Brand Guidelines

This document explains the basic elements of
muvi Cinemas identity system, its logo, and elements
outlining essential rules for creating a consistent
& standardized brand expression.

موڤي

muvi

CINEMAS سينـــما

01. About Us

We believe that people should experience movies and not just watch them.

We believe that the film is only one part of the excitement and anticipation people should feel when going to the cinema. That's why we are not just another cinema brand, one that you leave remembering the movie, but forgetting the cinema.

That's why we: Bring authentic experiences created to captivate your imagination and senses.

We are the Saudi cinema brand. We are proudly inspired by Saudi's culture, respect and hospitality, but also its fun-loving optimism and enjoyment of the new, the quirky , but most importantly - the moment.

02. Logo

Main logo

The logo is bilingual with a main focus on the latin word "muvi". It was designed with specific proportions that allow the logo to feel balanced.

Main logo
Colored on white

Main logo
Reverse

Main logo
Black

Main logo
White

Logo exclusion zone

The exclusion zone is essential
for the logo to be clearly distinguishable from
other graphic elements.

Please avoid positioning any elements closer
than the defined eexclusion zone or moving
them further.

X

1/2 X

X
the height of "m"

Incorrect usage

In order to preserve the integrity of the logo, please avoid executions which misuse, amend, or trivialize the identity.

Here are some examples of what not to do.

1/ DO NOT DEFORM THE LOGO

2/ DO NOT CHANGE PROPORTIONS

3/ DO NOT USE THE LOGO WITHOUT THE ARABIC LOGOTYPE

4/ DO NOT CHANGE THE FONT OF THE LOGO

5/ DO NOT APPLY A DROP SHAOW

6/ DO NOT USE COLORS OTHER THAN THE BRAND COLORS

Rule of proportion

There is a point when shrinking will impact the Arabic component of the logo, making it impossible to read. Therefor, this logo must not be shrunk smaller than 1.5 cm on anything that is printed or bigger and 200 px on anything that is digital or bigger.

1.5 cm

200 px

3 cm

400 px

6 cm

800 px

03. Typography

Brand Latin typeface

The muvi Cinemas Latin typeface is Co Headline.

It is innovative, modern and approachable. It is distinctive at larger sizes whilst retaining clarity and focus at smaller sizes.

Co Headline should be used predominantly on all English communication.

Co Headline Bold

Live the Difference

Co Headline Regular

Live the Difference

Co Headline Thin

Live The Difference

Brand Arabic typeface

The muvi Arabic typeface is Co Headline.

It is innovative, modern and approachable. It is distinctive at larger sizes whilst retaining clarity and focus at smaller sizes.

Co Headline should be used predominantly on all Arabic communication.

Co Headline Bold

الفرق تعيشه

Co Headline Regular

الفرق تعيشه

Co Headline Thin

الفرق تعيشه

System typeface

The muvi system typeface is Tahoma.

We use it as our roll-back solution whenever our primary brand typefaces are not available for technical reasons.

For example, for email signature or digital applications such as Microsoft Word and Powerpoint.

