KINEPOLIS
CORPORATE IDENTITY GUIDELINES

Restyling of the Kinepolis Classic Logo
& Corporate Identity.

Evolution, not a revolution.

1. Logo

## RESTYLING OF THE CLASSIC KINEPOLIS LOGO

'Flat' classic logo evolved into a more 3D orientated logo.

Gray gradient border with rounded corners, blue gradient backdrop & rays of light.
Metallic star, filmstrip reduced to 6 cut outs (9).
New typography ITC Kabel Demi Caps) on a red gradient backdrop.
Dropshadow is optional but enhances visibility on background with light colours.
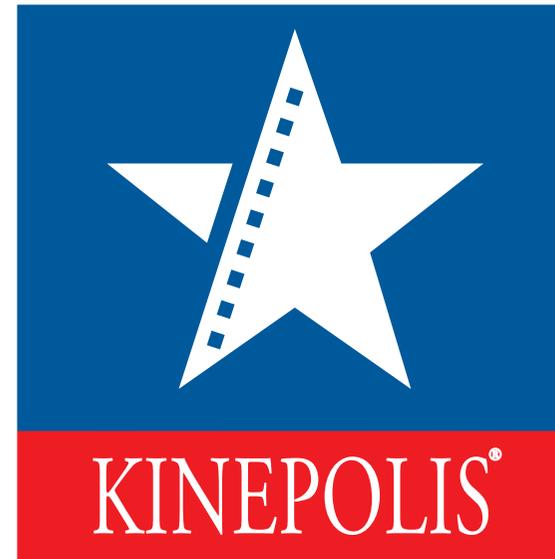
VARIATIONS

1.1 CMYK

Full version, dropshadow is optional but enhances visibility on backgrounds with light colours.

Application: full colour print & web

Blue gradient linear (angle 42%)
C100 M56 Y0 K59 (Loc. 100%)
C100 M56 Y0 K44 (Loc. 72.68%)
C80 M5 Y10 K0 (Loc. 0%)
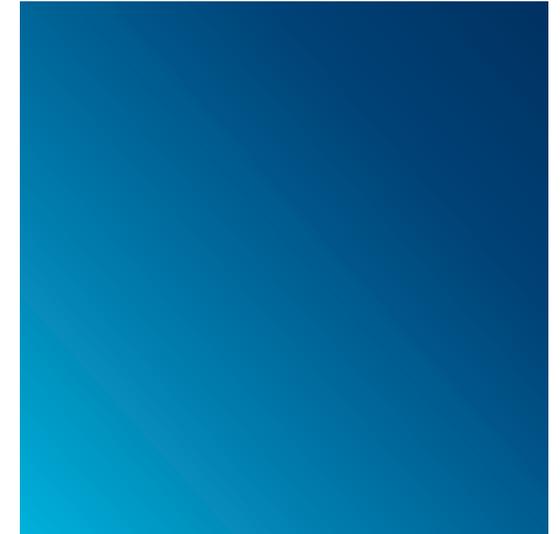
Red gradient radial (angle 42%)
C15 M100 Y90 K10 (Loc. 100%)
C0 M100 Y100 K0 (Loc. 74.32%)
C0 M35 Y85 K0 (Loc. 33.88%)

| C100 M56 Y0 K59 | C80 M5 Y10 K0 | C0 M100 Y100 K0 | C0 M35 Y85 K0 |

VARIATIONS

1.3 GRAYSCALE
Dropshadow is optional but enhances visibility
on backgrounds with light colours.

Application: full colour & grayscale print & web

Gray gradient linear (angle 42%)
C0 M0 Y0 K100 (Loc. 100%)
C0 M0 Y0 K90 (Loc. 72.68%)
C0 M0 Y0 K30 (Loc. 0%)

Gray gradient radial (angle 42%)
C0 M0 Y0 K80 (Loc. 100%)
C0 M0 Y0 K60 (Loc. 74.32%)
C0 M0 Y0 K40 (Loc. 33.88%)
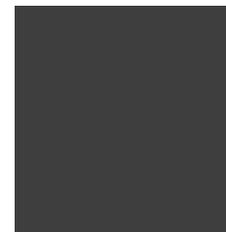
C0 M0 Y0 K100   C0 M0 Y0 K90   C0 M0 Y0 K60   C0 M0 Y0 K30
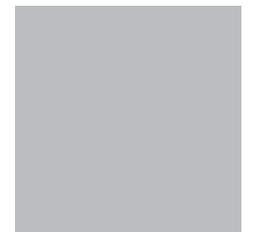
VARIATIONS

1.3 CMYK
Simplified version, no rays, no reflection in white star.
Dropshadow is optional but enhances visibility on backgrounds with light colours.

