



Brand Guidelines for Our Partners

MARCH 23, 2018

TIFF is proud to offer several logos exclusively to our partners to indicate their Official Partner status.

This guide will help familiarize you with the logos and the guidelines surrounding their usage.

Logo Standards

The TIFF logo is the most important element in our visual identity.

The logo should always be presented in a prominent way, through size or position.

With its lowercase letterforms, our logo was designed to have an approachable feel. In written communications, however, the organization name should always be typeset in all caps as TIFF (see page 9 for further details).

The TIFF logo is a custom design element. It is not a “font” and cannot be reproduced using typography. Never attempt to recreate the logo using type.

BLACK LOGO



REVERSE LOGO



Official Partner Logos

These logos are available exclusively to our partners to indicate their sponsor status.

Please use only the digital files provided to you by TIFF. These files should include colour, black, reverse versions of the logo.

Though TIFF utilizes a variety of logo colours on our own materials, we ask that our partners respect the core colours of our branding and only use the supplied black, white and TIFF Marquee Orange versions of the logo.

The colour values for TIFF Marquee Orange are:

PANTONE 1665

CMYK 0/70/100/0

RGB 244/125/48

HEX F47D30

OFFICIAL SPONSOR LOGO



OFFICIAL SUPPORTER LOGO



OFFICIAL SUPPLIER LOGO



OFFICIAL HOSPITALITY PARTNER LOGO



Safe Space & Minimum Sizing

To ensure visual impact, a safe space around the logo should be kept free of any text or graphics.

Never attach other wording or graphics to the TIFF logo. This would violate not only the protected space, but would also create new, unintentional associations that are not part of our brand strategy.

The TIFF logo should be reproduced at a minimum height of 0.25" or 30 pixels. If the TIFF logo becomes smaller than the minimum size, the symbol should be removed.

Different media and materials have different limitations. The measurements shown here should be used only as a guide. Processes like screen-printing and embroidery may require a larger logo. In every instance, be sure to consult carefully with your supplier before preparing artwork.

SAFE SPACE



RECOMMENDED MINIMUM SIZE

tiff I 0.25" (30 pixels) tall

Do's and Don'ts

Shown are several common examples of unacceptable handling of the TIFF logo. While not a complete list, these and any other non-standard variations are prohibited.

Do not add an outline to any logo.

Do not distort the TIFF logo in any way. Always keep it clean and legible.

Do not add graphic effects (such as a drop shadow) to any logo.

Do not create complicated or layered patterns. Keep it simple.

Do not add any other names or typography to any logo.

Do not join another logo or graphic to the TIFF logo.

Do not use any logo in text.

Do not place an image or graphic element inside the logo.

Do not place the logo on a complex background or image that impairs readability.



Co-Branding

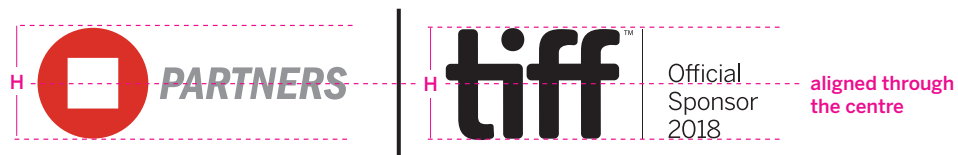
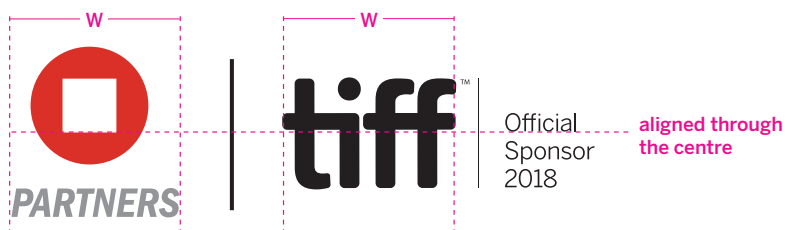
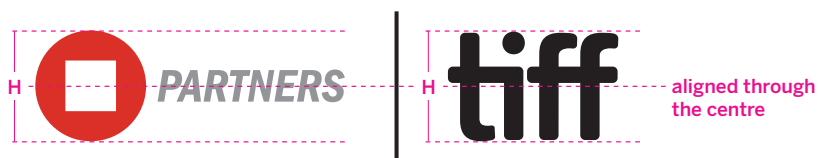
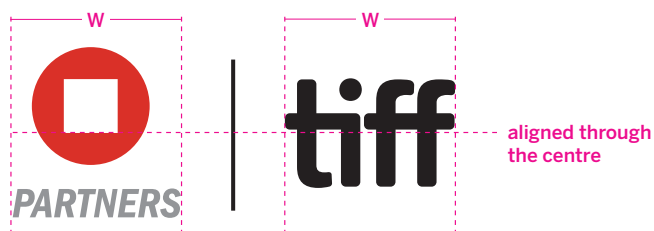
In some instances we invite our partners to create a “lock-up” of their logo and the TIFF logo.

