



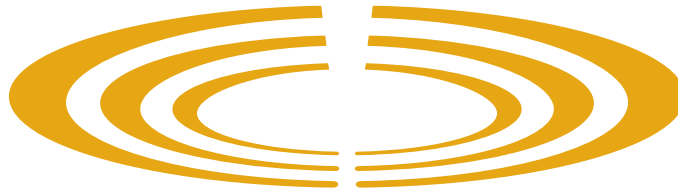
BRAND GUIDE

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THE CINEPLEX RINGS

The CINEPLEX rings icon represents a symmetrical graphic depiction of the ancient Greek amphitheatre or “Odeon” which is Greek for the word theatre.

These theatres were the place where communities came together to be entertained.

The circular rings stand for entertainment and unity. The rings are now a unifying icon, ready to be applied to multiple properties acting as a connective element for CINEPLEX.



THE NEW CINEPLEX LOGO

MASTERBRAND LOGO



CORPORATE LOGO



CONSUMER LOGO & TAGLINE



The NEW CINEPLEX logo colour palette of deep rich blue is derived from the traditional CINEPLEX Odeon colours, evolved to a rich and elegant Midnight Blue.

The gold for the rings remains the same as the original CINEPLEX Entertainment logo.

In most instances the 4-colour version of the logo should be used on materials with a 4-colour background. Avoid using glows or keylines around the logo for contrast against backgrounds.

The space between the baseline of the tagline and the top of the CINEPLEX wordmark squared should be the clearance around the logo in all marketing materials, where possible.

BRAND VOICE

COPY TONE & MANNER

ESCAPE WITH US™

CINEPLEX is your entry point into the social cinematic experience.

We invite you to *Escape* into the exciting world of movies, entertainment and pop culture.

An experience that is accessible and affordable, yet rich with emotion and lasting memories that extends beyond the movie.

COPY TONE & MANNER

The CINEPLEX brand is very familiar and personal. Our copywriting style, tone and manner should always be open, honest, fun, conversational and direct.

When writing any CINEPLEX copy, it should meet these two criteria:

1. Targeted to our audience in both tone and content
2. Playfully conversational while still showing our “expertise”

COLOUR PALETTE

COLOUR PALETTE & USAGE

The CINEPLEX logo primary colours are Midnight Blue and Golden Ticket. Where possible background colours should be Midnight Blue primarily or Emersion Black secondarily, which lend themselves to the cinema experience. All other colours can be used as accent colours.

PRIMARY



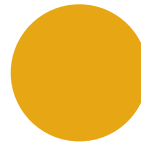
MIDNIGHT BLUE

PANTONE 2767 C

C=100 M=78 Y=0 K=54

Digital: 091849

PRIMARY



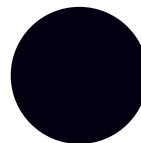
GOLDEN TICKET

PANTONE 131 C

C=0 M=32 Y=100 K=9

Digital: e19617

SECONDARY



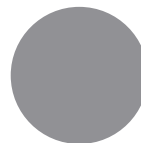
EMMERSON BLACK

SPECIAL

C=50 M=50 Y=0 K=100

Digital: 0a0017

ACCENT



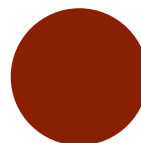
SILVER SCREEN

COOL GREY 9

C=0 M=1 Y=0 K=51

Digital: 919195

ACCENT



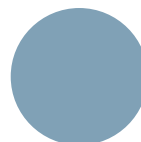
RED

PANTONE 1815 C

C=0 M=90 Y=100 K=51

Digital: 73160c

ACCENT



BLUE

PANTONE 5425 C

C=30 M=4 Y=0 K=31

Digital: 80A1B6

FONT | USAGE

HEADLINES

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

GILL SANS – Regular uppercase

Primary headline font.

Should be used consistently where possible for clarity and ease of reading.

In unique instances the headline font can be more complementary to the idea being communicated.

SUBHEADS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TRADE GOTHIC – Bold Condensed No. 20

Primary subhead font.

