

Jonas Mekas
Centennial Program

Logobook



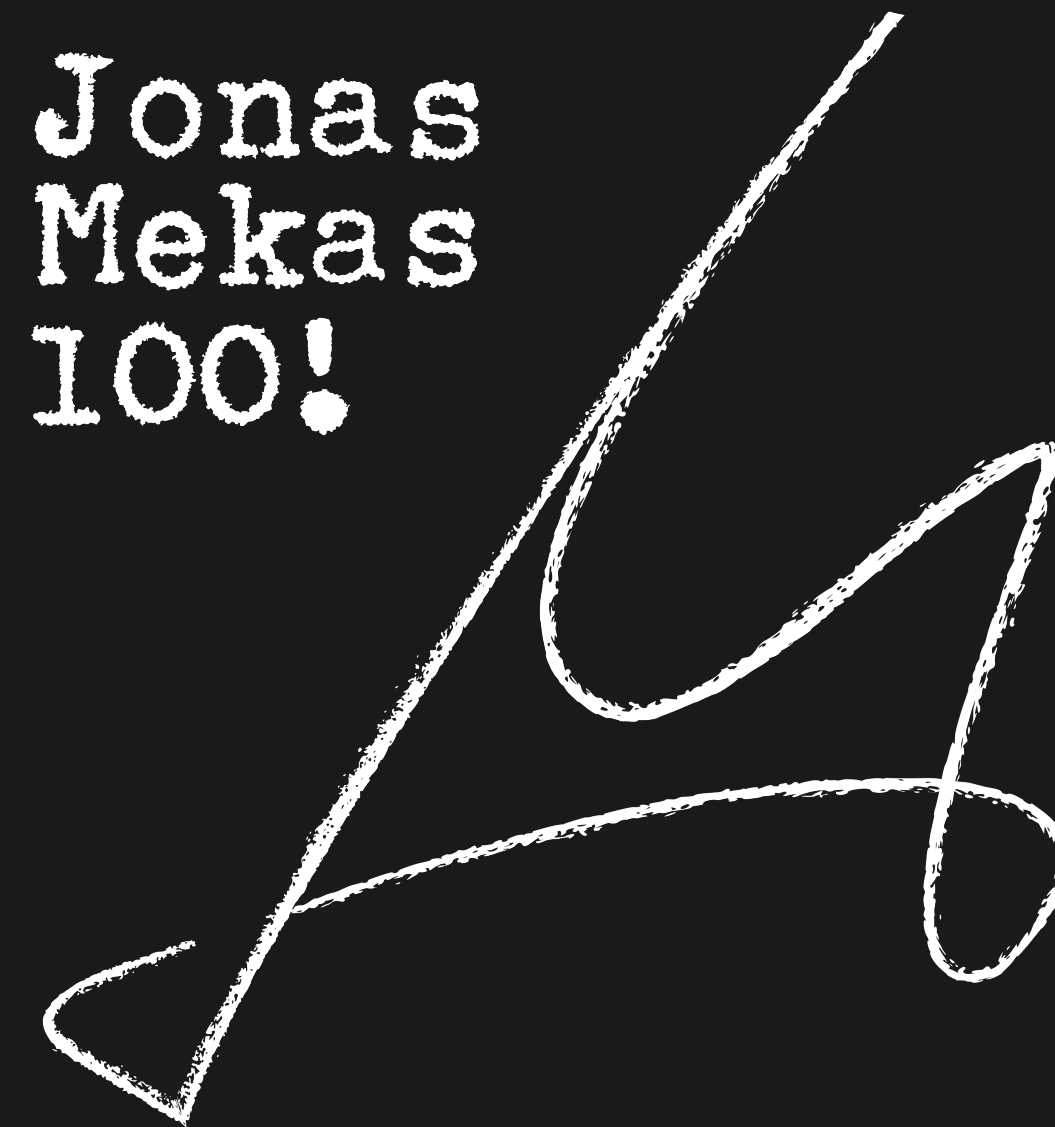
a.

