

Cinema Buying Group

Brand Guide

These identity guidelines are for everyone producing communications for CBG, (both internally and externally).

Their purpose is to ensure that all work embodies our brand assets, expresses them consistently, and helps to build an awareness of the new brand identity.

Although some rules are fixed, the guidelines are not intended to be prescriptive, leaving plenty of **scope for creative expression**. The aim is to create an identity that reflects an organisation that is professional, distinctive, contemporary and forward looking.



Core assets

Master logo



Black with white

The use of black with white type is the master logo.

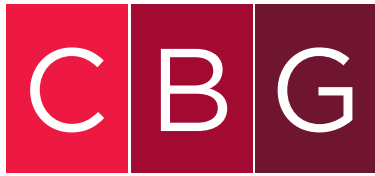


White with black

The reversed logo can be used when appropriate.

Please note:

The black box surrounding the white mark is not part of the logo.



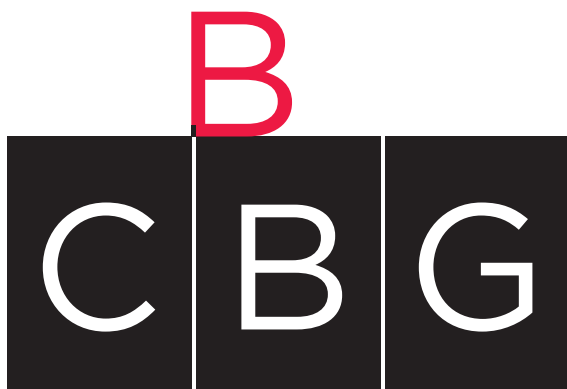
Full colour gradient

When appropriate the logo can be displayed using the full colour gradient.



Isolation zone

Use the 'X' height of the 'G' as the minimum for the isolation zone.



The divider

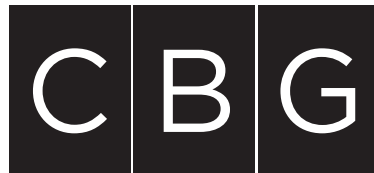
If scaling the logo the dividing line should always be a third of the size of the stem of the type as shown by the red 'B'.

For really small sizes the divider should be no less than one pixel in width.

Logo and strapline

Logo and strapline relationship

The logo can include the strapline if and when appropriate.
It can be centred or ranged right depending on the layout.



Building the Moviegoing Experience



Building the
Moviegoing
Experience

Logo and brand name

The logo can include the brand name if and when appropriate. It can be centred or ranged right depending on the layout.

When using the brand name with the logo it's best to display using uppercase.



Colour palette

pantone: Process Black C

rgb: r. 44 g. 42 b. 41

cmyk: c. 0 m. 0 y. 0 k. 100

hex: #2C2A29

pantone: White

rgb: r. 255 g. 255 b. 255

cmyk: c. 0 m. 0 y. 0 k. 0

hex: #FFFFFF

pantone: 199 C

rgb: r. 213 g. 0 b. 50

cmyk: c. 0 m. 100 y. 72 k. 0

hex: #D50032

pantone: 201 C

rgb: r. 157 g. 34 b. 53

cmyk: c. 7 m. 100 y. 68 k. 32

hex: #9D2235

pantone: 195 C

rgb: r. 120 g. 47 b. 64

cmyk: c. 19 m. 90 y. 50 k. 55

hex: #782F40

pantone: Black 4C

rgb: r. 49 g. 38 b. 29

cmyk: c. 41 m. 57 y. 72 k. 90

hex: #31261D

Using colour

The primary palette are the driving colours for the CBG brand.

Secondary palettes can be used that best brings a concept to life in the most immersive and imaginative way making sure that the selected colours work in harmony with the primary colour palette.

Primary font

Typeface - Gotham

Gotham Light

Gotham Book

Gotham Medium

Gotham Bold

Using type

We use Gotham where we can.

Try and choose the weight that best brings the concept to life in the most immersive and imaginative way. Also, make sure the size of the type is in harmony with the chosen image or illustration.

Bold or medium for headlines.

Book or light for body copy.

Alternative to Gotham

A secondary sans serif font close to Gotham can be used when Gotham cannot be rendered/shared across devices/platforms and software.

Further information

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