



# FMX2024

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## BRAND IDENTITY



# FMX 2024

## FILM & MEDIA EXCHANGE

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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

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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 2024 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 2024 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.

**FMX**2024

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APRIL 23-26, WWW.FMX.DE

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# 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.



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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  
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 #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

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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**