>#4FC6F4</td>
<td>57 / 1 / 1 / 0</td>
<td>79 / 199 / 245</td>
</tr>
<tr>
<td><strong>Tan</strong></td>
<td>#E0E0D8</td>
<td>11 / 8 / 13 / 0</td>
<td>224 / 224 / 17</td>
</tr>
</tbody>
</table>
MOUNTAINFILM / STYLE GUIDE

REFERING TO MOUNTAINFILM

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 hastags.
- Handle: @mountainfilm
- General Hastag: #mountainfilm
- 2022 Festival Hashtags: #mountainfilm2022 #thebestfestivaliever
**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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