Brand Guidelines

October 2018 | Version 1.3

REGAL

Welcome to Our New Brand!

These guidelines are not just about color, form and typography. Building our new identity is about creating the essence of the Regal brand experience. These guidelines define how our brand comes to life and how our guests and our people experience Regal.

Overview

Our visual system is modern and accessible while staying fun and vibrant. The brand elements are flexible enough to tell any story or present concepts in a compelling and intuitive way, without ever overwhelming or confusing the audience.

In this section we break down each of the elements to see how they work together to form the brand, how to use them to build communications, and review what not to do.

New
Releases
Watch
Now

Coming Soon
Coming Soon
Coming Soon
Coming Soon
Coming Soon

Regal Brand Guidelines Version 1.3

Overview

Our Brand Strategy

BRAND POSITIONING STATEMENT

For the most passionate movie fans, Regal is the entertainment destination that rewards the love of movies by consistently delivering a best-in-class experience.

BRAND PROMISE

The best place to watch a movie

BRAND PRINCIPLES

·Welcoming hospitality

·Exciting experiences

·Technological excellence

·Enjoyment for everyone

BRAND PERSONALITY

Inclusive

Passionate

Confident

Warm

Overview

Our Crown Symbol
Our new symbol is based on the view of a crown seen from above. This fresh and modern take on a crown reflects the different and varied perspectives our viewers have come to expect on our screens while connecting our new identity back to our company's history.
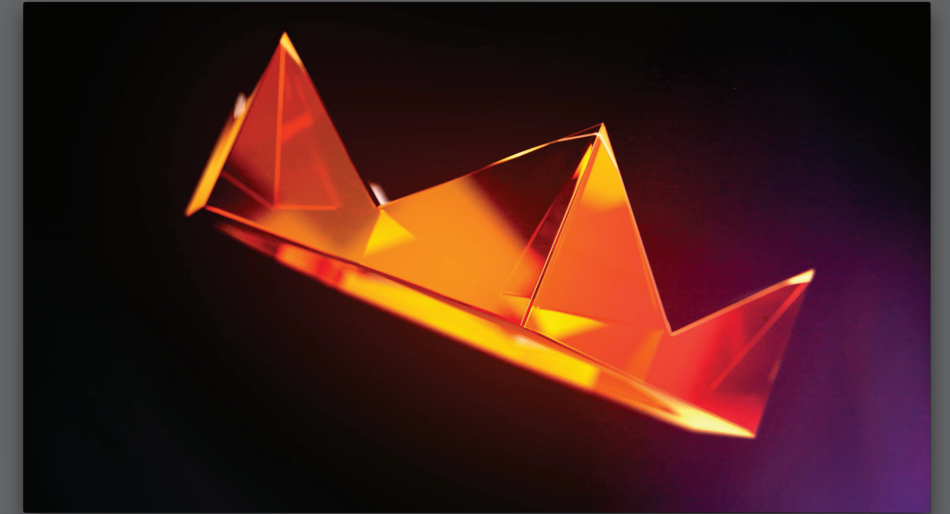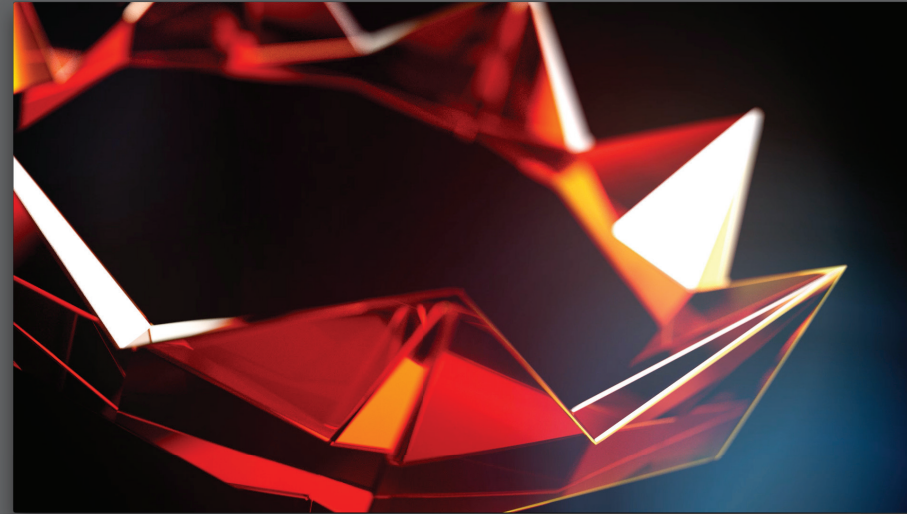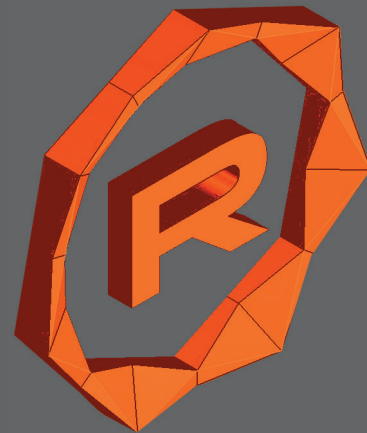
select views from 3D animation