Application: full colour print & web

Blue gradient linear (angle 42%)
C100 M56 Y0 K59 (Loc. 100%)
C100 M56 Y0 K44 (Loc. 72.68%)
C80 M5 Y10 K0 (Loc. 0%)
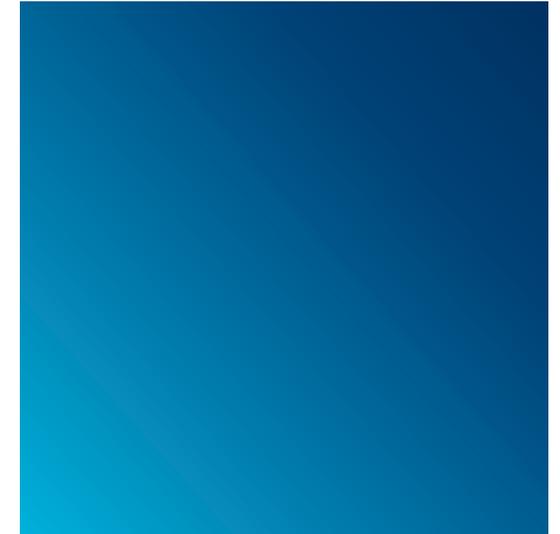
Red gradient radial (angle 42%)
C15 M100 Y90 K10 (Loc. 100%)
C0 M100 Y100 K0 (Loc. 74.32%)
C0 M35 Y85 K0 (Loc. 33.88%)

C100 M56 Y0 K59   C80 M5 Y10 K0   C0 M100 Y100 K0   C0 M35 Y85 K0

VARIATIONS

1.4 PANTONE MATCHING SYSTEM
Full version, dropshadow is optional but enhances visibility on backgrounds with light colours.

Application: two colour print

**Blue gradient linear (angle 42%)**
Pantone 655 u (Opac 100% - Loc. 100%)
Pantone 655 u (Opac 27% - Loc. 0%)
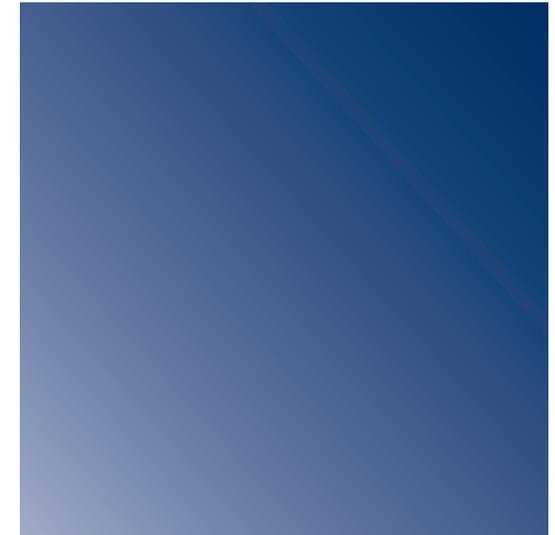
Red gradient radial (angle 42%)
Pantone 1795 u (Opac 100% - Loc. 100%)
White (Opac 0% - Loc. 0%)

