



BRANDMANUAL



ABOUT

FILMPHILIPPINES



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FILMPHILIPPINES welcomes international productions to a holistic shooting experience in the Philippines. With locations ranging from lush islands to bustling urban landscapes, filming in the PH combines ease of business with English-adept production crews and talent, and now with a new incentive scheme designed to stretch the budget for more possibilities for your projects, whether it's for full-feature production, post-production, VFX or animation. Plus, FilmPhilippines One-Stop Shop Assistance (OSSA) automatically provides expedited assistance with visas, permits, locations, casting and other logistical support.

LOGO

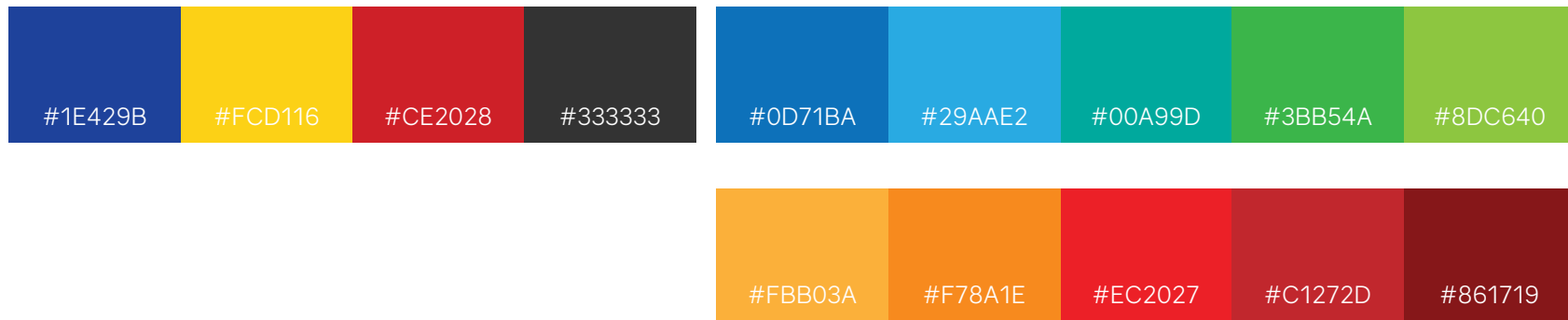
GUIDELINES

LOGO ALIGNMENT



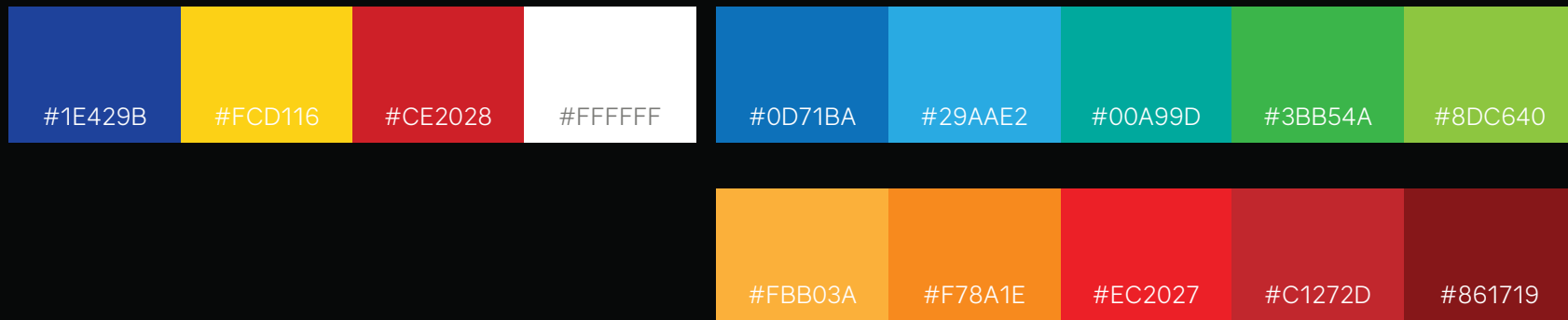


PRIMARY COLOR PALETTE





SECONDARY COLOR PALETTE



LOGO VARIATIONS

MAIN LOGO



BLACK AND WHITE LOGO



*THE USE OF BLACK AND WHITE LOGO IS FOR GRAYSCALE LAYOUT,
BLACK AND WHITE LAYOUT AND ONE COLOR LAYOUT*

INCORRECT LOGO USAGE

Aviod stretching



Aviod changing the font



Aviod using glow effect



Aviod using off brand colors



Aviod boxing the logo



Aviod rotating



Aviod adding strokes



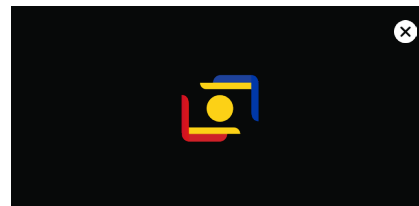
Aviod adding drop shadow



Aviod rearranging texts and icon



Aviod using the icon only



Aviod using on busy background



COLOR RENDITIONS



THE USE OF BLACK AND WHITE LOGO IS FOR GRAYSCALE LAYOUT, BLACK AND WHITE LAYOUT AND ONE COLOR LAYOUT

ONLY BLACK GLOW EFFECT IS ALLOWED

TYPOGRAPHY

GUIDELINES

Aa

OPTION 1

TITLE TEXT FONT

Acronym Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

!@#\$%^&*?)

OPTION 2

TITLE TEXT FONT

Trade Gothic LT Std

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

!@#\$%^&*?)

Aa

Aa

OPTION 1

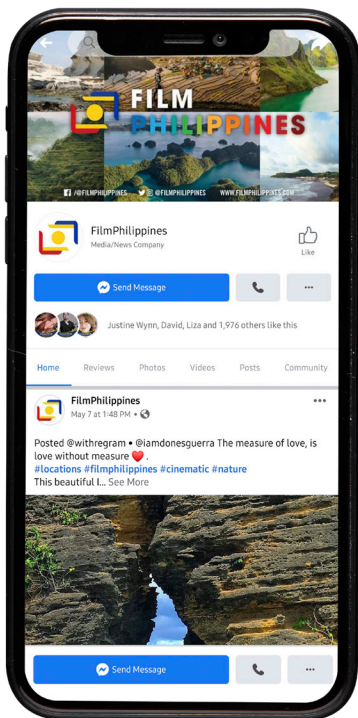
BODY TEXT FONT

Acronym Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

!@#\$%^&*?)



FOR YOUR REFERENCES VISIT

FILM PHILIPPINES SOCIAL MEDIA PAGES

