

FILMD

Brand Guidelines

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What is FILMD?

The **home of filmmaking** for **cast, crew, and productions.**

FILMD is the home of filmmaking – a network and workflow platform where cast, crew and productions connect, get hired and run their work in one place. We bring a fragmented industry out of spreadsheets, job boards and WhatsApp threads into a single, trusted home where talent is discovered, teams form, productions run and careers grow.

Mission

FILMD gives filmmakers not just a platform, but a home.

FILMD exists to build the platform the film industry runs on – a unified space where talent is discovered, teams form, productions operate and careers grow.

We connect filmmakers, crew, studios, schools and productions in one trusted ecosystem, give every creative the tools to showcase their work and find opportunity, and run the operational backbone of film – hiring, onboarding, compliance, payments and production management – simply and reliably.

Introduction/OS

FILMD Operating System

Filmmakers first

every major decision should make life better for filmmakers and productions, not just the platform.

One home, one industry

we pull scattered workflows into one place instead of adding yet another silo.

Careers, not just gigs

we care about credits, relationships and long-term progress, not just single transactions.

Trust by design

verification, clear information and fair payments are built in, not bolted on.

Make the work easier, not smaller

we automate admin and logistics, never the creative or collaborative heart of filmmaking.

Network effect over quick wins

we favour moves that deepen the ecosystem, even if they monetise slightly slower.

Introduction/Beliefs

Beliefs

Our brand beliefs are the promises we make to filmmakers and productions.

Talent deserves a real home, not just a profile.

Talent shouldn't stall because you're shut out of the right rooms. FILMD gives filmmakers a real home for their work, relationships and reputation.

Talent is everywhere, access is not.

Opportunity shouldn't depend on postcode, class or who you already know. FILMD widens access so more filmmakers can be found, hired and brought into real productions.

Careers, not just gigs

We care about long-term progress – credits, collaborators and reputation – not just one-off jobs.

Introduction/Beliefs

Beliefs

Our brand beliefs are the promises we make to filmmakers and productions.

Productions run better when everything is in one place.

From casting to call sheets, productions run smoother when the work lives in one shared space. FILMD brings people, projects and tools together in one home.

Trust is as important as talent

Reputation, verification and fair payment matter as much as skill. FILMD is built so people know who they're working with and can rely on the platform when it counts.

Technology should serve the craft, not squeeze it.

Software should remove admin, not dictate the art. FILMD automates the boring parts and stays out of the way when filmmakers are actually making films.

Brand Personality

Our brand personality is what makes FILMD feel familiar to filmmakers and productions. It should always feel like a fellow filmmaker who also understands the business side – warm, practical and trusted.

Inclusive

When you join FILMD, you become part of a community. We create an environment where filmmakers from any background or region feel welcome, seen and valued.

Supportive

You can count on us. We help filmmakers and productions navigate the messy bits of hiring, logistics and careers, and we stay steady when things get stressful.

Knowledgeable

We understand the realities of film and TV – from first shorts to full productions – and we give useful, practical guidance rather than vague hype.

Trusted

FILMD is part of the industry's infrastructure, not a passing trend. People rely on us for accuracy, safety and reliability when their work, money and reputation are on the line.

Tone of Voice

What we say

We talk about real careers – credits, collaborators and long-term progress – not just one-off gigs or hustle.

We keep it real to inspire trust.

We use plain language and straight talk. We avoid cheesy puns in favour of refreshing honesty about what it means to be a filmmaker. We give filmmakers all the information they need to make decisions and navigate the world of filmmaking.

We talk to our community as like-minded filmmakers.

We're obsessed with filmmaking. We speak from a place of empathy and shared understanding. We connect with our community through the shared love of filmmaking.

How we sound

We're honest about what exists today, what's in beta and what's coming next, so filmmakers can trust what we say the product can do.

Our tone is confident and calm – we sound like part of the industry's infrastructure, not a passing trend.

We keep things concise, yet warm.

Our tone is clear and gets to the point quickly. We invite others in with simple, approachable language.