In these cases the “lock-up” must respect the protected space around the TIFF logo and include a dividing line between the TIFF logo and the partner mark.

Do not add additional wording or nomenclature to the lock-up.

All logo lock-ups are subject to approval from TIFF.

PARTNER LOGO LOCK-UP GUIDELINES



Trademarks

Please use the registered trademark symbol ® after the first written use of our registered trademarks and the trademark symbol ™ for trademarks which are not registered.

The provided TIFF logos and Official Partner logos should be paired with the ™ symbol.

Any questions about TIFF trademarks can be directed to brand@tiff.net.

PROPER TRADEMARK USAGE

On a partner-created written piece where their trademarks appear alongside a TIFF wordmark, it is necessary to make it clear that there are different owners of the various trademarks by identifying the owner of each trademark using a legend or footnotes.

™ **Toronto International Film Festival Inc., used under license.**

® **[Name of Sponsor]**

Only use the trademark notice for the first mention of our trademark. It is not necessary to continue to use the trademark notice throughout the document.

**Example: The Toronto International Film Festival® is recognized as one of the largest film festivals in the world.
This year's lineup for the Toronto International Film Festival includes...**

On a French-language piece, please use the French legal line.

™ **Toronto International Film Festival Inc., utilisée sous licence.**

REGISTERED TRADEMARKS

| | |
|-------------------------------------|-------------------|
| TIFF | TIFF Industry |
| Toronto International Film Festival | TIFF Learning |
| TIFF Festival | Jump Cuts |
| TIFF Cinematheque | Reel Talk |
| TIFF Kids | TIFF Rising Stars |
| TIFF Next Wave | TIFF Shop |
| | digiPlaySpace |

TRADEMARKS

| | |
|---|-----------------|
| TIFF Official Hospitality Partner 2018 | TIFF Membership |
| TIFF Official Sponsor 2018 | TIFF Noir |
| TIFF Official Supplier 2018 | Film Circuit |
| TIFF Official Supporter 2018 | Higher Learning |
| Festival international du film de Toronto | STUDIO |
| Canada's Top Ten Film Festival | Talent Lab |
| TIFF Next Wave Film Festival | Pitch This! |
| TIFF Kids International Film Festival | BOOMBOX |
| Film Reference Library | |

TIFF vs Toronto International Film Festival?

We understand it can get a little confusing that our corporate brand and one of our key initiatives rely on a similar acronym.

We hope this helps.

When referencing the master brand, the organization name should always be typeset in all caps as TIFF:

This fall TIFF presents *Andy Warhol: Stars of the Silver Screen*, a groundbreaking exhibition on one of the most important artists of the 20th Century.

The Toronto International Film Festival may be referred to as “TIFF”, but only after it is referenced in full.

The Toronto International Film Festival® is recognized as one of the largest film festivals in the world. This year’s Festival lineup includes a number of directors who are new to TIFF.

Online Usage

Please adhere to these strict rules when referencing the TIFF brand online.

Hashtags

When using hashtags on social media (Instagram, Twitter and/or Facebook), please use the official hashtag of the Toronto International Film Festival.

#TIFF18

If you are using a custom hashtag with your company name, please use the format below:

#CompanyNameTIFF18

Webpages

When customizing webpage links for the Festival, please use only the approved webpage variations:

companysite.com/TIFF18

or

companynameTIFF18.com

Please provide your proposed webpage link to your account manager for approval.