Should be used consistently where possible for clarity and ease of reading.

Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

TRADE GOTHIC – Condensed No. 18

Primary body copy font.

Should be used consistently where possible for clarity and ease of reading.

LOGO | TAGLINE

USE OF THE TAGLINE 'ESCAPE WITH US' AND CINEPLEX 'RINGS' WITH PRODUCT BRAND LOGOS:

Online



In Theatre Poster



The tagline “ESCAPE WITH US” should be used when the communication objective is to drive consumers to the Theatre or to CINEPLEX.COM. The use of product brand logos (CINEPLEX or CINEPLEX.COM) with the tagline is referred to as the CONSUMER logo.

The tagline should never be used with the CORPORATE logo (see page 10). The CORPORATE and CONSUMER logo should never appear in the same communication piece.

PRODUCT BRAND LOGOS:

The choice of a Product Brand logo (i.e.: CINEPLEX or CINEPLEX.COM) is predicated on the primary message within the communication.

EXAMPLE:

Single Brands: If the communication is related to the in-theatre experience, the ‘Rings and Tagline’ appear with the Cineplex logo, which in this instance is the primary brand (see XSCAPE poster).

If the communication is related to the online experience at CINEPLEX.COM, the ‘Rings and Tagline’ appear with the CINEPLEX.COM logo, which in this case, is the primary brand (see PRINT SKIP SCAN banner).

Multiple Brands: If there are multiple brands being communicated in one element, the sub brands (such as SilverCity) appear as wordmarks only without the rings (see XSCAPE poster).

LOGO | TAGLINE

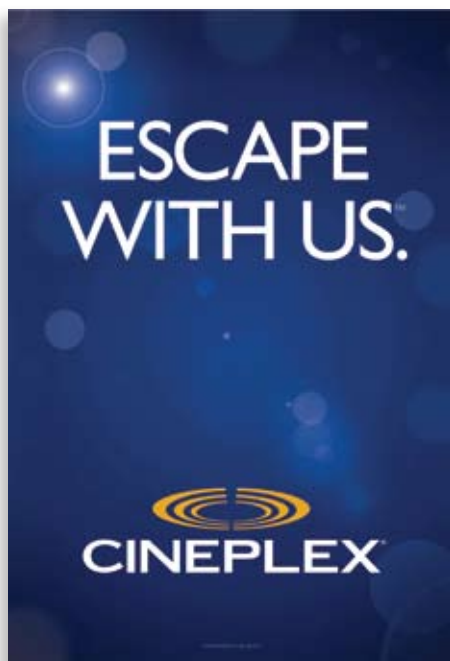


TAGLINE AND RINGS:

'ESCAPE WITH US' and the Cineplex 'Rings' should only appear once in any communication piece.

The exception to this rule may be if a Sub Brand logo (that includes the Cineplex 'Rings') is a critical element in the communication (i.e.: New Theatre Opening).

Note: The tagline should never be used in conjunction with a sub brand.



TAGLINE ALONE:

The tagline 'ESCAPE WITH US™' should always appear in capital letters and trademarked when appropriate.

LOGO | TAGLINE



LOGO LOCK:

If all sub brands are being used as part of a logo train, a standard logo lock should be used.



Scotiabank  **SILVERCITY**  **COLOSSUS**  **COLISEUM** **GALAXY** **CINEMACITY**

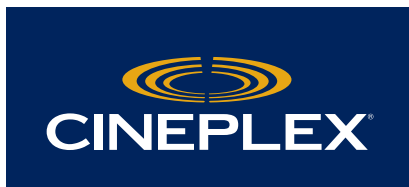
CINEPLEX
ESCAPE WITH US
Partners: Scotiabank, SilverCity, Cineplex Odeon, Colossus, Famous Players, Coliseum, Galaxy, CinemaCity

LOGO | TAGLINE

MASTERBRAND LOGO BILINGUAL



4 Colour



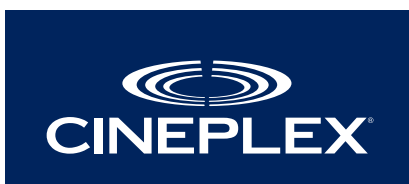
4 Colour Reverse



Spot colour



Black and White



K0

The masterbrand logo is for use in partnership programs when Cineplex is one of multiple participating partners.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative/communication piece.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The masterbrand logo should never be printed at less than 1" w x .5" h size.