We sound like a trusted friend.

Every touchpoint with FILMD should feel like it came from a fellow filmmaker.

We connect through relatability.

We think it's always better to be clear than clever, but we seize opportunities to relate through shared humour and unique insights about filmmaking.

Guidelines/Tone of Voice

Writing with empathy

Consider the context not just of your copy on the page, but of the people reading the words. Do they live in the centre of London or in a remote town in Scotland? Are they a Cinematographer, Director, Writer, Producer, Agent or Actor?

Have empathy for the emotional state of the filmmaker and strive to communicate in a way that is both inclusive of our community and inspires confidence with every headline, call to action button, and error message.

Logotype

Guidelines/Logotype

Logo

Download logo 

FILMD

FILMD

FILMD

FILMD

Safe Space

Safe space must equal to or great than the letter M (without shadow) within our logo. Also, it's worth noting, that because of the D in FILMD, the rounded edge makes the logo look 'off center' visually when aligned perfectly center.

You want to adjust the logo position slightly right to make it 'visually' center when needed.



Variations

1. Primary mark

The primary mark is our first choice and should be used whenever space allows.

2. Secondary mark

Our secondary marks can be used whenever our primary mark doesn't fit or isn't the best choice. For example, our logo and tagline lockup should be used for audiences with low brand awareness of FILMD.

① Primary mark



② Secondary mark



Typography

Font

Poppins

[Go to Google Fonts](#) 

