

MIDTOWN CINEMA

BRAND STYLE GUIDE

BRAND IDENTITY

Primary Logo

The primary logo for Midtown Cinema. Use this application wherever possible by default.

Please ensure that you comply with the approved colors and usage guides for scaling, sizing, and padding detailed starting on page 17.



Primary logo set in red color palette for light backgrounds

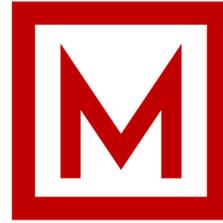


Primary logo set in white/red color palette for dark backgrounds

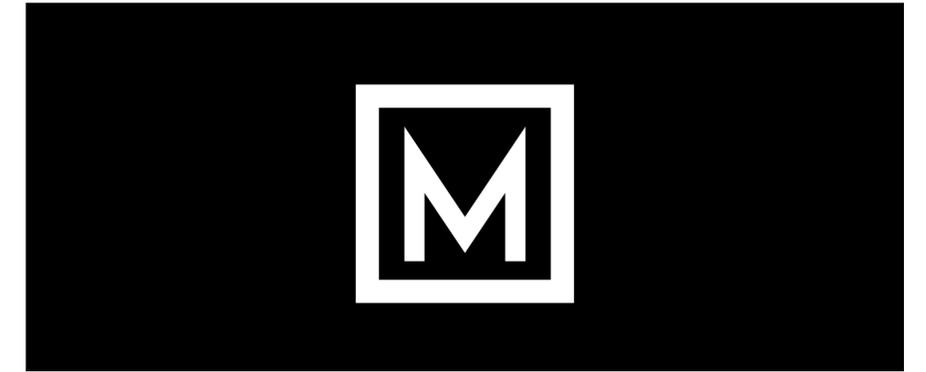
Specialty Logos

These specialty logos for various Midtown Cinema initiatives are also part of the brand family. Use the primary logo wherever applicable, but use these specialty logos as needed.

Please ensure that you comply with the approved colors and usage guides for scaling, sizing, and padding detailed starting on page 17. Please be sure to consider contrast and accessibility when selecting foreground and background colors for specialty logos.



Brand icon set in red color palette for light backgrounds



Brand icon set in white/red color palette for dark backgrounds



Stacked logo set in red color palette for light backgrounds



Stacked logo set in white/red color palette for dark backgrounds

Header

Use the header on print media only, it can be used as a header or footer. The logo should not be repeated on the same document.

Refrain from the following:

- Do not leave margins on the left or right of the header, it should be full bleed
- Do not place other text or design elements too close to the header
- Do not put design elements above the header when being used as a header, or below when being used as a footer

Please ensure that you comply with the approved colors and usage guides for scaling, sizing, and padding detailed starting on page 17. Please be sure to consider contrast and accessibility when selecting foreground and background colors for the header.



Red Header for use on light backgrounds or images. We have included a CMYK (print) and RGB (web) version of the header.



Red/White Header for use on dark backgrounds or images. We have included a CMYK (print) and RGB (web) version of the header.

Written Identity

The primary method of writing the Midtown Cinema name. This is the only approved version of writing the name. All components of the written name must:

- Be written with 1 space between each word
- Feature the “M” and “C” in capital letters and the rest of the words in lowercase
- Each character must all be the same color
- Each character must be the same font and weight
- The name must NOT be broken across lines, orphaned, or hyphenated
- The name must not be preceded by “The”

✔ Midtown Cinema

✘ midtown cinema

✘ **Midtown** Cinema

✘ The Midtown Cinema

✘ MidtownCinema

✘ **Midtown** Cinema

✘ The Midtown

BRAND COMPONENTS

Color Palette: Main and Accent Colors

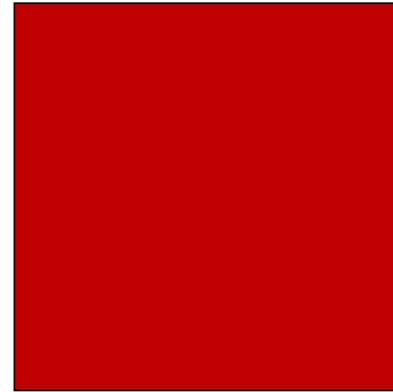
These are the approved brand and accent colors for Midtown Cinema. Please use these approved colors plus any combination of the neutral colors on page 9. Cinema Red, Black, and White can be used universally as foreground or background colors and substituted with each other based on preference, so long as there is a stark contrast between the foreground and background colors. You can use the accent colors in the logos. Please refer to page 19 on logo color usage.

