

Branding and Style Guide

**WE BUILD REVOLUTIONARY
TOOLS TO HELP YOU
CREATE EXTRAORDINARY
MOVING IMAGES**

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Logo

- The official Cinnafilm logo for all intents and purposes is the full-color version locked up with symbol, wordmark and registration mark.
- Logo use hierarchy:
 - Full-Color Logo
 - Reversed
 - Single-Color Bitmap
(request from Cinnafilm marketing if needed)



- Full-color version of the logo is the number one hierarchy for all marketing uses. (This is always our first choice)



- Reversed logo ONLY to be used on dark backgrounds for contrast.
- Reversed logo should first be used on Cinnafilm Blue. (e.g. NAB Cinnafilm booth)
- ALL full-color logo treatment rules in this guide apply to the reversed logo.



- Grayscale version ONLY for black and white use of the logo.
- ONLY to be used where color use of the logo is NOT available.



- Bitmap ONLY for the purposes of black and white print use of the logo. (e.g. newspaper, etc.)
- Single-color version can ONLY be accessed by contacting the Marketing team.
- ONLY to be used if the full-color AND reversed versions of the Cinnafilm logo do NOT work.



- Spacing around the logo is equal to the height of the “C”. Use this reference when scaling the logo to ensure spacing is optically balanced.
- DO NOT attempt to recreate the logo.
- Minimum size for standard logo is .5” / 2.3” (13mm / 60mm) print and 40px / 170px digital.



- All uses of tagline version MUST be approved by the Cinnafilm Marketing team.
- Follow the same "safe area" guidelines as per the standard logo.
- DO NOT attempt to recreate the logo and tagline lock-up.
- Minimum height for tagline logo is .75" / 3.5" (20mm / 90mm) print and 50px / 255px digital.



- These are examples of what NOT to do with the Cinnafilm logo.
- The phrase “Cinnafilm logo” refers to the icon, wordmark, copyright, and tagline (if applicable) together.
- Use the provided logo assets and follow this guideline to avoid any issues.
- Contact the Marketing team if you have any questions or concerns.



Do NOT stretch or squeeze the logo



Do NOT attempt to reproduce lockup with tagline



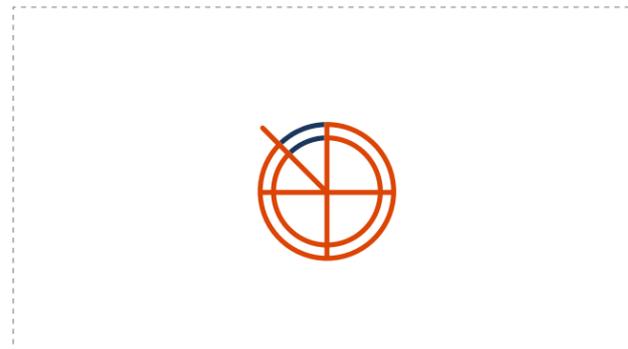
Do NOT attempt to recreate the logo



Do NOT rotate or skew



Do NOT change the colors of the logo in ANY way



Do NOT use the icon on its own (without approval)



Do NOT apply filters or effects to the logo



Do NOT crop the logo



Do NOT place the logo floating in a color box



Do NOT place the logo over an image (without approval)

Colors and Typography

- Cinnafilm Blue and Cinnabar Orange are THE CORE Cinnafilm colors; as such, these should be used with great consideration and only in line with this brand guide or with the permission of the Cinnafilm Marketing team.
- Do NOT change these colors for custom use. (i.e. changing RGB values or creating gradients)
- Color formats are provided for use across print/digital formats.



Cinnafilm Blue
(primary color)
RGB: 27 . 54 . 93
HEX: #1B365D
CMYK: 99 . 83 . 37 . 29



Cinnabar Orange
(primary color)
RGB: 220 . 68 . 5
HEX: #DC4405
CMYK: 8 . 87 . 100 . 1

- Product colors are to be used solely with their associated product to build and retain product awareness.
- Color formats are provided for use across print/digital formats.
- Do NOT use any other colors for Cinnafilm products.
- Do NOT change these colors for custom use. (i.e. changing RGB values or creating gradients)



Tachyon/Cinnabar Orange
(primary color / product color)

RGB: 220 . 68 . 5
HEX: #DC4405
CMYK: 8 . 87 . 100 . 1



Dark Energy Blue
(product color)

RGB: 0 . 80 . 140
HEX: #00508C
CMYK: 100 . 75 . 18 . 4



Wormhole Gold
(product color)