Overview

Heptagon
Created with seven sides, the heptagon shape of the crown also references the apertures of movie cameras. As the best place to watch a movie, our crown visually places Regal at the center of where a film is recorded; the source for the best view of the action.

Overview

Our Logo

Our logo is the cornerstone of our visual identity. The Regal logo is the most visible representation of our brand and the unifying visual element that appears across all communications and channels. It serves as a powerful reminder of our commitment to being the best place to watch a movie.

Paired with a modern wordmark, our crown symbol conveys the notion of focus and commitment.

Our crown and wordmark must always work together. Consistent application of our entire logo is vital to reinforcing a cohesive brand and building equity.

The "TM" symbol following the logo is very important, and needs to remain in place and visible to the extent possible, at all times. It is a signal that our company considers the entire logo a protected trademark asset and that we have a registration in progress with the U.S. Patent and Trademark Office. In the future, when the USPTO registration is granted, the artwork may be updated with the familiar circle-R symbol.

All three elements comprise overall logo, and should not be separated or used individually apart from the whole.

CROWN SYMBOL   WORDMARK   TRADEMARK SYMBOL

ALL COMBINED TO DEFINE OUR LOGO

Core Elements

Logo

Overview
Using the proper logo for the right application is key. We have three logo versions. The full color logos should be used whenever possible. All logos have specific sizing rules that help maintain readability. Please familiarize yourself with each version.

Horizontal
The horizontal logo works best at small sizes for maximum legibility and performance.

Stacked
The stacked logo may be used when space calls for compositionally centered artwork.

Vertical
The vertical logo is for very limited uses and should only be deployed when horizontal space is at a minimum, i.e., exterior signage.

HORIZONTAL

STACKED

VERTICAL

Logo

Five Color Modes
Using the proper logo for the right application is key. We have five possible color modes of our logo. First preference is for full color logos to be used whenever possible.

· Full Color Positive:
  orange symbol with black wordmark
· Full Color Reverse:
  orange symbol with white wordmark
· One Color Orange
· All White
· All Black

About the Use Of Digital Files
The logo artwork seen in this Guide are for demonstration purposes only. Do not scan or screen-shot this or any other document to reproduce any Regal brand artwork. Do not extract the logo artwork from this or any other PDF file. Use only the original digital files for document creation, printing, or display.

Logo

Backgrounds

The Regal logo must always be easy to distinguigh from its background. With orange as our primary brand color there are some background colors and shades that are NOT appropriate for orange logos. Other color modes must be deployed in such cases.

