

Guidelines for film graphics

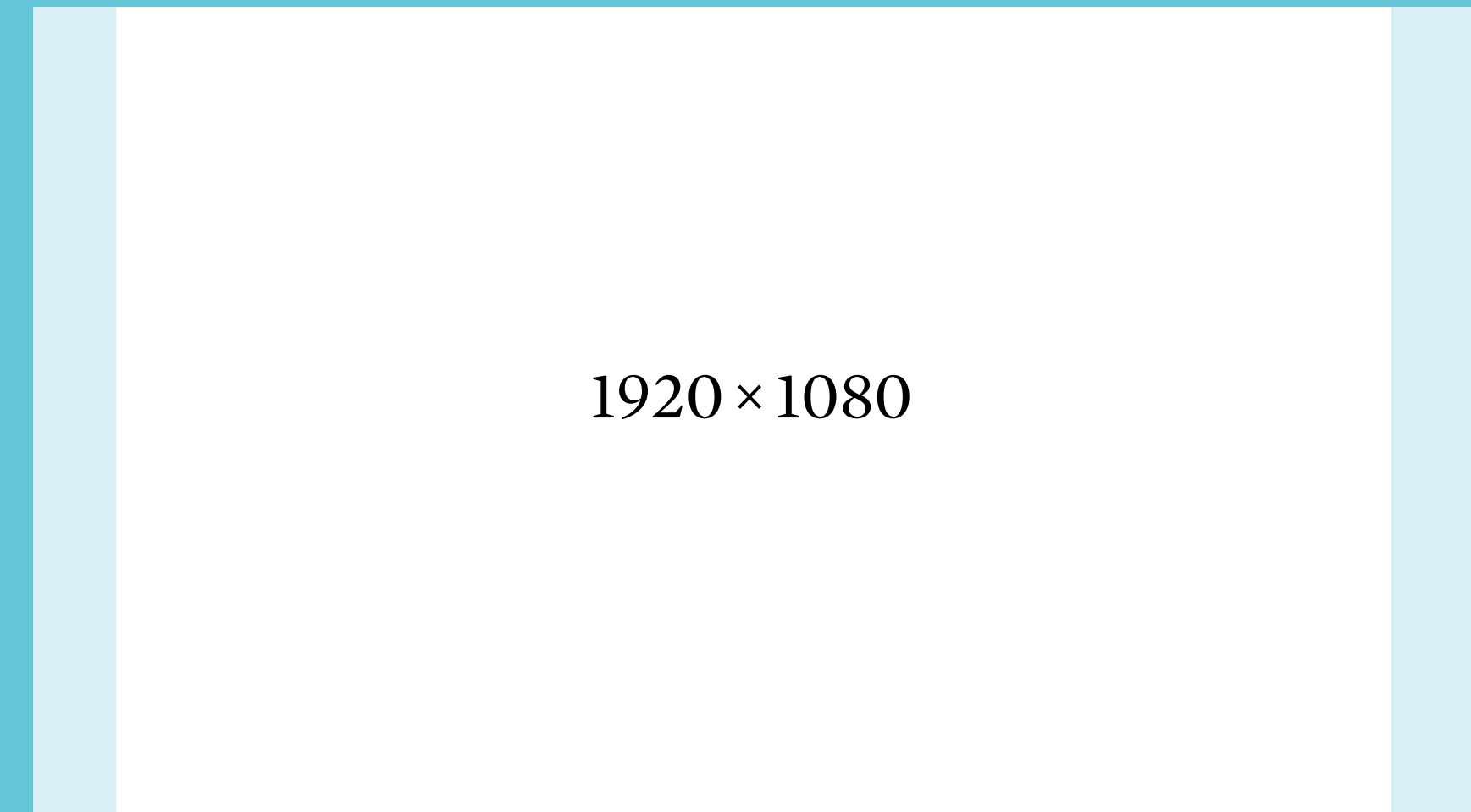


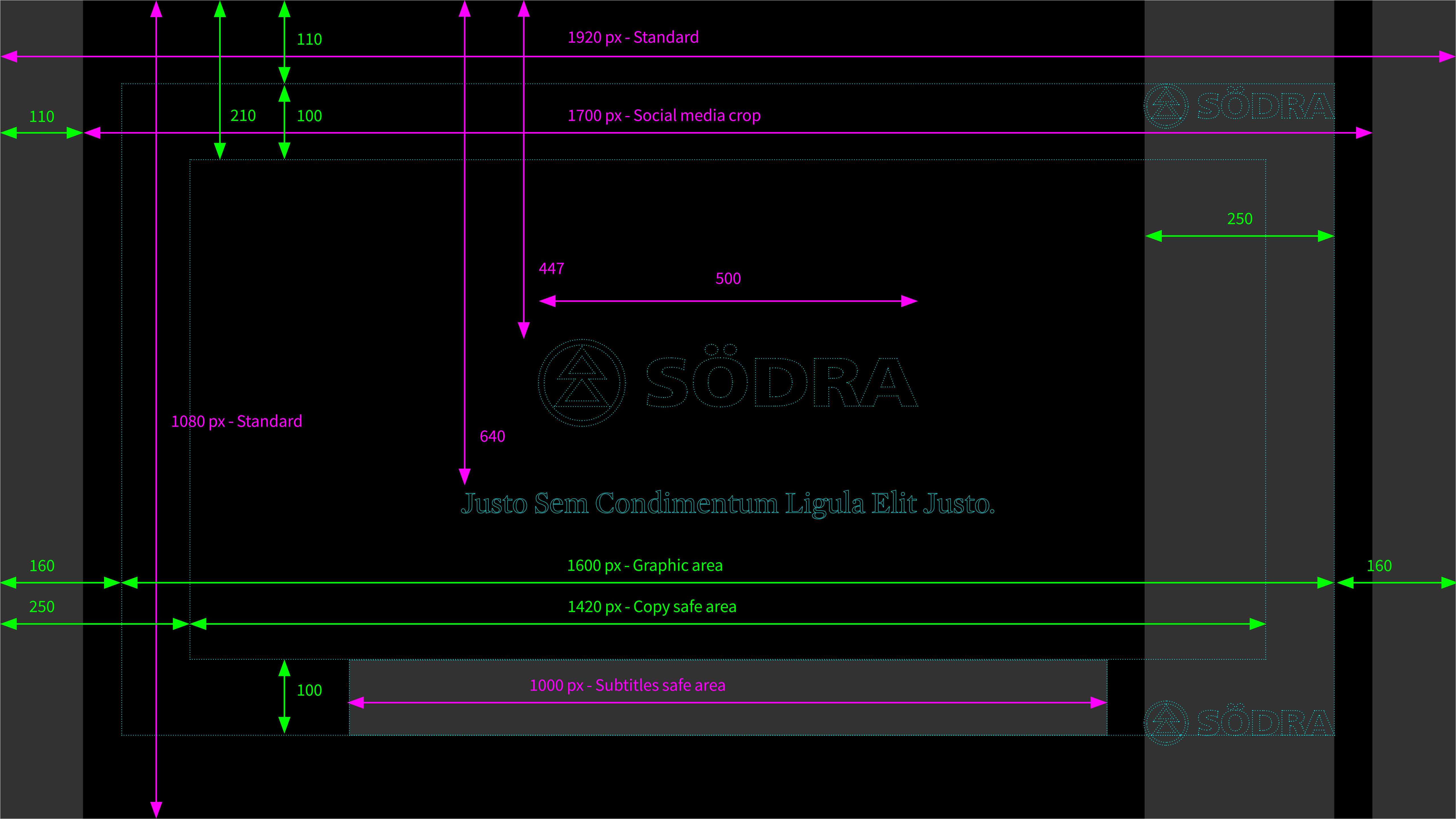
Aspect ratio 16:9

And the most common resolution used is 1080p.
Full HD 1920 × 1080 (FHD)

Our movies are displayed mainly through digital channels and monitors, so a standard aspect ratio helps us maintain the same identity on all our movies. And it's easy to distribute them to all our channels.

The graphics also have a safe area to support a cropped format 1700 × 1080 that's more suitable for social media.





Fonts

Mercury Display is used for headers and Frutiger for small texts.

Font sizes are measured in points, can be replaced with pixels.

