

Corporate Identity Guidelines

Thank you for communicating our event, we appreciate your support. In order to ensure consistent and correct communication of FMX 2017, please follow our corporate identity guidelines.

1. Title and Spelling

The complete and correct title of our event is:

FMX 2017
International Conference on Animation, Effects, VR, Games and Transmedia

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

FMX 2017 - International Conference on Animation, Effects, VR, Games and Transmedia

In the body of a text please write:

FMX 2017, International Conference on Animation, Effects, VR, Games and Transmedia

In combination with the date FMX is spelled in capital letters case with a space in between title and date: **FMX 2017**. Without date **FMX** is also spelled in capital letters. It's the 22nd 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:

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The FMX corporate Red has the following color specifications:

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

Thank you for your cooperation!

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