BRAND STANDARDS
AUGUST 15, 2018
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INTRODUCTION
WE are FILM JOURNALISTS and PASSIONATE CINEPHILES.

Every year HFPA honors the best of film and television with the Golden Globe Awards. The success of the Globes allows us to put our efforts towards preserving the past, celebrating the present, and fostering the future of the industry.

These brand standards help push forward that vision. They should be thought of as a toolkit to maintain consistency in all the assets associated with the Hollywood Foreign Press Association.
This is our brand manifesto

We are the Hollywood Foreign Press Association, film journalists and passionate cinephiles. A diverse family from all around the world, who believe that film is a global language we all speak. A language with the ability to broaden our horizons, and show us vistas beyond the confines of our world. We are storytellers. With uncommon access, we tell the stories behind the stories and profile the artists who make them. We are the hosts of Hollywood's biggest night out. With the Golden Globe Awards, we pay tribute to excellence in the TV and film industry. We are philanthropists. Committed to fostering the new generations who will bring storytelling into the future, but also devoted to preserving and restoring the greatest works of generations past. We are the Hollywood Foreign Press and we connect Hollywood with the world. These brand standards help push forward that vision. They should be thought of as a toolkit to maintain consistency in all the assets associated with the Hollywood Foreign Press Association.
UNITING the WORLD THROUGH the LANGUAGE of FILM.

— CLASSICAL
— SURPRISING
— INTIMATE
— WARM
— SIMPLISTIC
LOGOTYPE
To ensure the optimum legibility of the logo, maintain ample clear space at all times.

Clear space is equal to the width of the globe, as shown.

Do not place other logos, type or graphic elements within the clear space indicated in the diagram at the right.
LOGOTYPE

In the instance the logo must be used in one color only, there are two versions of the HFPA logotype in single color.

The logo should only be used in the primary full color, single color black, or single color white.

ONE COLOR
BLACK

HFPA
In the instance the logo must be used in one color only, there are two versions of the HFPA logotype in single color.

The logo should only be used in the primary full color, single color black, or single color white.
### WORDMARK

<table>
<thead>
<tr>
<th>VERTICAL</th>
<th>HORIZONTAL</th>
</tr>
</thead>
</table>

There are two variations of the HFPA wordmark. Use the vertical version whenever possible.

HFPA wordmarks are not standalone logomark. Do not use them without the primary logo. Ensure left alignment is used for the vertical version.

Use the horizontal wordmark in instances where the format does not permit vertical use.

HOLLYWOOD FOREIGN PRESS ASSOCIATION
Lockups are used when the logo is standalone and not shown with any other graphic elements.

Horizontal format is the primary lockup to be used.

The space between the logotype and the word mark is the width of the globe. The height of the word mark aligns to the height of the H (see x).
**LOCKUP**

The vertical lock can be used when other graphic elements may be within the same space.

The width of the vertical lockup is equal to the primary logotype width. The space between the logotype and the work mark is half the height of the globe.

**VERTICAL**

The vertical lock can be used when other graphic elements may be within the same space.

The width of the vertical lockup is equal to the primary logotype width. The space between the logotype and the work mark is half the height of the globe.
<table>
<thead>
<tr>
<th>LOGOTYPE</th>
<th>PLACEMENT WITH IMAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Example</td>
<td></td>
</tr>
</tbody>
</table>

Example image with logotype placement:

![Hollywood Foreign Press Association Logotype Example](image)
LOGOTYPE

Margin is equal to two times the globe width or two of the measurement 'M.'

HFPA primary logo can be used with or without the wordmark.

HFPA logo height is determined by the height of wordmark.

The primary HFPA logo placement align to the bottom of the margin.

The wordmark is placed top left corner of the margin.
LOGOTYPE
WITH GOLDEN GLOBE AWARDS

The height of the Golden Globe Awards logo and the height of the divider line are determined by the X height of the HFPA logo. These logos should be balanced and proportioned when used together.
LOGOTYPE
WITH GOLDEN GLOBE AWARDS

Example
LOGOTYPE
WITH GOLDEN GLOBE AWARDS

The height of the GGA logo is determined by the height of the HFPA logo.

