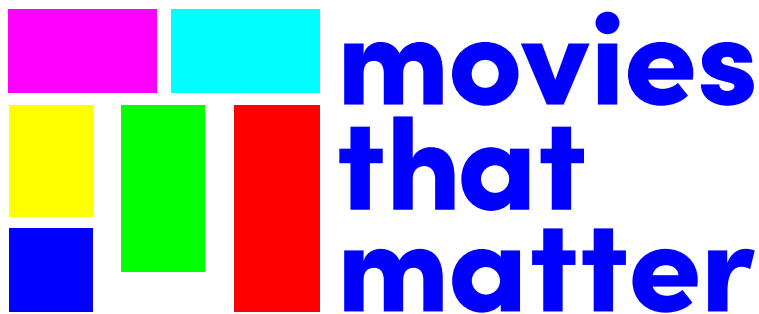


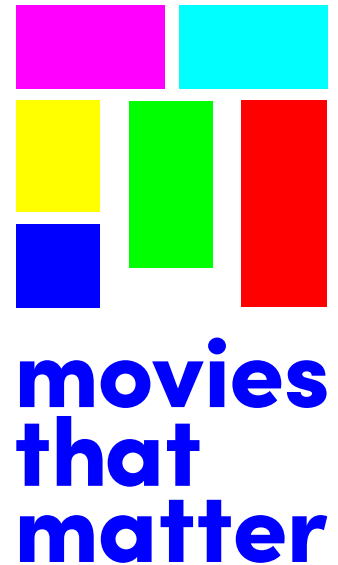
How to use the Movies that Matter logo

The new logo is built up by several 'displays' or 'screens', representing the diversity of the films (and filmmakers) that Movies that Matter stands for, and the different platforms and sizes on which these films can be seen (16:9, 4:3, 1:1, etc.). In the icon one can see the abbreviation MtM. The colours represent the SMPTE colour bars, the test colours of a TV screen.

main logo



alternative logo



It is important to note that the logo should be used as it is. Please do not adapt it, change its form or colours, or add structures, no matter how cool you can make it look. The coloured logo is our main logo, use the black and white logo if there is no other possibility and please don't use the the icon without the word mark.

You are kindly requested to download and use the logo for both print and screen. CMYK colour codes are best used for print, RGB codes are for usage on screens.