LOGO | TAGLINE

CORPORATE LOGO ENGLISH | FRENCH

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative/communication piece.

Refer to COLOUR PALETTE (see pg. 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The tagline ESCAPE WITH US should never be used with the corporate logo.

The corporate logo should never be printed at less than 1" w x .5" h.



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO



LOGO | TAGLINE

CORPORATE LOGO BILINGUAL



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative/communication piece.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The tagline ESCAPE WITH US should never be used with the corporate logo.

The corporate logo should never be printed at less than 1" w x .5" h size.

LOGO | TAGLINE

CONSUMER LOGO ENGLISH | FRENCH WITH TAGLINE

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

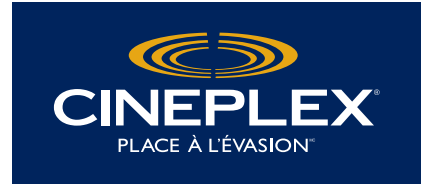
The consumer logo should never be printed at less than 1" w x .5" h.



4 Colour



4 Colour Reverse



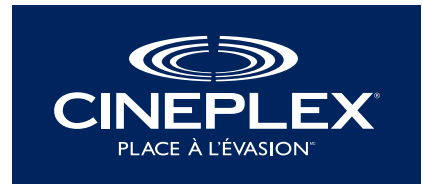
Spot colour



Black and White



KO



LOGO | TAGLINE

CONSUMER LOGO BILINGUAL WITH TAGLINE



4 Colour



4 Colour Reverse



Spot colour



Black and White



K0

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The consumer logo should never be printed at less than 1" w x .5" h size.

LOGO | TAGLINE

CINEPLEX.COM LOGO BILINGUAL WITHOUT TAGLINE



The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX.COM bilingual logo should never be printed at less than 1" w x .5"h size.



LOGO | TAGLINE

CINEPLEX.COM LOGO ENGLISH | FRENCH WITH TAGLINE

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX.COM English and French logo should never be printed at less than 1"w x .5"h size.



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO



LOGO | TAGLINE

CINEPLEX.COM LOGO BILINGUAL WITH TAGLINE



4 Colour



4 Colour Reverse



Spot colour



Black and White



K0

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX.COM bilingual logo should never be printed at less than 1" w x .5"h size.

LOGO | TAGLINE

CINEPLEX STORE
ENGLISH ONLY



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX STORE logo should never be printed at less than 1" w x .5" h.

LOGO | TAGLINE

CINEPLEX MEDIA
ENGLISH | FRENCH

The CINEPLEX MEDIA and CINEPLEXMEDIA.COM logos are corporate logos to be used in CINEPLEX Media and CINEPLEX Digital Media communications only and should never be used with the consumer tagline.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX MEDIA logo should never be printed at less than 1" w x .5" h.



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO



LOGO | TAGLINE

CINEPLEXMEDIA.COM
BILINGUAL

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEXMEDIA.COM logo should never be printed at less than 1" w x .5" h size.


CINEPLEX MEDIA.COM

4 Colour


CINEPLEX MEDIA.COM

4 Colour Reverse


CINEPLEX MEDIA.COM

Spot colour


CINEPLEX MEDIA.COM

Black and White


CINEPLEX MEDIA.COM

K0

SUB BRAND THEATRE LOGOS

SUB BRAND THEATRE LOGOS



Many of the CINEPLEX theatre sub brand logos have evolved to reflect the NEW branding initiative and colour palette.

These logos are connected to the CINEPLEX masterbrand by the appearance of the RINGS. The RINGS are the icon that bind all of the sub brands together for a more cohesive and clean appearance.

The sub brand theatre logos with rings should never be printed at less than 1"w x .5"h. Refer to the following pages.