Font sizes:

- **Big** - Mercury Display 120pt. *Leading 100, tracking -5*
 - **Standard** - Mercury Display 90pt. *Leading 80, tracking -5*
 - **Small** - Mercury Display 70pt. *Leading 60, tracking -5*
 - **Underliner** - Mercury Text G1 Italic 55pt. *Leading 65, tracking -0*
 - **Mini** - Mercury Text G1 Roman 45pt. *Leading 50, tracking -5*
 - **Namebox** - Frutiger Roman 23pt.
 - **Subtitles** - Frutiger Roman 50pt, 5 pt outline
-

Cras justo odio,
dapibus ac facilisis in,
egestas eget quam.
Aenean eu leo quam.
**Pellentesque ornare
sem lacinia quam
venenatis vestibulum.**

Standard placement & size for video
text, Mercury Display 90pt.

Alternative placement,
Mercury Display 90pt.

Alternative placement,
Mercury Display 90pt.

For longer texts that span multiple lines.
A maximum of three rows with soft line breaks
are recommended. Small 70pt.

Alternative placement
Small 70pt.

Alternative placement
Small 70pt.

Alternative placement,
Small 70pt.

Alternative placement,
Small 70pt.

1. Small 70pt text as a list.
2. Rows with a larger linespace.
3. Hard breaks controls the space.
4. Keep it in the safe area.
5. Six to five rows maximum.

This is the standard size text

*Underline text size and font for special
ocations, not standard (55pt).*

Short big name 120pt,
maximum of three rows

Anders Svensson
Sales manager (mini, 45pt.)

