

# The Film and TV Charity Brandbook cheatsheet

Thank you for supporting The Film and TV Charity. We help with life behind the scenes. Our team understands that it's not always easy.

## #WeAreFilmandTV

These guidelines have been designed to help you use our brand. If you are linking to our website from an external site, wish to credit the charity or are referring to us as part of a partnership agreement, please drop us an email.

**Contact us:** **Aimée McAvoy,**  
Communications Manager  
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### How to write about us

When writing about us, we always write our name in full like on the right.

We never shorten our name or use acronyms.

The Film and TV Charity

### Master logo

Our Master logo has been designed to be simple and easy to use.



## Exclusion zone

There is an exclusion zone based around 50% of the height of the icon that should be adhered to at all times.



## Minimum size

To ensure that the logo is always legible, ensure the width never goes smaller than the examples given here.

Print



Screen



Print



Screen



## Different applications

Our preferred choice of logo is our Master logo in full colour.

A version of the logo is also available in blue. This can sometimes be used if it suits the application.

Where colour is unavailable we are able to supply a reverse (white) or mono (black) version of the logo.



## The Film and TV Support Line

A stamp has been created to help you share The Film and TV Support Line as widely as possible, for instance on your call sheet, on set and in the office.

### How to write about the Support Line service

It should always be written in full in the first instance.

The Film and TV Support Line

Following this it can be referred to simply as:

Support Line

We format the number in the same way as often as possible to help people remember it.

0800 054 00 00

You could also use an inspiring phrase, for instance:

**Struggling as a film or TV professional?  
You're not alone! The Film and TV Support  
Line is always there for you, behind  
the scenes. Don't hide away.  
Call the free Support Line on  
0800 054 00 00.**

### Horizontal stamp

This version can be used along the bottom of materials such as call sheets and access passes. You can also use it as a banner ad on web pages.

 **FILM + TV CHARITY** | Free 24/7 confidential Support Line 0800 054 0000

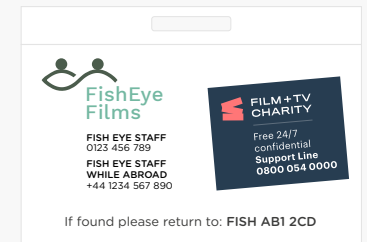
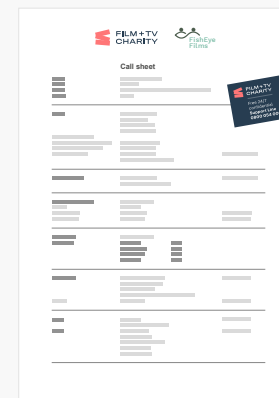
 **FILM + TV CHARITY** | Don't hide away, call the Support Line 0800 054 0000



### Vertical stamp

This version can be easily placed on a variety of different materials including paperwork and can be used as an MPU.

 **FILM + TV CHARITY**  
Free 24/7 confidential Support Line 0800 054 0000



If you have ideas on ways to promote the Support Line that you would like to discuss in more detail, get in touch.