

# Heartland Film Brand Guidelines

## Our Mission

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### **About**

Heartland Film is a nonprofit arts organization that runs the 11-day Heartland Film Festival in October, the Academy Award®-Qualifying Indy Shorts Film Festival in July, the Truly Moving Picture Award and other year-round programs. Based in Indianapolis, Indiana, Heartland Film was founded in 1991 with the mission to curate, promote and celebrate thoughtful and engaging films from diverse perspectives.

### **Our Misson**

The films we select and exhibit – whether they inspire conversation, ignite imagination, or shift perspectives – all have one thing in common: they are films that do more than entertain.

### **Our Vision**

Heartland Film is the preeminent destination for connecting audiences and filmmakers to experience transformative film.

# The Crop Circle

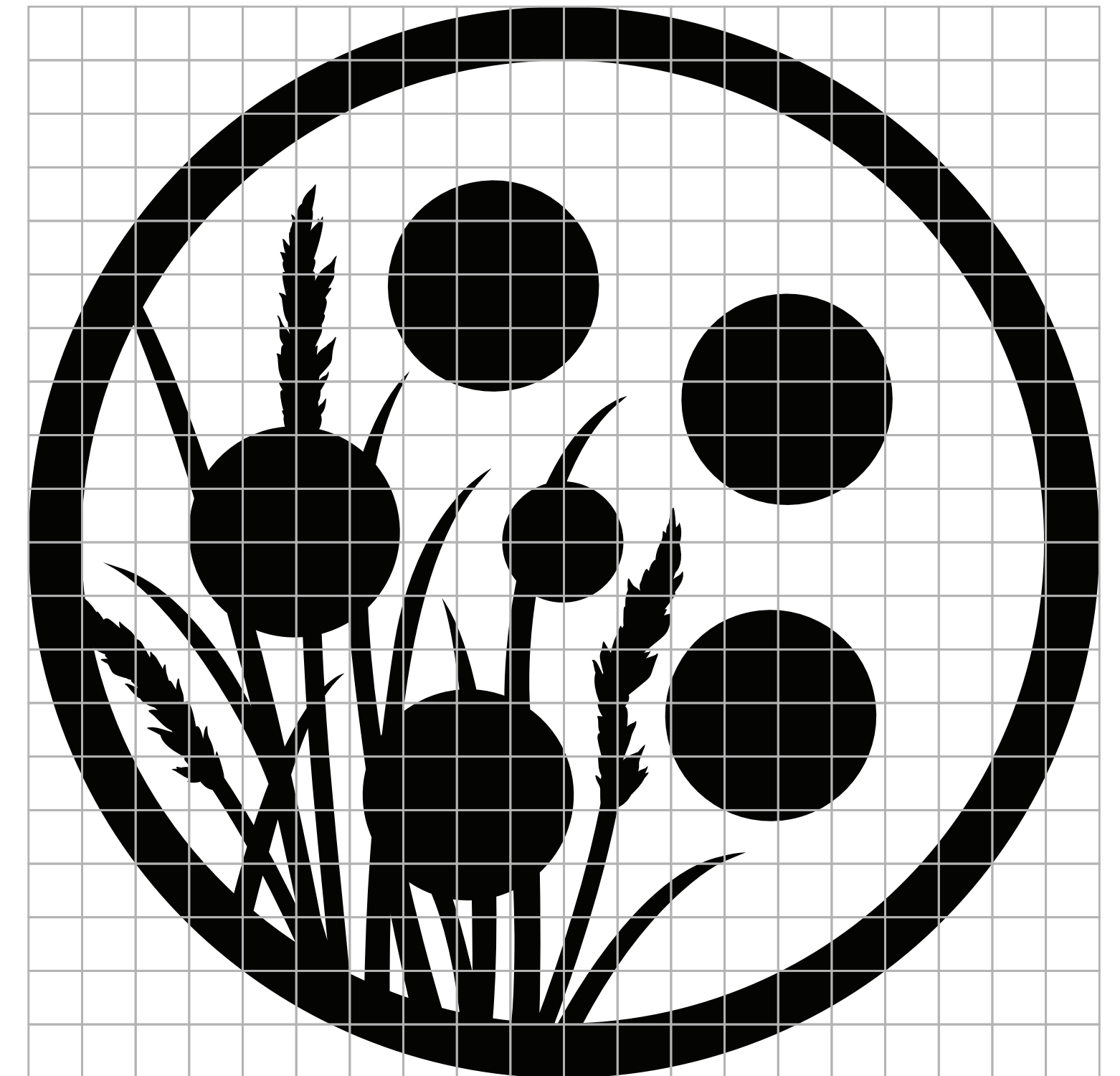
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The “Crop Circle” that represents Heartland Film is a film reel with tall grass growing within it.