Logo Overview

Jonas Mekas 100! program logo is built from two core elements:

– Jonas Mekas 100! lettering based on text typewritten with the actual Jonas Mekas’ typewriter.

– J & M monogram forming Mekas beloved fedora hat.



b.

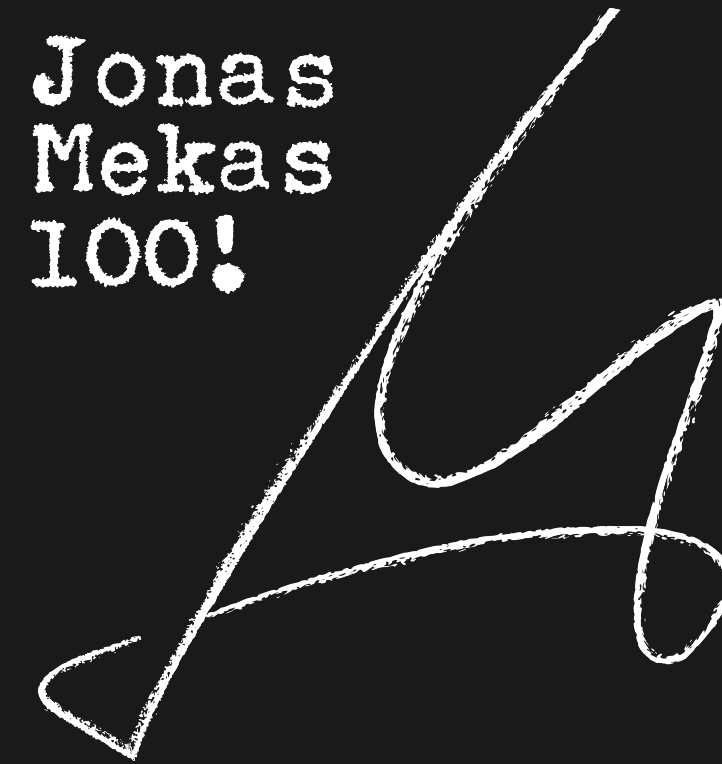
Logo Versions

There are two versions of the logo:

1. Square
2. Horizontal

Square-based logo version allows to save horizontal space, while the Horizontal logo version is best suited for situations when there is less vertical space.