☐ White background:
    1st preference: One color solid orange
    2nd preference: Full Color Positive
    3rd preference: All Black

■ Black background:
    1st preference: Full Color Reverse
    2nd preference: One color Orange
    3rd preference: All White

■ Orange or gradient background:
    1st preference: All White
    2nd preference: All Black
    NOT ALLOWED: any version containing orange

■ Dark background : 75% black or more
    1st preference: Full Color Reverse
    2nd preference: One color Orange
    3rd preference: White only

■ Medium background : 26% to 74% black
    1st preference: All Black
    2nd preference: All White
    NOT ALLOWED: any version containing orange
                    (contrast too low)

☐ Light background, 25% black or less
    1st preference: Full Color Positive
    2nd preference: One color Orange
    3rd preference: Black only

not enough contrast

Dark Backgrounds: 75% or more

Medium Backgrounds: 26% to 74% gray

not enough contrast

Medium Backgrounds: 25% or less

Logo

Clear space and minimum size are tools used to protect the power of our brand. They work by ensuring the logo is always clearly visible as a separate and special representation of our company.

Clear Space

Clear space is the minimum "breathing room" maintained around our logo. It also defines the minimum distance between the logo and the edge of a printed piece.

Ensuring that the logo is easily visible and legible is an important component of communications. Clear space protects the logo to ensure that it is always easily identifiable.

Our logo must be kept free of graphics, text, and other marks. The clear space around our logo is equal to the height of the "REGAL" wordmark.

Minimum Size

Minimum size refers to the smallest allowable logo size. The logo is available in one size that can be scaled down to a minimum size of 1" width for the horizontal logo and .75" width for the stacked logo. Always maintain the logo's aspect ratio when scaling.

HORIZONTAL LOGO

STACKED LOGO

The minimum width of our horizontal logo is 1 inch or 72 pixels

The minimum width of our stacked logo is 0.75 inch or 54 pixels

Logo

Incorrect Usage

Ensure that our logo is clearly visible by using it on the proper background for the logo version. Avoiding these mistakes will help build consistency and recognizability for the brand. Always use approved artwork in correct colors when working with the logo.

Do not alter the logo in any way.

Examples of Unacceptable Usage

1. Do not use the crown symbol alone without the entire logo, including the wordmark.

2. Do not scale the logo without maintaining its proportions.

3. Do not add dropshadows or distracting effects.

4. Do not alter the colors of the logo.

5. Do not alter the size or proportion of the crown symbol in relation to the wordmark.

6. Do not place the logo over a busy or uneven background.

7. Do not group the logo too closely with other brands or messages. Follow the clear space guidelines.

8. Do not re-create the logo in any other font.

Color Palette

Overview
Color is a flexible and powerful way to communicate our brand identity. Our color palette is approachable, vibrant, and unique. Our primary orange is emphasized by a gradient spectrum that is used to highlight different moments in our communications and to emphasize that we are a modern brand that is always in motion.

For other applications, a secondary palette is also provided. These colors should be applied sparingly and should not overpower our primary colors.

We use color in an organized way and to support or emphasize key messages across all our communications. The color white is an important part of the palette. The use of "white space" or "negative space" helps emphasize the logo, text, or other messaging on the page. Design collateral to include the use of "white" space to ensure effective communications.

Note:
For materials that are professionally printed, always strive to match colors to the PMS colors listed here, using PANTONE professional reference color chips and formula guides.

