

# FILM AFFINITY BRAND GUIDELINES



Version 1.1 // May 2017

# FILM AFFINITY

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## Introduction

Film Affinity is a company whose purpose is to bring people together by their passion for movies. Affinity literally means the love of something, and in our case, that would be the world of cinema.

The art of filmmaking is universal, and so shall be our company. No matter where you come from, or what your background is, Film Affinity is a place where you can come together to talk about movies.



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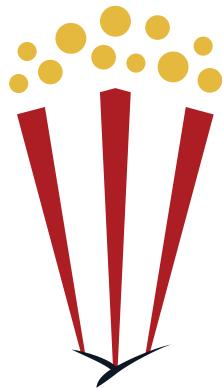
# CORE ELEMENTS

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## OUR LOGO

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Film Affinity

# OUR LOGO

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## Horizontal Lockup

### THE FILM AFFINITY LOGO

Used effectively, our logo will help build greater awareness and understanding of our company. The logo features Film Affinity, our brand name, and has been designed to meet specific functional criteria including use on digital display screens as well as print collateral and merchandise, no matter their size.

### THE INSIGNIA

Our insignia represents a number of feelings we communicate as a company. In an effort to feel nostalgic about movie the movie-going experience, a popcorn box is represented in shape and color. The popcorn itself also represents the coming together of people for the sake of movies, no matter what the persons background is. The stripes of the “box” also represent the spotlights seen in many classic movies and in Hollywood. The box sits on two lines representing the coziness and comfortable atmosphere that we provide for our users.

### THE TYPOGRAPHY

The logotype is in Abril Text Regular. This is because a serif typeface brings a sense of nostalgia, and because Abril Text provides a lovely “ffi” ligature. The Film Affinity type visible in the logo should never be used without the insignia.

PREFERRED  
FULL-COLOR VERSION



# Film Affinity

"Insignia"

"Logo"

ACCEPTABLE  
SINGLE COLOR ON DARK BACKGROUND

LIMITED  
SINGLE COLOR ON LIGHT BACKGROUND

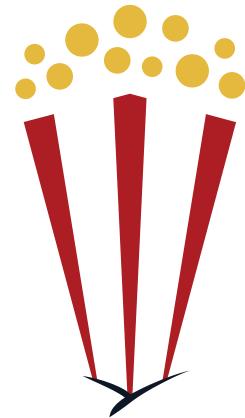


# OUR LOGO

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Vertical Lockup

PREFERRED  
FULL-COLOR VERSION



Film  
Affinity

ACCEPTABLE  
SINGLE COLOR ON DARK BACKGROUND



LIMITED  
SINGLE COLOR ON LIGHT BACKGROUND



# OUR LOGO

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## Clearspace & Sizing

### CLEARSPACE

Our logo looks great, and even better given some room to breathe. Provided is the minimum amount of space needed for each lockup.

### SIZING

A minimum size for the logo ensures that it is large enough to still be legible. Any smaller and it would lose this readability.



90 px or 1.25 in  
minimum



55 px or .75 in  
minimum



# OUR LOGO

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## Incorrect Usage

Our logo was created to have the maximum impact upon users, the public, and the company. Any modification to the logo would disrupt the carefully crafted balance and beauty of it.