The symbol is legible at most sizes and should be used alongside the wordmark (see next page) primarily, but can work independently depending on the circumstance.

The shape is purposefully askew and should not be tilted further in either direction.

## 20x20 Grid



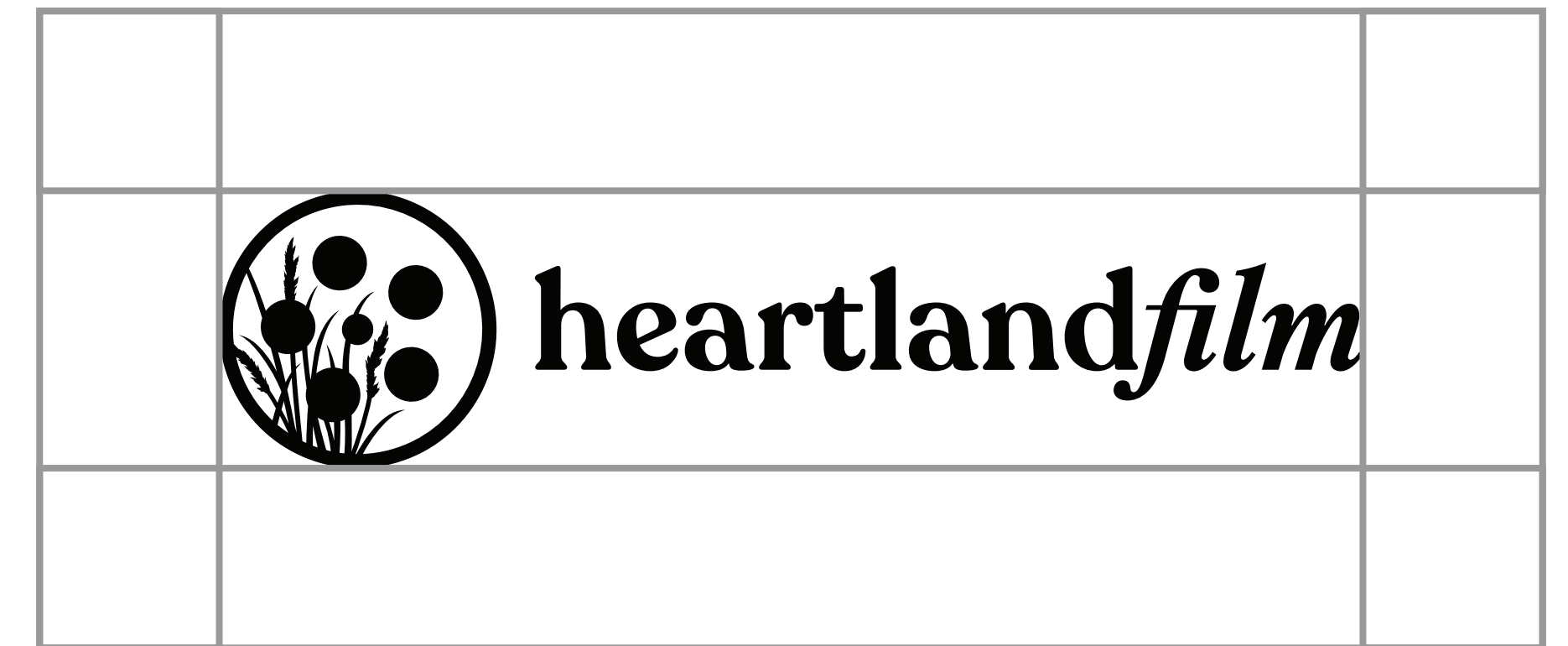
## Our Logo

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The Heartland Film logo is made up of the Crop Circle and our wordmark.

