

## Corporate Identity Guidelines

Thank you for communicating our event, we appreciate your support. In order to ensure consistent and correct communication of **FMX 2021**, please follow our corporate identity guidelines.

### 1. Title and Spelling

The complete and correct title of our event is:

**FMX 2021**  
**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 2021 - Conference on Animation, Effects, Games and Immersive Media**

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

**FMX 2021 - 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 2021**. Without a date **FMX** is also spelled in capital letters.  
It's the **25<sup>th</sup> edition of FMX**.

### 2. Logo



When publishing our logo please consider that there are different versions depending on the background colors.

You can download the logo package including different color versions and formats here:

[Logo Package](#)

(Please link to: [www.fmx.de](http://www.fmx.de))

Contact:

Filmakademie Baden-Wuerttemberg, Animationsinstitut  
Akademiefhof 10, 71638 Ludwigsburg  
E-mail: [press@fmx.de](mailto:press@fmx.de)

### 3. Color

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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