We're here to be FILMD

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We're here to be FILMD

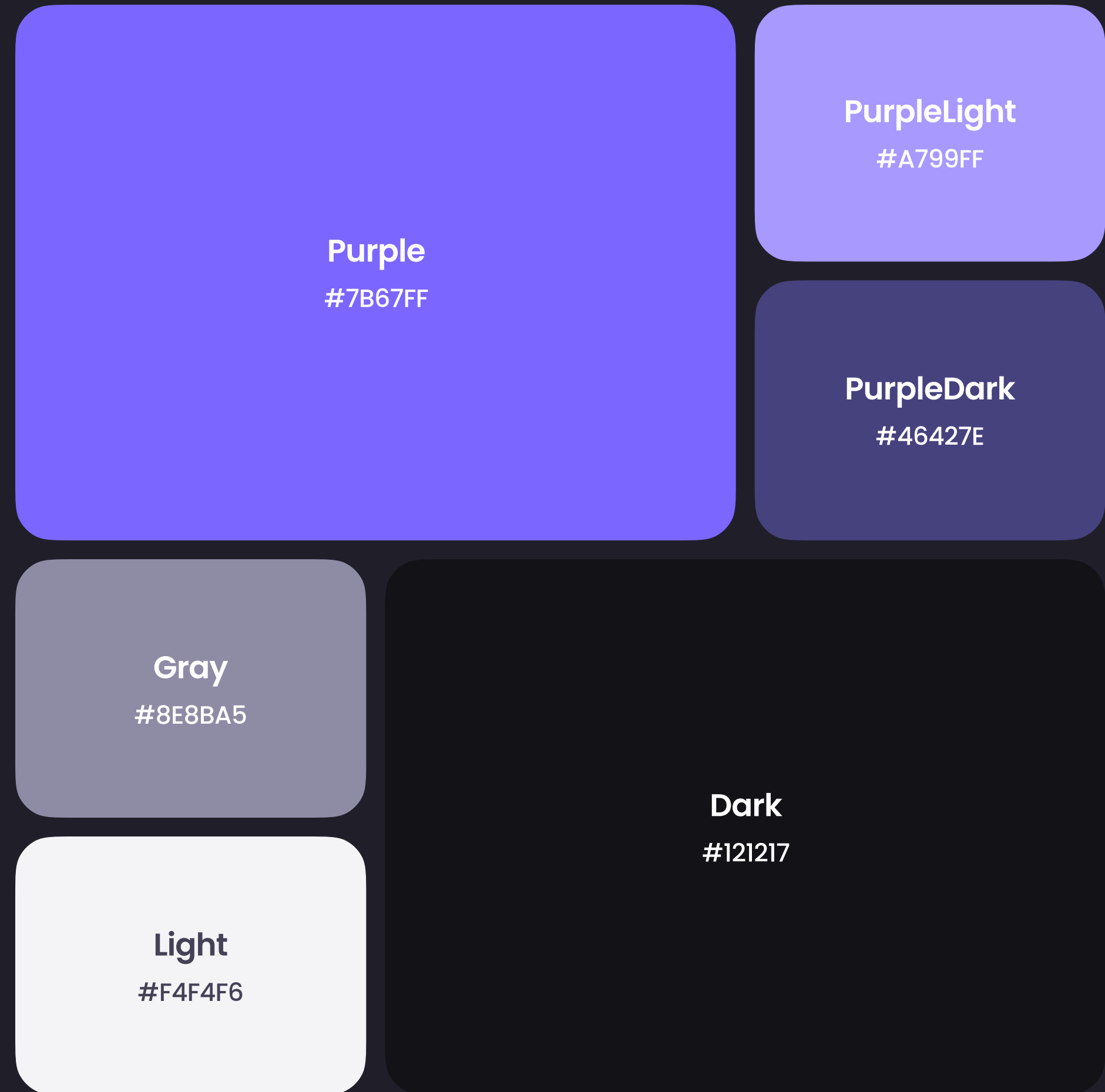
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