Tahoma is available on almost every PC as a system font, and it does support both English and Arabic.
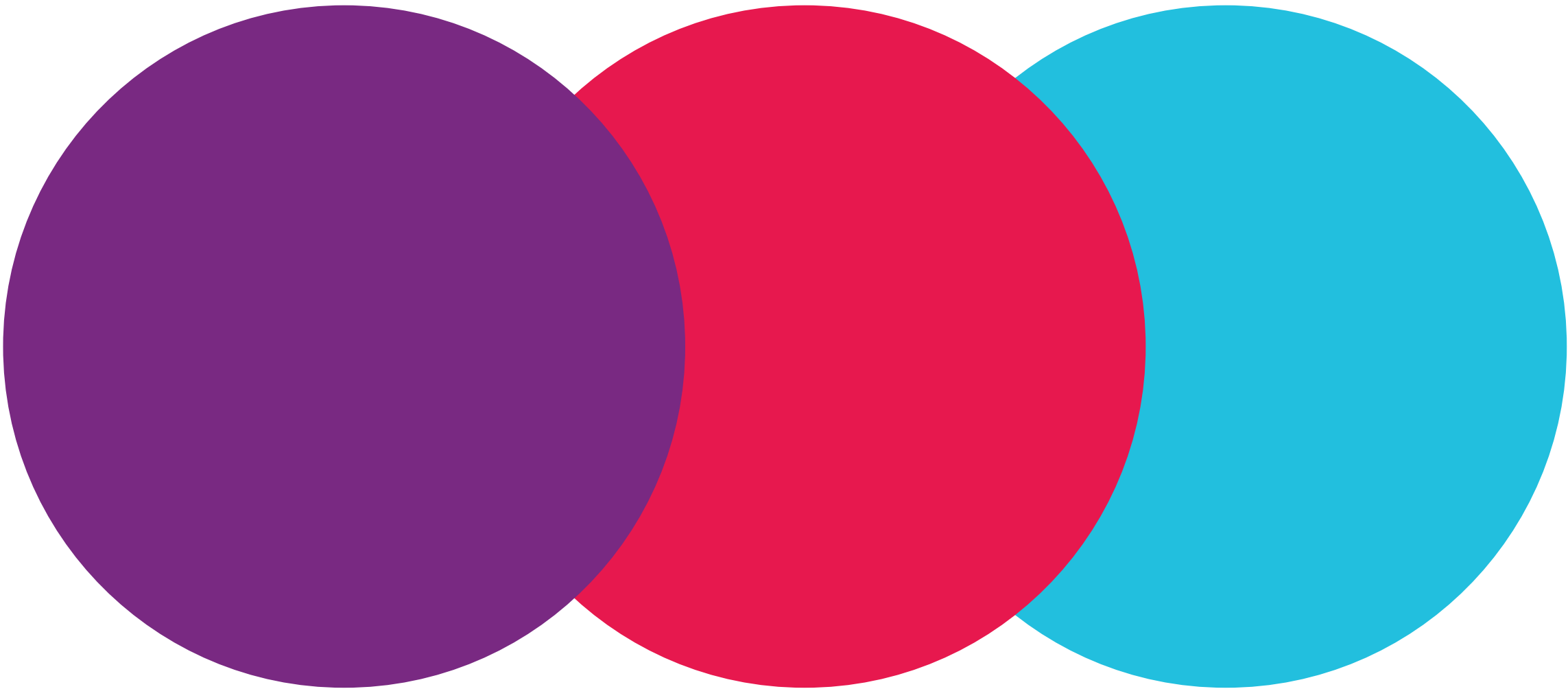
Tahoma Bold

الفرق تعيشه

Tahoma Regular

الفرق تعيشه

04. Brand Colors

Primary Colors

Secondary Colors

MUVI GREY

Pantone Cool Gray 7 C
Hex: 97999b
CMYK: 20 - 12 - 14 - 40
RGB: 151 - 153 - 155

MUVI NAVY

Hex: 004b87
CMYK: 100 - 53 - 4 - 19
RGB: 0 - 75 -135

MUVI PURPLE

Pantone 2612 C
Hex: 772583
CMYK: 67-100-0-5
RGB: 119 - 37 - 131

MUVI RED

Pantone 1925 C
Hex: e0004d
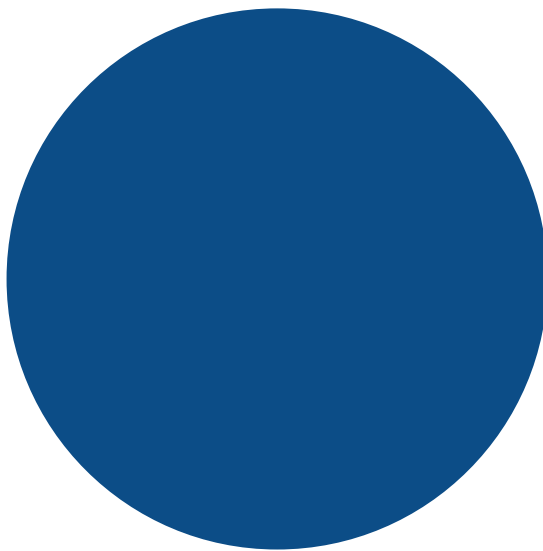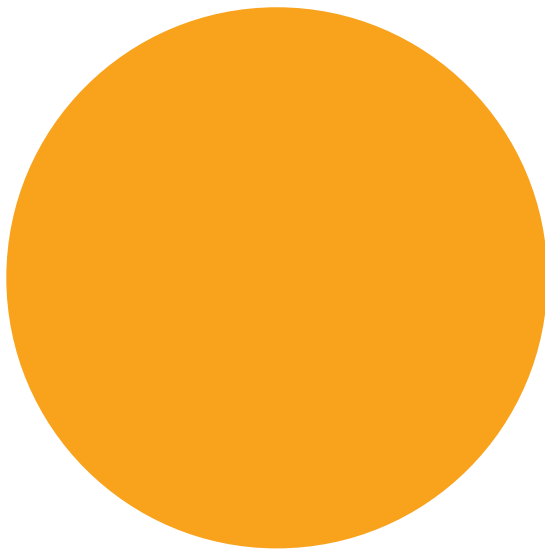CMYK: 0 - 97 - 50 - 0
RGB: 224 - 0 -77