# OUR LOGO

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## Incorrect Usage



**DO NOT**

place the full color logo on an image that  
compromises readability



**DO NOT**

place the full color logo on a color that  
compromises readability



**DO NOT**

rearrange any part of the logo



**DO NOT**

change the typeface of the logotype



**DO NOT**

exclude the insignia from the logo



**DO**

leave everything how it is

# BRAND COLORS

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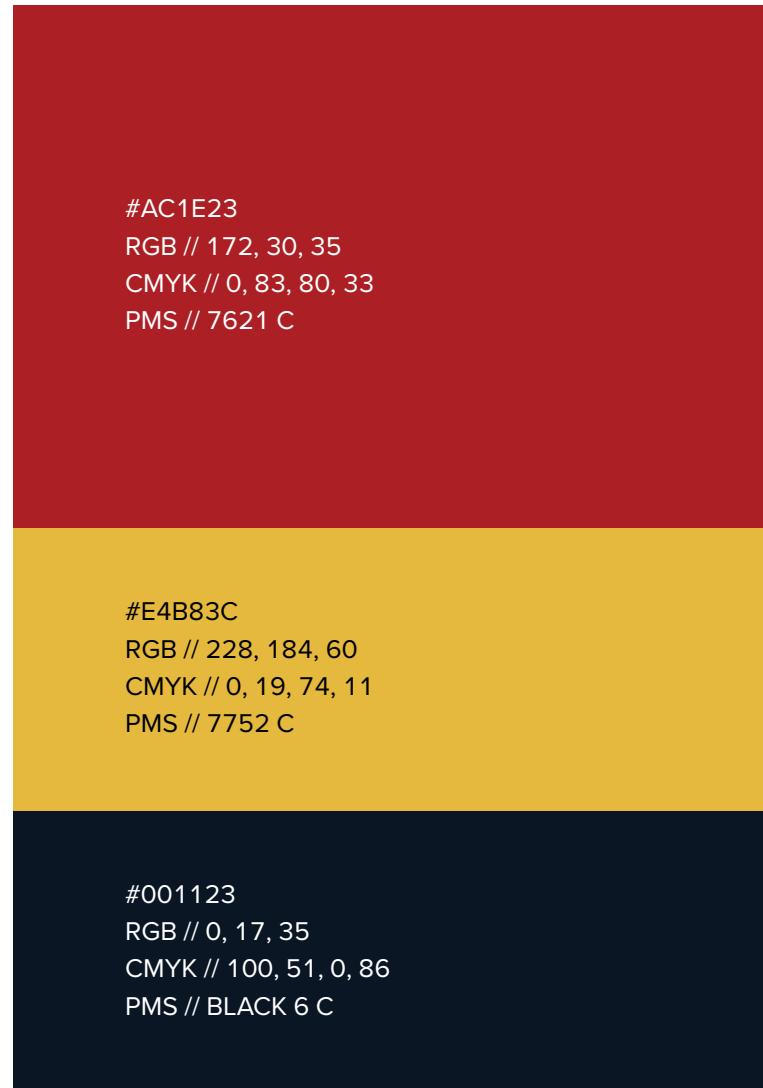
As with our logo itself, our brand colors were carefully selected to provide a sense of nostalgia and to immerse the user in a comfortable movie-going experience. Provided are the primary colors, to be used in the insignia itself, as well as other supporting elements (see page 13). The secondary palette complements the red and yellow, putting them in the spotlight, and are to be used for items second in hierarchy.

*NOTE: Color coordinates also indicate what color is most visible on their respective color, either white or black. The only exception is our green. (See below)*

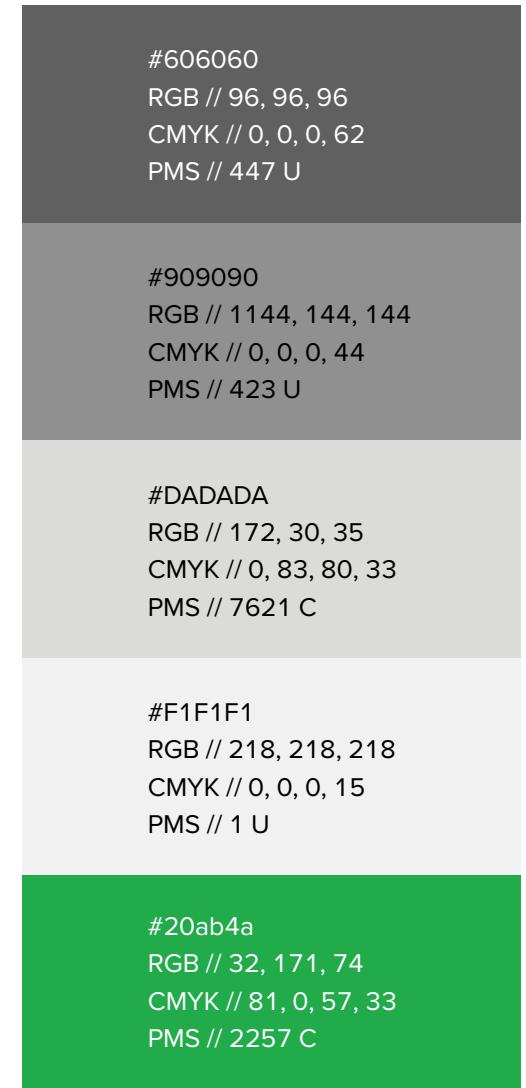
*NOTE: Film Affinity black is reserved for graphic elements only, not text. (See Typography, next page)*