SUB BRAND THEATRE LOGOS

**CINEPLEX ODEON
HORIZONTAL | BILINGUAL**

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO

SUB BRAND THEATRE LOGOS

CINEPLEX ODEON VERTICAL | BILINGUAL



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

SUB BRAND THEATRE LOGOS

SILVERCITY
ENGLISH | FRENCH

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO



SUB BRAND THEATRE LOGOS

**GALAXY
BILINGUAL**



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

SUB BRAND THEATRE LOGOS

**COLOSSUS
BILINGUAL**



4 Colour



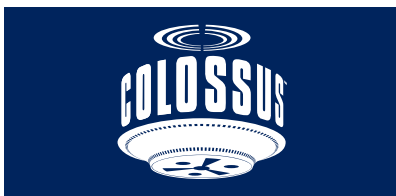
4 Colour Reverse



Spot colour



Black and White



KO

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

SUB BRAND THEATRE LOGOS

COLISEUM
ENGLISH | FRENCH

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.



COLISEUM

4 Colour



COLISÉE



4 Colour Reverse



COLISEUM

Spot colour



COLISÉE



COLISEUM

Black and White



COLISÉE



KO



SUB BRAND THEATRE LOGOS

CINEMACITY
ENGLISH ONLY



4 Colour



4 Colour Reverse



Spot colour



Black and White



K0

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

SUB BRAND THEATRE LOGOS

SCOTIABANK THEATRE
ENGLISH | FRENCH

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE below for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

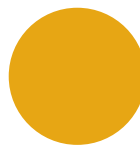
PRIMARY



SCOTIABANK RED

PANTONE 485 C
C=0 M=95 Y=100 K=0
Digital: cc3333

PRIMARY



SCOTIABANK GOLD

PANTONE 131 C
C=0 M=32 Y=100 K=9
Digital: e19617

SECONDARY



MIDNIGHT BLUE

PANTONE 2767 C
C=100 M=78 Y=0 K=54
Digital: 091849



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO



SUB BRAND PRODUCT LOGOS

VIP THEATRE | SERVICES

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The VIP theatre and services logos should never be printed at less than 1"w x .5"h.

VIP THEATRE LOGO

The Cineplex sub brand theatre logo to be used when 100% VIP Cinemas are launched.



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO

VIP SERVICES LOGO

Used to designate the VIP Service area within an existing theatre complex.



SUB BRAND PRODUCT LOGOS

XSCAPE ENGLISH ONLY



4 Colour



4 Colour Reverse



Spot colour



Black and White



KO

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The XSCAPE logo should never be printed at less than 1"w x .5"h.

XSCAPE CLEAN LOGO

Note: For logo use on t-shirts, clothing, etc.



ULTRA AVX CORE LOGO: PRIMARY LOGO IN 3 COLOUR SPECIAL

UltraAVXCoreLogo_3COL.eps

The logo features the word "ULTRA" in a light grey sans-serif font, followed by "AVX" in a bold blue sans-serif font. A yellow chevron points to the right, positioned between the 'V' and 'X'.

ULTRA AVX LOGO PRINTS:

- 100% PANTONE COOL GREY 9C
- 100% PANTONE 2767C
- 100% PANTONE 131C



ULTRA AVX TAGLINE LOGO: PRIMARY LOGO IN 3 COLOUR SPECIAL

UltraAVX_TaglineLogo_3COL.eps

The logo features the word "ULTRA" in a light grey sans-serif font, followed by "AVX" in a bold blue sans-serif font. A yellow chevron points to the right, positioned between the 'V' and 'X'. Below "AVX" is the tagline "AUDIO VISUAL EXPERIENCE" in a smaller, yellow, all-caps sans-serif font.