1. Square



2. Horizontal

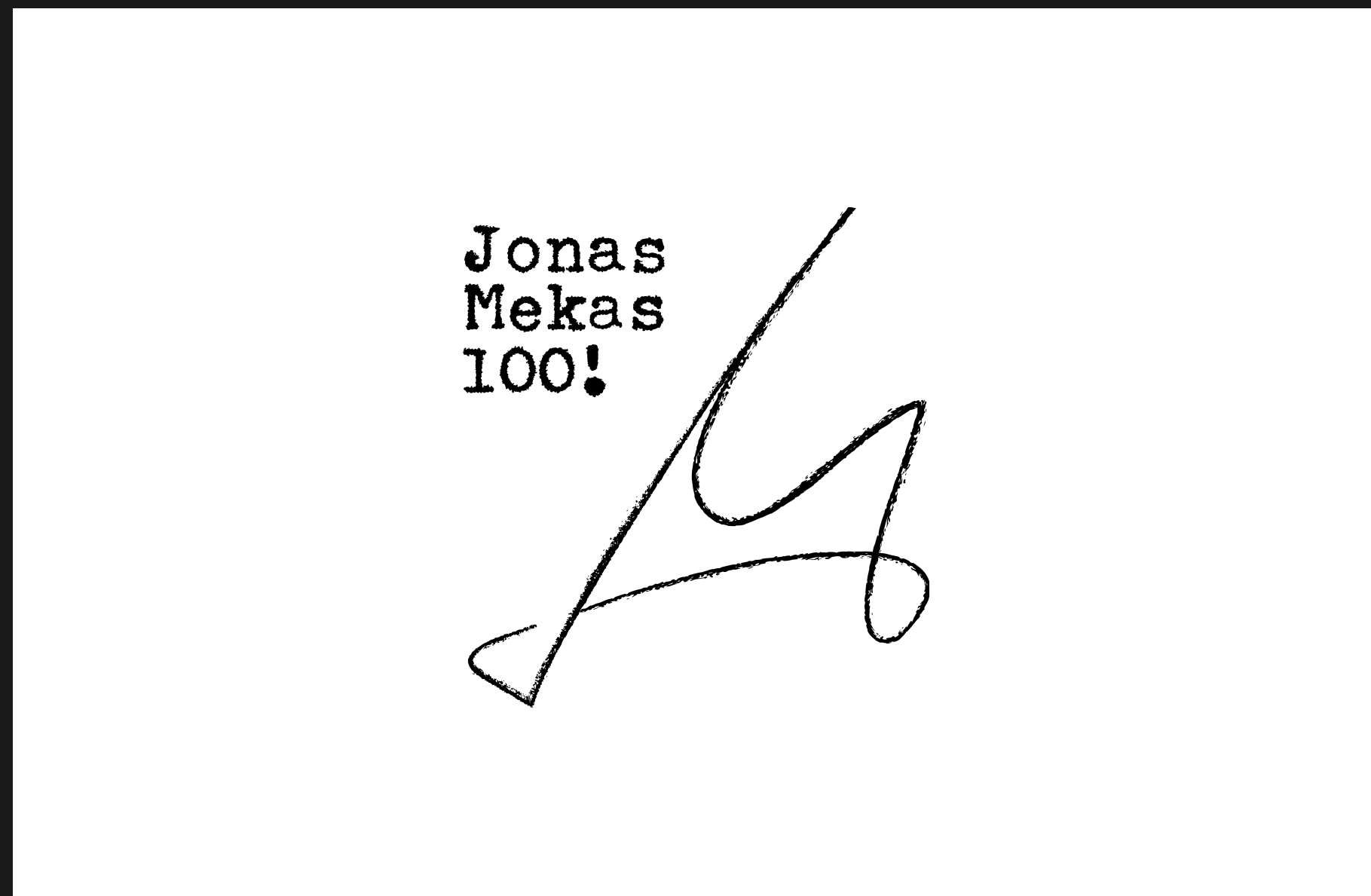
