MMS Logo

These are the colour variations of the Motion Media Studio logo. The coloured version below is the main logo to use. Other versions can be used when working with different background colours and applications to ensure visual contrast.

Coloured version

MOTION MEDIA STUDIO

Inverted version

MOTION MEDIA STUDIO

Black version

MOTION MEDIA STUDIO

White version

MOTION MEDIA STUDIO
MMS + York Logo

Below is the Motion Media Studio logo paired with The York University logo. Ensure there is enough negative space between both logos.
MMS Monogram

The MMS monogram can be used as a visual element. Ensure that the full logo is present on the graphic as well when using the mark by itself.

Coloured Version

White Version

Inverted Version

Example
Incorrect Logo Use

Don’t stretch, change colour, rotate, add effects, or change the name of the logo.

Logo Placement

Place logo at the bottom right hand corner and make sure there is enough breathing room/space around the logo.
Colour Palette

The colour palette uses the York red as the main colour, and the periwinkle blue as the secondary colour. The York red can also be used with black and white when periwinkle doesn't work.

York Red
PMS: 186
CMYK: 0 / 100 / 81 / 4
RGB: 227 / 24 / 55
HEX: E31837

School of Arts, Media, Performance & Design
Periwinkle
PMS: 2726C
CMYK: 83 / 60 / 0 / 0
RGB: 73 / 84 / 234
HEX: 4954EA

School of Arts, Media, Performance & Design
Periwinkle Light
PMS: 2717C
CMYK: 32 / 13 / 0 / 0
RGB: 157 / 185 / 247
HEX: 9DB9F7

School of Arts, Media, Performance & Design
Periwinkle Dark
PMS: 2117C
CMYK: 95 / 88 / 4 / 0
RGB: 50 / 65 / 150
HEX: 324196

York Red
PMS: 186
CMYK: 0 / 100 / 81 / 4
RGB: 227 / 24 / 55
HEX: E31837
Typeface

The official typeface is **IBM Plex Sans** which is a Google font and can be downloaded [here](#).

IBM Plex Sans Thin
IBM Plex Sans Extra Light
IBM Plex Sans Light
IBM Plex Sans Regular
*IBM Plex Sans Italic*
IBM Plex Sans Semi Bold
IBM Plex Sans Bold
Brand applications

Bridging industry and higher education

Motion Media Studio at Cinespace

Motion Media Studio Brand Guideline

Motion Media Studio
Graphic elements

The graphics below were inspired by “moiré” patterns and visualizing motion. They can be used as background images with type or photography.
Graphic elements

The graphic element below is inspired by the camera recording frame.

Graphic

Example

Image

Image

Logo

Motion Media Studio at Cinespace Film Studios

Motion Media Studio at Cinespace
Photography

Below is an ongoing collection of Motion Media Studio photography. Photos should be high resolution, and showcase facilities available at MMS, or behind the scenes process shots of students working at the studio. Use required photo release form when taking new images showing students.
Working with Us

For questions and concerns contact Motion Media Studio coordinator.
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