

FACT SHEET: Our New Logo

The “pennant” & the “monogram”



The design of a new MPTF logo began with the desire to capture the new spirit of the organization in a way that embraces the balance between our history and our future. This is manifested in the new monogram M-P-T-F as the organization’s primary identifier, with the ‘lockup’ of Motion Picture & Television Fund as a reminder of who we are.

As a starting point, we considered all of the elements of MPTF logos over the years. As the entertainment industry continues its rapid advance into the digital age, we contemplated whether our logo should move away from a visual connection to film, the common thread among many of our prior logos. In the end, we decided to retain the film iconography as a graceful nod to our legacy; in so many ways and for many years to come, it will represent our industry and our community.

The design reimagines frames of film interconnected as a pennant. Our new logo is built from clips that celebrate change and bright color

and feel more like film — flexible, fluid, and transparent. It’s a modern interpretation of film imbued with the spirit of a new generation.

Importantly, our new logo also symbolizes diversity. We are proud that this new design reflects, in clear visual language, colorful shades interconnected as one. We see this as a metaphor for the work we do: bringing together an increasingly diverse industry community to build something beautiful, detailed, and strong.

One of the strengths of our new logo is that it’s not just a stand-alone symbol, but it will serve as a cornerstone to a palette and visual vocabulary that we’ll use across all of our new materials.

The new, vibrant mark will help communicate that we are an organization with a renewed dedication to helping an ever-changing entertainment industry. Our new design embraces the future that we are creating together.