*NOTE: Green is used sparingly, and only to indicate positive feedback to the user, as in notification indicators, or radio buttons. Text should never be set on top of green.*

## Primary Palette



## Secondary Palette



# TYPOGRAPHY

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Proxima Nova is an elegant typeface that looks great on screen as well as on print.

## PROXIMA NOVA BOLD (HEADLINES)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&()**

## PROXIMA NOVA LIGHT (SUBHEADINGS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&()

*NOTE: All “black” text is to be set in pure black (#000000), rather than the Film Affinity black (#001123).*

## PROXIMA NOVA REGULAR (BODY COPY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&()

## PROXIMA NOVA SEMIBOLD (CAPTIONS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%^&()

## HELVETICA NEUE AS DEFAULT IF ABOVE UNAVAILABLE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&()

# SUPPORTING ELEMENTS

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## COLOR FLOOD

For hits of color to break up an otherwise unenthusiastic composition, use a flood of color. More often than not, this would be a flood of red. This is in an effort to place the audience in the theater, surrounded by the classic, tall red curtains. If not red, the yellow works as well.

## BLOWN-UP INSIGNIA

For something to place onto this background, a large, almost abstract version of the insignia is nice. The full-color mark can also be blown up for light backgrounds, so long as the opacity is only from 8–20%.

*NOTE: Always make sure you can see some of all eleven popcorn circles, and some of each of the three box stripes.*



# PHOTOGRAPHY

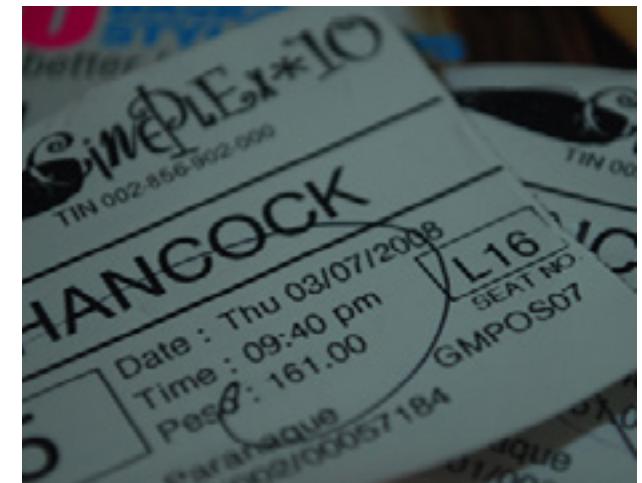
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## Primary Photography

Our primary photography aims to bring forth the essence of movies. We never want to be blatant about how we present movies. Rather, we strip down the experience to the basic senses that are characteristic of that experience. The smell of popcorn, the sound of ripping a ticket, the feel of velvet curtains.

### KEY WORDS

- Elemental
- Close-up
- Minimal
- Sensory



# PHOTOGRAPHY

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## People

When we need to show people, we always want to show more than one. They should also have a genuine expression on their faces, showing their interest in what they are watching.

