

NL FILM FONDS

Logo manual 2020

Welcome to the logo manual of the
Netherlands Film Fund. We present you our
different logo-variations and it's applications.

The Netherlands Film Fund has the following logo variations:

- Netherlands Film Fund logo
- Film Fund Film Commission logo
- NL Film Incentive logo
- Film Fund Pillar logo
- Film Fund Partner logo

Netherlands Film fund

This stand alone logo is the core Film Fund logo, to be used on all project related communications like e.g. artwork, posters and publicity materials. Either against a black or dark background or against the black frame.



White logo against dark or black background



White logo with black square against light background

Netherlands Film Commission

Connected logo, to be used by NL Film Commission



White logo against dark or black background



White logo with black square against light background

NL Film Incentive

To be used preferably next to the Film Fund
stand alone logo

NL FILM
INCENTIVE

White logo against dark or black background



White logo with black square against light background

Netherlands Film fund pillars

Positioning the Fund as organisation
connected to its 3 pillars

NL FILM
FONDS SELECTIVE
FUNDING NL FILM
INCENTIVE FILM
COMMISSION

NL FILM
FONDS SELECTIVE
FUNDING NL FILM
INCENTIVE FILM
COMMISSION

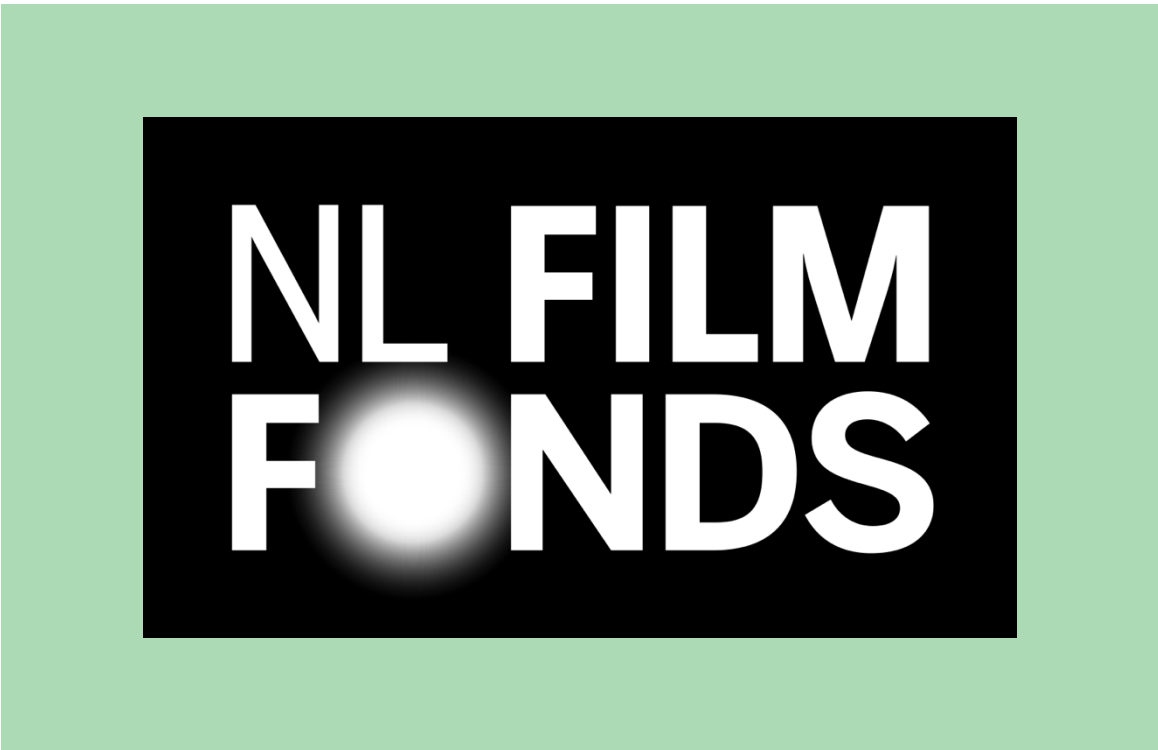
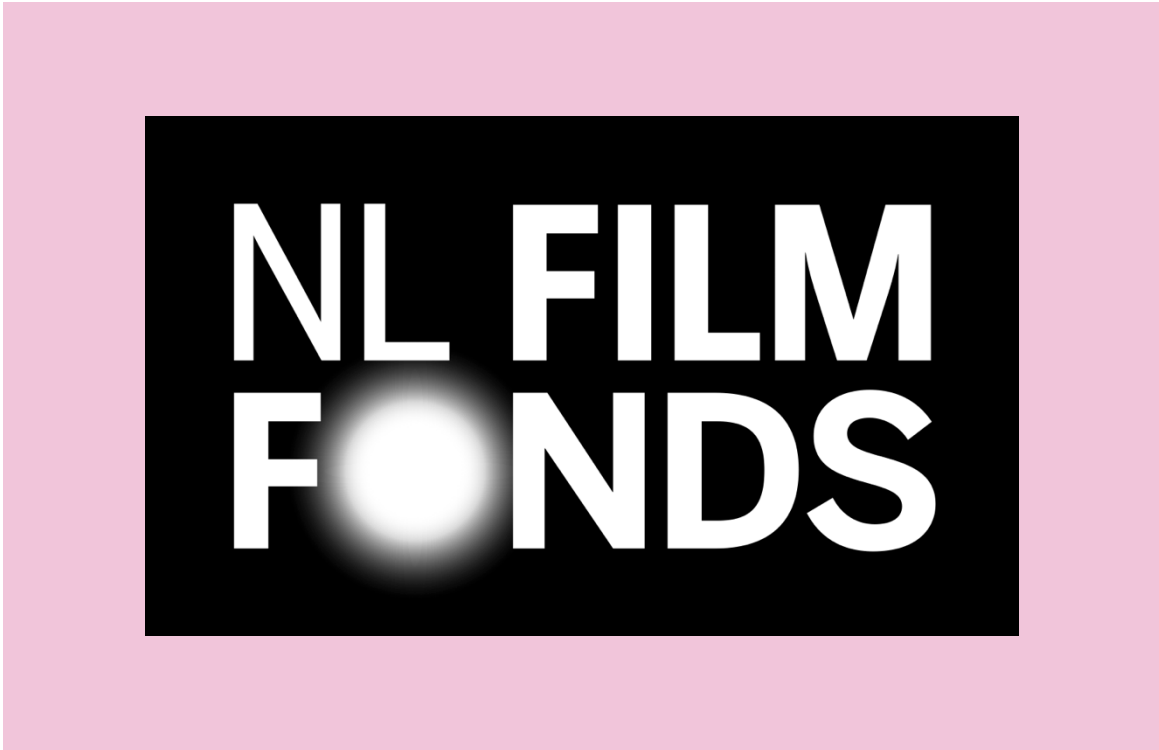
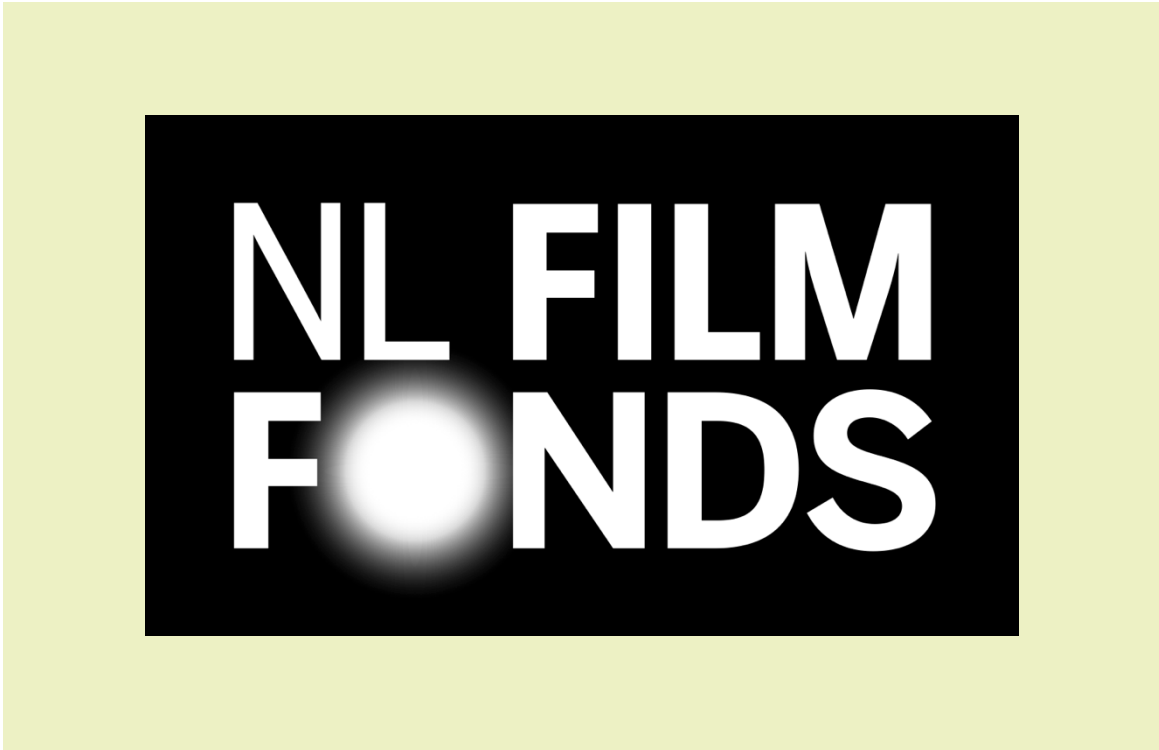
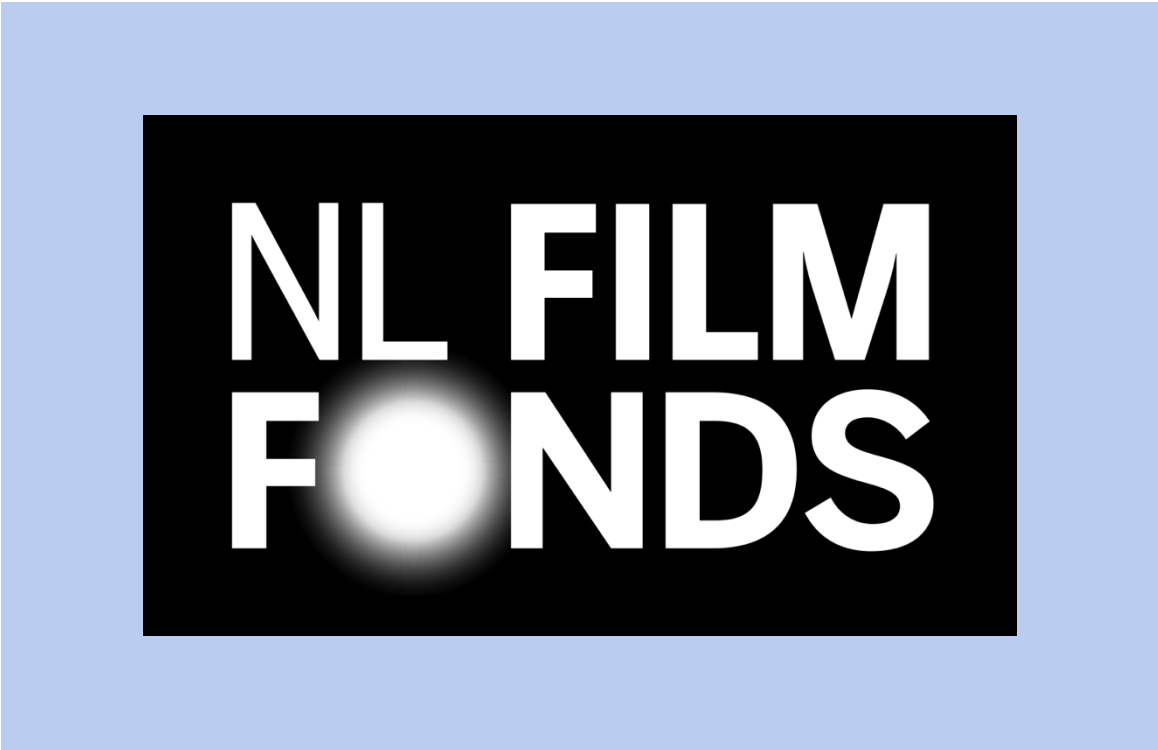
Netherlands Film fund + partners