RGB: 255 . 165 . 0
HEX: #FFA500
CMYK: 0 . 41 . 100 . 0



RadiantGrid Gray
(product color)

RGB: 95 . 95 . 95
HEX: #5F5F5F
CMYK: 62 . 53 . 53 . 24



PixelStrings Purple
(product color)

RGB: 99 . 18 . 196
HEX: #6312C4
CMYK: 76 . 95 . 0 . 5

- Tertiary colors are used for supporting primary and secondary colors.
- Tertiary colors should be used only as replacements for brand colors when only black and white are available.
- Be sure to maintain a readable level of contrast when using tertiary colors in typography.
- Do NOT change these colors for custom use. (i.e. changing RGB values or creating gradients)



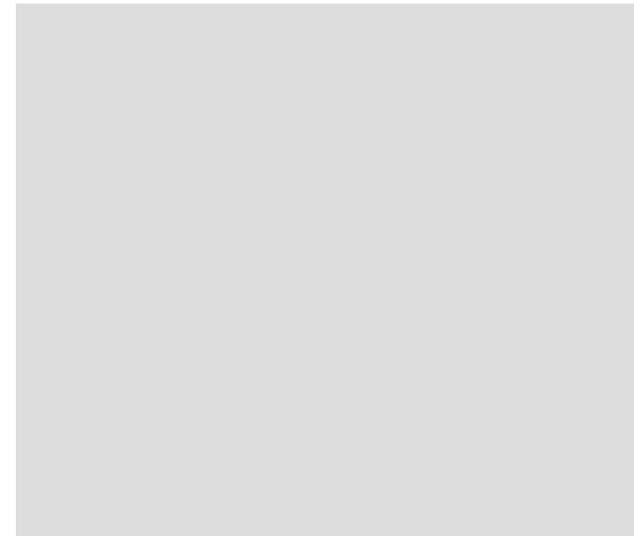
Dark Gray/RadiantGrid
(tertiary color)

RGB: 95 . 95 . 95
HEX: #5F5F5F
CMYK: 62 . 53 . 53 . 24



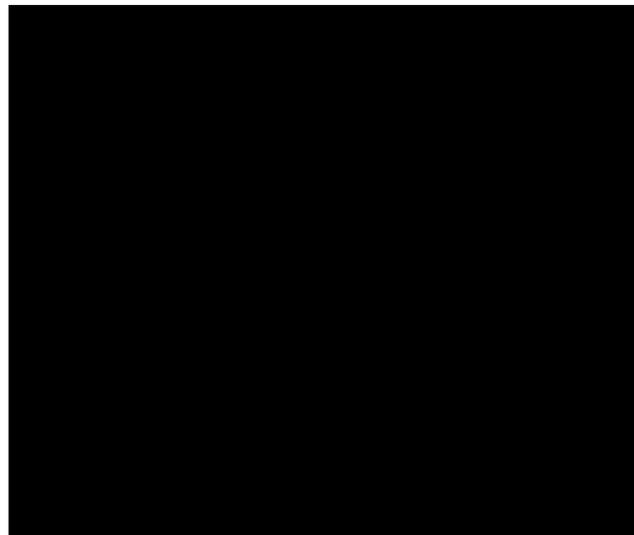
Medium Gray
(tertiary color)

RGB: 150 . 150 . 150
HEX: #969696
CMYK: 44 . 36 . 36 . 1



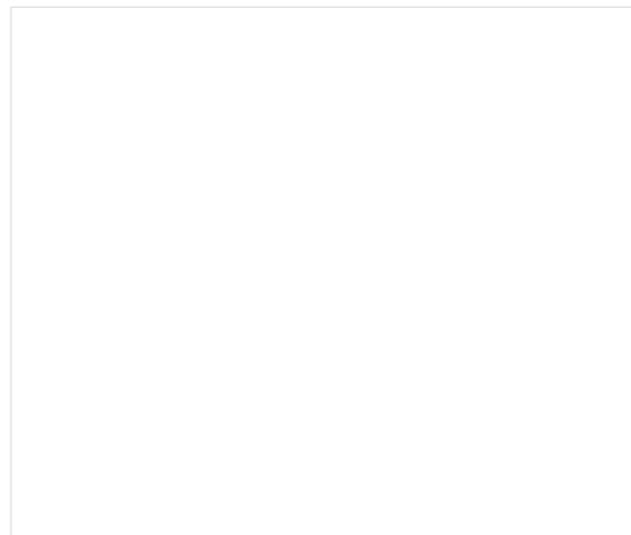
Light Gray
(tertiary color)