### KEY WORDS

- Interested
- Together
- Genuine



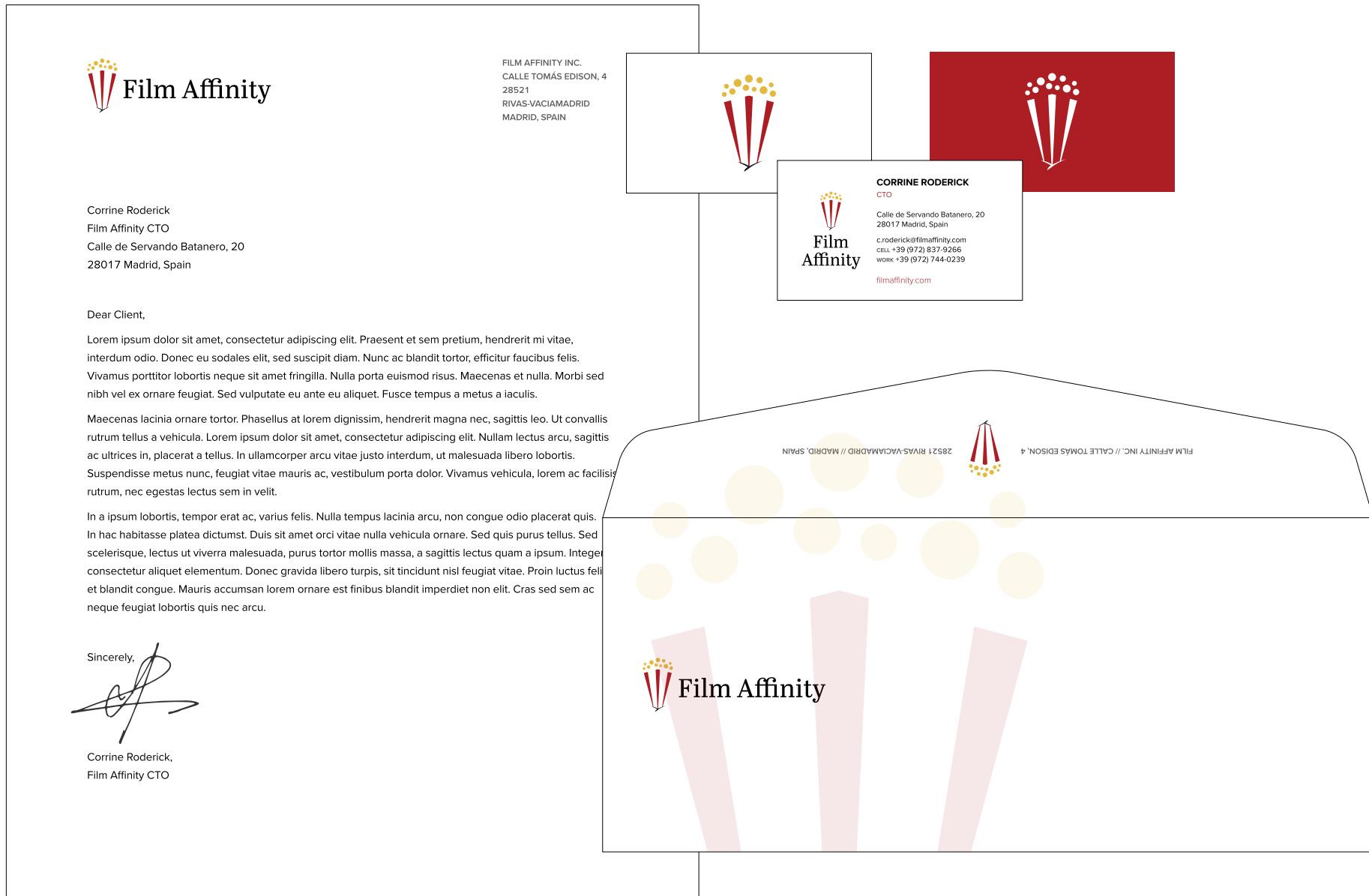
## SAMPLE APPLICATIONS

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# SAMPLE APPLICATIONS

## STATIONERY SYSTEM



# SAMPLE APPLICATIONS

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OFFICE SIGNAGE



# SAMPLE APPLICATIONS

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APPAREL



# SAMPLE APPLICATIONS

ID BADGE



EMAIL SIGNATURE & FAVICON

Thanks,

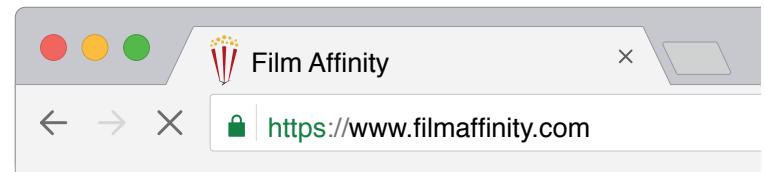


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 Click here to [Reply](#) or [Forward](#)



