



**FMX**  
2026

# THE ROAD AHEAD

ON SITE MAY 5-7  
ONLINE & ON CAMPUS MAY 8  
ON DEMAND MAY 9 - JUNE 9



**FILMAKADEMIE**  
BADEN - WÜRTTEMBERG

 **animationsinstitut**



# FMX 2026 FILM & MEDIA EXCHANGE

---

FMX - Film & Media Exchange is an annual English-language non-profit event in Stuttgart organized by Filmakademie Baden-Württemberg, hosting the Animation Production Days (APD), a joint venture with the Stuttgart International Festival of Animated Film (ITFS).

The conference is funded by the Ministry of Science, Research and Arts and the Ministry of Economic Affairs, Labour and Housing of the State of Baden-Wuerttemberg, the City of Stuttgart and MFG Baden-Wuerttemberg.



# THE ROAD AHEAD

---

*"Our task is not to predict the future, but to make it possible."*

*Antoine de Saint-Exupéry*

Film and digital media have blended storytelling and technology since their inception, with engineers providing artists with the tools to bring their ideas to life in ever new ways.

The most recent tool in the box is Artificial Intelligence, triggering the latest in a series of transformations since the advent of the talkies 100 years ago. As with changing global markets and shifting audience behavior, the key is adaptation: the creative industries have a history of constantly reinventing themselves - to be continued.

FMX 2026 will set the stage for people who are shaping the future with their confidence, resilience and creativity in the midst of the ongoing transformation.

# FMX 2026 LOGO

The FMX logo is used in all FMX media and publications. The FMX catalog, for example, has the logo alone on the cover page. For an application on black or dark backgrounds a logo with white font is available.



**FMX**2026

**FMX**2026

**FMX**2026

**FMX**2026

MAY 5-8, WWW.FMX.DE

**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5-8, WWW.FMX.DE

**FMX**2026

**FMX**2026

**FMX**2026

**FMX**2026

MAY 5-8, WWW.FMX.DE

**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5-8, WWW.FMX.DE

# FMX 2026 BLACK & WHITE LOGO

If the publication is published in black and white only, please use the following logo variants.



**FMX**2026



**FMX**2026



**FMX**2026



**FMX**2026

MAY 5-8, [WWW.FMX.DE](http://WWW.FMX.DE)



**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5-8, [WWW.FMX.DE](http://WWW.FMX.DE)



**FMX**2026



**FMX**2026



**FMX**2026



**FMX**2026

MAY 5-8, [WWW.FMX.DE](http://WWW.FMX.DE)



**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5-8, [WWW.FMX.DE](http://WWW.FMX.DE)



# FMX 2026 SQUARE

Unless otherwise possible, you may use the square logo if there is insufficient space for the normal FMX logo.  
E.g. social media logos. Otherwise, this logo is intended for internal FMX use only.



# LOGO DON'TS

Please do not change our logo. This includes but is not limited to modifying the logo, changing the font, changing the color, adding effects and or drop shadows.



**FMX**2026

**FMX**2026

**FMX**2026

MAY 5 - 8, WWW.FMX.DE

**FMX**2026

MAY 5 - 8, WWW.FMX.DE

**FMX**2026

*MAY 5 - 8, WWW.FMX.DE*

**FMX**2026

MAY 5 - 8, WWW.FMX.DE

**FMX**2026

MAY 5 - 8, WWW.FMX.DE

**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5 - 8, WWW.FMX.DE

**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5 - 8, WWW.FMX.DE

**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5 - 8, WWW.FMX.DE

**FMX**2026

MAY 5 - 8, WWW.FMX.DE

**FMX**2026

MAY 5 - 8, WWW.FMX.DE

**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5 - 8, WWW.FMX.DE

**FMX**2026

FILM & MEDIA EXCHANGE  
MAY 5 - 8, WWW.FMX.DE

# LOGO DOS

Please use our logo on calm backgrounds and give it enough space in relation to other content elements.





# COLOR STUDY

---

The colors FMX Black and FMX Red are the brand colors of FMX.

FMX Black | Pantone Black 6c  
CMYK 92/76/56/77  
RGB 17/25/33  
HEX #111921

FMX Red | Pantone 186 C  
CMYK 0/91/76/0  
RGB 231/48/55  
HEX #e73037

The colors FMX Orange, FMX Blue, FMX Purple and FMX Green are used on our website.

FMX Orange  
CMYK 0/50/100/0  
RGB 243/146/0  
HEX #f39200

FMX Blue  
CMYK 87/50/0/0  
RGB 231/48/55  
HEX #076fb7

FMX Purple  
CMYK 48/84/0/0  
RGB 184/44/182  
HEX #994292

FMX Green  
CMYK 68/0/100/0  
RGB 87/175/49  
HEX #59b030



# BRAND TYPOGRAPHY

---

In addition to its own logo and brand color, FMX also uses the typeface, **Abadi Condensed**.

For body text and bulk text

- **ABADI CONDENSED LIGHT**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz
- **ABADI CONDENSED**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

For headlines, sub- and copylines and highlighting in text

- **ABADI CONDENSED BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz