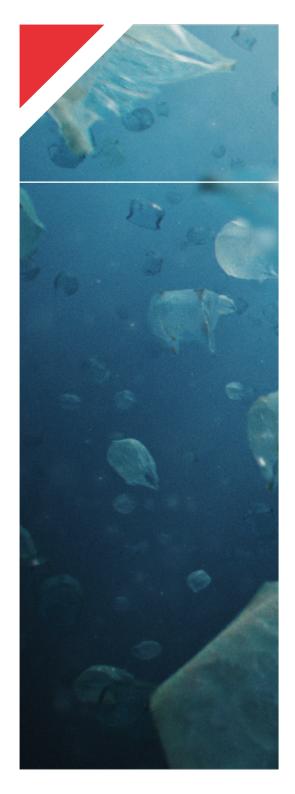


ON SITE APRIL 25-27 ONLINE APRIL 28 MORE ON WWW.FMX.DE







FMX 2023 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.



FMX 2023 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.

FMX2023

FMX2023

FMX2023

FMX2023

APRIL 25-28, WWW.FMX.DE

FMX2023

FILM & MEDIA EXCHANGE APRIL 25-28, WWW.FMX.DE





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 2023

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LOGO DOS

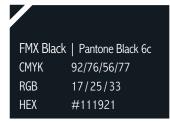
Please use our logo on calm backgrounds and give it enough space in relation to other content elements.





COLOR STUDY

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



FMX Red | Pantone 186 C CMYK 0/91/76/0 RGB 231/48/55 HEX #e73137

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