# SAMPLE APPLICATIONS

TWITTER PAGE

The screenshot shows a Twitter profile for the account @FilmAffinity. The header features a large image of popped popcorn. Below the header, the profile picture is a white square containing a stylized icon of three red and yellow shapes resembling film reels or stylized letters. The account has a red verified checkmark. The bio reads: "Bringing people together, one movie at a time." It includes links to "Your location" and the website "filmaffinity.com". The stats section shows 781 tweets, 62 photos/videos, 164 following, 62.7K followers, and 24 favorites. A "Following" button is visible. The timeline displays two tweets. The first tweet, posted 38m ago, says "#GuardiansoftheGalaxyVol2 comes out this Friday! Who are you seeing it with?" The second tweet, posted 1h ago, says "40 years of "Star Wars", one of the great classics in the history of cinema #StarWarsDay #MayTheFourthBeWithYou" and includes a small image of the Star Wars logo.

Home Connect Discover Me

Search

JOINED MAY 2017

TWEETS 781 PHOTOS/VIDEOS 62 FOLLOWING 164 FOLLOWERS 62.7K FAVORITES 24 VIEW Lists Following

Film Affinity

@FilmAffinity

Bringing people together, one movie at a time.

Your location  
filmaffinity.com

Tweet to Film Affinity

Who to follow · Refresh · View all

Giulio Bordonaro @GiulioBx Follow

Interesting User @User Follow

Other User @OtherUser Follow

38m ago

#GuardiansoftheGalaxyVol2 comes out this Friday! Who are you seeing it with?

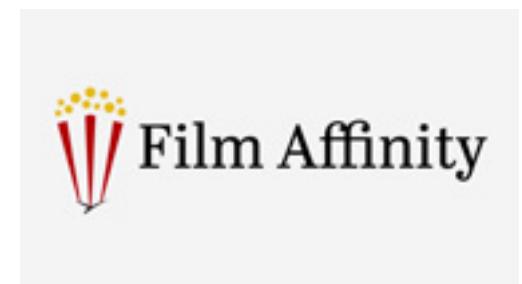
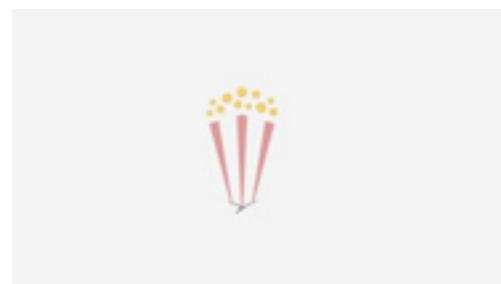
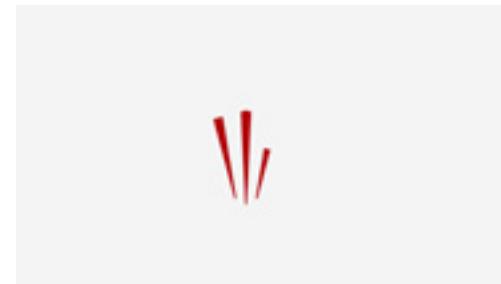
1h ago

40 years of "Star Wars", one of the great classics in the history of cinema #StarWarsDay #MayTheFourthBeWithYou

