

A man and a woman in business attire are standing next to a dark car. The man is wearing a dark suit, light blue shirt, and dark tie. The woman is wearing a blue blazer over a dark top and light-colored trousers, and she is holding a large brown folder with a crest on it. The word "FILMFIXER" is overlaid in large, bold, white capital letters across the center of the image.

# FILMFIXER



## Brand Guidelines Introduction

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### **Great locations make great films**

At FilmFixer we're extremely passionate about filming, film locations and achieving great outcomes for both councils and local residents. We know that a well managed film location/shoot can have far reaching benefits across the film industry and entire communities. Our thorough understanding of the pace and complexity of film location management combines people skills, expertise and online tools for licenses and permits to ensure a successful outcome for everyone.

Great Locations  
Make Great Films

# Brand Guidelines Introduction

## Ambition

- To help everyone benefit from location film projects in the UK and overseas.
- To grow the number of boroughs, private clients and regional clients both in the UK and overseas.
- We are experiencing rapid growth and there are plans to move into new areas of business; consulting and franchising (UK/overseas).

## Vision statement

FilmFixer was founded in 2009 to provide administrative and practical support for local authorities and landowners wishing to maximise income from location filming in London. The need for this service came about after the London Filming Partnership Agreement was signed by all 33 boroughs, which had them commit to being film friendly and have a point person to deal with enquiries. Karen and Andrew had been working freelance on films and TV in the capitol for years, and knew that boroughs would struggle to deliver this service. Our idea to get boroughs to outsource their film service to us has gone well. We now have half of London - 16 boroughs - plus the Lee Valley portfolio and Suffolk, plus many private clients such as Peabody, Butlers Wharf and many more.

Currently we have the greatest coverage in terms of number of London/UK Boroughs as well as unrivalled expertise in film location services. We're offering unique services that facilitate permitting and licensing for filming, events, etc. we are looking to develop new apps as is the demand from our clients. Currently 23 London boroughs are using the software as well as city councils in the US.

FilmFixer now handles around 8000 film shoots a year. Any major film or TV series filming in London has shot in one of our boroughs.

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### **The ways we communicate**

We communicate in three ways; the way we look, the way we sound and the way we behave.

As well as our visual identity, which includes our logo, colours and typography, our verbal identity is a crucial part of who we are and how we connect with people, be it colleagues, suppliers or customers. It comprises our tone of voice, our stories and our names.

### **Consistency is everything**

The more consistent we are, the more likely it is that people will understand what makes us special.

The way we express ourselves has to be joined up and consistent so that people admire, respect and, crucially, trust us. We need a strong verbal-identity that we all understand and know how to use.



## Brand Guidelines Introduction

### Key values

We have six values which guide our thinking and enable us to achieve our vision:

- Ethics
- Commitment
- Integrity
- Ambition
- Innovation
- Professional

### Aims and objectives

To share our passion for sustainability, with **ethical** behaviour and social responsibility by providing training, apprenticeships and employment for communities in boroughs and areas which become film locations. Youth film, and media skills and employment training courses.

Great customer service is key to our business success. We are **committed** to doing what is right for our clients. we put our clients' wishes at the centre of our operations and thinking, whether they are film industry professionals or local authorities, boroughs, councils or residents.

**Integrity.** We believe that trust is a fundamental requisite of good business. We are open, honest, respectful and diplomatic at all times with our colleagues, with our clients and with community residents.

We must adapt constantly to meet our clients ever changing needs whilst creating opportunities for new markets. **Ambition** is a core value because we are **innovative** thinkers and are always looking for new and efficient ways to make our ideas happen.

Our service is **professional** if we say yes to a location we deliver. Film-makers and authorities need this level of commitment and security.

## Our personality

Our personality traits inform how we express ourself, how we do things. Our personality guides how we talk and write for FilmFixer. We'll talk about FilmFixer as if they were a person; confident, friendly and knowledgeable.

