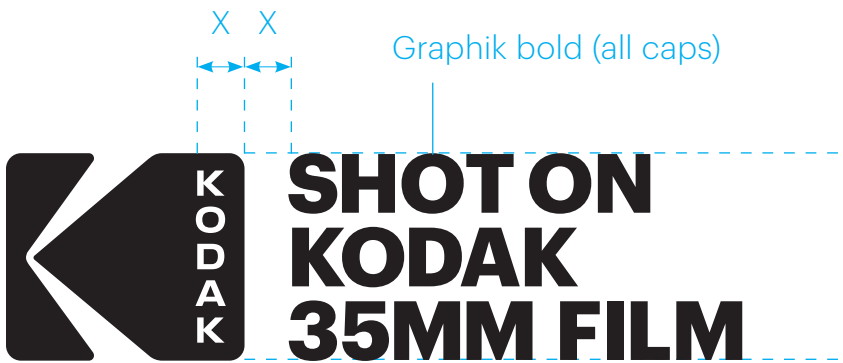


SHOT ON KODAK FILM Usage Guidelines

The “Shot on KODAK Film” logo lockup and its variations must always be represented in the best possible quality and resolution. It should be equally prominent to other logos when used in motion picture end credits. All variations approved for use are shown on the following pages. Please adhere to the guidelines below for use. For permission or questions, please contact Kodak CMO Brand Identity at Brandstudio@kodak.com.



Logo lockup elements

The Kodak logo and the marketing message displayed in Graphik bold (all caps) are the two elements of the lockup. The distance from the logo to the marketing message is defined by X as shown.

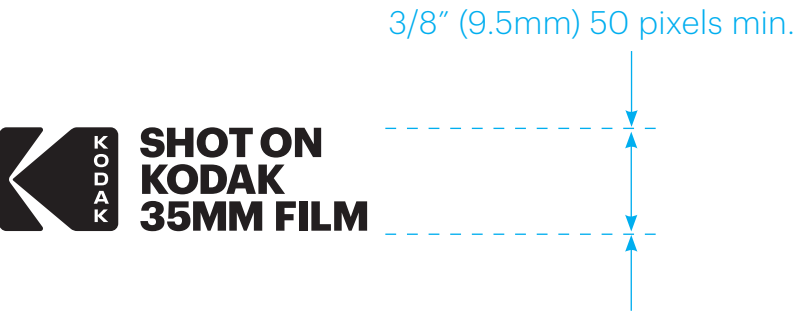
Clear space

The Logo lockup must have a minimum clear space surrounding the field equal to the height of the logo.



Minimum size

The minimum size of the logo for digital media is 50 pixels high. For print media, it is 3/8” (9.5mm) high.



White on black

When reproduction methods are restricted to a black background, such as motion picture end credits, the logo may print as white over a black background.



SHOT ON KODAK FILM Approved Variations

The variations shown on this page have been approved. If more variations are needed, they must be reviewed by the CMO Brand Identity Group.



SHOT ON KODAK FILM Approved Variations

If color can be used, these variations shown on this page have been approved using our trade dress colors. If more variations are needed, they must be reviewed by the CMO Brand Identity Group.



PROJECTED ON KODAK FILM Approved Variations

The approved variations shown on this page are for promoting that your film will be projected on film. If more variations are needed, they must be reviewed by the CMO Brand Identity Group.



PROJECTED ON KODAK FILM Approved Variations

The approved variations shown on this page are for promoting that your film will be projected on film. If color can be used, these variations shown on this page have been approved using our trade dress colors. If more variations are needed, they must be reviewed by the CMO Brand Identity Group.

