



**SAN DIEGO**  
INTERNATIONAL  
FILM FESTIVAL

# BRAND GUIDELINES

## STYLE GUIDE

## LOGO

### HORIZONTAL



### STACKED



## NAME USAGE

SAN DIEGO INTERNATIONAL FILM FESTIVAL

SAN DIEGO INTL FILM FESTIVAL

### NO ABBREVIATIONS

San Diego (SD, S.D.) *or* full name (SDIFF, SDiFF, etc.)

## FONTS

### MAIN FONT:

AVANT GARDE GOTHIC-BOOK

AVANT GARDE GOTHIC-MEDIUM

**AVANT GARDE GOTHIC-BOLD**

### SECONDARY FONT:

GOTHAM CONDENSED-BOOK

GOTHAM CONDENSED-MEDIUM

## COLORS

■ 98/72/37/22 #064769

■ 85/44/4/0 #0a7cba

■ 47/91/50/41 #642340

■ 40/84/29/5 #9c4877

■ 28/94/18/1 #b7327d

■ 17/61/100/3 #cb7528

■ 6/39/71/0 #eba55e

■ 8/0/68/0 #f0ec74

■ 57/50/49/17 #6e6c6c

■ 4/10/11/12 #d6cac4

## WEBSITE:

[sdfilmfest.com](http://sdfilmfest.com)



## SOCIAL CHANNELS

INSTAGRAM  
[sdfilmfestival](https://www.instagram.com/sdfilmfestival)



FACEBOOK  
[SanDiegoFilmFestival](https://www.facebook.com/SanDiegoFilmFestival)



LINKDEN  
[san-diego-film-festival](https://www.linkedin.com/company/san-diego-film-festival)



Tik Tok  
[sdfilmfestival](https://www.tiktok.com/@sdfilmfestival)



## HASTAGS

#sdfilmfest #sandiego #sandiegofilm #internationalfilm #film #filmfestival #filmfreeway  
#international #internationalcinema #cinema #shortfilm #sandiegofood  
#sandiegoliving #sandiegolife #social #filmmaking #festival #independentfilmmaker  
#indiefilm #sandiegoevents #moviescenes #movienight #movies #filmcommunity  
#sandiegofilmfoundation #sdsocialreport #filmmakersfeed #filmsubmissions  
#cinema #shortfilm #sandiegofood #independentfilmmaker #LuxuryExperience  
#GoodCause #Philanthropy #SanDiegoCountyStudents

Questions?

Contact Director of Marketing at: [gina@sdfilmfest.com](mailto:gina@sdfilmfest.com)