By MarketingDesign

CINEWORLD BRANDING

CINE WORLD TRENTO

VERSION 1 - 2022

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BRAND

VISION
We belive stories have a huge impact on people's life and if that story is shared with loved ones it becomes an unforgettable memory.

MISSION
Our mission is sharing emotions. Sharing the love for cinema with people just as they share it with friends, family and partners.

OUR VALUES

CINE WORLD TRENTO

Sharing emotions

The point of going to the theaters is sharing an experience with other people. That's the what and the why we do it.

Accessibility

Thaters and the movie experience must be accessible to everyone.

Love 4 Culture

We love art in every form. Movies, paintings, music. If it tells a story, we love it.

Eco-friendly

Wall-e taught us that even the smalles thing can make an impact.

VERBAL GUIDELINES

CINE WORLD
TRENTO

HOW WE SPEAK

From great power comes great responsability

Our voice is human and super friendly. Always try to share your passion for culture, cinema and storytelling. We want people to share the movie experience with their loved ones and we want to do the same with them.

When talking about something serious the priority is being informative while sounding a bit edgy (in a positive way). Never use dark humor or bad experiences to make people laugh or just to grab attention.

Being the biggest Cinema in Trento means we represnt every other cinema and theater around us. When talking about public issues we need to be very aware of that. Don't underestimate your power.

The trick to speak as Cineworld is just being a good human with some sense of humour and obviously you need to really love movies.

HOW WE SOUND

IRONIC

Don't be afraid

We like to sound a bit edgy and we're not afraid to be playful or silly about serious themes. Memes are always appreciated.

POSITIVE

Put a smile on that face

We always try to be positive about everything. Even if something goes wrong, be nice and always find a way to make it better.

WILLING

Wall-engness

We always try to be helpful and open to costumers, partners and istitutions. If we can somehow make something easier... we will.

VISUAL GUIDELINES

CINE WORLD TRENTO

CINE WORLD TRENTO

OUR COLOR SCHEME

Presentations are communication tools that can be used as demonstrations, lectures, speeches, reports and more.

It serves a variety of purposes, making them powerful tools for convincing and teaching.
To create a stunning presentation, it's best to simplify your thoughts.

Chalk
#f3f5f9
0% paper

Honey
#eba900
C 10% M 40% Y 100% K 0%

Dim gray
#292929
C 70% M 60% Y 60% K 70%

FONT AND TEXT

Presentations are communication tools that can be used as lectures, speeches, reports, and more. It serves a variety of purposes, making presentations powerful tools for convincing and teaching.

To create a stunning presentation, it's best to simplify your thoughts. Start with an outline of topics and identify highlights, which can be applied to whatever subject you plan on discussing.

Aa

Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 .:,;'"(!?)+-*/=

Arial

€

CINE WORLD TRENTO

TYPOGRAPHY

BASICS
Headings should always be the biggest words and they should be clear and comprehensible. Sub-headings can be used to give context, rules or simply promote. Text should never be too long, just say what's needed.

TEXT LENGHT
If you need to write a long copy or paragraph, remeber to use space but be careful, if a line is too short, it will cause the eye to travel back and forth too often, breaking the reader’s attention.

COLOR RULES
Yellow it's our main color and people usually associate it with a dark background. Always use yellow for headings when it doesn't compromises readability. Our yellow it's a strong color and it's not suited for paragraphs. White on yellow is risky, always avoid it when text isn't big enaugh.

CINE WORLD TRENTO

LAYOUT

DO'S

Readable

HEADING
SUB-HEADING

Heading should always be the biggest words and they shoud be clear and the message should be immediately comprehensible. Sub-heading can be used to give context, rules or simply promote. Text should never be too long just say what's needed.

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Clear

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Well spaced

HEADING
SUB-HEADING

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Best choice!

