



# Public Branding & Style Guide

v1.0.4

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# Logo

Overview, Variations & Best Practices

## Logo: Overview



- 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 marketing if needed)

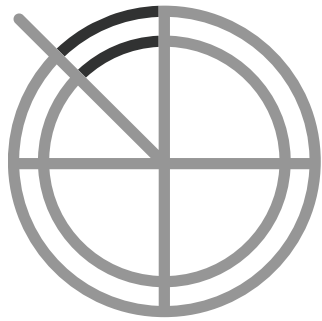


- Full color version of the logo is the number one hierarchy for all marketing uses.  
i.e. this is always our first choice



- 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 logo treatment rules in this guide apply to the reversed logo the same as the color version.

**Logo: Grayscale Version**



**Cinnafilm®**

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

Logo: Black & White Bitmap



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



Logo: Safe Area



- 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.
- Minimum height for standard logo is .5" (13mm) print and 40px digital.
- DO NOT attempt to re-create the logo.



Logo: Tagline



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



**Logo: Do Nots**



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

- These are examples of what NOT to do with the Cinnafilm logo.
- The phrase "Cinnafilm logo" refers to the icon and wordmark together.
- Use the provided logo assets and follow this guideline to avoid these issues.
- Contact the marketing team if you have any questions or concerns.



Do NOT place the logo floating in a color box



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

## Colors: Primary Brand Colors

<p><b>Cinnafilm Blue</b> (primary color)</p> <p>RGB: 27 . 54 . 93 HEX: #1B365D CMYK: 99 . 83 . 37 . 29</p>	<p><b>Cinnabar Orange/Tachyon</b> (primary color)</p> <p>RGB: 220 . 68 . 5 HEX: #DC4405 CMYK: 8 . 87 . 100 . 1</p>	<p><b>PixelStrings Purple</b> (product color)</p> <p>RGB: 109 . 91 . 158 HEX: #6D5B9E CMYK: 67 . 73 . 7 . 0</p>	<p><b>PixelStrings/Wormhole</b> (product color)</p> <p>RGB: 255 . 165 . 0 HEX: #FFA500 CMYK: 0 . 41 . 100 . 0</p>
<p><b>Dark Energy Blue</b> (product color)</p> <p>RGB: 0 . 80 . 140 HEX: #00508C CMYK: 100 . 75 . 18 . 4</p>	<p><b>Dark Gray/RadiantGrid</b> (tertiary color)</p> <p>RGB: 95 . 95 . 95 HEX: #5F5F5F CMYK: 62 . 53 . 53 . 24</p>	<p><b>Medium Gray</b> (tertiary color)</p> <p>RGB: 150 . 150 . 150 HEX: #969696 CMYK: 44 . 36 . 36 . 1</p>	<p><b>Light Gray</b> (tertiary color)</p> <p>RGB: 221 . 221 . 221 HEX: #DDDDDD CMYK: 12 . 9 . 10 . 0</p>
		<p><b>Rich Black</b> (tertiary color)</p> <p>RGB: 0 . 0 . 0 HEX: #000000 CMYK: 75 . 68 . 68 . 90</p>	<p><b>White</b> (tertiary color)</p> <p>RGB: 255 . 255 . 255 HEX: #FFFFFF CMYK: 0 . 0 . 0 . 0</p>

- Use the associated color with the associated product.
- Color formats are provided for use across print/digital formats.
- Do NOT use any other colors.
- Do NOT change these colors for custom use.  
(i.e. changing RGB values or creating gradients)

# Cinnafilm Products

## Products: Overview

Product Icon					
Product Name	Tachyon	Dark Energy	Wormhole	RadiantGrid	PixelStrings
Solutions Label	Temporal Conversions	Spatial Processing	Retiming	Transcoding	The Cloud Solution
Solutions Icon					

- Product Icons are to be used as the primary marks for product-specific materials.
- Respective solutions icon can be used when discussing key functions of each product.
- The PixelStrings icon is SOLELY for the purpose of displaying WITH other product icons. If displayed on its own use PixelStrings specific branding.



Icon  
(Cinnafilm Orange)

# Tachyon

Product Name  
(Roboto Light)

Alternate Lockup



## Tachyon

Respective  
Solutions Icon



## Temporal Conversions



Icon  
(Dark Energy Blue)

# Dark Energy

Product Name  
(Roboto Light)

Alternate Lockup



Dark Energy

Respective  
Solutions Icon



Spatial Processing





Icon  
(Wormhole Gold)

# Wormhole

Product Name  
(Roboto Light)

Alternate Lockup



Wormhole

Respective  
Solutions Icon



Retiming



Icon  
(Dark Gray)

# RadiantGrid

Product Name  
(Roboto Light)

Alternate Lockup



## RadiantGrid

Respective  
Solutions Icon



Transcoding

**Products: PixelStrings**

This product & solution icon set is **ONLY** to be used together with other Cinnafilm product/solution icons for Cinnafilm marketing purposes only.

For PixelStrings-only marketing purposes, contact Laquie@cinnafilm.com.

The icon and product name below is **NOT** the PixelStrings logo.



Icon  
(PixelStrings Purple)

# PixelStrings

Product Name  
(Roboto Light)

- The PixelStrings icon is SOLELY for the purpose of displaying WITH other product icons.

- If displayed on its own, use PixelStrings-specific branding.

Alternate Lockup



## PixelStrings

Respective Solutions Icon



## The Cloud Solution



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:

Laquie TN Campbell  
[Laquie@Cinnafilm.com](mailto:Laquie@Cinnafilm.com)