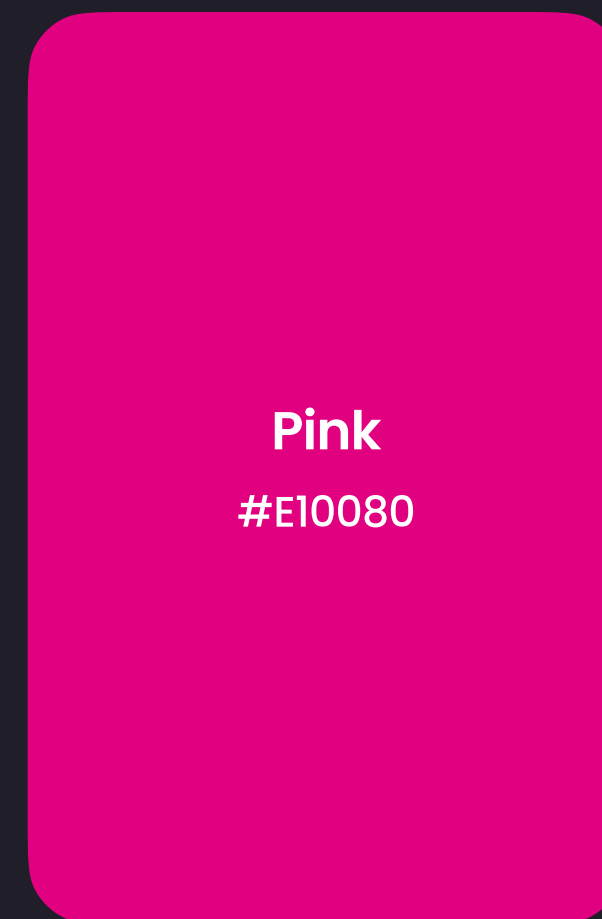
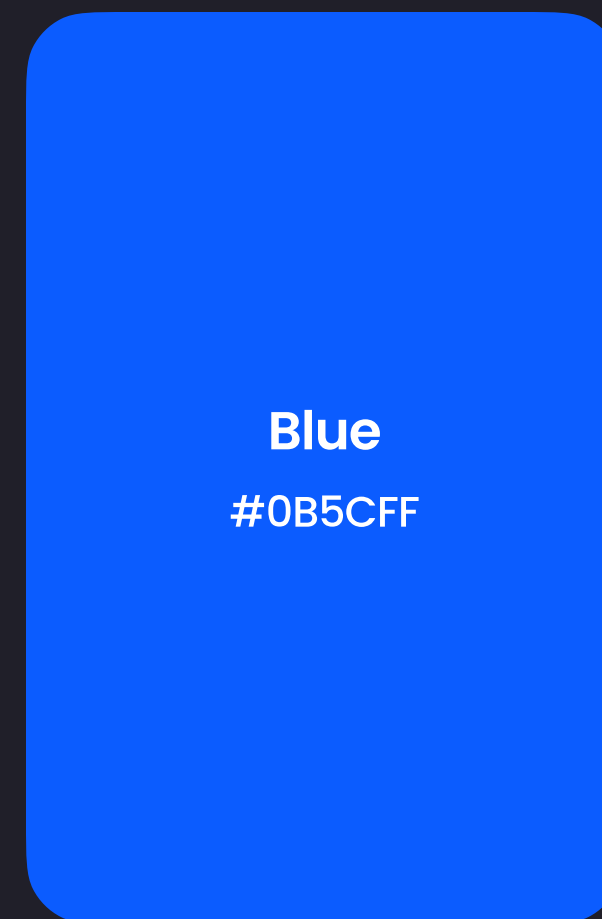
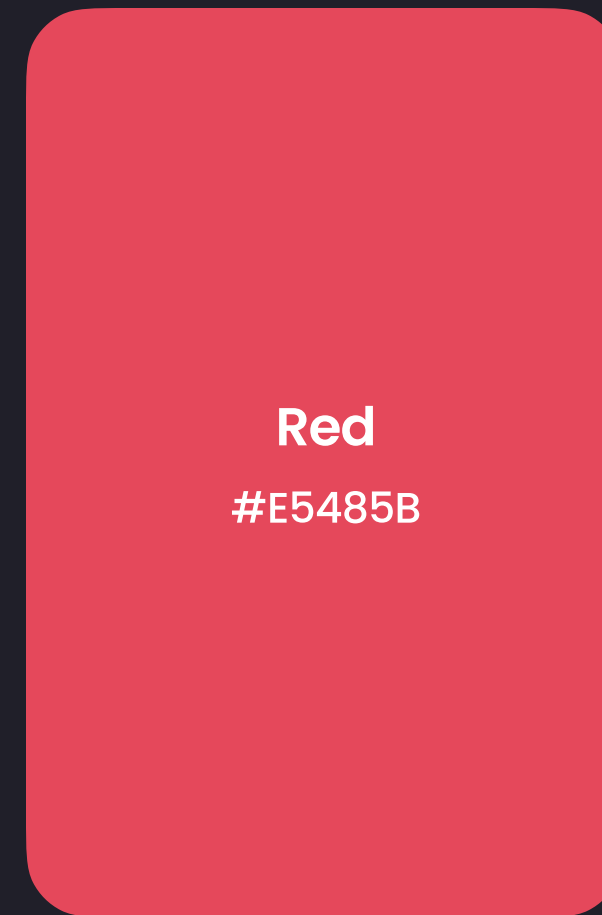
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Colors

