



# FMX 2025 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.



### CONNECTING IDEAS

Is the Media & Entertainment community moving closer together? A growing number of sharing platforms, open standards and other initiatives have emerged recently, aiming to increase the ease, efficiency and creativity of how people cooperate.

FMX 2025 is dedicating a special focus to the connective issues between people collaborating across platforms, pipelines and distances – both physical and subjective – from interoperability to the disruptions shaking up film production.



## FMX 2025 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 the application on black or dark backgrounds a logo with white font is available.





# 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.







FMX2025

MAY 6-9, WWW.FMX.DE

FMX2025 MAY 6 - 9, WWW.FMX.DE

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# 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
СМҮК	92/76/56/77
RGB	17/25/33
HEX	#111921

 FMX Red
 Pantone
 186 C

 CMYK
 0/91/76/0
 0

 RGB
 231/48/55
 148/55

 HEX
 #e73037
 148/55

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

FMX Orange	FMX Blue	FMX Purple	FMX Green
CMYK 0/50/100/0	CMYK 87/50/0/0	CMYK 48/84/0/0	CMYK 68/0/100/0
RGB 243/146/0	RGB 231/48/55	RGB 184 / 44 / 182	RGB 87 / 175 / 49
HEX #f39200	HEX #076fb7	HEX #994292	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