PANTONE 655 U

PANTONE 1795 U

VARIATIONS

1.5 PANTONE MATCHING SYSTEM
Simplified version, no rays, no reflection in white star.

Application: 2 colour print

PANTONE 655 U

PANTONE 1795 U

VARIATIONS

1.6 BLACK & WHITE
Simplified version, no rays, no reflection in white star.

Application: 1 colour print
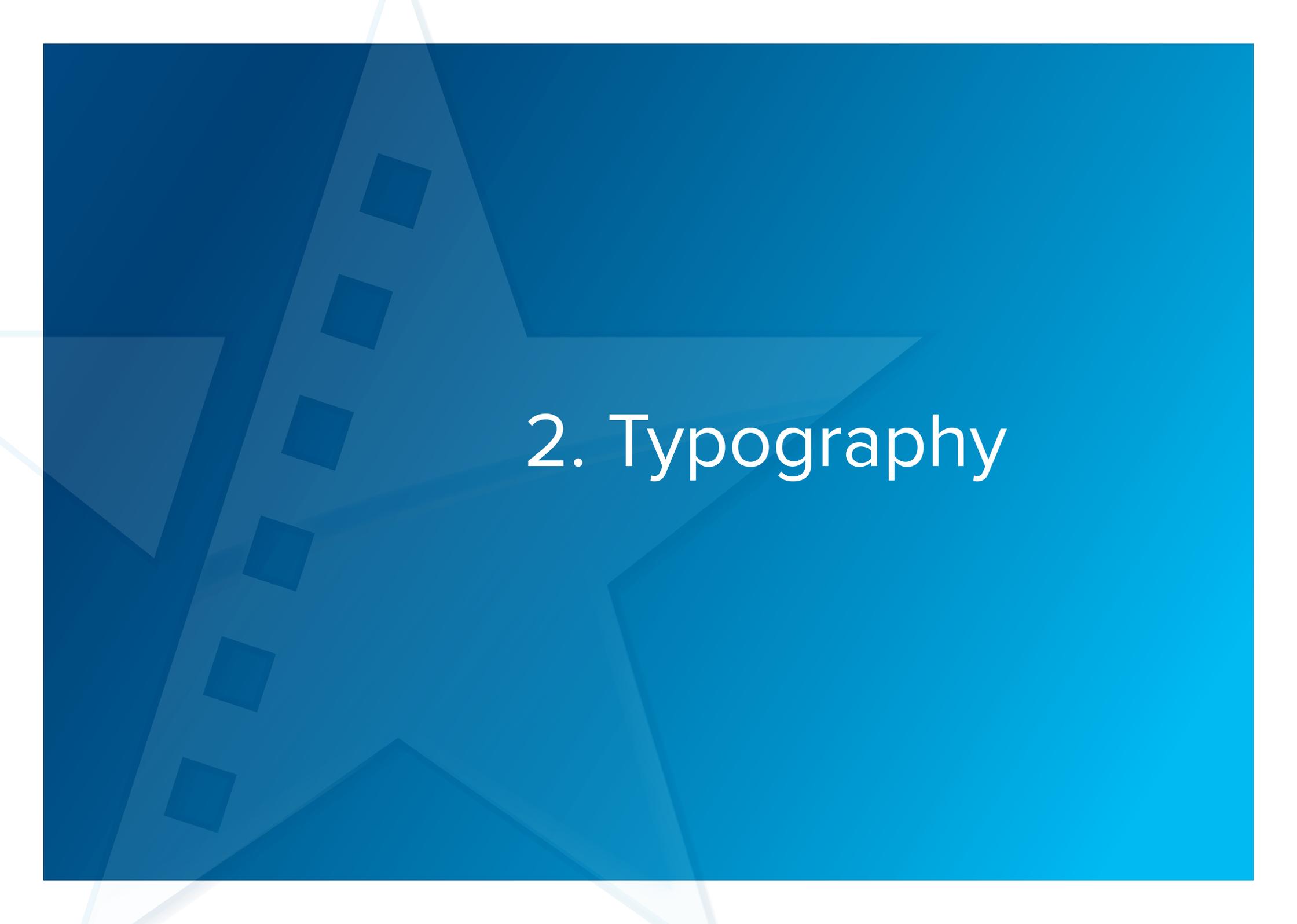
2. Typography

LOGOTYPE

Itc Kabel Demi Caps tracking 100pt

KINEPOLIS®

KINEPOLIS®

KINEPOLIS®

ITC Kabel

Consectetur adipiscing elit. Suspendisse nec nisl vel neque commodo porttitor. Nunc orci massa, ullamcorper ac venenatis ut, posuere quis eros. Nulla eget orci at diam posuere lacinia. Nullam gravida libero vel lorem volutpat non tristique mi semper. Nulla consequat nisi et ipsum suscipit in egestas justo ullamcorper. Vestibulum lectus mi, blandit sed faucibus ac, tempor in nunc. Fusce sed risus in nunc iaculis varius.

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.º&é"'(§è!çà)-

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.º&é"'(§è!çà)-

Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.º&é"'(§è!çà)-

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.º&é"'(§è!çà)-

PRINT APPLICATION

1.1 GENERAL COMMUNICATION B2C
Headline, baseline, bodycopy & footer.

Proxima Nova

Consectetur adipiscing elit.