Main colors



Semantic



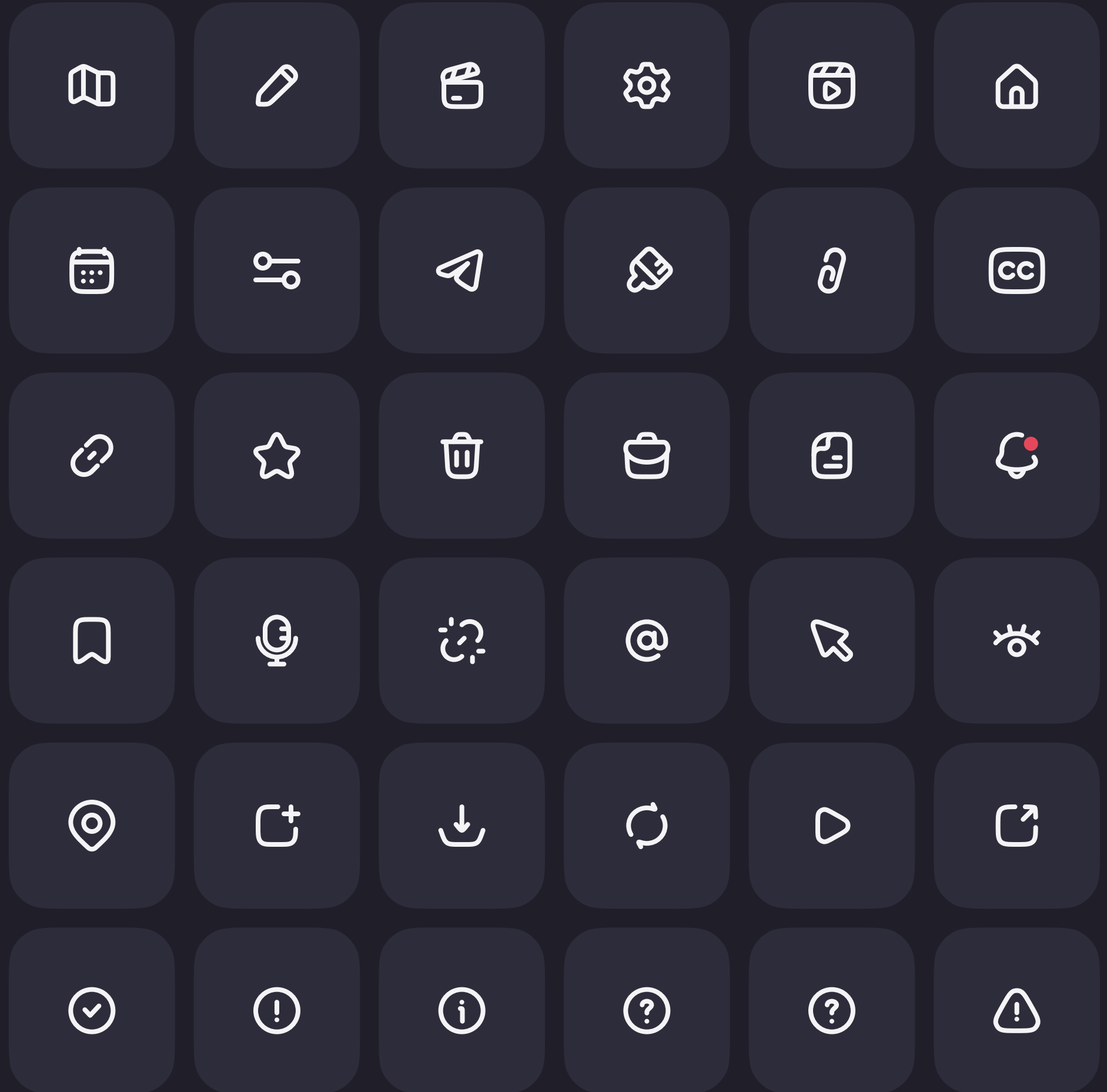
Icons

Icons

Icons are visual aids used primarily on digital materials to transfer information. They are designed in a minimalist outline style, utilizing simple geometric shapes with sharp angles.

To create an icon, an artboard in a 1:1 format can be used. Standard icons are typically displayed at 24px x 24px.

Standard icons are typically displayed at 24px on 24px. For pixel-perfect accuracy, it is recommended to create icons designed to be viewed at a 100% scale.



