CineGroup

Brand Guidelines.

About these guidelines

These guidelines are designed to help everyone at Cine Group, and our partners, to use our brand with confidence and consistency.

Our brand is what sets us apart, defining our reputation and aspirations. By using it effectively we will better establish our leading position in the marketplace.

Once you start working with them and get used to them, you'll find these guidelines have been designed to work with you and provide all the flexibility you need to create the best work possible.

Contents

Brand Introduction

Brand Essence

CineGroup understands how important it is to express the art form of telling stories by providing a fulfilling experience through sound, movement and emotion. With the use of the latest producing technologies, and the most fascinating minds in the country, CineGroup is fully committed to deliver the best quality content that are both intense and emotionally captivating. Reality or fiction, it's an experience worth living.

Who we are

Cine Group is one of the largest independent producers of the American films, acting in the market since 2000 in the U.S. and abroad. We produce films that have contemporary, historical and sci-fi content, mainly focused in the delivery of the audiovisual segment for the advertising industry.

Tone of voice

Our brand values define who we are, from how we express our image in different forms of media to how our customers sees us as a brand.

Committed – feeling dedication and loyalty to our cause.
Authentic – reflects our work by reinventing ourselves daily.
Passionate – shows the strong beliefs in making things greater.
Inspiring – has the effect on our viewers to take action.
Courageous – determined to be brave and never give up to provide our best.

Appropriate Logo Aplications

One Color

The mono version of the master logo is for black and white applications only. Its tint should not be changed in any case.

Mono

Mono on black

Full Color

The only exception in our full color master logo is to use Group's color in white when placed in black backgrounds.

CMYK

CMYK on black

Transparent

The transparent version of our master logo should be a 40% tint of the Mono version with an opacity of 60%.

Logo Variations

Logo

Minimum Size

The minimum size in our master logo versions should not surpass the 20mm scale.

The master logo may be produced as a larger size on different formats but not smaller.

Clear Space

The master logo can only be used as a standalone logo.

Avoid placing text or any other graphic object near the logo. The minimum amount of room to leave around the logo is indicated by the clearzone.

Sizing is based on the width of the master logo.

20mm

Minimum size (all formats)

The space around the logo should be 2xC (based on the C of the logo).

Logo

Incorrect Usage

1. Don't stretch or squeeze the logo to distort proportions.

2. Don't place the logo on similarly-toned backgrounds.

3. Don't change the logo colors.

4. Don't outline the logo in any color.

5. Don't put a white box around the logo when placed on a dark or busy background.

6. Don't change the logo's orientation.

7. Don't present the logo in "outline only" fashion.

8. Don't place the logo on a busy photograph or pattern.

9. Don't add any type of effects to the logo.

Color Pallettes

Primary

Black, white and red are our primary colors. To maintain consistency and recognition they should be the lead colors in all applications.

Secondary

Brown and Beige are our secondary colors. They are for the intend to be used for shapes and other graphic elements.

Black
Pantone Process Black
C0 M0 Y0 K100
R0 G0 B0
HEX 1d1d1b

White
Pantone Process White
C0 M0 Y0 K0
R255 G255 B255
HEX ffffff

Red
Pantone 7621 C
C15 M100 Y90 K10
R190 G30 B45
HEX be1e2d

Brown
Pantone 7615 C
C40 M59 Y62 K20
R137 G99 B86
HEX 896356

Beige
Pantone 7499 C
C6 M5 Y20 K0
R238 G233 B207
HEX eee9cf

Typography

Headings & Subheadings

Albertus is our disctinctive primary typeface. It should be used in all communications. Albertus Bold in red should only be used for headings. Albertus Medium for sub-headings with 9pts leading in relation to the body copy.

Body Copy

Body copy on standard A4 and A5 communications should be 10/12pt with 30pt tracking and 21pt leading.

Albertus can be purchased from myfont.com.

ABCabc

Bold 48pt

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuv wxyz 1234567890 £&?

Bold 16pt, 100% black

ABCabc

Medium Regular 48pt

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuv wxyz 1234567890 £&?

Medium Regular 16pt, 100% black

ABCabc

MT-Light Light 48pt

ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmnopqrstuv wxyz 1234567890 £&?

MT-Light Light 16pt, 100% black

Tagline

01 Aligned Below

House font - Albertus bold. Font size - 1/2 cap heigh of logo. Never recreate this line in another font.

02/03 Tagline

House font - Albertus bold. Font size - Cap heigh of logo. Never recreate this line in another font.

Spacing

The tagline always sits the heigh or the width of a cap 'C' for consistency throughout.