We will bring these personality traits to life in our writing sounding authentic, friendly and bringing warmth to our words.

- Confident
- Friendly
- Knowledgeable

## Our principles

These are beliefs that you hold dear and would stick to no matter what. Our principles inform what we say. They will come through in the content of our language and the messages we try to communicate.

- Ethical
- Commitment
- Integrity
- Ambition
- Innovation
- Professional

## Writing style

FilmFixer – will be written as one word. Title case in body copy. Capitalised in design collateral as logo branding.

Headings and titles: Generally, capitalisation wherever possible. Sentence case for names, place names and brand names.

## Language - plain English

- We keep our sentences short.
- We prefer active verbs; as they're easy to listen to and understand.
- We use 'you' and 'we'.
- We use lists where appropriate.
- We keep copy crisp and sharp.
- We like to make a point.

## Sentence structure

- An active, down-to-earth voice.
- We write, like we talk; reassuring, positive, factual + Professional.
- We write as if we're speaking.
- What we're doing is; interesting and inspiring.
- We talk about what we do with passion and interest.

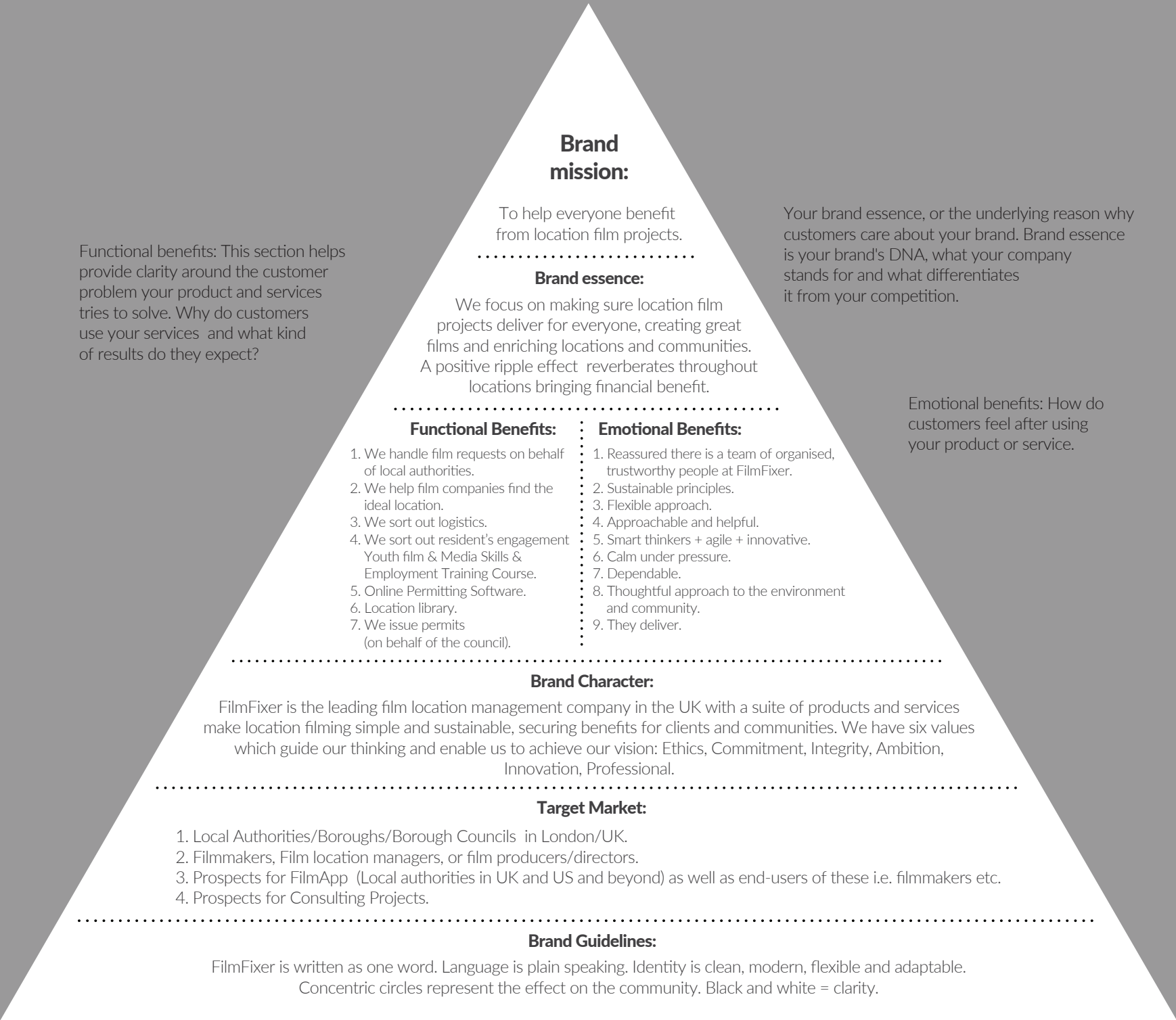
# Brand Pyramid

All communications should be cross referenced against the brand pyramid to ensure they reflect the brand proposition.

Functional benefits: This section helps provide clarity around the customer problem your product and services tries to solve. Why do customers use your services and what kind of results do they expect?

Your brand essence, or the underlying reason why customers care about your brand. Brand essence is your brand's DNA, what your company stands for and what differentiates it from your competition.

Emotional benefits: How do customers feel after using your product or service.





## Brandmark

The FilmFixer logo is the most recognisable brand asset. It is vital that it is always applied consistently wherever it appears.

- Do not stretch or alter the proportions of the logo.
- Do not add any elements to the logo.
- Do not remove any elements from the logo.
- Do not use over an image
- Ensure it is always used large enough to be legible.

## With the concentric circles



## Brandmark

An exclusion zone exists around the logo to help protect it's clarity and to ensure it communicates effectively.

Nothing should encroach within this space as it would effect the visibility of the logo.