With wordmark, GGA logo is placed bottom right corner.

When GGA logo is placed only with HFPA logo, it aligns to the top left corner of the margin.
LOGOTYPE WITH CO-BRANDING

LONG-FORM

HFPA

vitamin water

CLEAR SPACE
TYPOGRAPHY

3
DIDOT is the PRIMARY TYPEFACE USED for HEADLINES.
TYPOGRAPHY

PRIMARY

Didot Bold & Bold Italic are the primary typefaces used for headlines.

Headlines should be Didot Bold in upper case with tracking set to 20 for each word. Leading is 1:1.15:1.

Articles, preposition, helping verbs, and coordinating conjunctions in headlines should be lower case in Didot Bold Italic; tracking is set at 0.
TYPOGRAPHY
SECONDARY

Din Pro Regular is used for body copy.

Tracking is set at 20.

Leading is 1:1.2.

BODY TEXT EXAMPLE

Din Pro is used for body texts. Lorem ipsum dolor sit amet, periculis posidonium duo ei, ex eis vecent voluptra aliquando, vix et alienum euripidis. Partem mucius philosophia duo ex. Vel ei bonorum forensibus theophrastus, noster quaeque rectaque pro et. Prompta voluptaria ullamcorper sit ei, qui mundi appareat et, nulla laudem interesset id sit. Viris saepe mea ne, pri eu reque referrentur. Eum dicam laoreet constituto cu. No dolore albucius erroribus qui, amet ferri necessitatibus ut vel, movet nullam inciderint vis id. Eu eirmod menandri intellegam nec, te sale deseruisse has. Cu euismd euripidis sit, te nec mode placerat. Duo mazim bonorum ei. Nec labore periculis voluptaria at, laudem convenire pertinacia pri ex.
TYPOGRAPHY

Three lines of body text are equal to the cap-height of the headline.

Logo height is determined by the cap-height of the headline.

RATIOS

This body text is set in Din Pro Regular at a proportion of 1:1.2 (e.g., 10 pt/12 pt). It's important to always use this proportion when setting body text in the Regular weight of the typeface.
HOLLYWOOD FOREIGN PRESS ASSOCIATION

COVERING THE ENTERTAINMENT CAPITAL FOR 75 YEARS.

CELEBRATING THE PRESENT


Ultram instructior no eam, te idque ait sumptius duo. Etiam aperiam et nefit interius vis.

Alia commodo invenire no has, his id labore veriam. Qua ex velit perfecto probatus. Id pri legere pecus. El minimum scriptorem contentiones num, sed scriptures interpretaris ei, nec normany motlo ex.

TYPOGRAPHY PLACEMENT

Left-aligned and center-aligned layouts are recommended for use on full-bleed background imagery. Little to no body copy or subheads are required for this layout.

Example

1. FULL BLEED LEFT ALIGNED
2. FULL CENTER ALIGNED
3. EDITORIAL
We are the 90+ members of the HFPA from across the globe. Every year we honor the best of film and television with the Golden Globe Awards.
Left-aligned layout is best recommended when the content copy amount is high.

Headline, vertical wordmark, and subheadline sizes are determined by the HFPA logo height.

Place all graphic elements to align with the grid structure as shown.

Padding equals to the width of the globe.

We are the 90+ members of the HFPA from across the globe. Every year we honor the best of film and television with the Golden Globe Awards.
CELEBRATING
the PRESENT

CELEBRATING
the PRESENT

Opening the gates of Hollywood for the world.

HFPA

HFPA

HFPA
Center-aligned layout is best recommended when the content copy amount is low.

Headline, vertical wordmark, and subheadline sizes are determined by the HFPA logo height.

HFPA logo is placed bottom center of the margin.

Horizontally and vertically align the content group to the frame.

Horizontal wordmark is placed top center of the margin.

Padding equals to the width of the globe.

