



# **BFI FILM AUDIENCE NETWORK LOGO GUIDELINES**

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## INTRODUCTION

As a recipient of a BFI National Lottery award, you are required to prominently acknowledge the source of your award, both on and off screen.

These guidelines describe our requirements in relation to the use of the BFI and National Lottery visual identities and the credits that must be used on marketing materials.

They also contain some useful advice on communicating the message about your National Lottery funding.

## CONTACTS & APPROVALS

Materials should be sent for approval to:

Ti Singh  
[ti.s@watershed.co.uk](mailto:ti.s@watershed.co.uk)

Holly Cooper  
[holly.cooper@bfi.org.uk](mailto:holly.cooper@bfi.org.uk)

Please allow 48 working hours for approvals.

For more information on  
BFI Film Audience Network (FAN)  
please visit [bfi.org.uk/FAN](https://bfi.org.uk/FAN)

### **BFI FILM AUDIENCE NETWORK LOGOS**

Please find the download link for the logos [here](#)

### **WHEN TO USE THE LOGO**

All events supported by Film Hubs or national BFI FAN projects must carry the BFI FAN logo.

Where there are multiple funders and partners please use common sense on logo quantity and hierarchy, with the audience in mind. It is suggested for example that a poster promoting a venue's event might have the venue logo top left and the FAN logo bottom left and smaller, with any other contractual funders or supporters along the base.

## MAIN LOGO

The logo is designed to resemble the actual overlapping and networking of the various 'film hubs' around the UK. It combines BFI Film Audience Network with funder The National Lottery.

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

## MINIMUM SIZE



It is recommended that the main logo is displayed no smaller than 59 mm in length. If the logo is needed below this size, the small usage logo will need to be used (see next page).

## Colour logo



## Mono negative logo



## Mono positive logo



## SMALL USAGE LOGO

### MINIMUM SIZE



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.

### Colour logo



### Mono negative logo



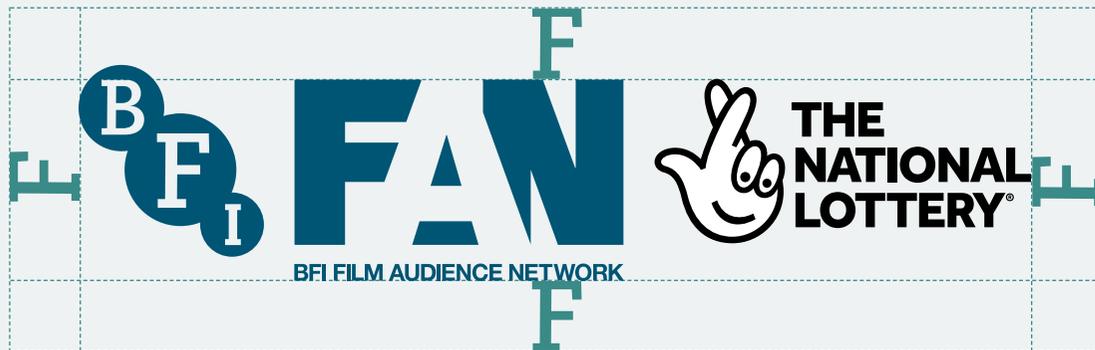
### Mono positive logo



## SAFE AREAS

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

Nothing should interfere with the logo within this safe area. It is 1x the height of the 'F' from the BFI logo all the way round the brand mark.



## PRESS GUIDANCE

It's important we all share the news about great projects supported by the BFI through National Lottery funding. Please download the BFI National Lottery Toolkit and share with all stakeholders involved in promoting your project, whether on social media, on press releases, or verbally.

The toolkit is available to download [here](#).

### PRESS RELEASES

When referencing BFI financial support, please use the following wording:

**with support of the BFI, awarding funds from The National Lottery**

Where possible, please include a rationale – for example:

**with support of the BFI Film Audience Network, awarding funds from the National Lottery in order to bring this project to more audiences across the UK**

Quotes are not always necessary in every release – in general the BFI will require a quote only when other funders are quoted.

For the latest BFI boilerplate please contact [Niyi.Akeju@bfi.org.uk](mailto:Niyi.Akeju@bfi.org.uk) and [Emily.Dickie@bfi.org.uk](mailto:Emily.Dickie@bfi.org.uk)

Please note you are required to send all draft releases to the BFI Press team and/or the Film Hub South West lead for Marketing, Communications and Audiences, for review and approval.

Contact details for approval can be found on page 3 of this document.

## **SOCIAL MEDIA/WEBSITES**

The BFI Film Audience Network is keen to support UK-facing news about our supported projects on social media. To highlight the support of the National Lottery, we use the hashtag:

**#NationalLottery**

Please do the same throughout your campaign.

It is preferable if the hashtag is used in context rather than as a stand-alone tag.

For example:

**[EVENT] starts today with the support of #NationalLottery and @BFI**

The BFI can support your key messages and/or content via BFI social media channels, please get in touch with your Hub Lead for Marketing, Communications and Audiences at Film Hub South West, forwarding to the BFI Marketing team.