

Corporate Identity Guidelines

Thank you for communicating our event, we appreciate your support. In order to ensure consistent and correct communication of **FMX 2019**, please follow our corporate identity guidelines.

1. Title and Spelling

The complete and correct title of our event is:

FMX 2019
Conference on Animation, Effects, Games and Immersive Media

If you are unable to display the subtitle in this way, please use a hyphen instead:

FMX 2019 - Conference on Animation, Effects, Games and Immersive Media

In the body of a text, please use the same spelling (with a hyphen):

FMX 2019 - Conference on Animation, Effects, Games and Immersive Media

In combination with the date **FMX** is spelled in capital letters with a space in between title and date: **FMX 2019**. Without date **FMX** is also spelled in capital letters. It's the **24th edition of FMX**.

2. Logos

When publishing our logo please consider that there are different print and online versions depending on the background colors:

Print logo for white background



Online logo for white background



Print logo for dark background



Online logo for dark background



(Please link to: www.fmx.de)

Contact:

Filmakademie Baden-Wuerttemberg, Animationsinstitut
Akademiefhof 10, 71638 Ludwigsburg
E-mail: press@fmx.de

The FMX corporate Red has the following color specifications:

Pantone:	Pantone 185U; Pantone 186C
CMYK:	0/91/76/0
RGB:	231/48/55
Hex:	#e63137
LAB:	52/69/44
HSB:	358° / 79% / 90%
Grayscale:	60%

Thank you for your cooperation!

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