Orange

RGB 255 / 105 / 0
HEX #FF6900
CMYK 0 / 73 / 100 / 0

PANTONE 1505

WCAG:AA substitute on white background
#D14900

Rich Black

RGB 0 / 0 / 0
HEX #000000
CMYK 30 / 30 / 30 / 100

Gold

RGB 255 / 163 / 0
HEX #FFA300
CMYK 0 / 42 / 100 / 0

PANTONE 130

Charcoal Gray

RGB 50 / 50 / 50
HEX #323232
CMYK 0 / 0 / 0 / 90

Medium Gray

RGB 178 / 178 / 178
HEX #B2B2B2
CMYK 0 / 0 / 0 / 35

RPX Blue

RGB 0 / 172 / 208
HEX #00ACD0
CMYK 100 / 0 / 18 / 0
PANTONE 631

Neon Red

RGB 240 / 0 / 100
HEX #F00064
CMYK 0 / 100 / 39 / 0
PANTONE 1925

Ultra Violet

RGB 140 / 50 / 255
HEX #8C32FF
CMYK 65 / 76 / 0 / 0
PANTONE 2665

Jade Green

RGB 43 / 182 / 115
HEX #2BB673
CMYK 75 / 0 / 75 / 0
PANTONE 7480

White

RGB 255 / 255 / 255
HEX #FFFFFF

CMYK 0 / 0 / 0 / 0

Gradient

Orange to Gold
Angled at 38.5°
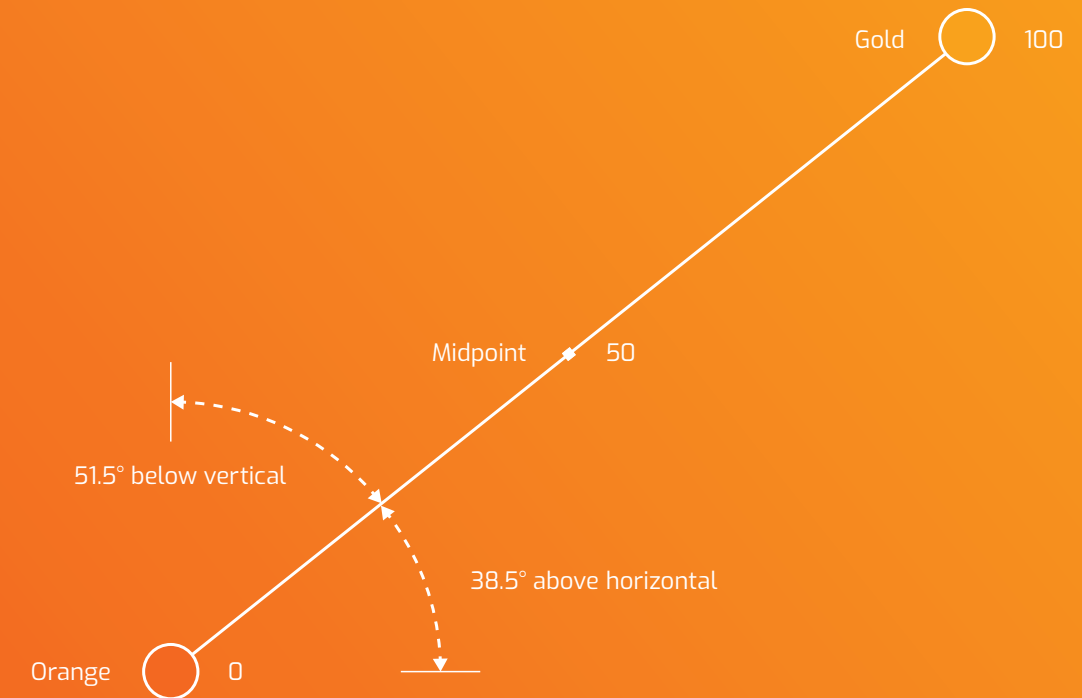
Color Palette

Gradient
Gradients add depth and vibrancy to our applications. They convey a sense of motion that ties back to Regal's cinematic experience.

Pulled from the Regal mark, the color gradient can be used to create rich backgrounds for content or cropped into the sides of imagery as graphic elements.

Gradients should always follow the colors specified here and be set at the 38.5ô angle used within our logo. For facets and other atypical shapes, ensure that the length of the gradient path allows for even distribution of both colors throughout the form.

Note:
Do not use PANTONE spot colors for the gradient nor use gradients of other hues.

Gold 100

Midpoint 50

51.5° below vertical

38.5° above horizontal

Orange 0

Gradient paths should start and end within the confines of a shape.

38.5°

38.5°

38.5°

Typography

Font
Our new brand font is called Exo.

Exo is a contemporary geometric sans serif typeface that conveys a technological and futuristic feeling. It also has a friendly and apporachable voice, which are key principles in our brand identity.