Suspendisse nec nisl vel neque commodo porttitor. Nunc orci massa, ullamcorper ac venenatis ut, posuere quis eros. Nulla eget orci at diam posuere lacinia. Nullam gravida libero vel lorem volutpat non tristique mi semper. Nulla consequat nisi et ipsum suscipit in egestas justo ullamcorper. Vestibulum lectus mi, blandit sed faucibus ac, tempor in nunc. Fusce sed risus in nunc iaculis varius.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Extra Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Minion Pro

Consectetur adipiscing elit.

Suspendisse nec nisl vel neque commodo porttitor. Nunc orci massa, ullamcorper ac venenatis ut, posuere quis eros. Nulla eget orci at diam posuere lacinia. Nullam gravida libero vel lorem volutpat non tristique mi semper. Nulla consequat nisi et ipsum suscipit in egestas justo ullamcorper. Vestibulum lectus mi, blandit sed faucibus ac, tempor in nunc. Fusce sed risus in nunc iaculis varius.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/-+.²&é"'(§è!çà)-*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/-+.²&é"'(§è!çà)-*

PRINT APPLICATION

1.2 STATIONARY
Heading, bodycopy & footer in corporate Word templates

Itc Kabel

Consectetur adipiscing elit.

Suspendisse nec nisl vel neque commodo porttitor. Nunc orci massa, ullamcorper ac venenatis ut, posuere quis eros. Nulla eget orci at diam posuere lacinia. Nullam gravida libero vel lorem volutpat non tristique mi semper. Nulla consequat nisi et ipsum suscipit in egestas justo ullamcorper. Vestibulum lectus mi, blandit sed faucibus ac, tempor in nunc. Fusce sed risus in nunc iaculis varius.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Ultra
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Trebuchet MS

Consectetur adipiscing elit.

Suspendisse nec nisl vel neque commodo porttitor. Nunc orci massa, ullamcorper ac venenatis ut, posuere quis eros. Nulla eget orci at diam posuere lacinia. Nullam gravida libero vel lorem volutpat non tristique mi semper. Nulla consequat nisi et ipsum suscipit in egestas justo ullamcorper. Vestibulum lectus mi, blandit sed faucibus ac, tempor in nunc. Fusce sed risus in nunc iaculis varius.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/-+.²&é"'(§è!çà)-*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

DIGITAL

1.3 E-MAIL SIGNATURE / ONLINE / POWERPOINT
Heading, bodycopy & footer

Trebuchet MS

Consectetur adipiscing elit.

Suspendisse nec nisl vel neque commodo porttitor. Nunc orci massa, ullamcorper ac venenatis ut, posuere quis eros. Nulla eget orci at diam posuere lacinia. Nullam gravida libero vel lorem volutpat non tristique mi semper. Nulla consequat nisi et ipsum suscipit in egestas justo ullamcorper. Vestibulum lectus mi, blandit sed faucibus ac, tempor in nunc. Fusce sed risus in nunc iaculis varius.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/-+.²&é"'(§è!çà)-*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Arial

Consectetur adipiscing elit.

Suspendisse nec nisl vel neque commodo porttitor. Nunc orci massa, ullamcorper ac venenatis ut, posuere quis eros. Nulla eget orci at diam posuere lacinia. Nullam gravida libero vel lorem volutpat non tristique mi semper. Nulla consequat nisi et ipsum suscipit in egestas justo ullamcorper. Vestibulum lectus mi, blandit sed faucibus ac, tempor in nunc. Fusce sed risus in nunc iaculis varius.

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/-+.²&é"'(§è!çà)-*

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234657980/*-+.²&é"'(§è!çà)-

NAME STAR

1.1 COMBINATION LOGO + TYPEFACE

 KINEPOLIS ANTWERPEN

 KINEPOLIS

 KINEPOLIS

NAME STAR

1.2 COMBINATION LOGO + TYPEFACE

KINEPOLIS ANTWERPEN

ITC Kabel Medium (tracking 50)

KINEPOLIS

KINEPOLIS

3. Colours

BASIC COLOURS

1.1 CMYK
Application: full colour print

C100 M56 Y0 K59

C80 M5 Y10 K0

C0 M100 Y100 K0

C0 M35 Y85 K0

BLUE GRADIENT
Linear (angle 42%)

