MOUNTAINFILM

BRAND GUIDELINES

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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

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

MOUNTAINFILM

MINIMUM SIZE

Digital: 15px high
Print: 2.5" wide

DIGITAL

15px | **MOUNTAINFILM**

PRINT

MOUNTAINFILM

2.5"

Find downloadable logos and 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'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: 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

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

Use Mountainfilm's handle and hashtags on our active social platforms.

Handle: @mountainfilm
General Hashtag: #mountainfilm
Festival Hashtag: Use the current-year tag (e.g., #Mountainfilm2026).

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 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!