MUVI BLUE

Pantone 311 C
Hex: 05c3de
CMYK: 68 - 0 - 13 - 0
RGB: 5 - 195 - 222

MUVI YELLOW

Pantone 137 C
Hex: ffa300
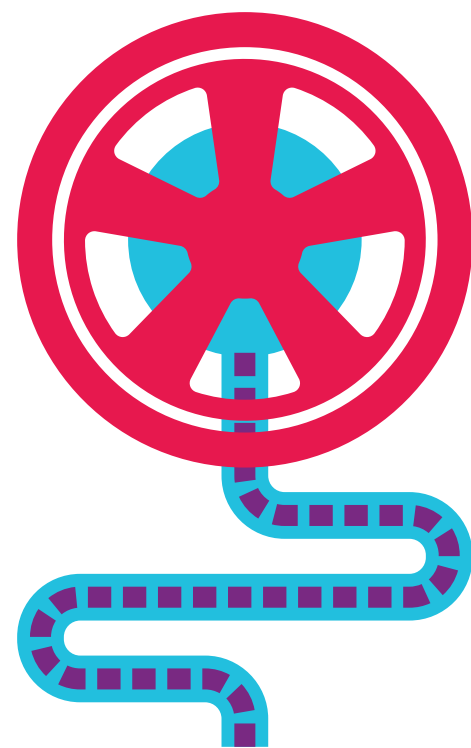CMYK: 0 - 41 - 100 - 0
RGB: 255 - 163 - 0
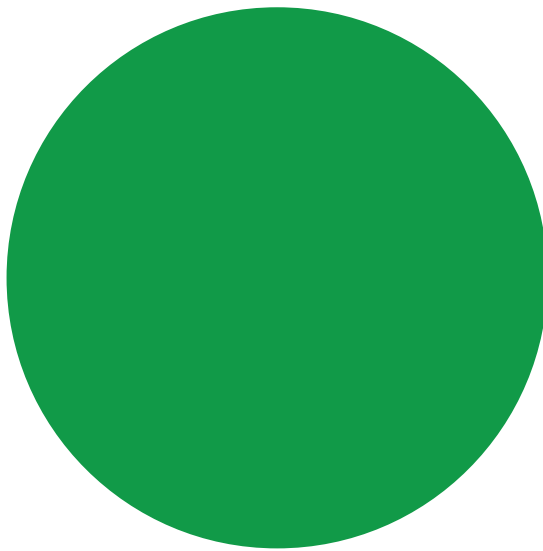
MUVI GREEN

Pantone 347 C
Hex: 009a44
CMYK: 93 - 0 - 100 - 0
RGB: 0 - 154 - 68

05. Brand Graphics

Ticket

Film Strip

Clap

Award

Genre

Happy Face

Filmgoer

Projector

Film Viewer

Popcorn

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The muvi pattern

We can create with the brand graphics showed in the previous slide, a muvi pattern that can be used on all our communication platforms:
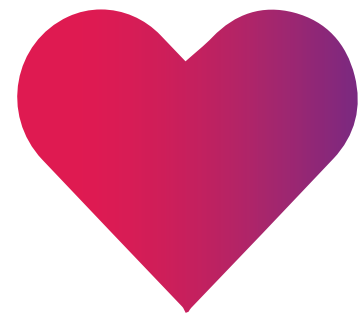
- Digital like Newsletter strip, On-Screen inside the Cinema...

- Print like Hoardings, merchandise, packaging...

