



BFI FILM AUDIENCE NETWORK LOGO GUIDELINES

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INTRODUCTION

CONTACTS & APPROVALS

Materials should be sent for approval to:

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Please allow 48 working hours for approvals.

For more information on
BFI Film Audience Network (FAN)
please visit bfi.org.uk/FAN

BFI FILM AUDIENCE NETWORK LOGOS

Please find the download link for the logos [here](#)

WHEN TO USE THE LOGO

All events supported by Film Hubs or national BFI FAN projects must carry the BFI FAN logo.

Where there are multiple funders and partners please use common sense on logo quantity and hierarchy, with the audience in mind. It is suggested for example that a poster promoting a venue's event might have the venue logo top left and the FAN logo bottom left and smaller, with any other contractual funders or supporters along the base.

MAIN LOGO

The logo is designed to resemble the actual overlapping and networking of the various 'film hubs' around the UK. It combines BFI Film Audience Network with funder The National Lottery.

The logo should only be used in the ways outlined within this document. This ensures that all collateral looks consistent.

MINIMUM SIZE



It is recommended that the main logo is displayed no smaller than 66mm in length. If the logo is needed below this size, the small usage logo will need to be used (see next page).

Colour logo

Mono negative logo

Mono positive logo



SMALL USAGE LOGO

The small usage logo is to be used on any project where the logo appears smaller than 66mm in length. This is so the typography remains legible. To differentiate the two, the small use logo doesn't include the wording 'BFI Film Audience Network' below the 'FAN' element.

MINIMUM SIZE



The BFI part of the logo should never be used below 7mm wide and so the size and layout of the Film Audience Network logo is important when being scaled.

Colour logo



Mono negative logo



Mono positive logo



SAFE AREAS

The logo should always have a safe area around it as outlined in the example on this page.

Nothing should interfere with the logo within this safe area. It is 1x the height of the 'F' from the BFI logo all the way round the brand mark.