# SAMPLE APPLICATIONS

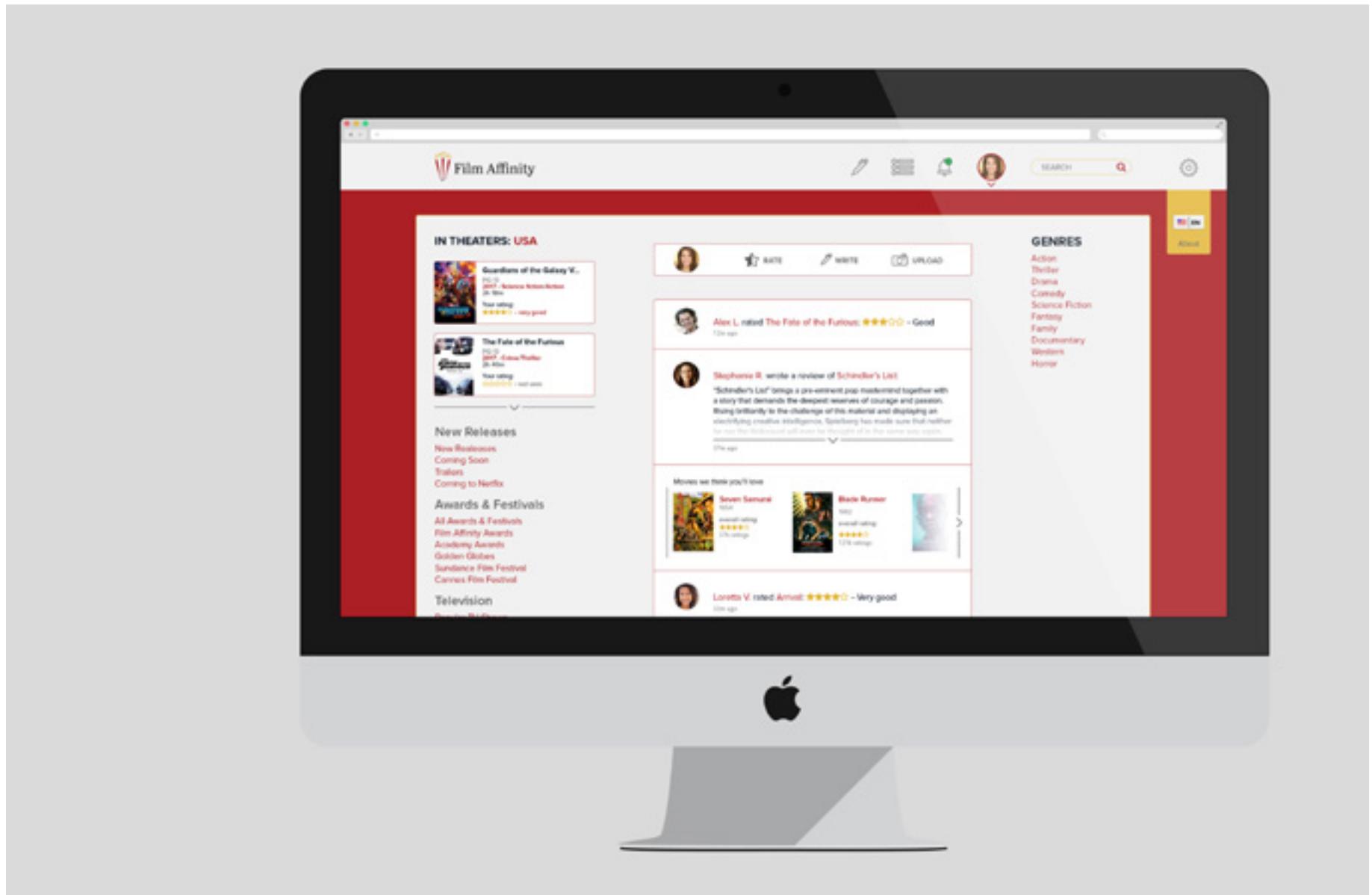
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LOADING ANIMATION STILLS



