

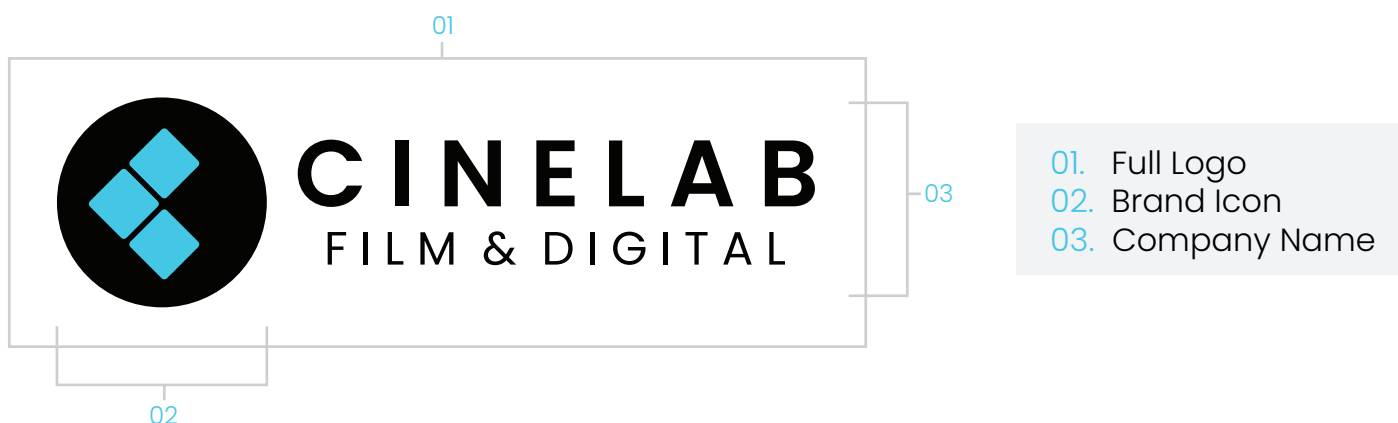
Usage Guidelines

The Cinelab Film & Digital logo and its variations must always be represented in the best possible quality and resolution. It should be equally prominent to other logos when used in motion picture end credits. All variations approved for use are shown on the following pages. Please adhere to the guidelines below for use. For permission or questions, please contact Cinelab Film & Digital Marketing:

thom.trigger@cinelab.co.uk

Logo Elements

When being used for credit purposes, the Cinelab Film & Digital logo should be used as a whole unless otherwise agreed prior to use. The logo is made up of 2 elements; the brand icon and name.



Logo Positioning

Depending on space available, the Cinelab Film & Digital logo can be used in either horizontal or vertical variations as shown below.

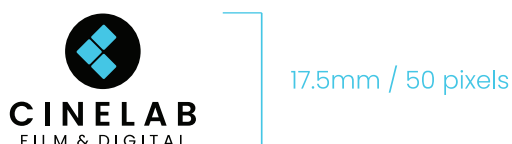
HORIZONTAL

VERTICAL



Minimum Size

The minimum size for the Cinelab Film & Digital logo for digital media is 50 pixels. For print media the minimum size is 10mm for the horizontal variation and 17.5mm for the vertical variation.



Usage Guidelines

Colour Variation

Where possible the standard full colour logo should always be used. On dark backgrounds or as required, the Colour on Black variation can be used. When reproduction methods are restricted to a black & white output, such as on motion picture end credits, the logo may print as white over a black background.

Horizontal

FULL COLOUR



COLOUR ON BLACK



ALL BLACK



ALL WHITE



Vertical

FULL COLOUR



COLOUR ON BLACK



ALL BLACK



ALL WHITE