Layouts

Layouts

1. Center aligned

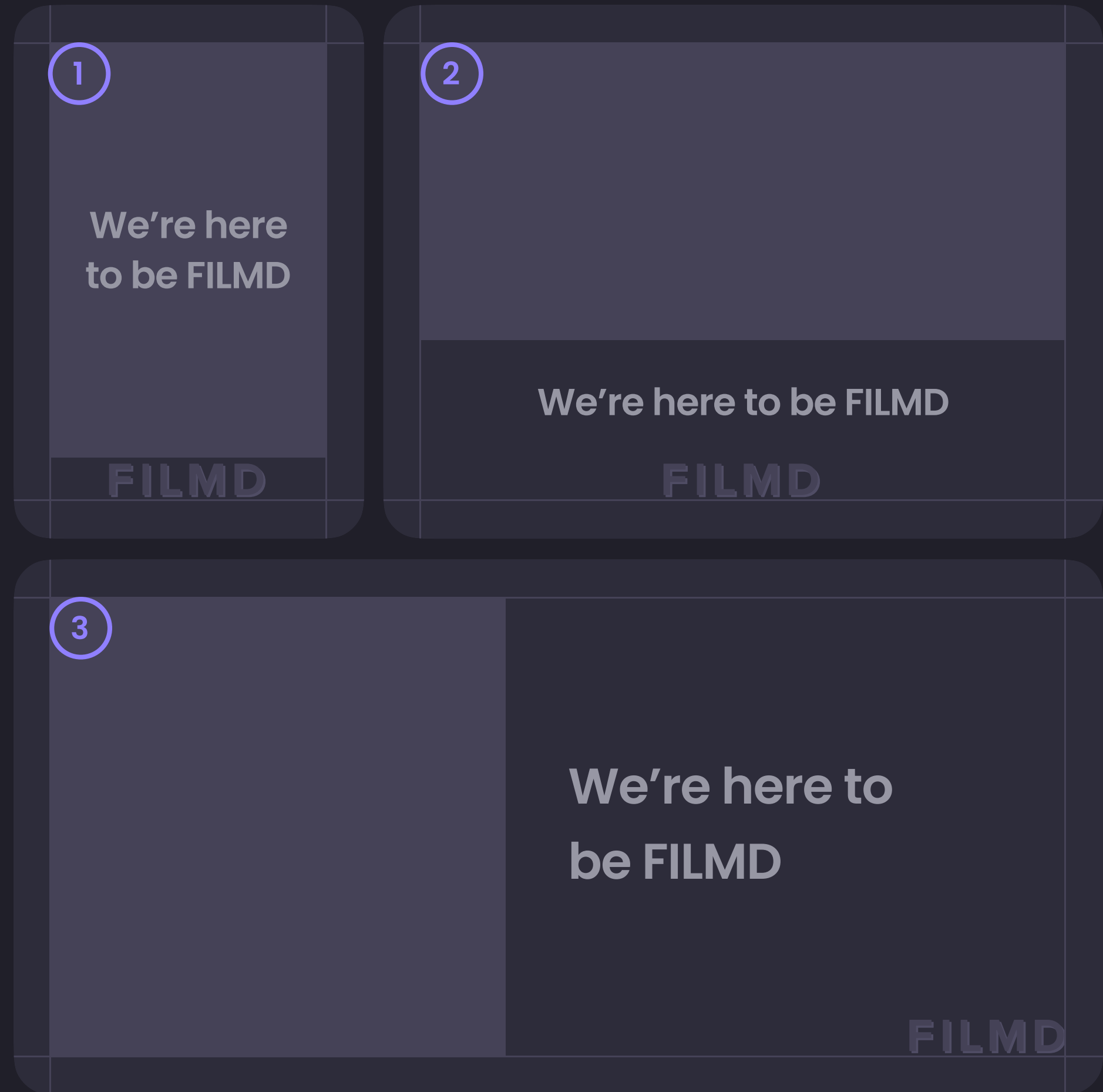
Our text should be placed in the centre when used in a text only layout

2. Portrait aligned

In portrait ratios, text will be placed below the visual, aligned in the centre

3. Landscape aligned

In landscape ratios text will be placed right next to the visual, aligned to the left.



Imagery

Guidelines/Imagery

Imagery

Photography allows us to make an instant emotional connection with filmmakers. As photography and movies pictures are at the heart of the community, our image choices are integral to our brand.





Celebrating filmmaking is at the heart.

We use photography to celebrate filmmakers.

We celebrate hard-working multi-cultural men and women working on their craft. Every part of the filmmaking experience is available, from the hair/makeup trailer to the caterer, to the actors to the crew.

