

# MOUNTAINFILM

BRAND GUIDELINES



## **/CONTENTS**

|                           |   |
|---------------------------|---|
| Logo                      | 3 |
| Logo Clearance            | 4 |
| Typefaces                 | 5 |
| Color Palette             | 6 |
| Referring to Mountainfilm | 7 |
| Do's & Don'ts             | 8 |
| Contact                   | 9 |



MOUNTAINFILM / STYLE GUIDE

LOGO

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

Find downloadable logos in our online media kit:  
<https://www.mountainfilm.org/media/media-kit/>

LOGOMARK



WORDMARK

**MOUNTAINFILM**

FULL LOCKUP



**MOUNTAINFILM**

MOUNTAINFILM / STYLE GUIDE

LOGO

The Mountainfilm logo should always be surrounded by a minimum area of clear space. Use the height and width of the letter “M” in the wordmark to define the minimum clear space around the logo. Increase this space whenever possible.

LOGO CLEARANCE



MINIMUM SIZE

Digital: 15px high  
Print: 2.5” wide



Find downloadable typefaces in our online media kit:  
<https://www.mountainfilm.org/media/media-kit/>

## ALTERNATIVE GOTHIC COM

Alternative Gothic should be used for headers and titles.

EXAMPLE:

**OUR MISSION:**  
Mountainfilm uses 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 uses the power of film, art and ideas to inspire audiences to create a better world.



BLACK

#000000  
CMYK: 0 / 0 / 0 / 100  
RGB: 0 / 0 / 0

TAN

#E0E0D8  
CMYK: 11 / 8 / 13 / 0  
RGB: 224 / 224 / 216

CYAN

#4FC6F4  
CMYK: 57 / 1 / 1 / 0  
RGB: 79 / 198 / 244



## OUR NAME

Our organization is called Mountainfilm. One word, no capital “f.” Never refer to Mountainfilm as “MF,” “TMF” or “Telluride Film Festival.” Telluride Film Festival is a completely different organization.

Mountainfilm is the organization. “Mountainfilm in Telluride” is how we describe the annual festival, and that phrasing is correct in event copy. Don’t build other variants.

## OUR MISSION

Mountainfilm uses the power of film, art and ideas to inspire audiences to create a better world.

## HANDLES

Use Mountainfilm’s handles on our active social platforms.

**Instagram:** @mountainfilm

**Facebook:** @mountainfilmtelluride

**Threads:** @mountainfilm

## HASHTAGS

Use Mountainfilm’s hashtags on our active social platforms.

**General Hashtag:** #Mountainfilm

**Festival Hashtag:** #Mountainfilm2027

Update the festival tag each year.



## PLEASE DO

- Use Mountainfilm's logo and name in all of your marketing pieces.
  - Use the photos provided by Mountainfilm. Always credit the photographer named in the image filename. If you use a still from a film, credit the film by title.
  - Send your marketing materials to [natalie@mountainfilm.org](mailto:natalie@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 for your event.
- Capitalize the “f” in our name. It should always be spelled “Mountainfilm.”
- Invent other name variants. “Mountainfilm” is the organization; “Mountainfilm in Telluride” is the festival.
- 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  
please contact:

**Natalie Wirsing**  
Marketing and Communications Manager  
[natalie@mountainfilm.org](mailto:natalie@mountainfilm.org)  
(970) 728-4123 x844