Exo is very versitile. It is available in 9 weights, from Thin to Black, with regular and italic versions of each, for a total of 18 different styles.

We will use Exo exclusively to provide a full spectrum for typographic expression. When used consistently, it helps create powerful recognition for our brand.

Exo is an open-source font family, hosted by Google Fonts. It can be downloaded at no cost and installed on any number of computers or systems.

https://fonts.google.com/specimen/Exo

Exo

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrsvwxyz
1234567890
!@#$%&*?()

Exo Thin
Exo Thin Italic
Exo Extra Light
Exo Extra Light Italic
Exo Light
Exo Light Italic
Exo Regular
Exo Italic
Exo Medium
Exo Medium Italic
Exo SemiBold
Exo SemiBold Italic
Exo Bold
Exo Bold Italic
Exo ExtraBold
Exo ExtraBold Italic
Exo Black
Exo Black Italic

Typography

Style
The flexibility of Exo allows type to scale up to show off its nuances or recede down for more neutral uses. Beginning with a smaller lead in and sizing up subsequent lines, headlines can be set at contrasting sizes to provide emphasis.

Type can also be graphically applied to add a sense of playfulness to a message. In short statements, words can either duplicate down a layout or consecutively step up or down in scale.

Hierarchy
The clear presentation of information is a key goal of the visual system. The logo, color, imagery, and typefaces communicate our values and personality. The text provides the specific message. Clear and consistent use of typography unifies messaging and creates familiarity in the eye of our audiences.

Creating hierarchy in our communications can be achieved by simply changing weights. These examples show how to use our typefaces for maximum legibility while reinforcing our confident and fun personality.

Coming Soon
Coming Soon
Coming Soon
Coming Soon
Coming Soon
Coming Soon
Coming Soon

Join Our Cast

New
Releases
Watch Now

See It at Regal
and Enter for a Chance to Win

Typography

Alternative Fonts
For electronic applications where a significant number of people may not have access to Exo, we use Verdana.

Verdana is a Microsoft Office system font and is available on most all computers.

Headlines
Verdana Bold conveys a personality similar to Exo Bold. It has a modern character and clarity and is used for headlines.

Body Copy
Verdana Regular conveys a personality similar to Exo Regular.

VERDANA

Verdana is our alternate typeface. Use only when Exo is not available.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*?()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&*?()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%&?()*

Typography

Incorrect Usage
It is essential to preserve a clear and effective typographic language at all times. Our type should maintain a proper visual balance between headline and body copy.

Typefaces should never be substituted with those not approved within this guideline. Please do not stretch, squeeze or otherwise morph or manipulate typography. Any modification of our typefaces compromises their meaning and diminishes their impact.

Examples of Unacceptable Usage

1. Setting headlines in all caps

2. Mixing too many typographic styles

3. Placing type into holding shapes

4. Too much or too little color contrast that readability is affected

5. Applying a drop shadow or other artistic effects to type

6. Rotating and angling type

1. BE THE FIRST TO SEE IT

2. Get *a Peek Behind* the **Scenes**

3. Please Silence Your Phones

4. New Movies Coming Soon This Fall

5. Earn 250 **Bonus Credits**

6. Movie **Bonus**

Iconography

Overview

Our icon system reflects the angles of the Regal mark as well as the chiseled letterforms of Replica Pro. When possible, rectilinear forms should have slanted corner effects applied to them. Negative space should be utilized to separate and delineate shapes.

Our icon style carries over into user interfaces as well. Here, our icons simplify down to strokes with blunt ends. Corners are chiseled where appropriate, such as the ends of arrows.