The exclusion zone surrounds the logo and is the width of the 'X' x2.

Any exceptions to this must be approved by the Filmfixer marketing department prior to publication.

Minimum logo width = 70mm

70mm Minimum



## With the concentric circles, treatment and exclusion



## Brand Logotype

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The FilmFixer logo is the most recognisable brand asset. It is vital that it is always applied consistently wherever it appears.

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- Do not add any elements to the logo.
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## Without the concentric circles

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## Brand Logotype

An exclusion zone exists around the logo to help protect it's clarity and to ensure it communicates effectively.

Nothing should encroach within this space as it would effect the visibility of the logo.

The exclusion zone surrounds the logo and is the width of the 'X' x2.

Any exceptions to this must be approved by the Filmfixer marketing department prior to publication.

Minimum logo width = 16mm

16mm  
Minimum



FILMFIXER

## Without the concentric circles, treatment and exclusion



## Brandmark

The rhythm of the rings is created by extending the first top edge of each character.

This creates a unique pattern and could be extended to other keywords or sub-brands.

## Creating the concentric circles



## Cropping The Circles

The concentric circles can be used whole, but usually it will be used in a cropped format with the cut edge bleeding off the page.

The crop should always go through the centre of the circle and the crop can be made to create either a semi circle or a quarter circle. The logo can then be rotated in any direction.

In some circumstance the circles may be cropped without bleeding off, for example on Word docs or other documents which are intended on being printed.

### Semi circle crop



### Quarter circle crop





## When to use logotype and circles

Over imagery we should only ever use the FilmFixer logotype and never the brandmark.

When creating other collateral the logotype and cropped circles can be used in conjunction on a solid background. See Fig.2 as an example.

Page 15 goes into more detail about how these elements should be sized and spaced relative to one another.

### Logotype over an image



Fig.1

### Circles and logotype on stationary



Fig.2

## Positioning And Sizing

The concentric circles and logo type can be used together or independently of one another.