ULTRA AVX LOGO PRINTS:

- 100% PANTONE COOL GREY 9C
- 100% PANTONE 2767C
- 100% PANTONE 131C



ULTRA AVX / CINEPLEX / AV EXPERIENCE TAGLINE LOGO: PRIMARY LOGO IN 3 COLOUR SPECIAL

UltraAVX_CineplexTagLogo_3COL.eps

The logo features the word "ULTRA" in a light grey sans-serif font, followed by "AVX" in a bold blue sans-serif font. A yellow chevron points to the right, positioned between the 'V' and 'X'. Above "AVX" is the "CINEPLEX" logo, which consists of a stylized orange and yellow "C" above the word "CINEPLEX" in a blue sans-serif font. Below "AVX" is the tagline "AUDIO VISUAL EXPERIENCE" in a smaller, yellow, all-caps sans-serif font.

ULTRA AVX LOGO PRINTS:

- 100% PANTONE COOL GREY 9C
- 100% PANTONE 2767C
- 100% PANTONE 131C



ULTRA AVX "RINGS" TAGLINE LOGO: PRIMARY LOGO IN 3 COLOUR SPECIAL

UltraAVX_RingsTagLogo_3COL.eps



ULTRA AVX LOGO PRINTS:

- 100% PANTONE COOL GREY 9C
- 100% PANTONE 2767C
- 100% PANTONE 131C



ULTRA AVX "RINGS" TAGLINE LOGO - CROPPED: PRIMARY LOGO IN 3 COLOUR SPECIAL

UltraAVX_RingsTagLogoCROP_3COL.eps



CINEPLEX "RINGS" PRINT:

- 25% PANTONE COOL GREY 9C



ULTRA AVX CORE LOGO: PRIMARY LOGO IN GRAYSCALE

UltraAVXCoreLogo_Gray.eps

ULTRA AVX

ULTRA AVX LOGO PRINTS:

- GRAYSCALE



ULTRA AVX TAGLINE LOGO: PRIMARY LOGO IN GRAYSCALE

UltraAVX_TagLineLogo_Gray.eps

ULTRA AVX
AUDIO VISUAL EXPERIENCE

ULTRA AVX LOGO PRINTS:

- GRAYSCALE



ULTRA AVX / CINEPLEX / AV EXPERIENCE TAGLINE LOGO: PRIMARY LOGO IN GRAYSCALE

UltraAVX_CineplexTagLogo_Gray.eps

CINEPLEX
ULTRA AVX
AUDIO VISUAL EXPERIENCE

ULTRA AVX LOGO PRINTS:

- GRAYSCALE



ULTRA AVX "RINGS" TAGLINE LOGO: PRIMARY LOGO IN GRAYSCALE

UltraAVX_RingsTagLogo_Gray.eps



ULTRA AVX LOGO PRINTS:

- GRAYSCALE



ULTRA AVX "RINGS" TAGLINE LOGO - CROPPED: PRIMARY LOGO IN GRAYSCALE

UltraAVX_RingsTagLogoCROP_Gray.eps



ULTRA AVX CORE LOGO: PRIMARY LOGO IN BLACK

UltraAVXCoreLogo_Black.eps

ULTRA AVX

ULTRA AVX LOGO PRINTS:

- BLACK



ULTRA AVX TAGLINE LOGO: PRIMARY LOGO IN BLACK

UltraAVX_TaglineLogo_Black.eps

ULTRA AVX
AUDIO VISUAL EXPERIENCE

ULTRA AVX LOGO PRINTS:

- BLACK



ULTRA AVX / CINEPLEX / AV EXPERIENCE TAGLINE LOGO: PRIMARY LOGO IN BLACK

UltraAVX_CineplexTagLogo_Black.eps


CINEPLEX
ULTRA AVX
AUDIO VISUAL EXPERIENCE

ULTRA AVX LOGO PRINTS:

- BLACK



ULTRA AVX "RINGS" TAGLINE LOGO: PRIMARY LOGO IN BLACK

UltraAVX_RingsTagLogo_Black.eps



ULTRA AVX LOGO PRINTS:

- BLACK



ULTRA AVX "RINGS" TAGLINE LOGO - CROPPED: PRIMARY LOGO IN BLACK

UltraAVX_RingsTagLogoCROP_Black.eps



ULTRA AVX CORE LOGO: PRIMARY LOGO IN WHITE

UltraAVXCoreLogo_White.eps



ULTRA AVX LOGO PRINTS:

- WHITE



ULTRA AVX TAGLINE LOGO: PRIMARY LOGO IN WHITE

UltraAVX_TaglineLogo_White.eps



ULTRA AVX LOGO PRINTS:

- WHITE



ULTRA AVX / CINEPLEX / AV EXPERIENCE TAGLINE LOGO: PRIMARY LOGO IN WHITE

UltraAVX_CineplexTagLogo_White.eps



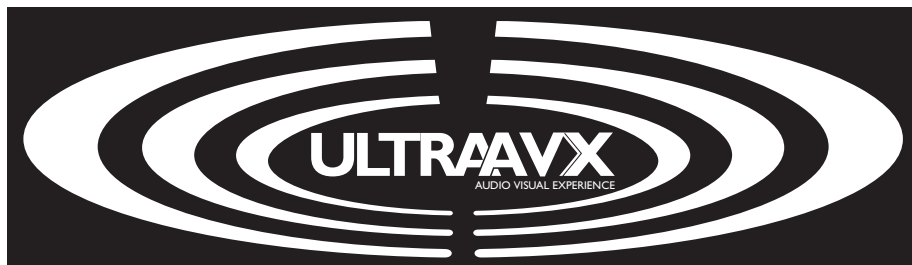
ULTRA AVX LOGO PRINTS:

- WHITE



ULTRA AVX "RINGS" TAGLINE LOGO: PRIMARY LOGO IN WHITE

UltraAVX_RingsTagLogo_White.eps



ULTRA AVX LOGO PRINTS:

- WHITE



ULTRA AVX "RINGS" TAGLINE LOGO - CROPPED: PRIMARY LOGO IN WHITE

UltraAVX_RingsTagLogoCROP_White.eps



SUB BRAND THEATRE WORDMARKS

SUB BRAND THEATRE WORDMARKS | ENGLISH

If there are multiple brands being communicated in one element, the sub brands appear as wordmarks only, without the rings.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

A sub brand logo theatre wordmark should never be printed at less than 1"w x .5"h.

SILVERCITY

CINEPLEX
ODEON

COLOSSUS


FAMOUS PLAYERS

COLISEUM

GALAXY

CINEMACITY

4 Colour/Spot colour

SILVERCITY

CINEPLEX
ODEON

COLOSSUS


FAMOUS PLAYERS

COLISEUM

GALAXY

CINEMACITY

Black and White

SILVERCITY

CINEPLEX
ODEON

COLOSSUS


FAMOUS PLAYERS

COLISEUM

GALAXY

CINEMACITY

KO

SUB BRAND THEATRE WORDMARKS

SUB BRAND THEATRE WORDMARKS | FRENCH

If there are multiple brands being communicated in one element, the sub brands appear as wordmarks only, without the rings.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

A sub brand logo theatre wordmark should never be printed at less than 1"w x .5"h.

STARCITÉ

CINEPLEX
ODEON

COLOSSUS


FAMOUS PLAYERS

COLISÉE

GALAXY

4 Colour/Spot colour

STARCITÉ

CINEPLEX
ODEON

COLOSSUS


FAMOUS PLAYERS

COLISÉE

GALAXY

Black and White

STARCITÉ

CINEPLEX
ODEON

COLOSSUS


FAMOUS PLAYERS

COLISÉE

GALAXY

K0

STANDARD LOGO LOCK

STANDARD SUB BRAND LOGO LOCK

The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family.

The inclusion of CinemaCity in the logo lock depends on whether the communicated benefit is available at a CinemaCity location. CinemaCity never appears in the French logo lock.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The standard sub brand logo lock should never be printed at less than 3" wide.

NOTE: : The rings should never appear on any sub brands if the masterbrand with rings and tagline is present.

STANDARD LOGO LOCK

STANDARD LOGO LOCK WITHOUT CINEMACITY | ENGLISH

The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family.

