Brand Guidelines

**Karlovy Vary
International Film Festival**

Contents

Visual identity is one of the most important aspects of the presentation of Film Servis Festival Karlovy Vary and a crucial communication tool that helps the public, sponsors and other people we engage with to immediately recognize who we are. It expresses the fundamental values of the company, raises awareness of its existence and emphasizes its soundness and credibility. Through the visual identity we ensure that we are clear and consistent in our messaging.

The core elements of the visual identity are the logo, the typeface and the company colours.

The logo is the most visible element of our identity; it is also a registered trademark. Its use is governed by the rules set down in this manual. The logo represents the festival award – a statuette of a girl holding the Crystal Globe, stylized in KVIFF Silver colour. The logo is accompanied by a text in KVIFF Black (see chapter 4.1). It is set in Helvetica Neue LT Pro Heavy (see chapter 3.1).

The Crystal Globe – Karlovy Vary IFF Award

Karlovy Vary International Film Festival

The logo without the text may be used where the
text part of the logo already appears elsewhere in
the printed matter, e.g. as a title or a heading.
The schematic version of the logo may also be
used without the text (see chapter 2.7).

The principal colour logo design in company colours (see 4.1) is used on all coloured materials. In cases where the text may become illegible due to the high tonality of the coloured background, we use a negative colour version of the logo with the text in white.

The rules governing the application of the logo's positive and negative colour versions are defined in chapter 2.8.

**Karlovy Vary
International Film Festival**

Source files
Positive colour version
for print – spot colours
for print – CMYK
for screen

Negative colour version
for print – spot colours
for print – CMYK
for screen

**Karlovy Vary
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In black-and-white publications or in cases where it is not possible to use the logo in colour, we use a black-and-white logo design. The black-and-white positive version of the logo is applied on all light backgrounds using a tonality, which does not exceed a certain limit. The logo's negative version is used in cases where a black-and-white background with higher tonality would impair its legibility.
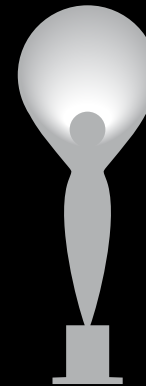
The rules governing the application of the logo's positive and negative black-and-white versions are defined in chapter 2.8.

**Karlovy Vary
International Film Festival**

**Karlovy Vary
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Source files
Positive colour version
for print – spot colours
for print – CMYK
for screen

Negative colour version
for print – spot colours
for print – CMYK
for screen

The exclusion zone is the minimum size of the area surrounding the logo in which text or any other graphics, illustrations etc. must not appear. The exclusion zone also defines the minimum distance from the edge of the page, panel or other places where the logo is applied. Adherence to this zone guarantees legibility and visual integrity of the logo. The size of the zone is 3 x.

3 x

3 x

Karlovy Vary
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x

The logo's dimensional series presents the logo in recommended sizes. It is founded on the basic size of the logo (100%), which is intended for use on letterheads, compliments or business cards, etc. The minimum size (50%) indicates the smallest logo size that would guarantee its accurate reproduction in a resolution ensured by common office printers. Sufficient legibility cannot be ensured if a smaller size of logo is used.

**Karlovy Vary
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basic size of the logo
(100%)

**Karlovy Vary
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minimum size of the logo
(50%)

Use of the schematic version of the logo is possible in those cases where, due to technical reasons, half-tone versions of the logo cannot be used (e.g. cut graphics, silk-screen textile printing, etc.)

For colour printing of the schematic version of the logo, both defined colours are preserved (see fig. 1); for the black-and-white version we use a 100% black tone, both for the symbol and the text (see fig. 2), or its negative version in white.

The schematic version of the logo is also used for relief logo design. There are two bichrome variants (KVIFF Silver for the symbol with KVIFF Black for the text, or silver for the symbol and white for the text) and an uncoloured variant on the given material or fabric (see figs. 3–4).