Overall, our icons works best in black and white. Orange may be used against dark backgrounds instead of white. Outside of active or hover states where color may be necessary, icons in user interfaces should also follow these color principles.
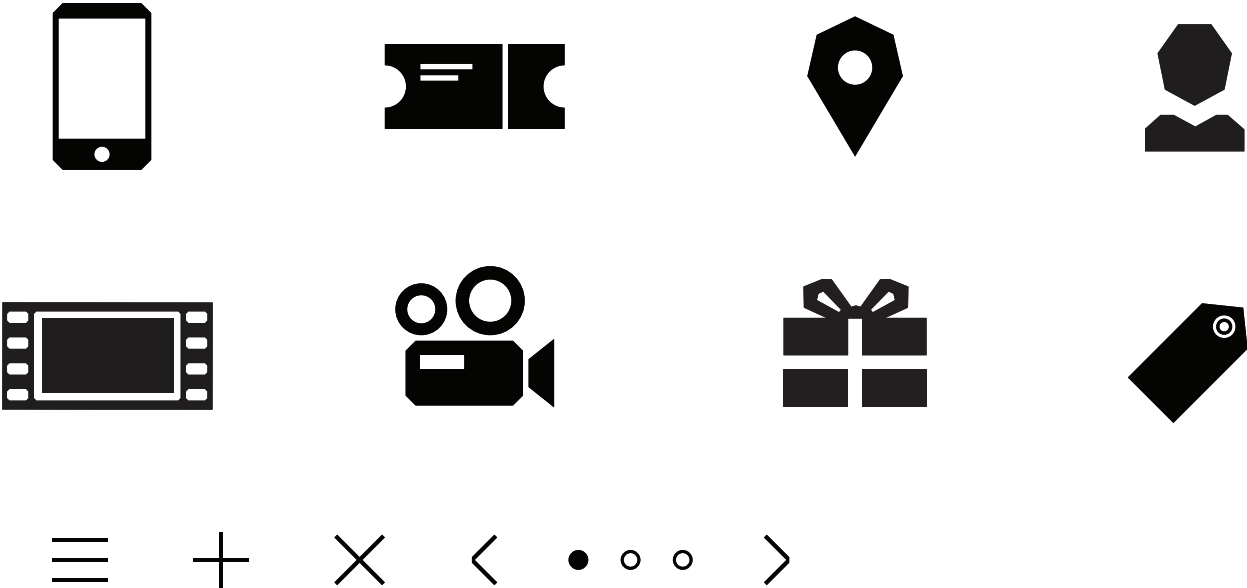
Graphic Elements

Overview

A key advantage of a graphic element is that it strengthens the visual power of a brand across a wide number of applications, while it protects the logo from being overused.

The facet graphic element is used to symbolize the unique perspectives and stories shared through Regal's movie offerings. Inspired by the angles of the Regal Crown, they insert energy and motion into our layouts.

Although inspired by the Crown's edges, the measured angles of the facet graphics are allowed to vary from those angles, as needed for functional layouts.

103°

154.5°

51.5°

206°

0°

257.5°

309°
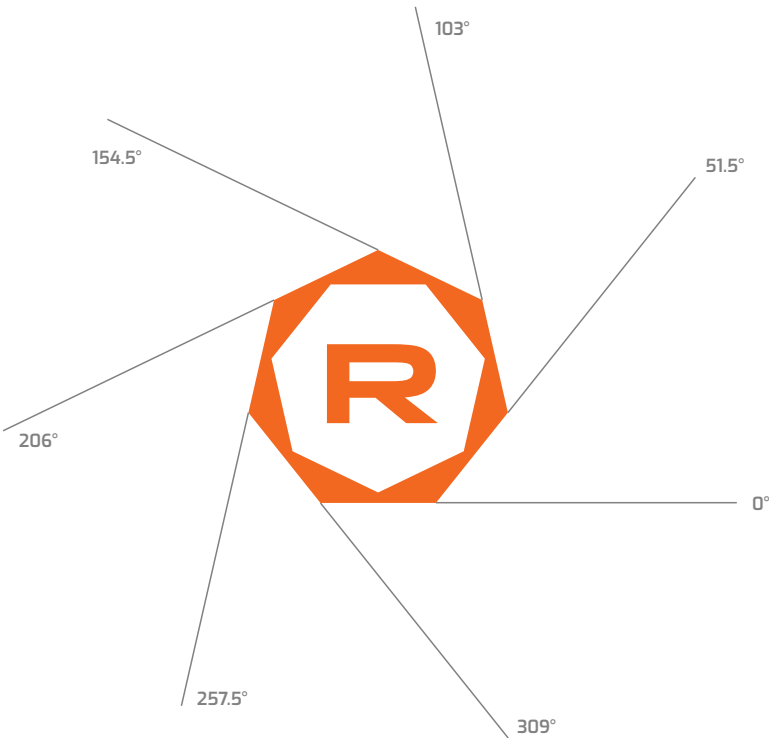
Angle measurements for demonstrative purposes only, to show relation to the Crown.

