PREMIERE

Enjoy The Show

Style Guide

When going to the movies, one can expect an **entertaining** experience in a **friendly** environment.

At Premiere, our goal is to provide the best movie viewing experience possible. This guide explains how the words friendly and entertaining define our identity.

Entertaining & Friendly

The intention of our lockup is to convey an **entertaining** and **friendly** image. Entertainment is best depicted through our icon and logo.

Our color choice and tagline represent our mission to create a friendly environment for the customer. The curved lines and shape of our lockup reinforces our intention to achieve friendliness.

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LOCKUP DO'S

Our lockup is striking enough that it can stand out on its own without being conflicted by background content. However, a black or white background is preferred.

There should always be an adequate amount of space around the lockup. The size of the clearing space should equal the size of two P's from the logo.
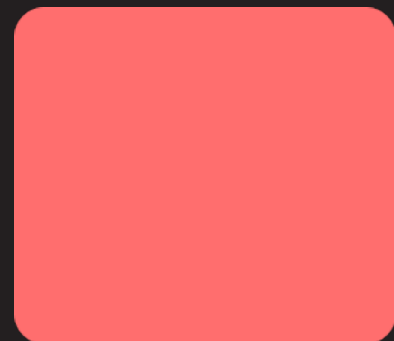

LOCKUP DONT'S

The ratio of the lockup size should always remain unaltered. The lockup should never be stretched or compressed.

It is imperative that the colors of the lockup remain unchanged. Changing the colors can be harmful to the intended impression of the design.

COLOR

CMYK: 0, 0.63, 0.57, 0
RGB: 255, 94, 110
Hex: #ff5e6e

CMYK: 0.59, 0, 0.06, 0.11
RGB: 93, 227, 213
Hex: #5de3d5

A complementary color scheme of high-key colors were chosen for the lockup. This color combination was chosen in order to convey an image that is both **entertaining** and **friendly**. High-key colors allow the lockup to appear friendly.

Red is the dominant color in the lockup because it is the warm color of the pair and should be the focus. Green, the calming cool color, is strategically used in a way to balance out the red so that the lockup does not appear too aggressive. Black and white are used as accent colors in the lockup.

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TYPEFACE

A decorative typeface by the name of Spicy Rice was chosen to achieve an **entertaining** and **friendly** appearance.

The curvy and decorative nature of the typeface ensures that the lockup is entertaining without sacrificing it's intention to portray a friendly environment.

Montserrat should be used for the body text. Spicy Rice should only be used for headings and the lockup.

Spicy Rice
AaBbCcDdEe
FfGgHhIiJjKk
LlMmNnOoPp
QqRrSsTtUu
VvWwXxYyZz

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