C100 M56 Y0 K59 (Loc. 100%)
C100 M56 Y0 K44 (Loc. 72.68%)
C80 M5 Y10 K0 (Loc. 0%)

RED GRADIENT
Radial (angle 42%)

C15 M100 Y90 K10 (Loc. 100%)
C0 M100 Y100 K0 (Loc. 74.32%)
C0 M35 Y85 K0 (Loc. 33.88%)
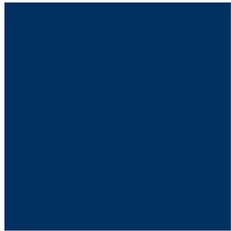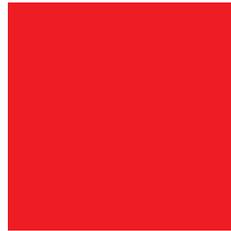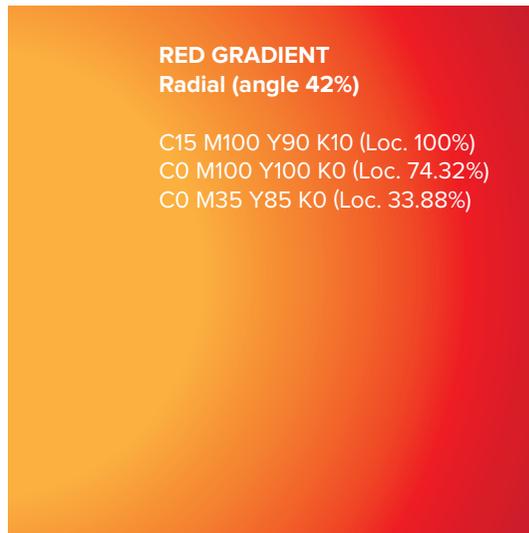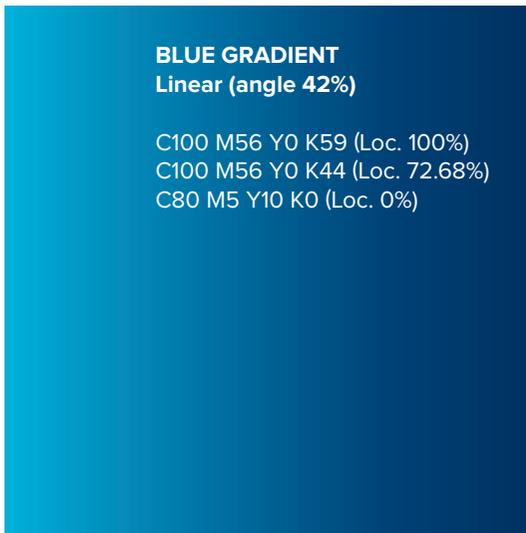
BASIC COLOURS

1.2 PANTONE MATCHING SYSTEM
Application: 1 or 2 colour print
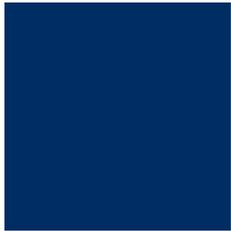
PANTONE 655 U
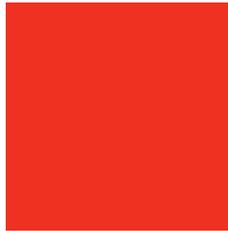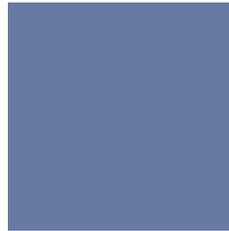
PANTONE 1795 U

PANTONE 655 U
50%

PANTONE 1795 U
50%
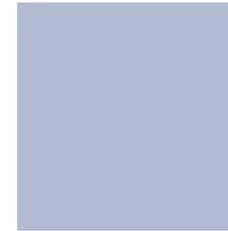
PANTONE 655 U
20%

PANTONE 1795 U
20%

**Blue gradient
Linear (angle 42%)**

Pantone 655 u (Opac 100% - Loc. 100%)
Pantone 655 u (Opac 27% - Loc. 0%)