# SAMPLE APPLICATIONS

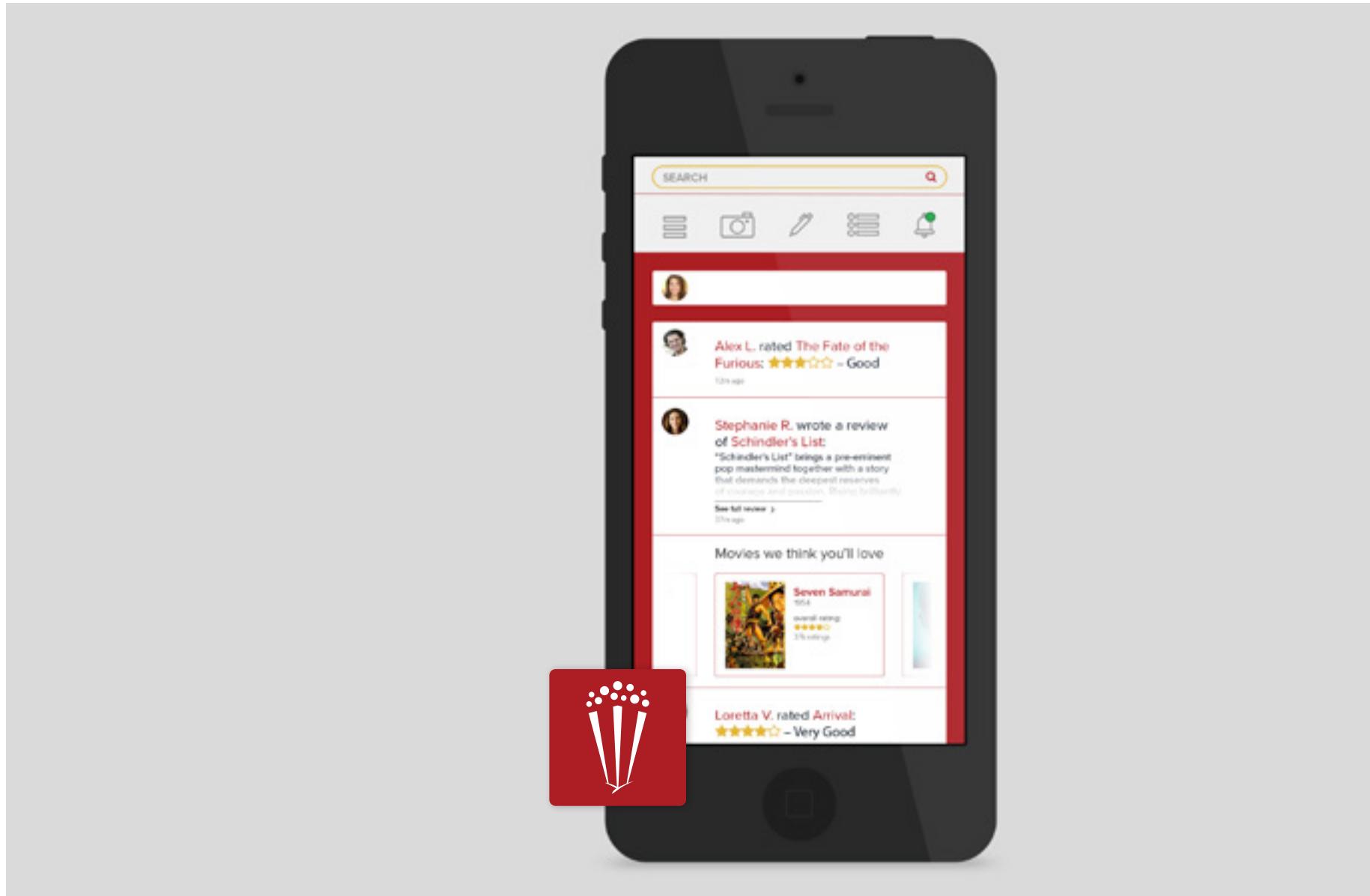
HOME PAGE



# SAMPLE APPLICATIONS

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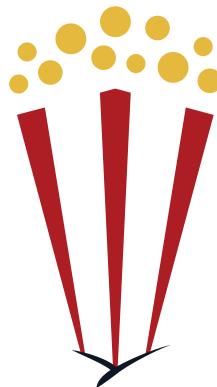
MOBILE APP & ICON



# CONTACT

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For any questions regarding the use of the  
Film Affinity brand identity system, please  
email [design.info@filmaffinity.com](mailto:design.info@filmaffinity.com).



# Film Affinity

[filmaffinity.com/brand](http://filmaffinity.com/brand)

