

Basic Logo Guidelines



for BFI FAN partners

The BFI Film Audience Network (BFI FAN) is a major initiative from the BFI to enable film and events experts to work in partnership across the UK to boost film audiences, particularly for specialised and independent British films.

BFI FAN is made up of nine Film Hubs which cover the whole of the UK. Each Film Hub is led by a Film Hub Lead Organisation (FHLO) that will receive funding from the BFI to deliver extensive programming, audience development activity and sector training in their region.

Film Hubs share initiatives and work together to see if their aims can be furthered through collaboration.

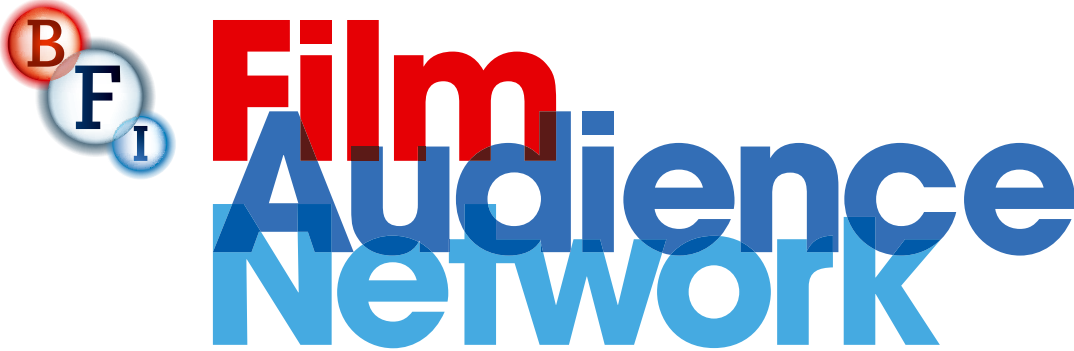
Our films Hubs cover the whole of the UK!

Film Hub Central East, Film Hub London, Film Hub NI, Film Hub North, Film Hub North West Central, Film Hub Scotland, Film Hub South East, Film Hub South West & West Midlands, Film Hub Wales.

LOGO

The logo is designed to resemble the actual overlapping and networking of the various 'film hubs' around the UK.

The three colours of the FILM AUDIENCE NETWORK name are taken from the BFI logo to keep tonal consistency.



LOGO SAFE AREA

The logo should only be used in the ways outlined within this document. This ensures that all collateral looks consistent.

The logo should always have a safe area around it as outlined in the examples on this page.

Fig. 01
Nothing should interfere with the logo within this safe area. It is x1 the height of the 'F' from Film all the way round the brand mark.

The BFI logo and The National Lottery section are x1 the height of the 'B' away from the Film Audience Network logo.

Fig. 02
When The National Lottery section of the logo is detached from the main Film Audience Network logo the safe areas is x1 the height of the 'F' from Film all the way round the brand mark.

(There is more about this detached version on page 15)



Fig .01

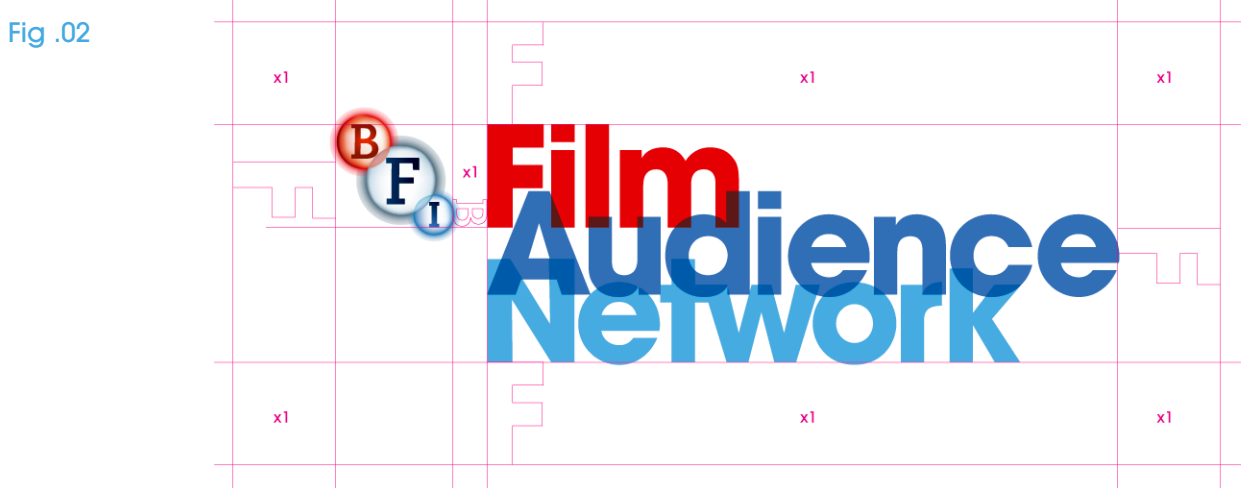


Fig .02

LOGO SIZES

The BFI part of the logo should never be used below 7mm wide and so the size and layout of the Film Audience Network logo is important when being scaled down.

Fig. 01

These are the correct ways to use the FILM AUDIENCE NETWORK logo when the BFI logo is at its smallest.

Fig. 02

Never change the layout and size of the logo like this.

Fig. 03

Never reduce the BFI logo below 7mm in width.

Fig. 04

Never reduce the size of the FILM AUDIENCE NETWORK logo so that the BFI logo dominates or change the layout of the SMALL logo.

Fig .01

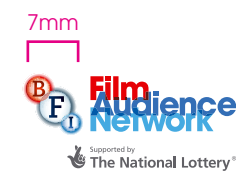


Fig .02



Fig .04



Fig .03



WHERE TO USE THE BRAND & PROUD TO BE A PARTNER LOCK-UP

We request the logo in this style guide appears on related event promotional materials, where space.

The aim is that audience members will become aware that the venue or organisation is part of a bigger network of film organisations across the UK.

Fig. 01
This is how the logo should appear when using the 'Proud to be a partner of' line.

Fig. 02
Safe area. 'Proud to be a partner of' line should be in ITC Avant Garde Medium and must NEVER BE USED BELOW 8pt.

Fig .01



Fig .02