**Red gradient
Radial (angle 42%)**

Pantone 1795 u (Opac 100% - Loc. 100%)
White (Opac 0% - Loc. 0%)
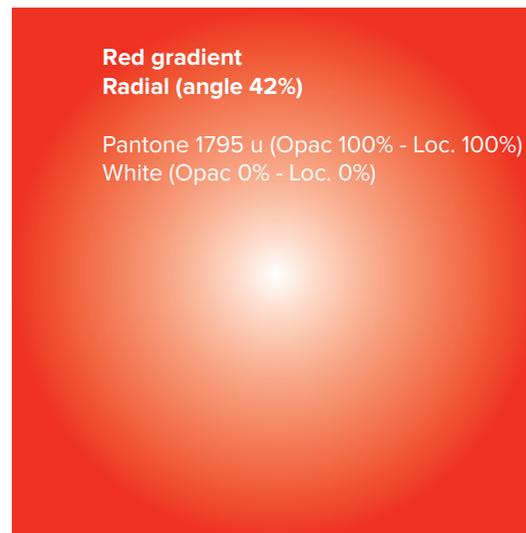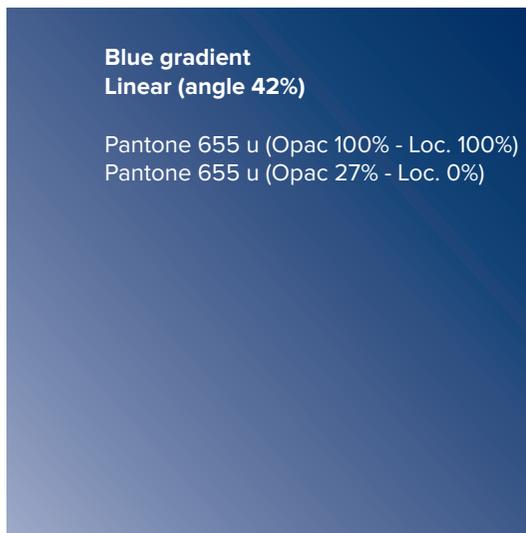
SECUNDARY COLOURS

1.3 CMYK
Application: full colour print in addition to the corporate colours
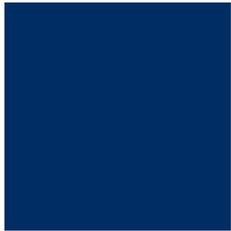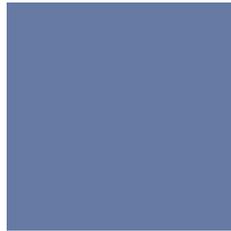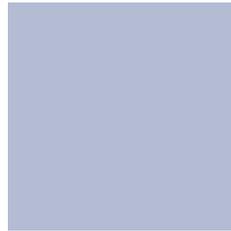
|					
C100 M68 Y0 K52	C100 M68 Y0 K52 50%	C100 M68 Y0 K52 20%	C100 M10 Y10 K0	C50 M0 Y0 K0	C20 M0 Y0 K0