The wordmark consists of two fonts, (Recoleta - SemiBold & Petersburg - Bold Italic) all lowercase, with no space between.

Both logos are interchangeable depending on spacing and size limitations.



## Logo Usage

As is the case with all of our logos, if against a dark background the logo should be white, and against a light colored background it should be black.

When used on photos, logos should be white or dark depending on what is easier to see.

Logos should never be cropped, warped, outlined, or repositioned.



## Type & Fonts

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Recoleta and SF Pro are the two primary fonts for Heartland Film.

Recoleta should never be used in all caps, while SF Pro can be used in either lowercase, all caps, or sentence case.

Text should seldom be outlined, though SF Pro can be used with an outline and no fill for emphasis in design.

### Header Fonts

**Recoleta (SemiBold)**      **Recoleta (Black)**  
**SF Pro (Black)**      ***SF Pro (Black Italic)***

### Subhead Fonts

**SF Pro (Semibold)**      *SF Pro (Medium Italic)*

### Body Fonts

SF Pro (Regular)      *SF Pro (Regular Italic)*

# Cinemanía

# Cinemanania

Cinemanania is a yearly fundraiser for Heartland Film. A one-night event, the theme changes each year to honor a specific genre of film.

Unlike our other flagship events, the Cinemanania logo never changes - we add thematic elements in addition to its generic look (see 2B), which consists of a wordmark surrounded by laurels.

If there is an event sponsor for a specific Cinemanania, the logo should be added underneath the logo, alongside the Heartland Film logo.



The Cinemania logo is written in Belisha (Regular), while the subhead is SF Pro (Regular).

Body text should never be written in Belisha, though it can be used for header words outside of the general logo. When used, Belisha should typically be in all caps, and seldom be sentence case.

### Header Fonts

**BELISHA (Regular)**

### Body Fonts

SF Pro (Regular)

*SF Pro (Regular Italic)*

# Indy Shorts Film Festival

Indy Shorts is a yearly short film festival that takes place in July.

The Indy Shorts logo can be used both stacked (3A) and horizontally (3B) depending on space. However, stacked is preferred, especially in branding designs.

**Note:** Due to the Heartland Film logo not being present in the Indy Shorts branding, the logo should always be located on festival posters/guidebooks in some way. (Most often at the bottom alongside website information and hashtags.)

If there is an event sponsor, the logo should be added underneath the logo, alongside the Heartland Film logo.



## Type & Fonts

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The Indy Shorts logo is written in Brice (SemiBold), and AW Conqueror Carved Sans (Light), while the body text is SF Pro (Regular).

Body text should never be written in Brice, though it can be used for header words outside of the general logo. When used, Brice should typically be in all caps, and seldom be sentence case.

AW Conqueror should always be written in all caps.

### Header Fonts

**Brice (SemiBold)**

### Subhead Fonts

AW CONQUEROR CARVED SANS (LIGHT)

### Body Fonts

SF Pro (Regular)

*SF Pro (Regular Italic)*

# Heartland Film Festival

## The Logo

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The Heartland Film Festival (HFF) is an 11-day film festival that takes place every October.

The logo comes in various options - some with the crop circle (4A) and some without (4B), with tall and wide versions of each. They can be swapped depending on which fits the space better, but the crop circle inclusion is preferred.

The logo should never be cropped, warped, outlined, or repositioned.

If there is an event sponsor, the logo should be added underneath the logo, alongside the Heartland Film logo.



## Type & Fonts

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The HFF logo (when used generally) is written in *AW Conqueror Carved One* and *AW Conqueror Carved Sans (Light)*.

However, during advertising campaigns for specific festivals, the font can change to best reflect/fit with the theme of the event.

Body text should never be written in *AW Conqueror*, though it can be used for header words outside of the general logo.

*AW Conqueror* should always be written in all caps.

### Header Fonts

**AW CONQUEROR CARVED ONE (ONE)**

### Subhead Fonts

AW CONQUEROR CARVED SANS (LIGHT)

### Body Fonts

SF Pro (Regular)

*SF Pro (Regular Italic)*

## Questions?

For any questions or inquiries, contact Heartland Film's Senior Creative Manager,  
Angelo Auriemma, at [angelo@heartlandfilm.org](mailto:angelo@heartlandfilm.org)