



SHORT FILMS | BY, FOR, ABOUT WOMEN

How To Use the LUNAFEST Branding

The LUNAFEST name represents the LUNA brand and our values and commitment to women everywhere. It is very important to correctly use all marketing materials and signage associated with LUNAFEST to ensure a consistent brand image for the festival nationwide. You are highly encouraged to utilize the LUNAFEST digital and print materials available through Calitho. Should you need to create additional materials beyond what LUNA offers, we ask that you follow the LUNAFEST logo and name usage guidelines below and [email a sample to LUNA at lunafest@clifbar.com](mailto:lunafest@clifbar.com) for approval before posting or distributing. The guidelines are clarified in great detail, but if anything seems confusing or if you have questions, please don't hesitate to contact us.

Referring to LUNAFEST:

- Spelling LUNAFEST: The first mention of LUNAFEST on any document should always include the ® symbol immediately following the name LUNAFEST. All subsequent references to LUNAFEST within the same document do not need the ® symbol. The ® symbol can be found on most Word programs under Insert and Symbols.
- This is correct: LUNAFEST®
- This is not correct: Lunafest®, LUNA-FEST®, LUNAFEST TM

Identifying Your LUNAFEST:

- If you are a college or university, your event name should read: LUNAFEST [Name of College/University] [Year]. For example, LUNAFEST University of Colorado 2019.
- You can also add a line following saying: Hosted by [Your College Group Name]. For example, LUNAFEST University of Colorado 2019, Hosted by the Women's Studies Department.
- For any other organization, your event name should read: LUNAFEST [Name of town where event is held] [Year], Hosted by [Name of Organization], benefiting [Beneficiary Organization]. For example, LUNAFEST Mill Valley 2019, Hosted by the Marin County Women's Health Center, benefiting the Breast Cancer Fund.

Title Sponsor:

- LUNAFEST is brought to you by LUNA. LUNAFEST cannot be listed as having any other title sponsors.
- Local sponsorships are highly encouraged – please see the Sponsorship Packet for details.

Tagline:

- The official LUNAFEST tagline is: Short films by, for, about women.

Website:

- The official LUNAFEST website is www.lunafest.org.
- No assets may be repurposed from the lunafest.org website for use elsewhere online or in print.

Logo:

- The official LUNAFEST logo is available for download at www.lunafest.org/media-room. No other logos besides the beneficiary organization(s) logo may be used on any printed or digital material related to LUNAFEST.
- All uses of LUNAFEST (aside from pre-approved Calitho materials) must be approved by LUNA, including online and print materials.