CinemaCon

Celebrating the Moviegoing Experience

Branding Guidelines | Graphic Standards

BRANDING GUIDELINES AND GRAPHIC STANDARDS GUIDE

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WHAT IS BRANDING AND CORPORATE IDENTITY?

Brand is everything one does that outwardly and inwardly presents a clear, consistent, professional, and competitive image about a company and that, over time, with careful nurturing and investment, creates preference and loyalty for that brand.

CORPORATE BRAND

CinemaCon Masterbrand and Subbrands.

Our masterbrand is CinemaCon. A masterbrand is the dominant level of our brand identification.

Our clients identify us by the core industries we serve. Therefore, we have established **subbrands** within the CinemaCon masterbrand: CinemaCon Trade Show, CinemaCon Education and CinemaCon Screenings. When referring to the specific area you work, it is acceptable to use this subbrand as your primary identification.

For any corporate matters, you should always use our masterbrand, CinemaCon, as the primary identification.

Enforcement of our brand is everyone's responsibility. Brand influences partners, customers, prospects, employees and vendors in many of the following ways:

• Quality of interaction

• Quality, attractiveness, and accuracy of materials

• Quality of facilities

• Quality of service and support

This guide will refer to brand elements as they apply to graphic standards for application including, but not limited to: corporate communications, signage, websites, advertising, and marketing collateral.

CORPORATE IDENTITY

Corporate identity is more than just about the logo. Although the logo is a major element of the brand, it is not the only element. A corporate identity is the fundamental style, quality, character, and personality that distinguishes one company from all others. Corporate identity plays a critical role in laying the foundation for recognition and preference among customers, employees, vendors, investors, and the general public.

A strong corporate identity can be a powerful tool in the marketplace. A well articulated, consistent, and legally protected corporate identity provides the recognition and credibility necessary to succeed in a competitive environment. This guide examines the basic elements of our corporate identity and the standards for their use. The legal protection of these and other marks allows us to keep others outside our company from using them. However,

to preserve these rights, the marks must be consistent in their appearance and use. This is important not only for legal reasons, but also because a mark is a company asset. Its consistent appearance and correct usage increase its recognition and strength in the marketplace. Important details that help us present a consistent image strengthen our presence in worldwide markets. You can either reinforce or undermine our corporate image depending on how closely you follow our standards. Our goal is to project the same professional image, regardless of application. We have created this guide to help avoid common misrepresentations. We urge you to refer to this manual often and to please help us by following these basic guidelines. Remember that you are preserving the integrity of CinemaCon's most valuable asset, our image in the market.

OUR CORPORATE SIGNATURE

MASTERBRAND SIGNATURE

Our corporate signature is shown below. The logo consists of two separate elements: our logomark, the **CinemaCon symbol**, and our logotype, **CinemaCon**. We also use the logomark as a standalone element. We will illustrate uses, as well as common misuses later in this guide. Throughout this guide, we will refer to the corporate signature by the more commonly used term, **logo**.

SUBBRAND SIGNATURE

While CinemaCon is our **masterbrand**, our clients also identify us by the core industries we serve: Trade Show, Screenings and Education. Therefore, we have established **subbrands** within the CinemaCon masterbrand. When referring to the specific area you work, it is acceptable to use the subbrand as the primary identification, and the masterbrand as secondary.

CinemaCon subbrands are shown below.

USING THE LOGOMARK ALONE

Whenever possible, the full CinemaCon logo should be used. The logomark may be used alone only **as long as the full logo is located in another area in the same application**. For example, if using the logomark on the front a cap or hat, the full logo should appear on the back, or vice versa.

LOGO STANDARDS

LOGO CONFIGURATIONS

Our logo is best displayed when there is adequate white space, or clear space, around it. The grid indicates the minimum allowable white space surrounding the logo.

The logotype must always appear in this configuration. We do not recommend setting the type separately as fonts vary from foundry to foundry and there is specific letter spacing. Always use approved electronic artwork. Examples of this are shown on this page.

x = height of n
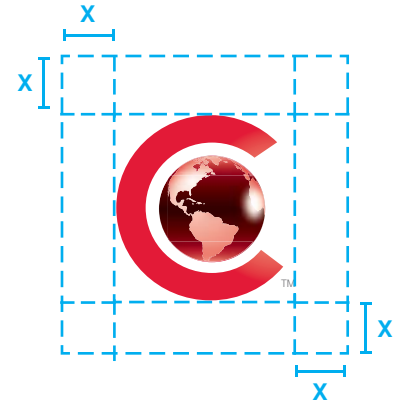
MINIMUM LOGO SIZE REQUIREMENTS

The CinemaCon logo should never be reproduced smaller than 2in. width. See example to the right.

2in

If the CinemaCon logo is required to be reproduced smaller than 2in. in width (e.g. ad sponsorship), use the logo mark for the logo. However, the logo should not appear smaller than .5in. width. See example to the right.

.5in

LOGO COLOR USAGE

COLOR BREAKDOWNS

	PMS	CMYK	RGB	HEX
C	Cyan	100, 0, 0, 0	0, 174, 239	00AEEF
M	Magenta	0, 100, 0, 0	236, 0, 140	EC008C
Y	Yellow	0, 0, 100, 0	225, 242, 0	FFF200
K	Black	0, 0, 0, 100	35, 31, 32	231F20
RED	186C	0, 100, 75, 4	198, 12, 48	C60C30

USING A 1-COLOR LOGO

There will be instances when the logo must be printed only in black and white, or on colored backgrounds. When it is not possible to print using 5-color process, there are options for one-color printing.

Correct applications of color and contrast are illustrated below. There are two correct ways to display the 1-color logo: in all black (positive application) or in all white (negative application).

1-Color logo options

Assuring adequate contrast

LOGO USAGE

INCORRECT USAGE

To preserve the integrity of our signature, please only use the configurations and colors in this guide. Do not create new configurations or use new colors.

Do not distort the logo inproportionally or set the logo against a background that may obscure its legibility.

DO NOT use a drop shadow

DO NOT tint

DO NOT substitute color

DO NOT place logo on a background that obscures it's legibility

DO NOT distort vertically

DO NOT substitute font

DO NOT distort horizontally

DO NOT use a screened red background

FONT USAGE

TYPE FACES

CinemaCon uses the Chalet font family for its logo. It is highly recommended that you use Chalet for the body type, if available.

Chalet

NewYorkNineteenSixty – recommended for headlines

ABC123abc

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

**a b c d e f g h i j k l m n o
p q r s t u v w x y z**

**1 2 3 4 5 6 7 8 9 0
(.,;:?!$&-*)**

Chalet

LondonNineteenSixty – recommended for body copy

ABC123abc

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p
q r s t u v w x y z

1234567890
(.,;:?!$&-*)

Example of type treatments in use:

> ### THE WORLD GOES TO THE MOVIES.
> ### THE MOVIE WORLD GOES TO CINEMACON.
>
> **Who we are**
> From exclusive Hollywood product presentations debuting a slate of upcoming films, to must-see premiere feature screenings, to the biggest stars, producers and directors, CinemaCon will jumpstart the excitement and buzz that surrounds the summer season at the box office.

FONT SUBSTITUTIONS

Because the Folio font is a MAC-based font, if the Chalet family of fonts is not available for use in programs such as **Microsoft PowerPoint or Word**, you may substitute it with Arial or Helvetica Neue and its available formats (Light, Bold, Italic, etc.).