The circles can be scaled to be larger proportionally than the logo type, when this is created the logotype must respect the clear-space of the circles and a multiple of the logotype must fit cleanly into the height of the circles e.g. the circles maybe 8 or 10 times the height of the circles, but not 9.5 time the height. This will keep a proportionate relationship between the two branding assets.

### Scaling the concentric circle with brand logotype



## Brand Location Example Icons

The site location icons have been created using the same system as the main FilmFixer concentric circle logotype. This creates a flexible and own-able system which can be developed ad-infinitum.



**BEXLEY**



**BROMLEY**



**LEWISHAM**



**SOUTHWARK**



**LAMBETH**



**CROYDON**



**MERTON**



**KINGSTON**



## Patterns with the concentric circles

The circles can also be scaled  
and cropped to dramatic effect.

By cropping the circle and  
extending the lines we can  
create an interesting graphical  
texture.



## Brand Typography

### Headings Print

Prestige Elite Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

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### Headings Digital

Cutive Mono

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### Body Copy Print

Folio Light

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### Body Copy Digital

Arial

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Brand Colour  
Palette

Primary Palette

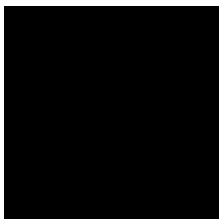
Black and white.  
Straight forward and clear.

Secondary Palette

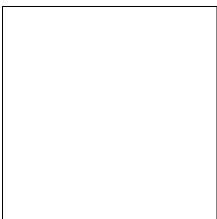
Green, Blue, Grey, representing  
land, water and the urban  
environments.  
The green and blue are also  
cross referenced with the  
upholstery material.

Primary palette

PMS

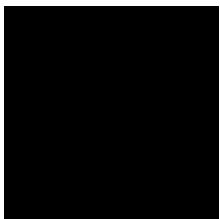


PMS Black 6

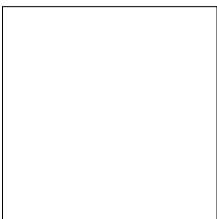


PMS White

CMYK

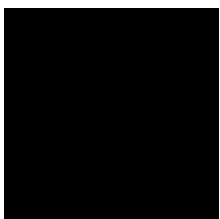


C100 M100  
Y100 K100

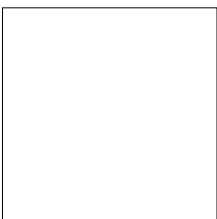


C0 M0 Y0 K0

RGB

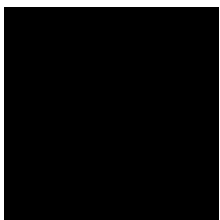


R0 G0 B0

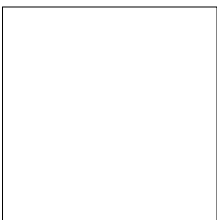


R255 G255 B255

HEX



#030000



#ffffff

Secondary palette



PMS 369



PMS 7469



PMS Cool Grey 7



C68 M0 Y100 K0



C100 M31 Y8 K42



C20 M14 Y12 K40



R88 G185 B71



R0 G89 B129



R153 G153 B154



#58b947



#005981























#878a8f

Brand Colour  
Palette

Tertiary Palette

Charcoal, orange, mustard, red and violet.