C100 M68 Y0 K52	C100 M68 Y0 K52 50%	C100 M68 Y0 K52 20%	C100 M10 Y10 K0	C50 M0 Y0 K0	C20 M0 Y0 K0
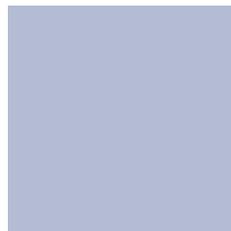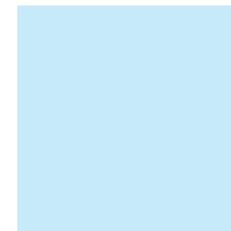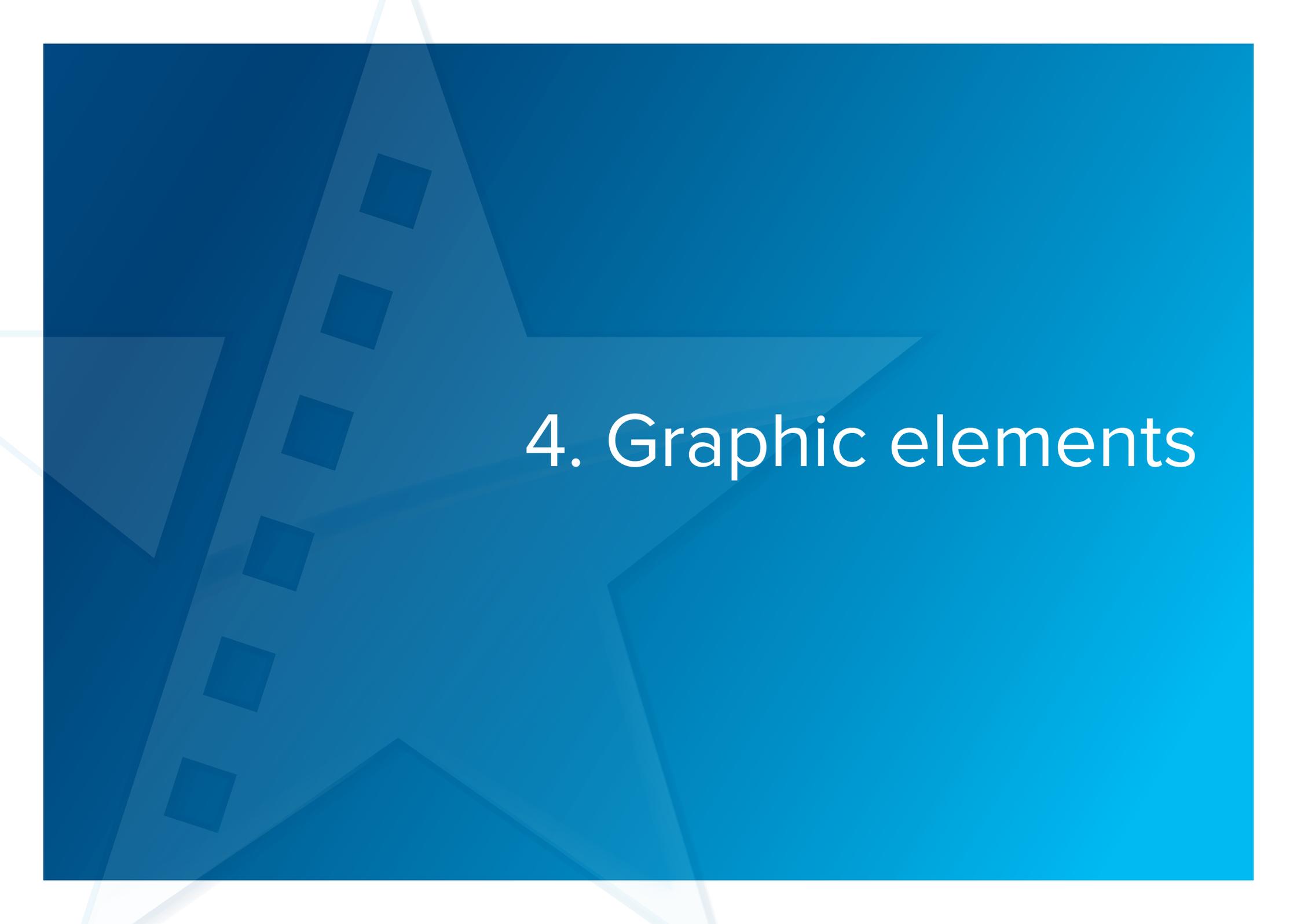
4. Graphic elements

6. Word templates

A. Algemene briefwisseling.

Elk departement heeft een gepersonaliseerde template.
Voor bepaalde departementen is er ook per taal een template voorzien (vb. Brussel/Bruxelles,…)
> Marges van de bodycopy zijn verstelbaar.
   Opgelet! marge en positie van het _adresveld_ mag niet worden gewijzigd of verplaatst, de positie van dit veld is ingesteld voor briefwisseling met vensterenveloppes.
> Vervolgpagina's beschikbaar (met header + footer)
> Afprintbaar op voorgedrukt briefpapier (zie **C.** printerinstellingen).

B. Meeting Notes

Er is 1 algemene template voor verslagen e.a.