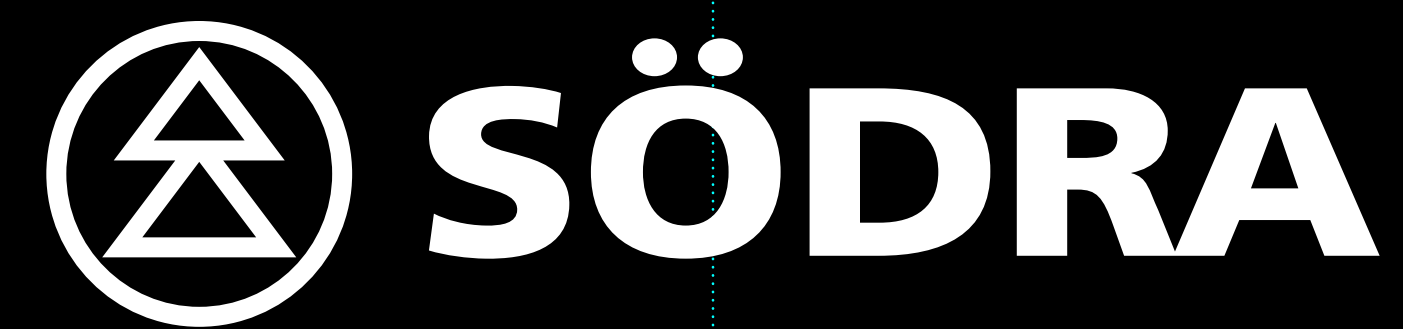
Anders Svensson
Sales manager

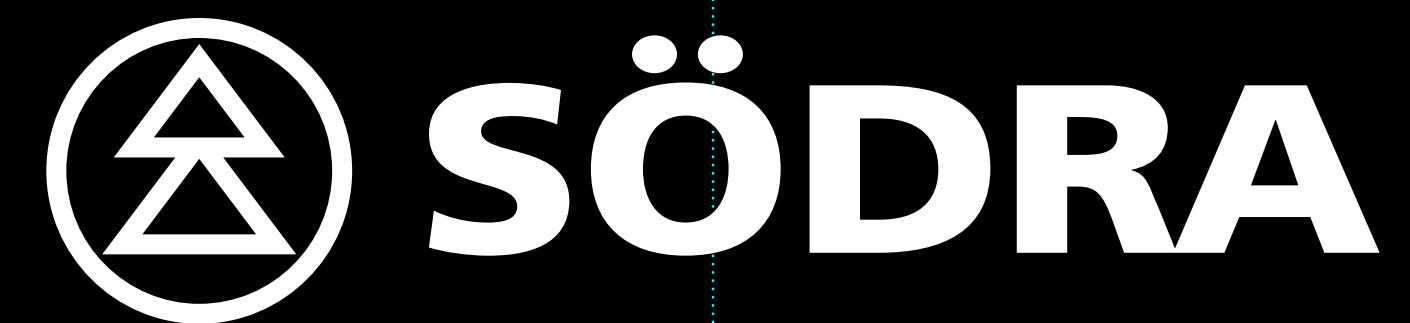
Anders Svensson
Sales manager

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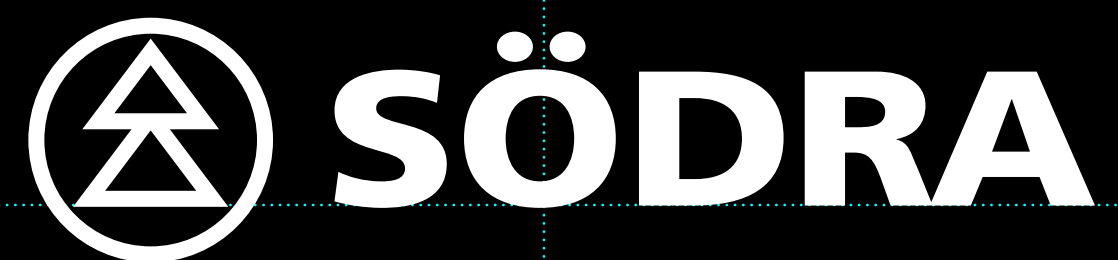
Anders Svensson
Sales manager





Call to action or url adress, mini 45pt.

Standard placement & size for video
text, Mercury Display 90pt.







Skogsinspektor | Johannes Svensson Karlsson

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Big headline 65pt

- Body text 45pt.
- Cras justo odio, dapibus.
- Egestas eget quam.
- Commodo cursus magna.

Sed posuere consectetur est at lobortis. Maecenas sed diam eget risus varius blandit sit amet non magna.

Small headline 50pt

Small body text 35pt.
Frutiger LT Std 55 Roman

Half screen infobox with a large content

- Nullam id dolor.
- Cras justo odio, dapibus.
- Egestas eget quam.
- Commodo cursus magna.

Donec sed odio dui. Nulla vitae elit libero, a pharetra augue. Integer erat a ante posuere velit aliquet.

Donec id elit non mi porta gravida at eget metus. Duis mollis, est non commodo.

All boxes can be used in all of Södras colors in 100% and 50%

All boxes can be used in all of
Södras colors in 100% an 50%

Half screen infobox with a large content

- Nullam id dolor.
- Cras justo odio, dapibus.
- Egestas eget quam.
- Commodo cursus magna.

Donec sed odio dui. Nulla vitae elit
libero, a pharetra augue. Integer
erat a ante posuere velit aliquet.

Donec id elit non mi porta gravida at eget
metus. Duis mollis, est non commodo.

**Font: Frutiger Roman 50pt, 5pt outline.
Condimentum Euismod Malesuada.**

1000 px - Safe area

100

Standard 90pt for
short big text

Small 70pt for longer
messages that requires
several rows of text.
It's allowed to work with
many rows if needed.

Alternative text
placement of 70pt.

Alternative text
placement of 70pt.

Alternative text
placement of 70pt.

Alternative text
placement of 70pt.

Alternative text
placement of 70pt.

Alternative text
placement of 70pt.

Mini 45pt for even longer
messages that requires several rows
of text. It's allowed to work with
many rows if needed.

Anders Svensson

Sales manager (mini, 45pt.)

Anders Svensson

Sales manager

Anders Svensson

Sales manager

Anders Svensson
Sales manager (mini, 45pt.)

Anders Svensson
Sales manager

Anders Svensson
Sales manager



Skogsinspektor | Johannes Svensson Karlsson



Skogsinspektor | Johannes Svensson Karlsson



Call to action or url adress,
mini 45pt.



Film titel 90pt
for two or three rows
maximum



 **SÖDRA**

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 **SÖDRA**

 **SÖDRA**