Actual angles of facets used in layouts are allowed to vary as needed.
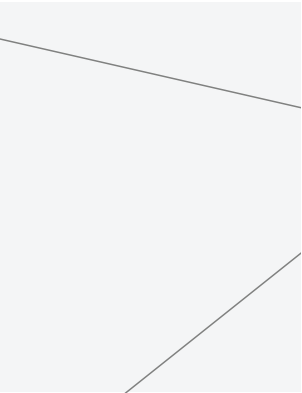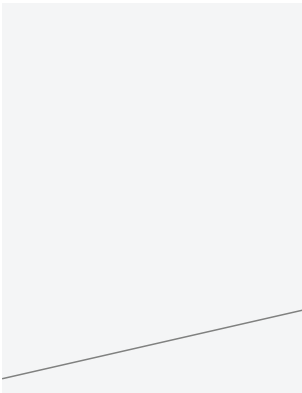
Graphic Elements

Facets
Depending on how much Regal presence is desired within a piece, facets can be cropped into images or form textured backgrounds.

No Facets
With minimal branding, only our logo is present on top of full bleed photography. Our logo should comfortably sit in the top left or bottom left.
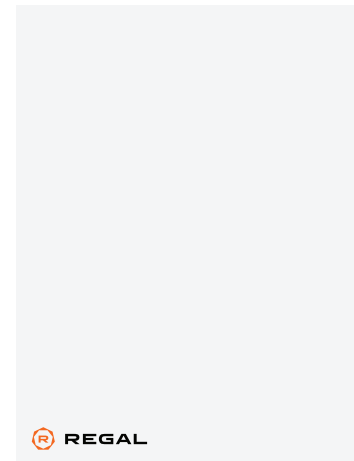
One or Two Facets
A more branded feel can be provided with one or two facets cropping into photography. Content can either be full bleed or silhouetted against a black or white background.
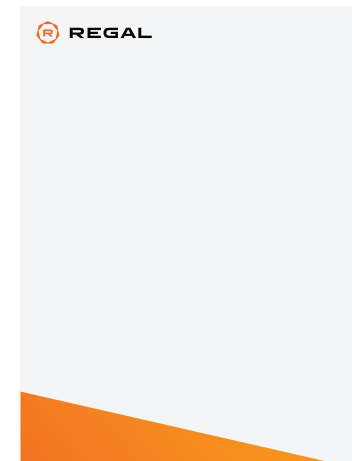
Three Facets
Three facets should only be used to create a textured background. Only silhouetted photography should be utilized in this case.

NO FACETS

TWO FACETS

THREE FACETS

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For demonstration purposes only. Do not scan, screen-capture or extract artwork from this document.

File Nomenclature

For ease of access, all logo artwork files use the naming convention shown here.

Please do not rename these files.

Color Space
Use process for printed materials.