At FILMD, part of the brand identity acknowledges the root of film, and we also acknowledge this through our choice of imagery. We'll often be seen using old cameras such as Super 8's.

Our imagery choices also have a cinematic flair to them, often following the rule of thirds in cinematography.

Guidelines/Imagery

Celebrating filmmakers

This is an example of our approach to celebrating filmmakers. The focus here is on their collaboration and the equipment.



Guidelines/Imagery

Celebrating history

This is an example of our approach to celebrating history. The use of an old camera along with black and white grainy imagery.



Guidelines/Imagery

Cinematic Flair

This is an example of our imagery having a cinematic flair. We use imagery that takes advantage of good cinematography to showcase.



Photography Principles

Our six essential principles combine to create a distinct and emotive style. Consider each of these elements whenever sourcing images, from searching a stock library to shooting custom photography.

Setting

We aim to highlight the craft, equipment, collaboration and filmmakers.

Perspective

We use two perspectives: The camera as eyes of a person capturing themselves the view of the set, or the actual camera used on sets viewpoint. We don't use images of people looking directly down the camera lens.

Lighting

Dark, cinematic lighting with 'mood' for our images. Regardless of season or location, select or shoot images with low contrast lighting.

Photography Principles

Our six essential principles combine to create a distinct and emotive style. Consider each of these elements whenever sourcing images, from searching a stock library to shooting custom photography.

Colour

Our images often work on the blue spectrum, are happy to use black and white images, and have an obvious colour grade look to them.

Perspective

We use two perspectives: The camera as eyes of a person capturing themselves the view of the set, or the actual camera used on sets viewpoint. We don't use images of people looking directly down the camera lens.

Lighting

Dark, cinematic lighting with 'mood' for our images. Regardless of season or location, select or shoot images with low contrast lighting.

Mistakes to avoid

1. Avoid images that look 'obviously stock'.
2. Don't use images of people looking directly at the camera.
3. Don't use images cropped too closely; where you can't determine the context.



Guidelines/Imagery

Mistakes to avoid

4. Avoid images with a presenter or news reader style.
5. Don't use images of people 'watching films'.
6. When using 'set' pictures, be sure to include filmmakers in them.



4



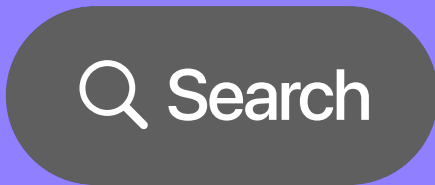
5



6

Brand in use

FILMD



9:41



FILMD **filmd_co**

★★★★★
 "A SLAM-DUNK MASTERPIECE"
DAILY TELEGRAPH

★★★★★ ★★★★★
 "PHENOMENAL" "DEEPLY HUMAN"
ONE ROOM WITH A VIEW ATTITUDE MAGAZINE

BLUE JEAN

BIG FILM & BEI PRESENT IN ASSOCIATION WITH GREAT POINT MEDIA & KLEIN FILMS PRODUCTION BLUE JEAN STARRING ROSY MCEWEN, KERRIE HAYES, LUCY HALLIDAY, DIRECTOR OF PHOTOGRAPHY VICTOR SEBUN, COSTUME DESIGNER SOFYA GIANNI VOLJOEN, EDITOR IZABELLA CURRY, EXECUTIVE PRODUCERS SHAHEEN DAIS, PRODUCED BY KIRSTY HALLIDAY, WRITTEN BY KAT MORGAN, PRODUCED BY CHRIS ROE, EXECUTIVE PRODUCERS BRIDGET SAMUELS, EXECUTIVE PRODUCERS JAMES H. MATHER, PRODUCED BY EVA YATES, LOUISE ORTEGA, JIM BREEVE, CO-PRODUCER MARIE-ELENA DYCHE, PRODUCED BY HELENE SIFRE, DIRECTED BY GEORGIA OAKLEY, FILM CONSTELLATION