CINE WORLD TRENTO

LAYOUT

DONT'S

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CINE WORLD TRENTO

BREAK THE RULES

TYPOGRAPHY (EXCEPTIONS)

DON'T BE BORING!
Even if we have some rules about our aesthetics, you don't always need to follow them. If you think something would look so much cooler with different fonts or colors just do it! (just don't over do it)

MOVIE AESTHETICS
Look at the Matrix example below, we did not use our font and palette, but the image is cool af and people loved it.

LOGO

Our logo is horizontal and there is no other format. The big circle that cuts the word Cineworld makes it hard to center. Don't use automatic centering with this logo, compensate it manually. Trust your eyes, trust the force young padawan.

VARIANTS

Our logo only has three variants, but we rarely use them.

LOGO DONT'S

DONT'S

DO NOT add shadows or effects.

DO NOT rotate the logo.

DO NOT stretch the logo.

DO NOT crop the logo.

DO NOT change the color. Use only the colors in the palette.

DO NOT add or remove elements.

COLORS PALETTE

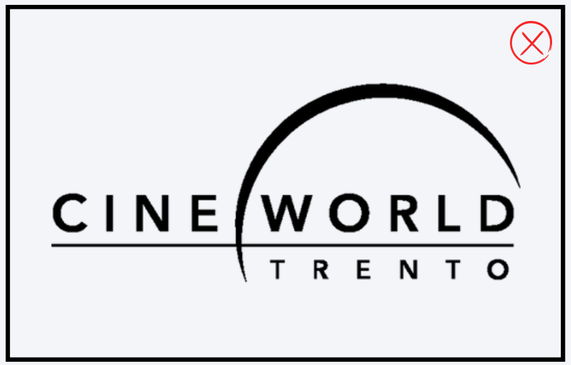
If you place our logo in front of strong colors or images just follow our typography rules.
If using our color palette do as these bad boys down here.

DO'S

Best choice!

COLORS PALETTE

DONT'S



DISTANCE

Keep your distances! If you place our logo near other elements, respect the distances proportionally as you see them here. No need to be super accurate, just let it breathe.

DISTANCE

DO'S

Que accus et occus quo est, odi tenimus explis experitempor sit assinias si doluptiaspis doluptatus sequosam re, solum nimusanis incte.

Que accus et occus quo est, odi tenimus explis experitempor sit assinias si doluptiaspis doluptatus sequosam re, solum nimusanis incte.

Que accus et occus quo est, odi tenimus explis experitempor sit assinias si doluptiaspis doluptatus sequosam re, solum nimusanis incte.

SIZE

Our logo could be used in so many differents sizes, but try to always make it readable. If possible, don't make it smaller than these measures

100 px

1,2 cm

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CORRECT USE

DO'S

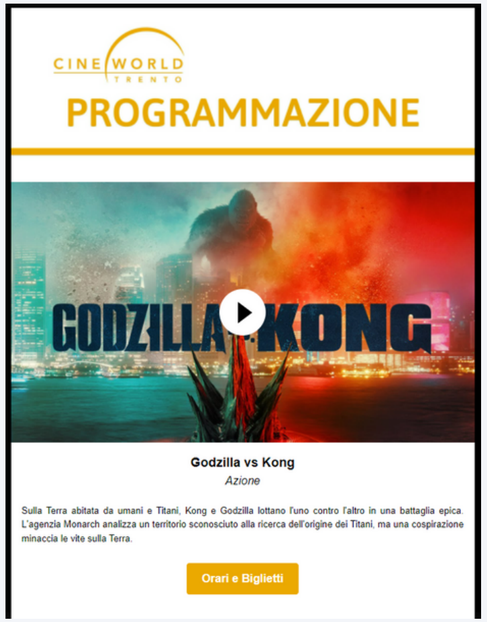
Here you'll see some actual ways you can use our rules to create great content.

CINE WORLD TRENTO

DONT'S

WRONG USE

These are things you people should never see...



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CONTACT US

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