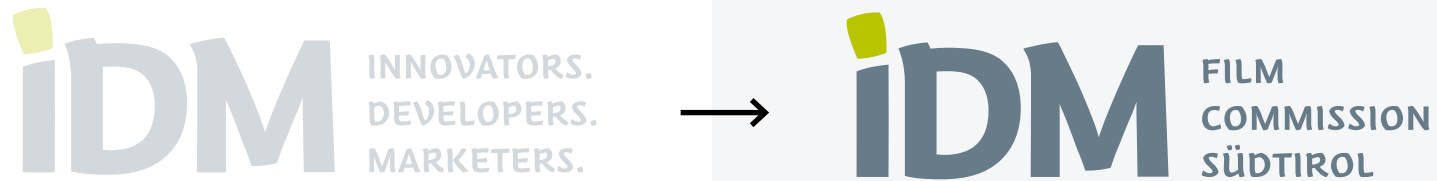


Film Commission Südtirol Logo Manual

v2.0, Januar 2022, English version

The logo



The logo of the IDM Film Commission Südtirol is directly related to the logo of the main institution IDM. The font choice as well as the distribution of „Film Commission Südtirol“ into three lines of text corresponds to the structure of „Innovators. Developers. Marketers.“ in IDM’s main logo. The added dots at the end were omitted because „IDM Film Commission Südtirol“ is a coherent demonitiation.

Logo variations



Standard version, 4C



Monochrome inverted (white)



Mini logo, icon

The standard version of the logo is the color version and should be used whenever possible. Whenever the contrast of the standard version of the logo would be too low (for example on darker backgrounds) the monochrome inverted (white) version should be used. This version is also used as the main logo on the website.



Monochrome black

In special cases the monochrome black version can also be used. It is recommended for cases like engravings, special print finishing etc. In use cases where a very small logo needs to be placed, the mini version without the added text is recommended.



$x = 1/3$ of the total height of the logo

The protected area around the logo defines the space in which no other graphical element or logo than the IDM Film Commission Südtirol logo is allowed. The size of the protected area can be derived with a simple calculation. It is measured as $1/3$ of the total height of the logo, which is then added to all 4 sides of the logo as a spacer/protected area.

Minimum size & correct logo usage

Standard version



Minimum width 25mm
No maximum width



The individual parts of the logo are not to be changed/alterd. The logo can only be used in the defined color variations.

Mini logo



Minimum width 8mm/30px



The logo should never be placed on backgrounds with bad contrast. On dark backgrounds the monochrome inverted (white) version has to be used. The logo should also not be placed on backgrounds that seem graphically to busy, are patterned etc.



Maximum width 12mm/45px



Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est

The protected area has to be respected. Other graphical objects or text should not be placed too close to the logo.

This logo manual was made by **zukunvt** in 2022.
www.zukunvt.com

This guidebook is meant for internal communications only and is not meant to be publicly published, shared or distributed. It is only to be used by IDM Südtirol/Alto Adige employees and associates. All used photography is meant as a placeholder and not for commercial use.