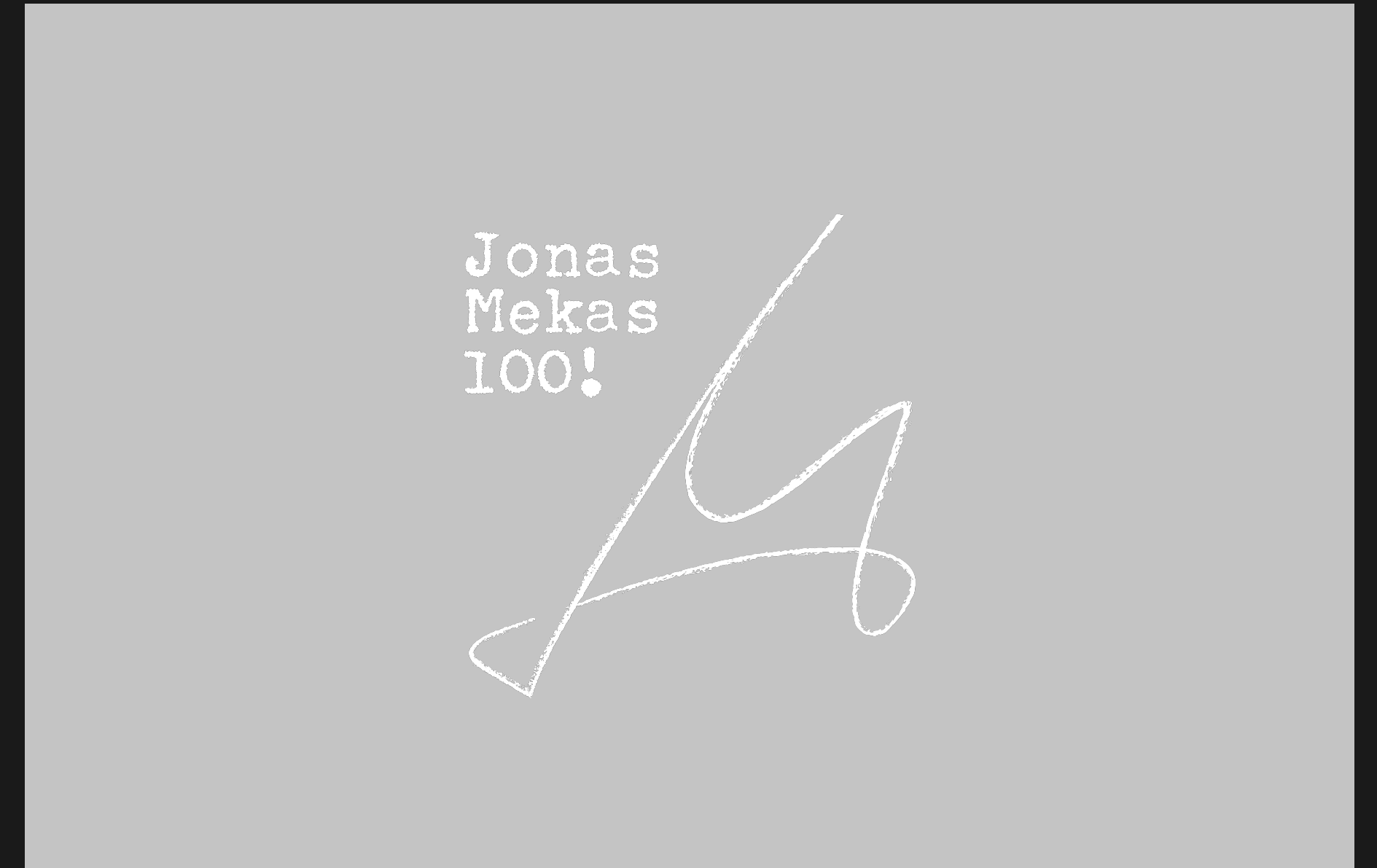