1

Karlovy Vary
International Film Festival

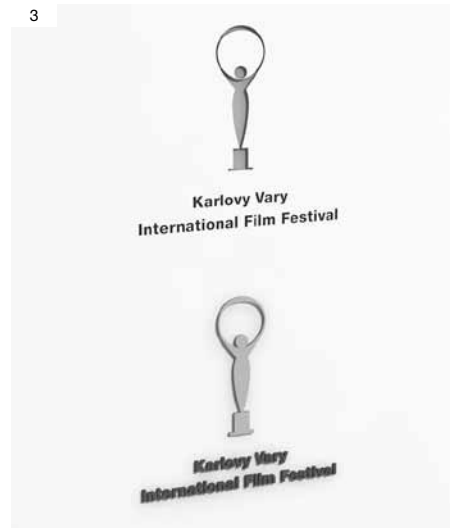Schematic colour version of the logo with text

2

Karlovy Vary
International Film Festival

Black-and-white schematic version of the logo with text

3

Bichrome relief logo

4

Uncoloured relief logo

Logo

The positive colour version of the logo is used on backgrounds of up to 24% colour tonality. On backgrounds of 24–54% tonality it is prohibited to use the logo in positive colour version. On backgrounds of 55–100% tonality the logo's negative colour variant is used.

The black-and-white variant of the logo is used on backgrounds of up to 59% colour tonality. On a background of 60–100% tonality, negative black-and-white variant is used.

Depending on the nature of colour backgrounds we use the logo in positive or negative versions so as to ensure good readability.

The appearance of the company logo is described in chapters 2.1–2.4. These chapters specify its shape and colour variants. Modifications are not permitted. It is forbidden to change the colours of the logo, to deform or change its shape in any way, to change the text or to create typeface variants of the logo.

It is forbidden to use positive versions of the logo on too dark and negative versions of the logo on too light backgrounds. It is also forbidden to use the logo on high contrast backgrounds or use the logo in wrong format.
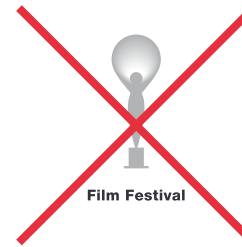
different typeface

modified text

modified colour

shading or other effects

modified text composition

deformed logo

deformed logo

deformed logo

too light background

too dark background
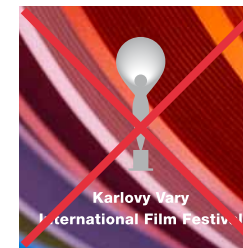
high contrast background

wrong logo format

Typeface

One of the basic elements of the visual identity is the typography. The company typeface, like the logo, is instrumental to the identification of the company and makes a statement about its character.

This chapter also shows samples of the fonts for the principal and supplementary typeface of the company. The principal typeface of Film Servis Festival Karlovy Vary is Helvetica Neue LT Pro.

The typeface may be purchased at
www.linotype.com

aAbBcCdDeEfFg
GhHiIjJkKlLmMn
NoOpPqQrRsStT
uUvVwWxXyYzZ
1234567890,!?
$@&#""()

Helvetica Neue LT Pro Roman

aAbBcCdDeEfFg
GhHiIjJkKlLmMn
NoOpPqQrRsStT
uUvVwWxXyYzZ
1234567890,!?
$@&#""()

Helvetica Neue LT Pro Heavy

aAbBcCdDeEfFg
GhHiIjJkKlLmMn
NoOpPqQrRsStT
uUvVwWxXyYzZ
1234567890,!?
$@&#""()

Helvetica Neue LT Pro Light

aAbBcCdDeEfFg
GhHiIjJkKlLmMn
NoOpPqQrRsStT
uUvVwWxXyYzZ
1234567890,!?
$@&#""()

Helvetica Neue LT Pro Bold

Colours are one of the principal tools in the visual identity of Film Servis Festival Karlovy Vary and are an important instrument of both external and internal communication.

The conversion table presents colour codifications for various types of applications: Pantone C direct colours for printing on coated paper (matte, chalk-coated/glossy) and Pantone U for printing on uncoated paper (natural offset paper), CMYK registered colours, RGB for subtractive images, HTML colours for use in Internet applications, RAL for paint and coating applications, and 3M films for self-adhesive materials.

KVIFF Silver

Special composition of spot colour in print:
85% PANTONE 877, 15% PANTONE Black
CMYK   0 / 0 / 0 / 40
RGB   176 / 177 / 178
HTML   B0B1B2
RAL   9022
Self-adhesive films:
3M Scotchcal gloss 30-955
3M Scotchcal matt 30-580
3M Scotchcal Translucent Film 2330-58

KVIFF Black

Special composition of spot colour in print:
90% PANTONE Black, 10% PANTONE 877
CMYK   15 / 10 / 0 / 95
RGB   43 / 44 / 46
HTML   2B2C2E
RAL   7021
Self-adhesive films:
3M Scotchcal gloss 30-12
3M Scotchcal matt 30-120
3M Scotchcal Translucent Film 2330-12