Tertiary palette

PMS					
	PMS 5477	PMS 472	PMS 110	PMS 1807	PMS 520
CMYK					
	C75 M48 Y58 K29	C7 M43 Y62 K0	C16 M31 Y100 K0	C24 M92 Y78 K15	C68 M95 Y27 K14
RGB					
	R63 G91 B88	R232 G158 B108	R220 G170 B0	R169 G52 B57	R102 G46 B107
HEX					
	#3f5b58	#e8a06d	#daad28	#a9343a	#672e6b

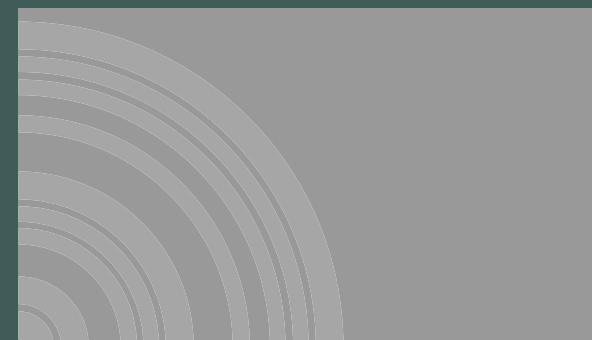
## Brand Colour Palette Continued

Our locations are our greatest asset.

The colour palette has been created by taking colour references from our location images.

Colour match image with palette when creating brand assets whenever possible.

### Secondary palette with images example



## Brand Colour Palette Continued

Our locations are our greatest asset.

The colour palette has been created by taking colour references from our location images.

Colour match image with palette when creating brand assets whenever possible.

### Tertiary palette with images example



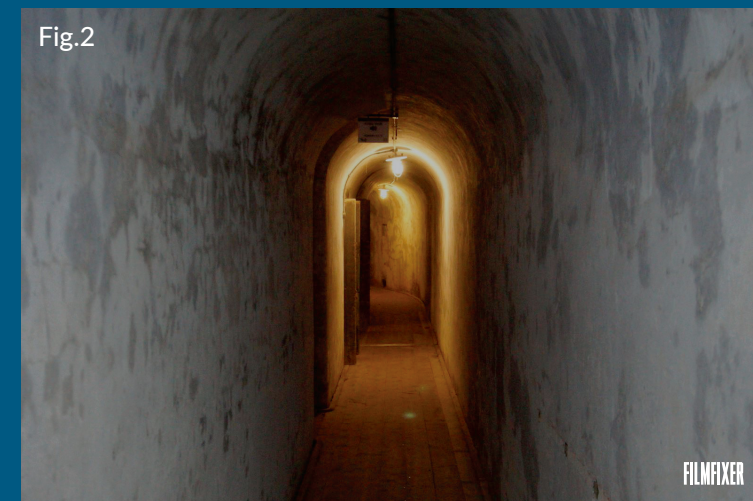


## Brand Photography

Imagery is a very important asset of your brand, as it's the simplest most direct way of describing the locations you offer. Branding can be applied in several different ways across imagery depending on how it's being used.

In Fig.1 we see how the logotype is positioned in a central dominant position - creating a title card.