The possibiities of creating different patterns are endless where we are free to change the color combination of each graphical element.
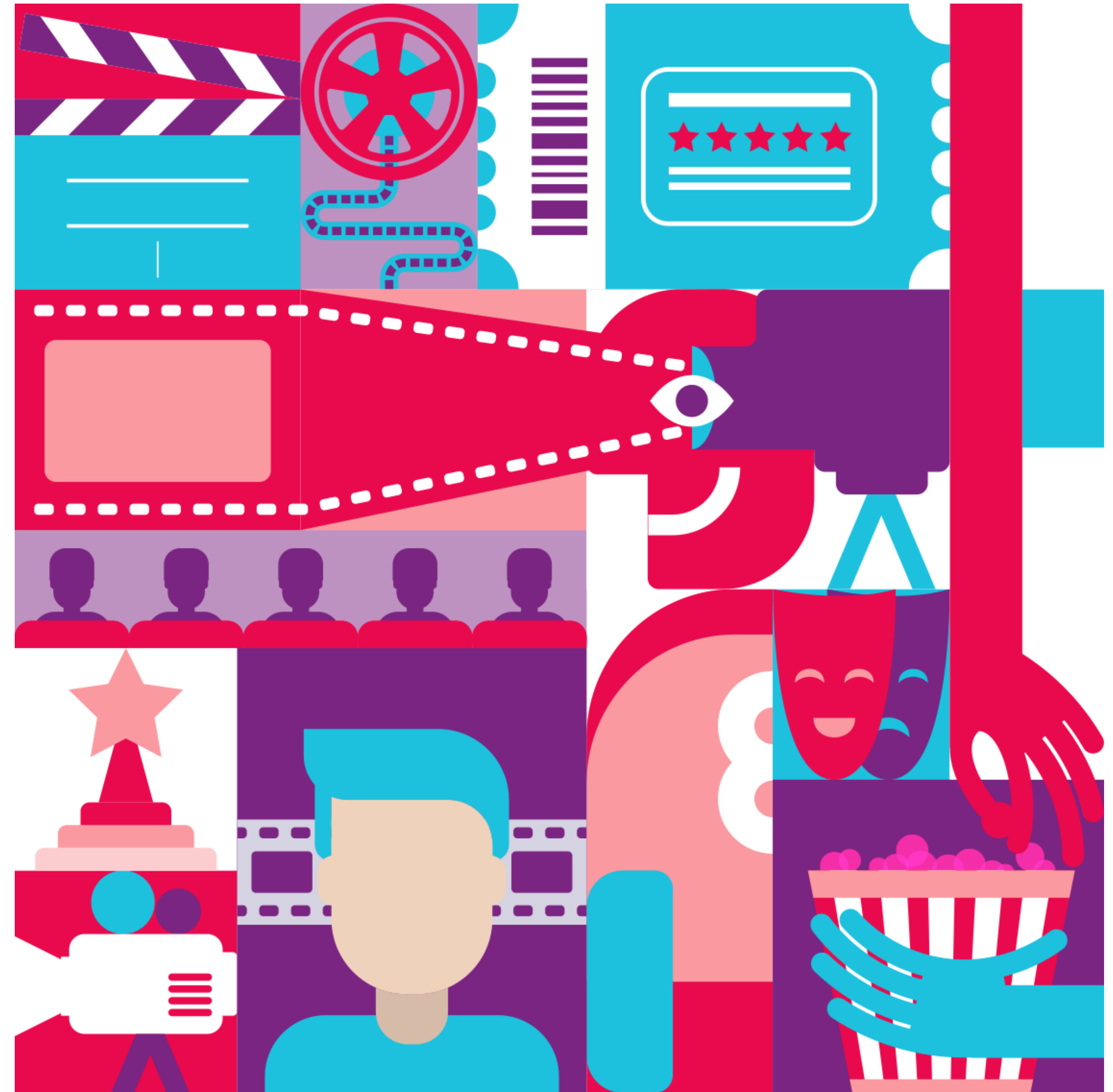
05. Tone of Voice

Tone of voice

Personal

Fun Loving

Extraordinary

Bold

06. Photography Style

Photography
Relatable

All photos need to be relatable to Saudi culture in terms of the clothing and lifestyle.

Photography
Positive

All photos need to be relatable to Saudi culture in terms of the clothing and lifestyle.

Photography
Product Centric

All photos need to be relatable to Saudi culture in terms of the clothing and lifestyle.

Thank you