WRITTEN AND DIRECTED BY GEORGIA OAKLEY

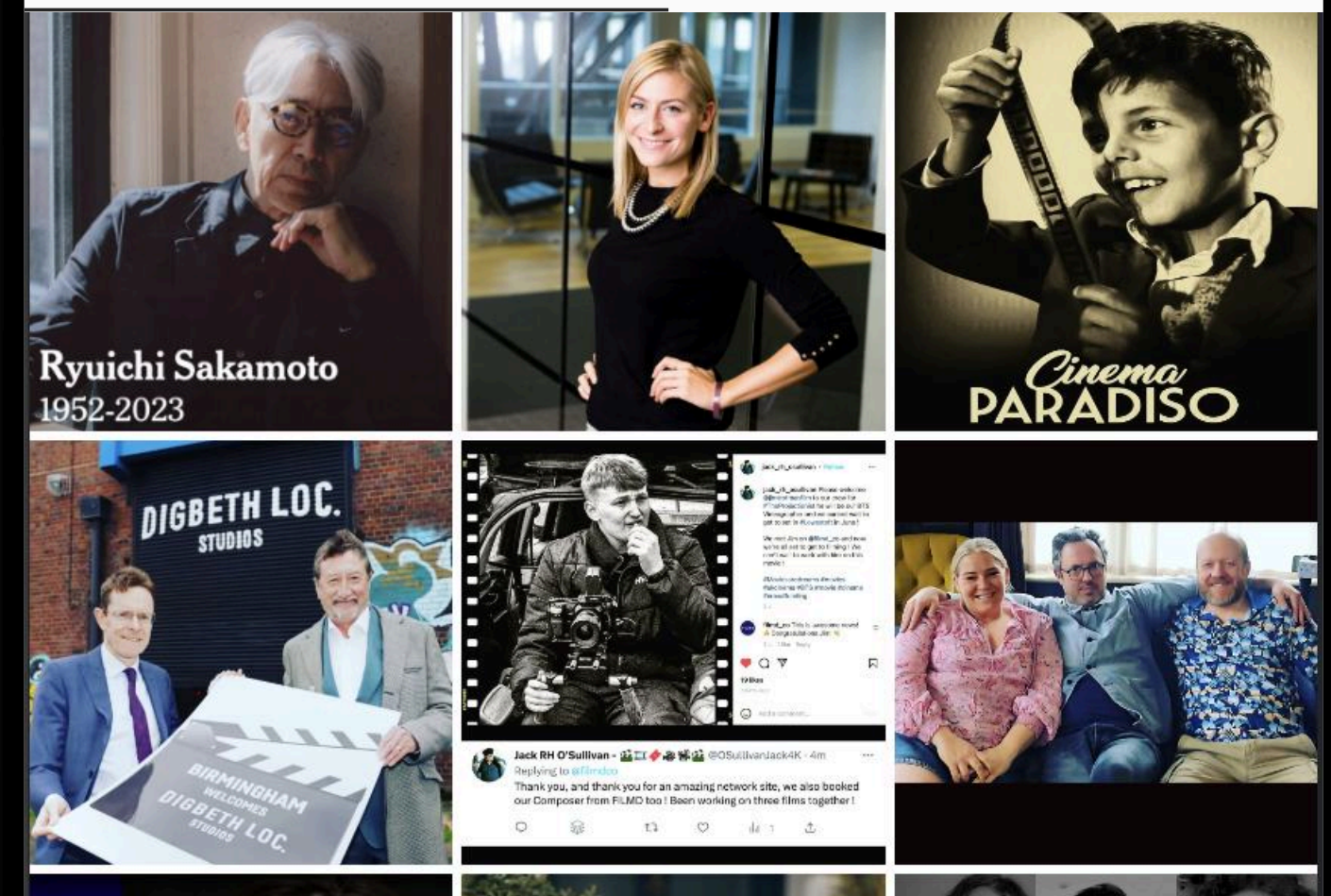
crew, and creative professionals.

www.filmd.co.uk

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Grants BIFA Chats



Thank you!

hello@filmd.co.uk

 Get in touch