RGB: 221 . 221 . 221
HEX: #DDDDDD
CMYK: 12 . 9 . 9 . 0



Rich Black/Xenon
(tertiary color)

RGB: 0 . 0 . 0
HEX: #000000
CMYK: 75 . 68 . 68 . 90



White
(tertiary color)

RGB: 255 . 255 . 255
HEX: #FFFFFF
CMYK: 0 . 0 . 0 . 0

- Roboto is the Cinnafilm corporate font for ALL documents and marketing materials.
- Roboto can be downloaded from Google Fonts.
- Only use the font weights *Light*, *Regular*, and *Bold* or their respective italic version.
- Web Font Stack : *Roboto, Helvetica Neue, Segoe UI, Tahoma, sans-serif*

Roboto Light
Headlines (h1, h2, h3)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567980.!?\$%,:;”

Roboto Regular
Body / copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567980.!?\$%,:;”

Roboto Bold
Subheading (h4), strong
(emphasized) text

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567980.!?\$%,:;”

- Fallback fonts ONLY for use in cases where Roboto is NOT available.
- Only use the font weights *Light*, *Regular*, and *Bold* or their respective italic version.
- Do NOT use any other fonts. Tahoma is considered a systems standard font and should be used only if ALL ELSE FAILS.

Helvetica Neue
Apple/Mac OS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567980.!?\$%,:;””

Segoe UI
Microsoft/Windows

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567980.!?\$%,:;””

Tahoma
All other circumstances

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567980!?\$%.,:;””

- Roboto Mono is the Cinnafilm corporate font to be used when showing code samples. (This includes commands used in terminal programs.)
- Roboto Mono can be downloaded from Google Fonts.
- Only use the font weights *Regular* or *Bold* or their respective italic version.
- When presenting code examples, choose font weight based on syntax highlighting/formatting for the language in use. Default to Roboto Mono Regular when in doubt - refer to *code sample* for details.
- Web Font Stack: *Roboto Mono, Consolas, Lucida Sans Typewriter, monospace*

Roboto Mono Regular
Code samples

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567980 . ! ? \$ % , : ; " ' `

Roboto Mono Bold
Code samples - includes italic version of font, useful for syntax formatting purposes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567980 ! ? \$ % . , : ; " ' `

- Neusa Next Condensed Medium is the complementary display font for Cinnafilm marketing materials.
- Display font is only to be used with all caps.
- Display font is only to be used on marketing materials; this means NO internal documentation should use this.
- Neusa Next is available through the Cinnafilm Adobe TypeKit subscription if needed by the Cinnafilm Marketing team.
- All materials using the display font MUST receive approval from the Cinnafilm Marketing team prior to production.

Neusa Next
Condensed Medium
Headline for design and
marketing materials

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567980.!?\$%,,:;"'

Pragiti Narrow Bold
Fallback for when Neusa Next
is not available, available through
Google Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567980.!?\$%,,:;"'

Products

**AT CINNAFILM'S
CORE IS OUR RANGE
OF INDUSTRY-
LEADING PRODUCTS**

- The guidelines on this page apply to all Cinnafilm product icon usage. Subsequent pages are for visual reference for individual products.
- All Cinnafilm products consist of a name, icon, and potentially a “tagline” depending on context.
- Tagline “By Cinnafilm” is only used when product icon/ name appears without the Cinnafilm logo.
- Tagline lockup has two sizes (small/large); default to the large version and only use the small version when product icon/name is smaller than .75” (50px digital).



Product Icon/Name with Tagline Small
When the icon/name will be used in a size smaller than .75” (50px digitally), use this lockup to ensure that the tagline is legible.



Product Icon / Name
When product icon is to appear on material with a version of the Cinnafilm logo, the non-tagline product icon/name may be used.



- This page contains basic guidelines for icon/name/tagline usage; refer to the product overview page for more specifications regarding usage.
- For keywords, refer to the brand guide section: *Formatting: Keywords – Spelling and Formatting*
- The Tachyon product color for reference is the “Cinnabar Orange” in the Colors and Typography section of this guide.

Product Icon/Name with Tagline Large
Default to using the product icon lockup which includes the icon, name, and tagline in it's large version as this will work for 90% of circumstances.



Tachyon[®]
By Cinnafilm[®]

Product Icon/Name with Tagline Small
When the icon/name will be used in a size smaller than .75" (50px digitally), use this lockup to ensure that the tagline is legible.



Tachyon[®]
By Cinnafilm[®]

Product Icon / Name
When product icon is to appear on material with a version of the Cinnafilm logo, the non-tagline product icon/name may be used.



