

BEDFORD FILM FESTIVAL LOGO USE GUIDELINES





To maintain the Bedford Film Festival (BFF) identity and its impact, it is vital to use the logo with clarity and consistency.

This document has been created to assist you when working with the Bedford Film Festival brand and its assets.

The first step is to ensure that you have obtained permission to use the logo and have received the correct logo files. To do this or for further information please email info@bedfordfilmfestival.org.



LOGO VARIATIONS

FULL BLACK LOGO

This is the primary version of the Bedford Film Festival logo composed of the BFF colour palette (black and white). This logo should be used wherever possible.

WHITEOUT LOGO

The whiteout logo is for use only in exceptional circumstances against coloured or black backgrounds and when the full black logo is proving difficult to read.

LOGO FILE FORMATS

When sending artwork to print, the CMYK logo should be used. The RGB format is for screen and web use only.



LOGO EXCLUSION ZONE

The logo works best in its own clear space, separated from other text and images. This protects the brand integrity. When using the logo, it must be ensured that an area of white space equal to the height of the “B” is left around the mark.

DO...avoid cluttering or combining the logo with other graphics, imagery or text.

LOGO SIZE

It is important to ensure that the logo is legible and used in proportion to the context in which it is placed. As a guideline the preferred minimum logo size is 13mm x 15.4mm, a size that is suitable for business cards.

DO...use the logo in the correct proportion to its context.



COMMON MISTAKES

To preserve the status of the BFF brand the logo should not be misrepresented. This will compromise the identity. Some common mistakes are listed here.

DO NOT...clutter the logo with any additional effects such as blurs, drop shadows or lens flares.

DO NOT...distort or crop the logo. It should always be shown in full, without adjusting the scale.

DO NOT...change the colour or tint of the logo.



BEDFORD



DO NOT...place the logo on an inappropriate background.
The logo should always be easy to see and read.

DO NOT...use any piece of the logo on its own.

DO NOT...combine the logo with any other company or organisation name or mark.