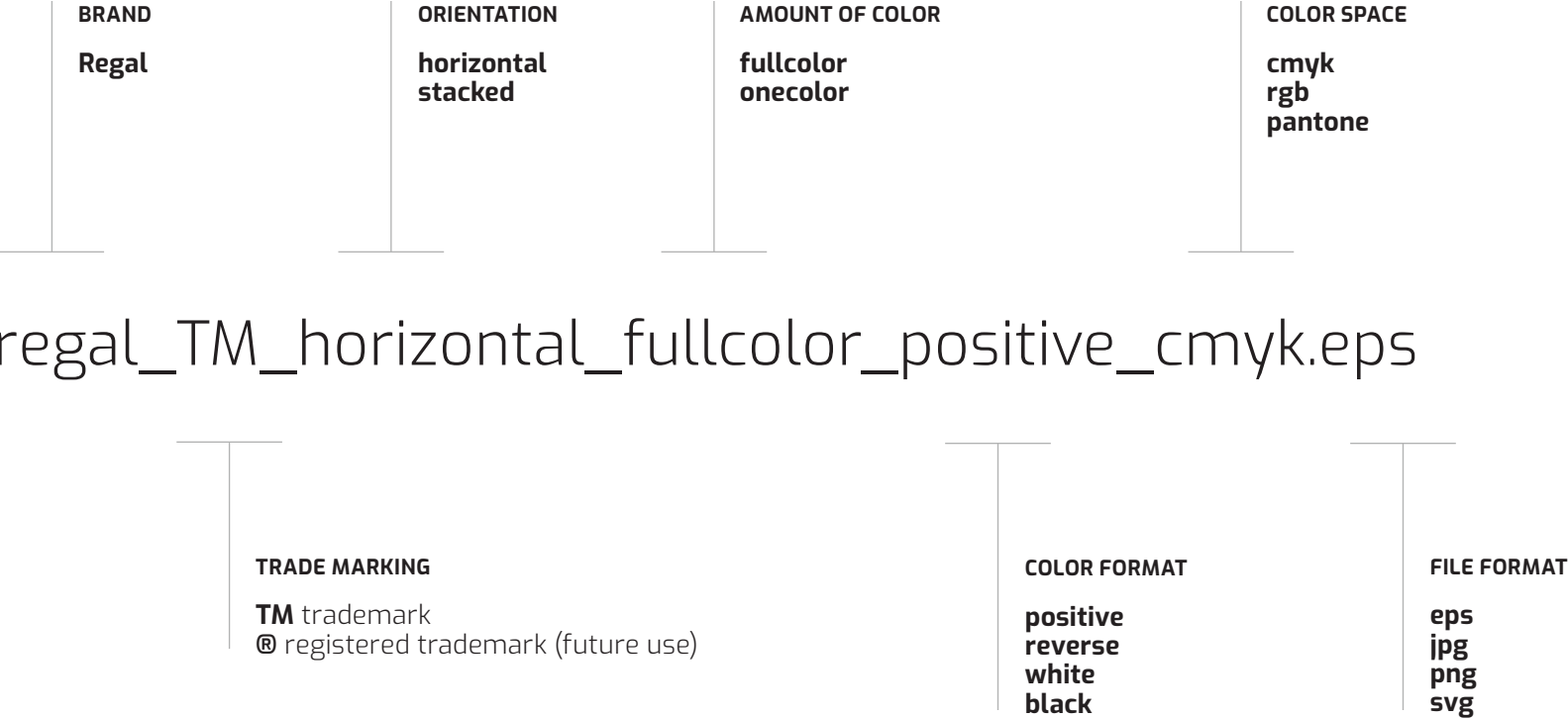Use RGB in all PowerPoint and Word documents and templates, and for all on-screen uses.

File Format
EPS (vector): Use for highest quality reproduction in offset and digital print, and special applications.

JPG (raster): High compression with no transparency support; for web and on-screen use, also an alternative for PowerPoint and Word.

PNG (raster): Little to no compression with transparency support; best used for PowerPoint, Word and on-screen.

SVG (vector): Little to no compression with transparency support; mainly used for web and mobile applications.

BRAND

Regal

ORIENTATION

horizontal
stacked

AMOUNT OF COLOR

fullcolor
onecolor

COLOR SPACE

cmyk
rgb
pantone

regal_TM_horizontal_fullcolor_positive_cmyk.eps

TRADE MARKING

TM trademark
® registered trademark (future use)

COLOR FORMAT

positive
reverse
white
black

FILE FORMAT

eps
jpg
png
svg

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