Use Pantone (PMS) colors for printers that require PMS colors or as a reference code for printers. This is a universal standard reference.

Use CMYK colors for all print-related purposes, unless the printer requires Pantone colors.

Use RGB colors for digital display and video purposes such as ads or online promotions.

Use Hex colors for your website.



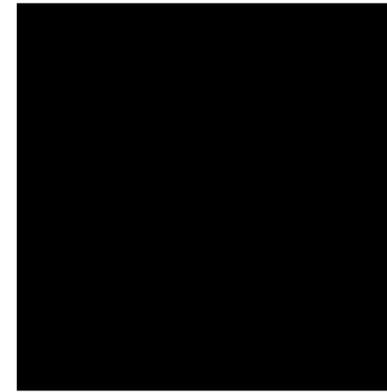
Cinema Red

PMS / 3517 C

CMYK / 16, 100, 100, 8

RGB / 192, 0, 0

HEX / C00000



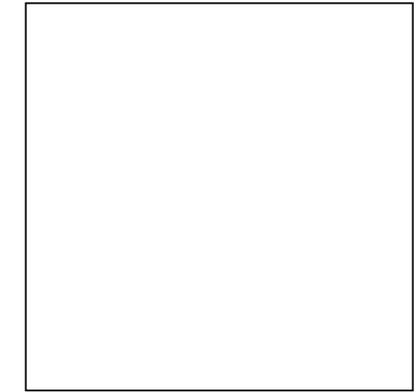
Black

PMS / Black 6 C

CMYK / 75, 68, 67, 90

RGB / 0, 0, 0

HEX / 000000



White

CMYK / 0, 0, 0, 0

RGB / 255, 255, 255

HEX / FFFFFFFF

Color Palette: Neutral Colors

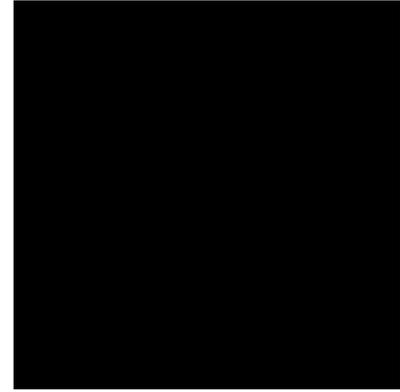
These are the approved neutral colors for the Midtown Cinema brand. Please use the approved colors from page 8 plus any combination of these neutral colors. Please keep in mind contrasts affect accessibility so be sure to use stark contrasting on high visibility/readability items such as messaging, calls to action, and key data points. These neutral colors can be used universally as foreground or background colors and substituted with each other based on preference.

Use Pantone (PMS) colors for printers that require PMS colors or as a reference code for printers. This provides a universal standard reference.

Use CMYK colors for all print-related purposes, unless the printer requires Pantone colors.

Use RGB colors for digital display and video purposes such as ads or online promotions.

Use Hex colors for your website.