Showing division, proportion and distance to partnerlogo



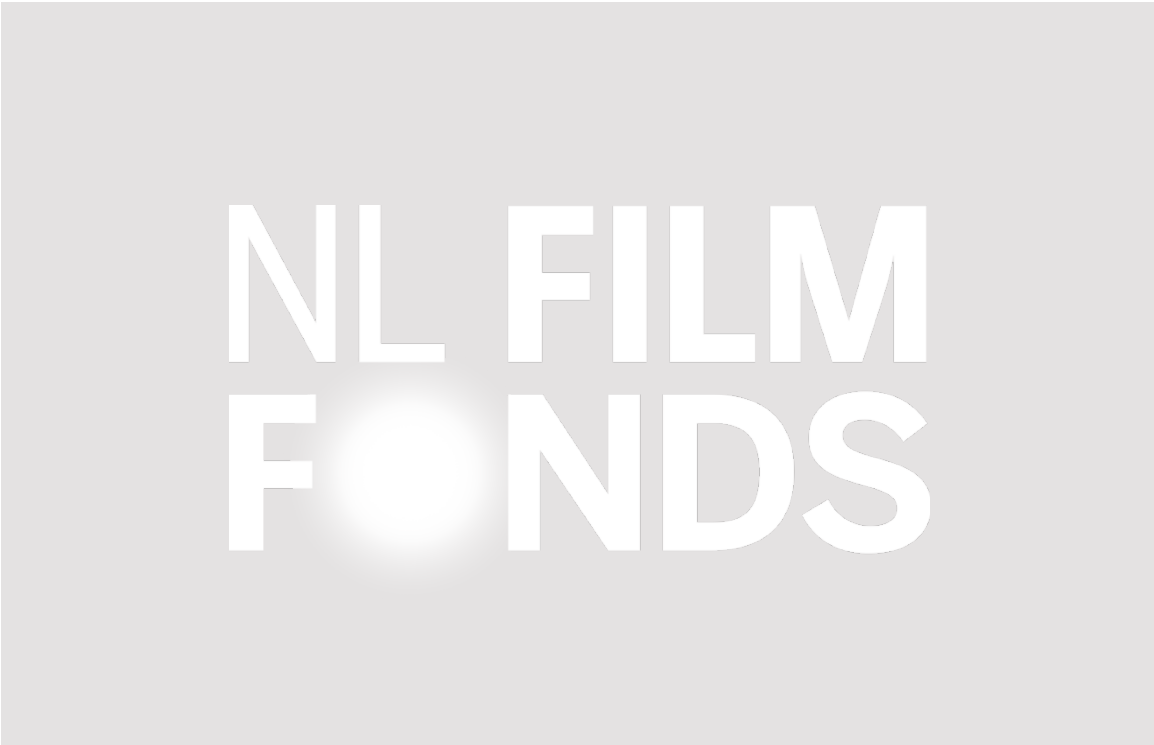
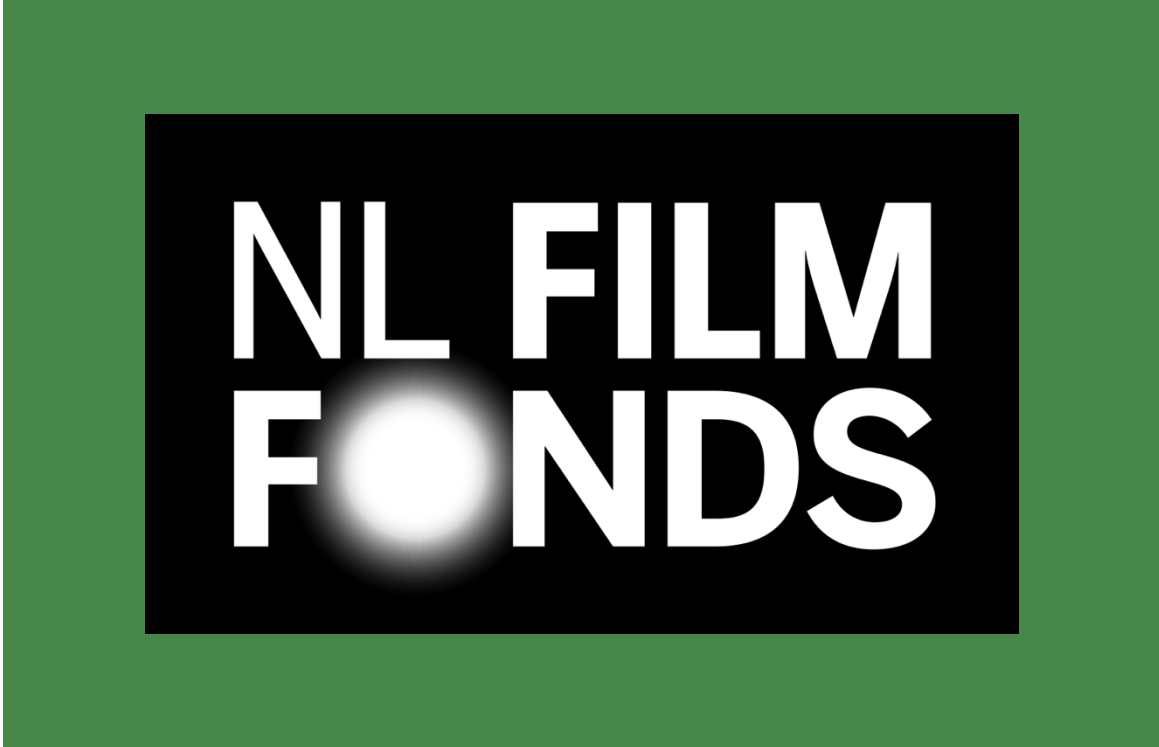
Logo-use

