

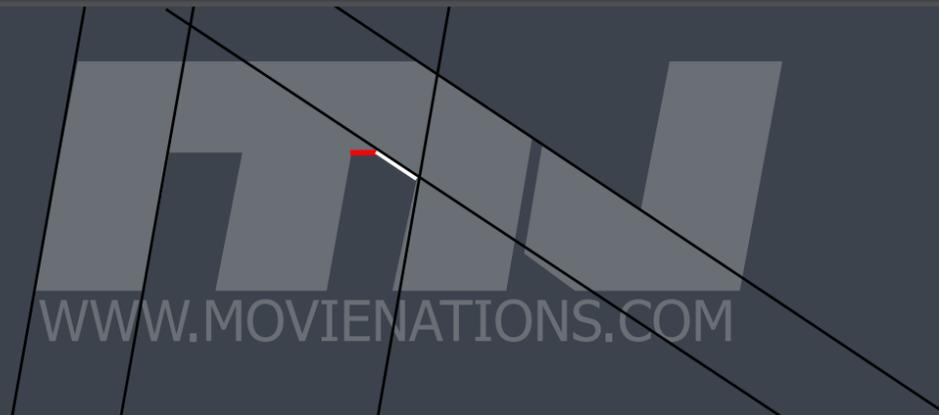


## Corporate Identity

[www.MovieNations.com](http://www.MovieNations.com)  
2013

# 1. Differences between versions of the logo

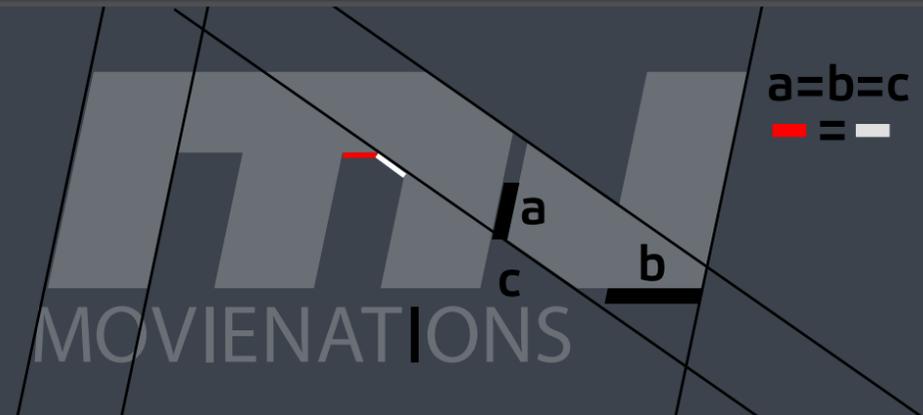
## The old version of the logo



Old logo has an inaccurate building. It doesn't have true relationship between the elements.

Weak typography, text was unreadable.  
Text interferes with the logo.

## A new version of the logo



The new logo is lined on all major elements. Also it has become smaller and changed the angle of inclination. Logotype is balanced with text, which got rid of the unnecessary elements and has the same angle as the logo.

Inscription became more readable by removing the signs.

## 2. Versions of the logo

### The basic version of the logo

It is preferable to use the basic version with full-colored text, in all cases.



### Allowable version

It is permissible to use logo without text block. This option works well for small images and design elements.



### Other versions



Inversion white



Monochrome black



Contour (3 colors)



Monochrome white



Monochrome red

255	239	60	0
255	17	67	0
255	17	77	0

# 3. How to use the logo

## You can:

### Use the logo in 3D\*

\*If you extrude logotype, contour must remain unchanged, be careful with the chamfers. You can use any textures and materials if the primary colors are preserved.

### Use effects in animation\*

\*The logo can be deformed in any way providing it is at some point returned to the original state for at least 1 second. Primarily prove to yourself whether you really need to deform it or not. If so, keep in mind that changes applied to the color are possible in animation.

### Use the logo as an element of decor\*

\*You may use the logo as design elements, such as patterns.

## You can't:

Change the shape of the logo and the scale on one axis



Change the text block



Change the colors of the logo\*

\*Remember that even «Magicbullet» preset changes logotype colors, it is allowed only in justified cases.



Make shitty stuff\*

\*Try to make high-quality and stylish content, pay attention to the already finished work, ask advice from teammates.



## 4. Font

The font named Etelka is used in the design. It is possible to use any type of font, but it is preferable to use Etelka Medium Regular for information blocks.



MovieNations — один из старейших порталов о мувимейкинге в мире.



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Permission is granted to use no more than three fonts at same time, unless it is a complex typographic work.

MovieNations

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It is strictly forbidden to use software for receiving italic font and distortion of the proportions of the font.