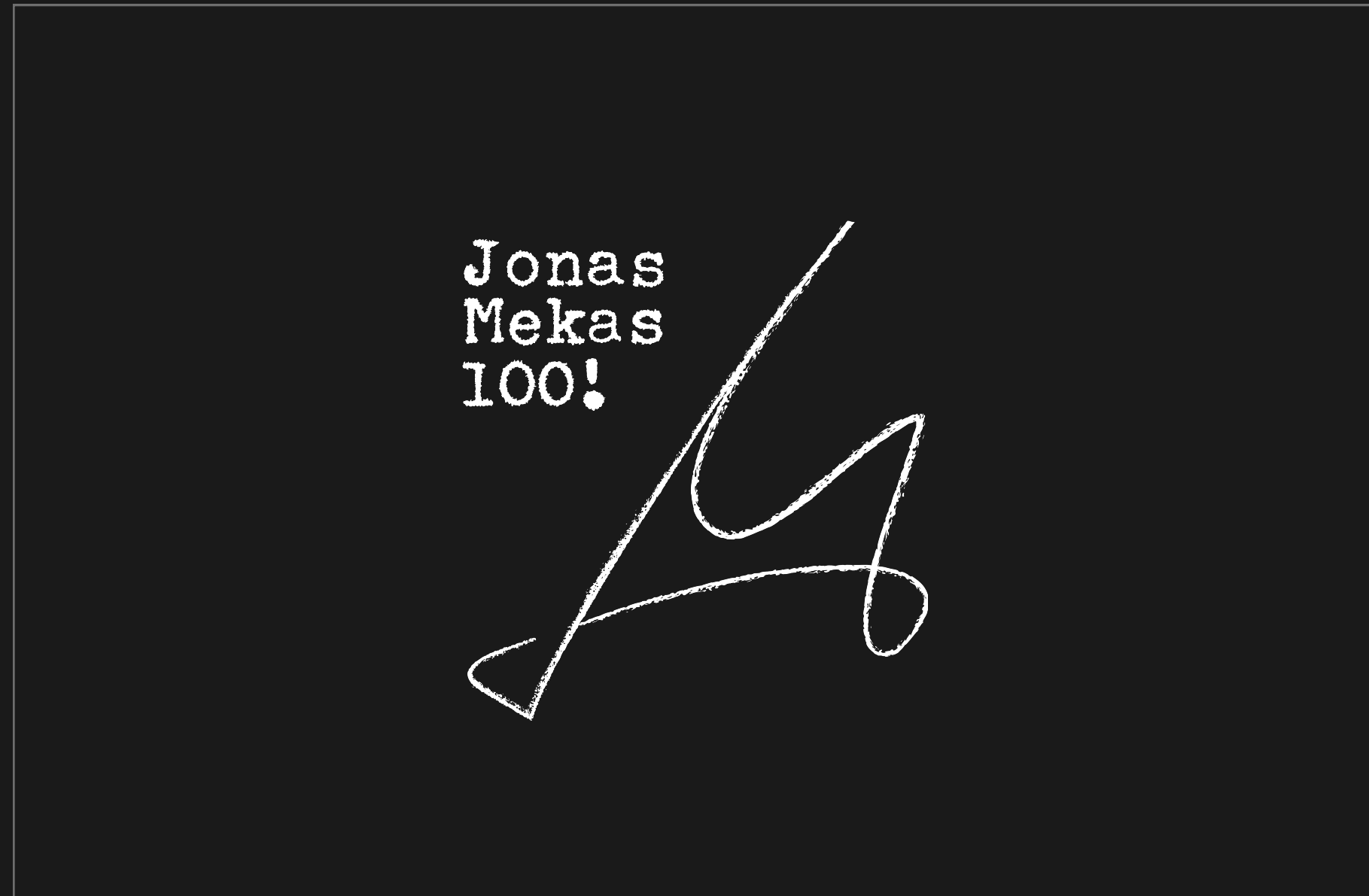