Tachyon[®]

- This page contains basic guidelines for icon/name/tagline usage; refer to the product overview page for more specifications regarding usage.
- For keywords, refer to the brand guide section: *Formatting: Keywords – Spelling and Formatting*
- The Dark Energy product color for reference is the “Dark Energy Blue” in the Colors and Typography section of this guide.

Product Icon/Name with Tagline Large
Default to using the product icon lockup which includes the icon, name, and tagline in it's large version as this will work for 90% of circumstances.



Dark Energy[®]
By Cinnafilm[®]

Product Icon/Name with Tagline Small
When the icon/name will be used in a size smaller than .75" (50px digitally), use this lockup to ensure that the tagline is legible.



Product Icon / Name
When product icon is to appear on material with a version of the Cinnafilm logo, the non-tagline product icon/name may be used.



- This page contains basic guidelines for icon/name/tagline usage; refer to the product overview page for more specifications regarding usage.
- For keywords, refer to the brand guide section:
Formatting: Keywords – Spelling and Formatting
- The Wormhole product color for reference is the “Wormhole Gold” in the Colors and Typography section of this guide.

Product Icon/Name with Tagline Large
Default to using the product icon lockup which includes the icon, name, and tagline in it's large version as this will work for 90% of circumstances.



Wormhole[®]
By Cinnafilm[®]

Product Icon/Name with Tagline Small
When the icon/name will be used in a size smaller than .75” (50px digitally), use this lockup to ensure that the tagline is legible.



Wormhole[®]
By Cinnafilm[®]

Product Icon / Name
When product icon is to appear on material with a version of the Cinnafilm logo, the non-tagline product icon/name may be used.



Wormhole[®]

- This page contains basic guidelines for icon/name/tagline usage; refer to the product overview page for more specifications regarding usage.
- For keywords, refer to the brand guide section: *Formatting: Keywords – Spelling and Formatting*
- The RadiantGrid product color for reference is the “RadiantGrid Gray” in the Colors and Typography section of this guide.

Product Icon/Name with Tagline Large
Default to using the product icon lockup which includes the icon, name, and tagline in it's large version as this will work for 90% of circumstances.



RadiantGrid[®]
By Cinnafilm[®]

Product Icon/Name with Tagline Small
When the icon/name will be used in a size smaller than .75” (50px digitally), use this lockup to ensure that the tagline is legible.



RadiantGrid[®]
By Cinnafilm[®]

Product Icon / Name
When product icon is to appear on material with a version of the Cinnafilm logo, the non-tagline product icon/name may be used.



RadiantGrid[®]

- This page contains basic guidelines for icon/name/tagline usage; refer to the product overview page for more specifications regarding usage.
- For keywords, refer to the brand guide section: *Formatting: Keywords – Spelling and Formatting*
- The Xenon product color for reference is the “Rich Black” in the Colors and Typography section of this guide.

Product Icon/Name with Tagline Large
Default to using the product icon lockup which includes the icon, name, and tagline in it's large version as this will work for 90% of circumstances.



Dark Energy Xenon™
By Cinnafilm®

Product Icon/Name with Tagline Small
When the icon/name will be used in a size smaller than .75” (50px digitally), use this lockup to ensure that the tagline is legible.



Dark Energy Xenon™
By Cinnafilm®

Product Icon / Name
When product icon is to appear on material with a version of the Cinnafilm logo, the non-tagline product icon/name may be used.



Dark Energy Xenon™

The PixelStrings icon/name lockup should ONLY be used for Cinnafilm targeted marketing and in conjunction with other Cinnafilm products.

For PixelStrings-specific marketing, refer to PixelStrings logo guidelines.

- This page contains basic guidelines for icon/name/tagline usage; refer to the product overview page for more specifications regarding usage.
- For keywords, refer to the brand guide section: *Formatting: Keywords – Spelling and Formatting*
- The PixelStrings product color for reference is the “PixelStrings Purple” in the Colors and Typography section of this guide.

Product Icon/Name with Tagline Large

Default to using the product icon lockup which includes the icon, name, and tagline in it's large version as this will work for 90% of circumstances.



PixelStrings®
By Cinnafilm®

Product Icon/Name with Tagline Small

When the icon/name will be used in a size smaller than .75" (50px digitally), use this lockup to ensure that the tagline is legible.



PixelStrings®
By Cinnafilm®

Product Icon / Name

When product icon is to appear on material with a version of the Cinnafilm logo, the non-tagline product icon/name may be used.



PixelStrings®

Questions relating to this style guide or brand application of the assets contained within this guide should be directed to the marketing department for the attention of:

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