01

02

03

Shapes and Graphic Elements

To recreate the graphic elements from our master logo, its shapes have been separated to simplify the process of its completion. Once finished, its appropriate colors can be placed. The screen shape always has a fill of 100% white and should not be removed except for transparency purposes.

The diamond shapes are for placing imagery only. To recreate the outer diamond shapes it is best to start with the three main center pieces. Once finished, the outer shapes can be created. Its colors can only be brown and/or beige. There are no exceptions.
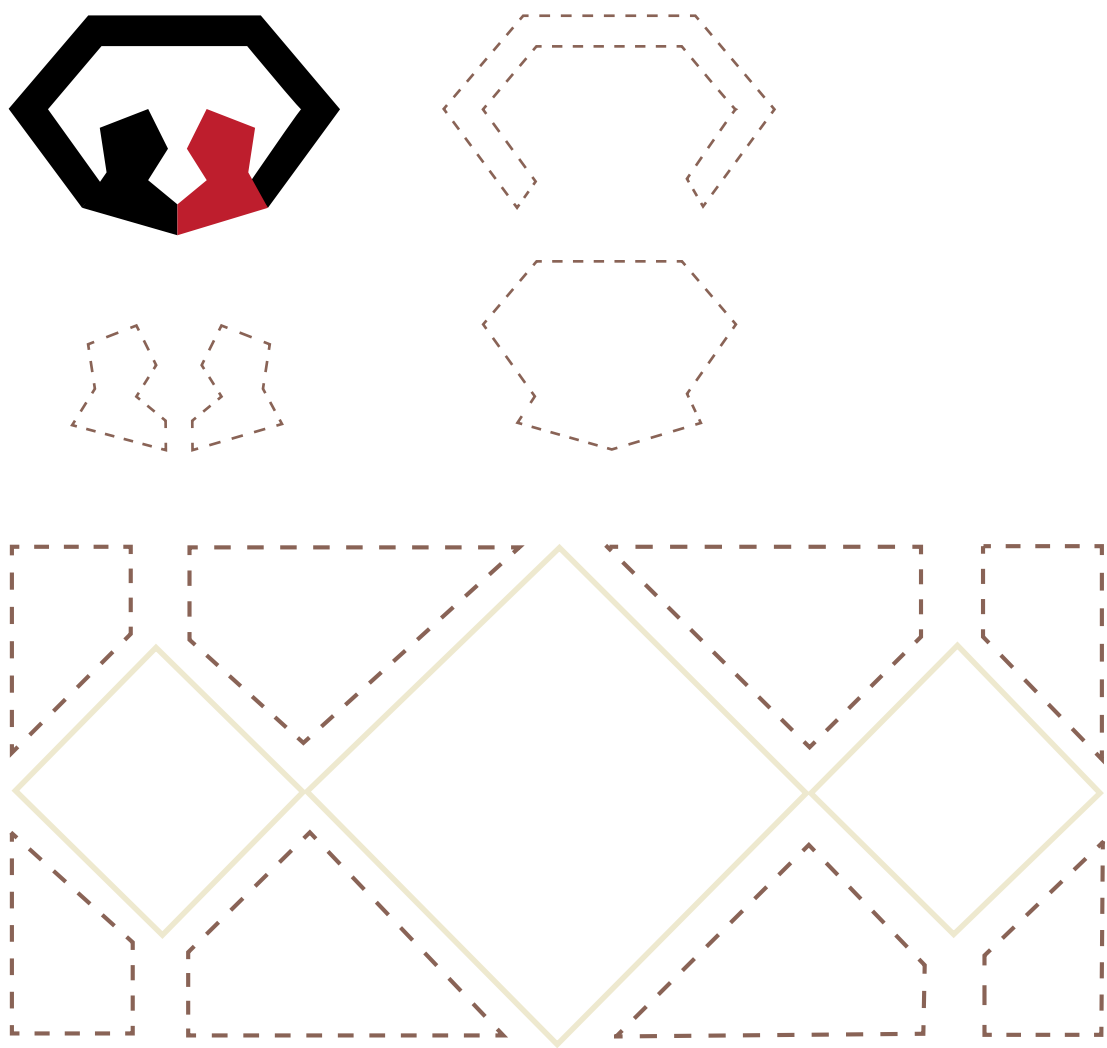
Imagery

When we use photography our images should be of actors portraits only. The images should capture the strongest emotions of a movie scene.

The images should be placed inside of the diamond shapes with a full bleed. (see page 11 for instructions). The expression should always be captured the closest to the center possible.

The shapes should not be modified. They can be rearranged and used as separate pieces as shown in the example provided.

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