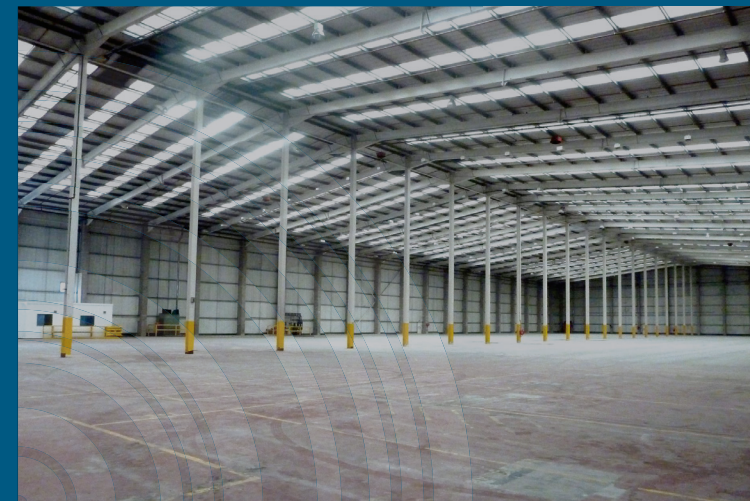
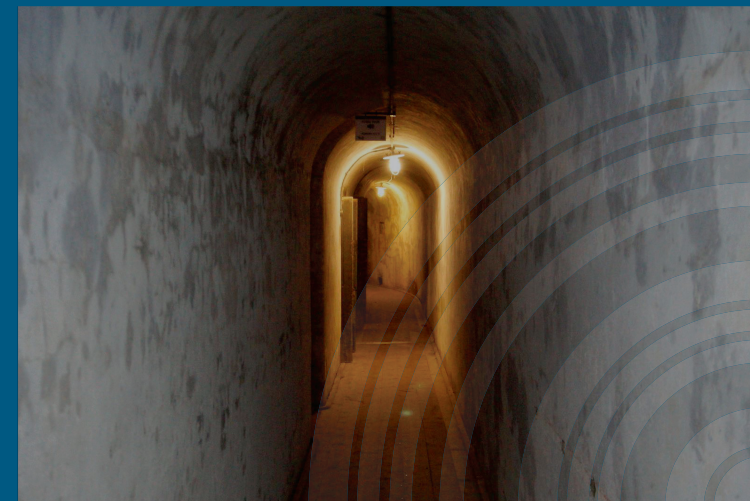
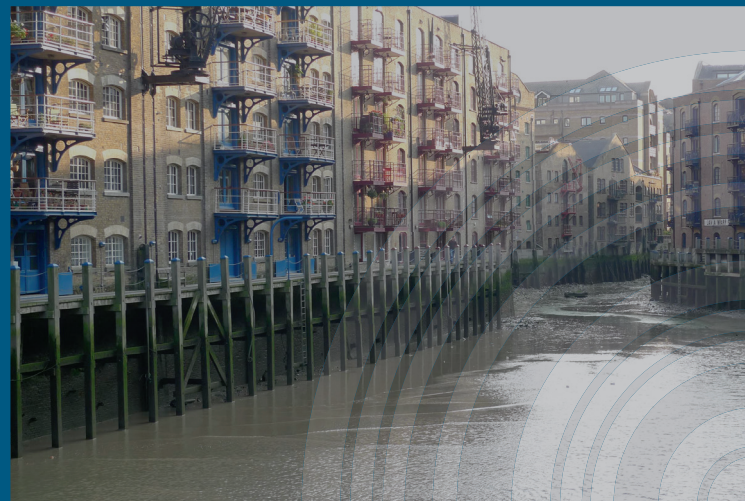
In Fig.2 we see how the logotype can be used locked up in the bottom left - thus creating an almost postcard effect.





## Brand Photography

Concentric circles can be applied across images to give a watermark effect.



## Applying The Brand

### Letter head

- Full logotype.
- Concentric circles bleed off top left.
- Tagline sits at the foot of the page.

### Business card

The business card uses the concentric circles with the colour palette on the reverse. The logotype would be reversed out the colour with the concentric circles printed with a spot UV to create interest and add a premium feel.

All eight colours could be used as cards print eight to a sheet.


Keeping the detail side simple would allow you to print a number of blank sheets which could be held in storage and then overprinted when new members of staff join.

**FILMFIXER**

# Applying The Brand

## Word

Word Documents are important peices of colateral as they are documents are clients are likely to interact with on a regular basis. As most office printers print with a border the FilmFixer word document has been designed with a border with the branding adhering to this border.