BELANGRIJK!
deze lettertypes installeren/kopiëren op de PC.
> **ITC Kabel** (hoofding)
> **Trebuchet** (bodycopy + adresgegevens)

lettertype installeren: icoon dubbelklikken + install
of
lettertype kopiëren in lettertypescatalogus
Control Panel\Appearance and Personalization\Fonts
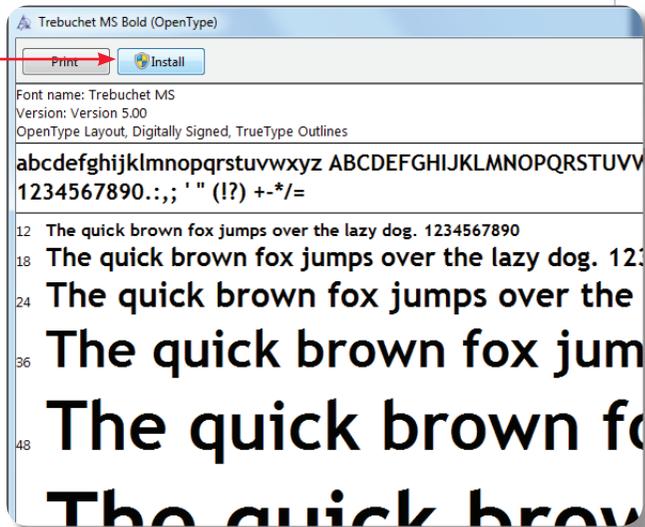
Algemene briefwisseling
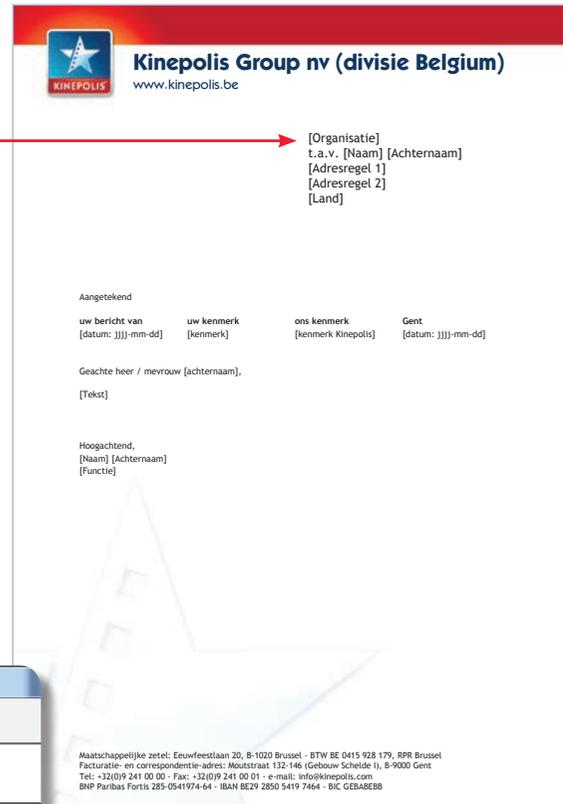
Meeting notes
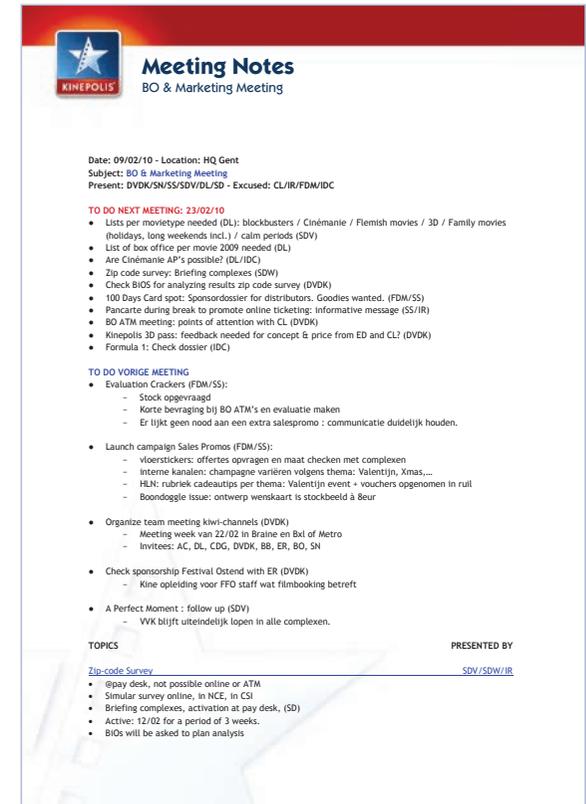
C. Printen op officieel briefpapier
Om te vermijden dat de hoofding (rode balk + logo) van de WORD-template wordt afgeprint op officieel briefpapier is het aangewezen om bij de **Printing options** het item **Print drawings created in Word** af te vinken.