The GGA logo is not encouraged for the center-aligned layout.
PRESERVING
the PAST

Lorem ipsum dolor sit amet, eum fastidii pertinax explicari ne, quaeque reprehunt. Labore recteque eu vim. Ad mei unum accumsan. Ea aliquid ceteros via. Ultime instructur ne eam, te idque ex. Ei solet perfecto prodesset. Id pro legere putant. Et minimum scriptorem contentiones eum, sed scrupsum interpretaris ei, nec enim meliore ne.

CELEBRATING
the PRESENT


FOSTERING
the FUTURE

Lorem ipsum dolor sit amet, eum fastidii pertinax explicari ne, quaeque reprehunt. Labore recteque eu vim. Ad mei unum accumsan. Ea aliquid ceteros via.
Editorial layout is best recommended when the photography doesn’t occupy 100% of the frame and/or the amount of content copy is high.

HFPA logo wordmarks are not recommended with editorial layout.

Headline and HFPA logo placements are fixed, however the image and the body text placements can be varied within the grid.

Padding equals to the width of the globe.
COLORS
## Colors

<table>
<thead>
<tr>
<th>PRIMARY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>White</strong></td>
</tr>
</tbody>
</table>

Primary brand colors of HFPA are white and black.

White is predominant.

- **CMYK**: 0/0/0/0
- **RGB**: 255/255/255
- **HEX**: FFFFFF

---

<table>
<thead>
<tr>
<th><strong>Black</strong></th>
</tr>
</thead>
</table>

- **CMYK**: 40/60/60/100
- **RGB**: 0/0/0
- **HEX**: 000000
- **Uncoated Black**: U
- **Coated Black**: C
COLORS

Gold gradient is only used on the globe graphic of the HFPA logo.

SECONDARY

GOLD GRADIENT

LIGHT
CMYK 6/13/47/0
RGB 240/215/151
HEX F0D797

DARK
CMYK 15/39/94/0
RGB 216/158/51
HEX D89E33

IN LOGO
PHOTOGRAPHY
PHOTOGRAPHY

Photography should be tied to the HFPA brand center and utilize the full range of image expression.

Imagery will consist of three different disciplines of photography: movie still, portrait, and Hollywood.

Movie still will always be in color, and Portrait and Hollywood will always be in grayscale.

Example
1. MOVIE STILL COLOR
2. PORTRAIT B/W
3. HOLLYWOOD B/W
CELEBRATING the PRESENT

COVERING the ENTERTAINMENT CAPITAL for 75 YEARS.

Lorem ipsum dolor sit amet, eum fastidii pertinax explicari ne, quaeque reprehunt. Labore comprehendo at eam. Ad mihi pliant ase resent. En epidius retent eam.

Utiam instructior no eam, feleitque it and no verecar duo. Et semper and nxii et omnium accus.

Alia commodo invenire no has, his id labore saperaturque, eam eno fabulas. Cu his volut perfecte praesent, id pro ignere putare. El minimum sciquitur commendatione num, sed scisperit interpretari et, nec immoqu metem te.
APPLICATIONS
APPLICATIONS

LETTERHEAD

All text is in Din Pro regular except for the titles, which are Din Pro Light.

Text color:
CMYK 40/60/40/100
RGB 0/0/0
HEX 000000
UNCOATED Black U
COATED Black C

In print:
When logos are printed, use gold foil for the Golden Globe and black deboss for the rest of the shape and typography.
APPLICATIONS
ENVELOPE

4.125" X 9.5"

Text color:
CMYK 40/60/40/100
RGB 0/0/0
HEX 000000
UNCOATED Black U

IN PRINT:
When logos are printed, use gold foil for the Golden Globe and black deboss for the rest of the shape and typography.
APPLICATIONS

BUSINESS CARD

All text are in din pro regular except for the titles, which are din pro light.

Text color:
CMYK 40/60/40/100
RGB 0/0/0
HEX #000000
UNCOATED Black U

In print:
When logos are printed, use gold foil for the Golden Globe and black deboss for the rest
THANK YOU.