**Word document Header 1**

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**Word document Header 1**

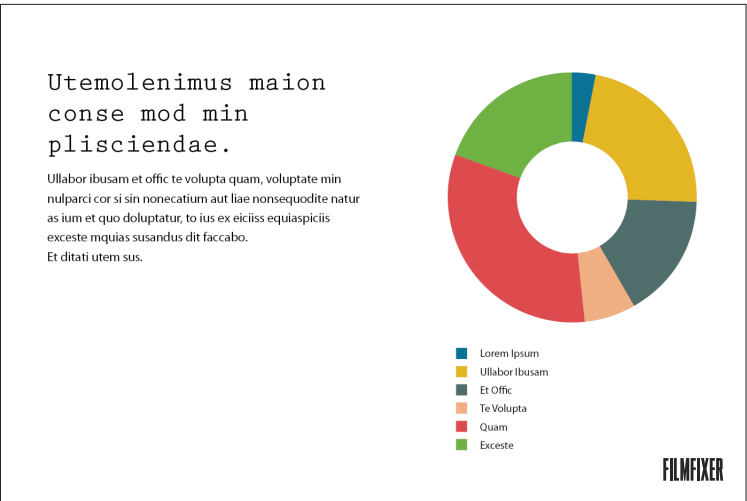
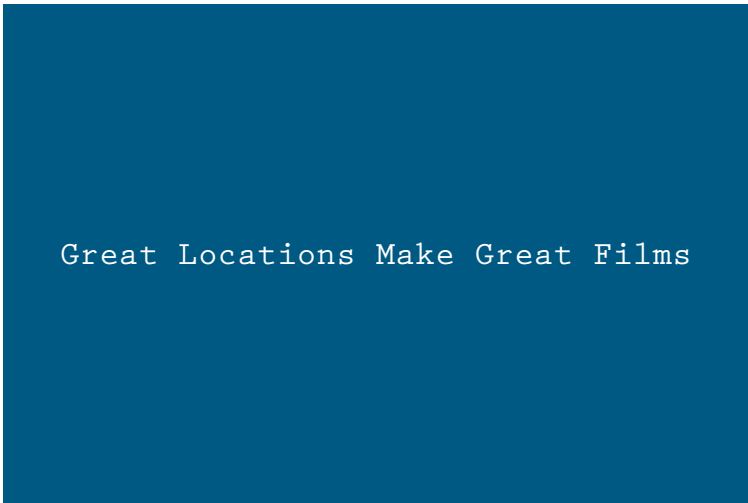
Erat imperdiet sed euismod nisi porta lorem mollis aliquam ut. Egestas purus viverra accumsan in. Pellentesque eu tincidunt tortor aliquam nulla facilisi cras. Netus et malesuada fames ac turpis egestas maecenas pharetra convallis. In ante metus dictum at tempor commodo ullamcorper a. Quam quisque id diam vel quam elementum pulvinar etiam non. Sit amet tellus cras adipiscing enim eu. Quisque sagittis purus sit amet volutpat consequat. Aliquet bibendum enim facilisis gravida neque convallis a cras semper. Fringilla urna porttitor rhoncus dolor purus non enim praesent. Vel elit scelerisque mauris pellentesque pulvinar. Orci eu lobortis elementum nibh tellus molestie nunc. Maecenas accumsan lacus vel facilisis volutpat est velit egestas dui. Ullamcorper dignissim cras tincidunt lobortis feugiat vivamus at augue. Amet volutpat consequat mauris nunc congue nisi vitae. Lectus nulla at volutpat diam. Adipiscing elit dui tristique sollicitudin nibh sit. Ridiculus mus mauris vitae ultricies leo integer malesuada nunc. Vel quam elementum pulvinar etiam non. Eu mi bibendum neque egestas congue quisque egestas diam. Urna id volutpat lacus laoreet non. Maecenas accumsan lacus vel facilisis. Rhoncus est pellentesque elit ullamcorper dignissim cras tincidunt lobortis feugiat. Massa eget egestas purus viverra. Bibendum neque egestas congue quisque egestas diam in arcu. Amet luctus venenatis lectus magna fringilla urna. Eget mauris pharetra et ultrices neque ornare aenean. Semper risus in hendrerit gravida rutrum quisque. Potenti nullam ac tortor vitae purus faucibus ornare. At ultrices mi tempus imperdiet nulla. Tempus imperdiet nulla malesuada pellentesque. Massa sapien faucibus et molestie. Molestie ac feugiat sed lectus vestibulum mattis. Euismod lacinia at quis risus sed vulputate odio ut. Diam ut venenatis tellus in metus vulputate. Arcu ac tortor dignissim convallis aenean. Faucibus ornare suspendisse sed nisi lacus sed viverra tellus in. Quis imperdiet massa tincidunt nunc pulvinar sapien et ligula. Dolor magna eget est lorem. Ut consequat semper viverra nam libero justo laoreet sit. Tempor id eu nisl nunc. Amet purus gravida quis blandit turpis. Tristique senectus et netus et malesuada. Odio ut enim blandit volutpat maecenas. Semper viverra nam libero justo. Viverra orci sagittis eu volutpat odio facilisis mauris sit.