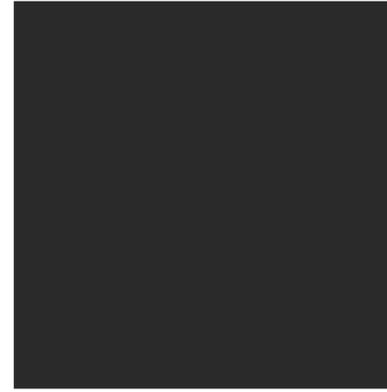
Black

PMS / Black 6 C

CMYK / 75, 68, 67, 90

RGB / 0, 0, 0

HEX / 000000



Dark Gray

PMS / Black C

CMYK / 71, 64, 64, 66

RGB / 42, 42, 42

HEX / 2A2A2A



Medium Gray

PMS / 4278 C

CMYK / 52, 43, 43, 8

RGB / 128, 128, 128

HEX / 808080



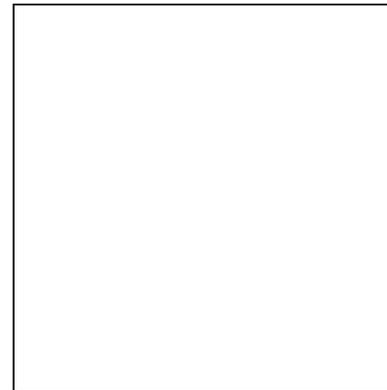
Light Gray

PMS / Cool Gray 6 C

CMYK / 35, 28, 28, 0

RGB / 170, 170, 170

HEX / AAAAAA



White

CMYK / 0, 0, 0, 0

RGB / 255, 255, 255

HEX / FFFFFFFF

Fonts:
ADAM.CG PRO

The ADAM.CG PRO family is one of the three approved font families for Midtown Cinema. Please do not deviate from these fonts unless required by the appropriate situation or audience need.

ADAM.CG PRO should be used for headlines and accent purposes. It can also be used for large display paragraphs and numerals or stats.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

REGULAR

Fonts:
Noto Sans

The Noto Sans family is one of the three approved font families for Midtown Cinema. Please do not deviate from these fonts unless required by the appropriate situation or audience need.

Noto Sans should be used for all primary purposes, including subheadlines, body copy, calls to action, large display paragraphs and can be used when displaying numerals or stats. All weights and variations are approved.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Regular
Italic

Bold
Italic

Fonts:
Atlantic Bentley

The Atlantic Bentley family is one of the three approved font families for Midtown Cinema. Please do not deviate from these fonts unless required by the appropriate situation or audience need.

Atlantic Bentley should be used for headlines and accent purposes. It can also be used for large display paragraphs and numerals or stats.

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

Regular

Icons

The Midtown Cinema icon library. The icons are approved for use in single-color, and all-black format. They're also approved for use in all-white treatments on photos or dark colored backgrounds.

Moving forward, you may add icons to the icon library, so long as they clearly represent the image depicted. New icons must adhere to the approved color usages detailed above and be created/saved in SVG format to ensure for scaling with lossless quality.

All of these icons and more are available at materialdesignicons.com



New, More
alert-decagram.svg



Bag of Swag
shopping.svg



Birthday
cake-variant.svg



Oscar Party Invite
ticket.svg



Popcorn/Fountain Drink
food-fork-drink.svg



\$5 Tickets
ticket-percent.svg



Reciprocal Benefits
map-marker-distance.svg



Guest Pass
ticket-account.svg



Full Year of Tickets
ticket-confirmation.svg



Member-Size Popcorn
popcorn.svg

Backgrounds

Use this in the background of large whitespaces to help create visual interest or frame photos (by layering them behind photos).

The image to the right is representative of imperfections in film.



Backgrounds

Use this in the background of large whitespaces to help create visual interest or frame photos (by layering them behind photos).

The image to the right is representative of imperfections in film.



APPROVED USAGE

Overall Usage

The logo displayed to the right represents the appropriate usage display. Please ensure that the words "Midtown", and "Cinema" are always aligned along the baseline and that the kerning space between letters) is always consistent.

Refrain from the following:

- Increasing or decreasing the amount of space between the words and letters (kerning)
- Adding a background with no padding.
- Adding a border.
- Stacking the words on top of each other
- Altering the alignment of the words
- Rotating, reflecting, or shearing the logo



Size and Scalling

Padding represents the space and area surrounding the logo. Please always ensure that there is ample space around the logo (at least 1/2 of the height of the "M" from the logo). Anything less crowds the logo and detracts from its impact.

Scaling represents how the logo is resized. Please always keep the proportions of the logo (both height and width) intact when scaling to ensure a proper display. Do not stretch, condense, heighten, or shrink the logo.

Padding



Scaling



Colors and Contrast: Color Applications

You can set the logo in the primary brand colors or the variations of neutral colors defined to the right.

Use best judgment when setting the logo on a colored background. Try to ensure there's enough contrast between the background color and the logo color to make it easy to see unless you're attempting a tone-on-tone style (for texture or watermark purposes only).

Do not set the logo in more than 2 colors, do not set the logo in gradients, or deviating from the approved colors on page 8 for the brand identity.

Cinema Red



Cinema Red on Dark



All Black (Grayscale)



Red/White on Dark



Black and Medium Gray



All White on Dark