Against dark and light backgrounds



Having white type, our logo can not be used against a light background because of poor readability.

When in doubt, always use against black square background



When used in a dark still or image that has enough contrast, the white type version without the black square is preferred. Readability of the logo should however always be guaranteed. If in doubt about the readability, then always use the black background square.



The readability of the logo is key. If in doubt about the readability, then always use the black background square.



If in doubt about the readability, then always use the black background square.



Example film poster



Example NL Film Incentive on film poster



NL FILM
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<< **LEFT:** The normal transparent logo in white.

RIGHT: Non-transparent logo against black square. >>

NL FILM
FONDS

NL FILM
FONDS

<< **LEFT:** The non-transparent logo against black square set to 'multiply' in your design/editing software.

RIGHT: Using the transparent logo in white, a coloured border can be created quite easily. You may change the colour of the square of the non-transparent version in vector editing software like Adobe Illustrator. >>

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Logo don'ts

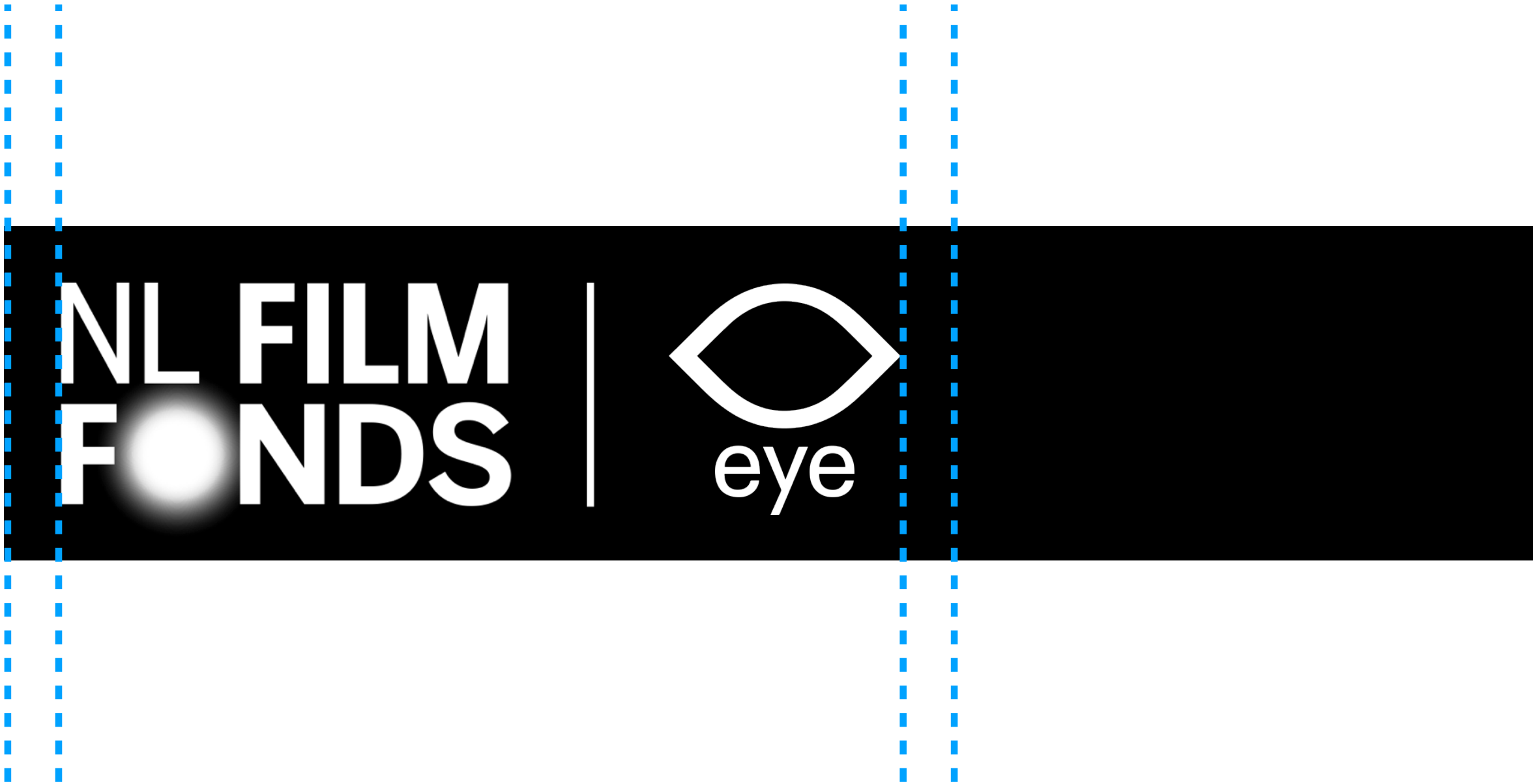


Don't rotate or mirrorize



Don't make diapositive or change logo colours

Film Fund & partner logo black square





Any questions?

Contact the communications
department at + 31 (0)20 570 76 76 or
mail us at communicatie@filmfonds.nl

Thank you!

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