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31/10/18  
filmfixer.co.uk

# Applying The Brand

## PowerPoint

Powerpoint will be able to express the brand clearly. The colour palette can be used to express data through charts and visuals.



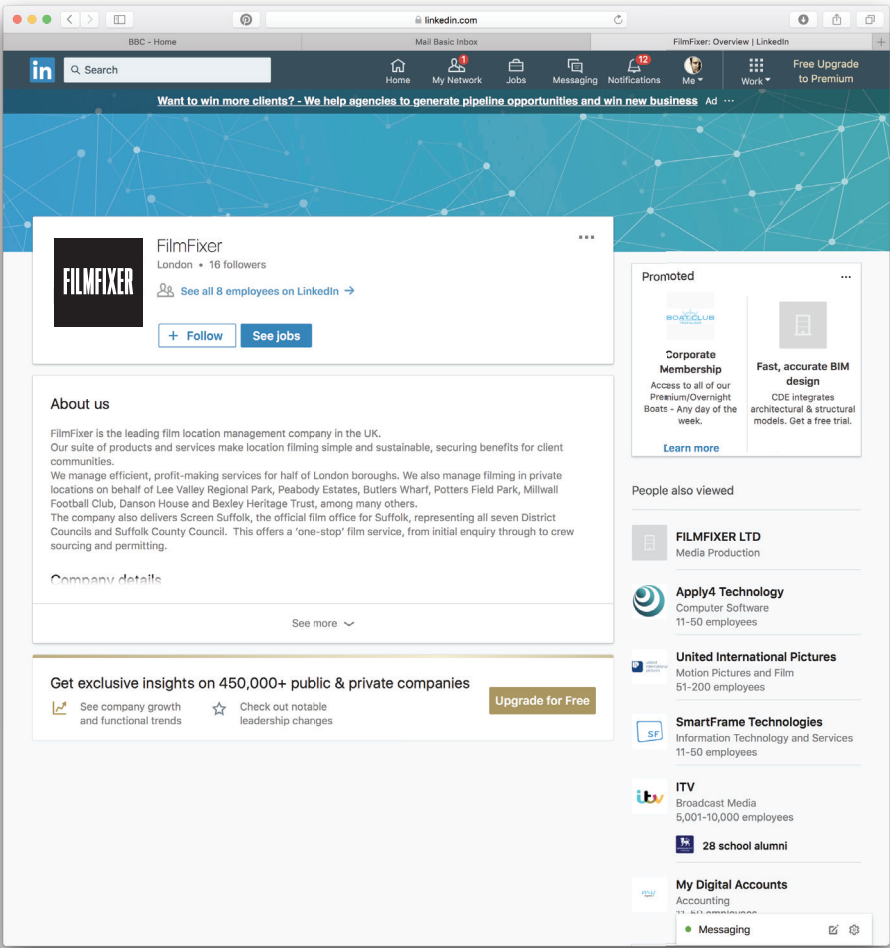


# Applying The Brand

## Logo use in social media

When used on social media, the logo type should be without the concentric circles. The clearspace is described to the right.

The exclusion zone surrounds the logo and is the width of the 'X' x1 to left and right side.





## Brand Help & Support

For any further information or if you have any questions on these brand guidelines please email the FilmFixer marketing department.