c.

Logo Colorways

The logo can be used on a variety of colorways, though it looks best when used on clean black or white backgrounds.

When pairing the logo with photos it is important to make sure that the selected photo can provide enough contrast for the logo.



d.

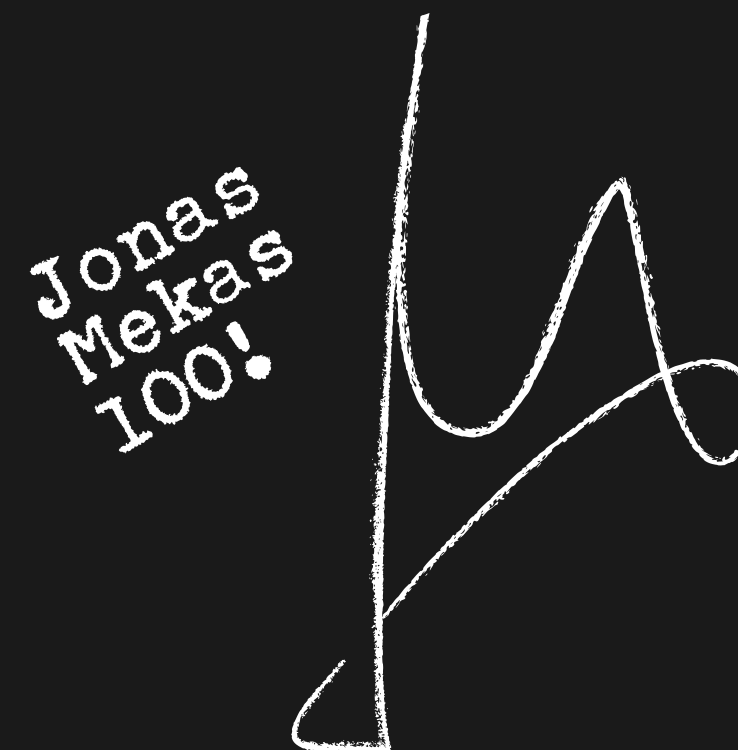
Logo Usage

To make sure the logo stays consistent across different use cases, it is recommended to follow these basic logo usage rules.

Do not: skew or change the proportions of the logo



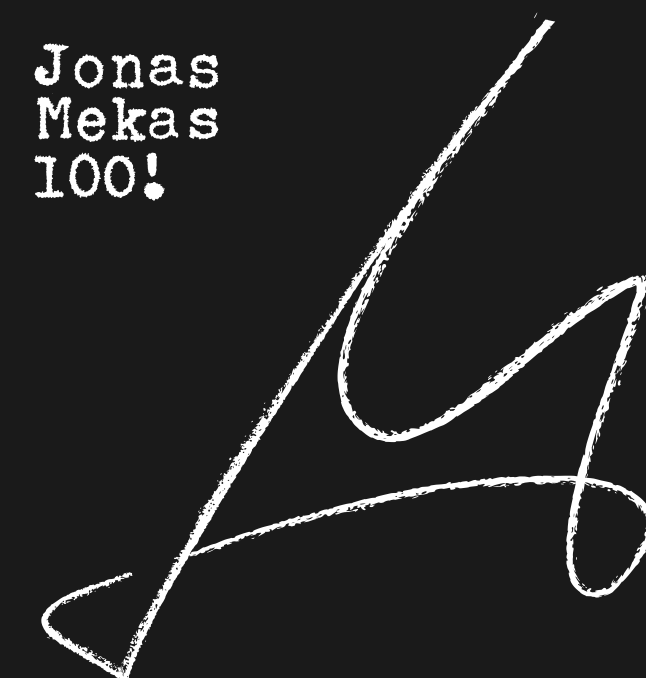
Do not: rotate the logo



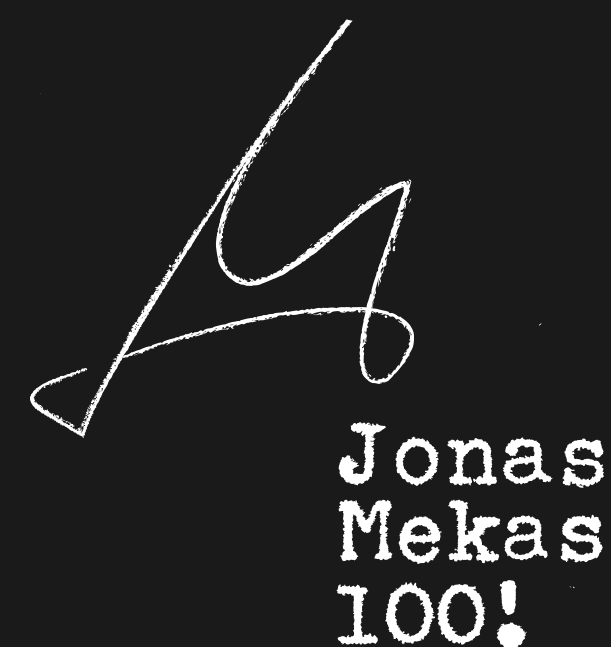
Do not: use unspecified colors



Do not: change the proportions of the logo elements



Do not: alter the composition of the logo



Do not: use effects such as gradients