The inclusion of CinemaCity in the logo lock depends on whether the communicated benefit is available at a CinemaCity location. CinemaCity never appears in the French logo lock.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

The standard sub brand logo lock should never be printed at less than 3" wide.

4 Colour



Spot colour



Black and White



KO



STANDARD LOGO LOCK

STANDARD LOGO LOCK | FRENCH

The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family.

The choice of colour selected for the logo should be from

the iterations shown on this page that best suit the creative application.

The standard sub brand logo lock should never be printed at less than 3" wide.

4 Colour



Spot colour



Black and White



KO



STANDARD LOGO LOCK

STANDARD LOGO LOCK W/CINEMACITY | ENGLISH

The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family.

The inclusion of CinemaCity in the logo lock depends on whether the communicated benefit is available at a CinemaCity location. CinemaCity never appears in the French logo lock.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

The standard sub brand logo lock should never be printed at less than 3" wide.

4 Colour



Spot colour



Black and White



KO



STANDARD LOGO LOCK

STANDARD LOGO LOCK | BILINGUAL

The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family.

The choice of colour selected for the logo should be from

the iterations shown on this page that best suit the creative application.

The standard sub brand logo lock should never be printed at less than 3" wide.

4 Colour



Spot colour



Black and White



KO



EXTERNAL SIGNAGE CONSIDERATIONS

USE OF CINEMAS



The addition of the word CINEMAS is limited to GALAXY exterior signage and any Theatre pylon sign to ensure the theatre sub brand(s) is recognizable as a cinema environment.

Note: Pantone 1245C is used for the rings for exterior backlit signage



When SilverCity exterior signage is applied to a red background, the gold pantone colour must be adjusted to:

Yellow 100
Magenta 30

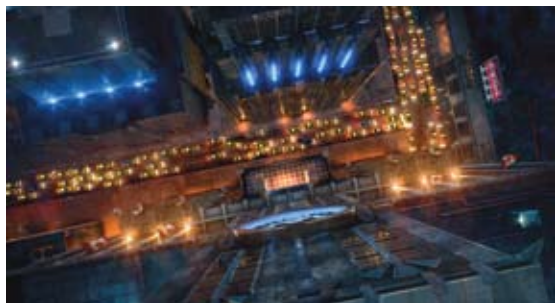
CINEPLEX ENTERTAINMENT
CINEPLEX DIVERTISSEMENT

In very restricted spaces – such as theatre entrances – a horizontal setting of the CINEPLEX ENTERTAINMENT logo in type can be used for legibility. This signage is based on the Custom Cineplex font, derived from Copperplate Bold. This wordmark/artwork can be repurposed for small extended horizontal spaces.

The size and letter spacing can be re-set to accommodate varying small spaces, the wider the space the greater the letter spacing.

35MM FEATURE PRESENTATION

35MM FEATURE PRESENTATION



The :23 sec spot should only appear in-theatre at the end of the trailers and paid advertising prior to the Feature Presentation.

The :15 sec spot is a broadcast spot and should be used with any media purchase or on-line.



POWERPOINT TEMPLATE

TITLE AND CONTENT PAGE

INSERT [TITLE | DATE]



Generic

INSERT [TITLE | DATE]



English

INSERT [TITLE | DATE]



Bilingual

INSERT [TITLE]



English

INSERT [TITLE]



Bilingual

LEGAL TRADEMARK

CORPORATE LOGO

REFERENCE



Corporate logo – English:

®Cineplex Entertainment LP or used under license.



Corporate logo – French:

®Cineplex Divertissement LP ou utilisation sous licence.



Corporate logo – Bilingual:

®Cineplex Entertainment LP or used under license/ou utilisation sous licence.

LEGAL TRADEMARK

CONSUMER LOGO

REFERENCE:



Consumer logo with tagline – English:

^{TTM/®}Cineplex Entertainment LP or used under license.



Consumer logo with tagline – French

^{MC/®}Cineplex Divertissement LP ou utilisation sous licence.



Consumer logo with tagline – Bilingual:

^{TM/MC/®}Cineplex Entertainment LP or used under license/ou utilisation sous licence.