



## GRAPHIC IDENTITY

..... GUIDELINES .....



# TABLE OF CONTENTS

## INTRODUCTION 4

*Concept  
History*

## 6 LOGOTYPE

*Logotype  
Clear space  
Construction  
Color palettes  
Variation  
Size restriction  
Background  
Typeface*

## DESIGN APPLICATION 18

*Overview  
Letterhead  
Business card  
Tickets  
Web design*

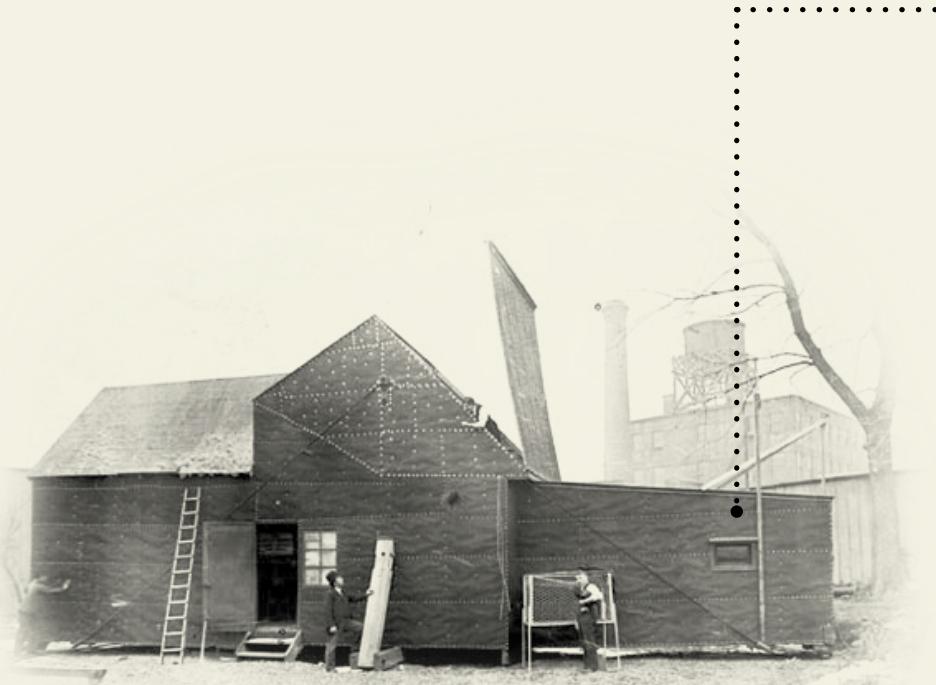
## 30 PACKAGING

*Blu-ray box  
Nachos  
Soft Drink*

# CITATION

INTRODUCTION

# ON THE LINE



## C O N C E P T

*The Black Maria is a small town cinema, located in the heart of Ixelles, it will provide to the amateurs classic movies that has marked history of Cinema as well as for American movies than the rest of the world.*

*The atmosphere that emerge is inspirited of the old theatre from the golden age of the Hollywood cinema, as well as the decoration inside the theatre and the dresses from the personnel.*

*The cinema will dispose of two theatres each one projecting 2 movies a day on a original projector. Each theatre room will be named after someone that has marked the cinema history.*

*In one hand Mr. Thomas Edison for his own creation of the original studio “the black Maria” in 1892 and on the other hand Audrey Hepburn, British actress that was born and lived her first years in the town of Ixelles.*

*On top of that, every single week end will be dedicated to a theme that will change once a month.*

5

## H I S T O R Y

• • • • • **Black Maria** is the world's first film production studio on the world. It was buildt at West Orange (New Jersey) on the ground of Thomas Edison's laboratories in 1892.

This uncomfortable place to work reminded to the Edison's employees, W. Dickson and J. Campbell, the police vans Black Marias and they coined the name of Black Maria.

The studio had a roof that could be opened to admit sunlight for illumination, and the building itself was mounted on a revolving pivot so that

the structure could be constantly repositioned to keep it aligned with the sun. The first motion pictures made in the Black Maria were deposited for copyright by Dickson in 1893.

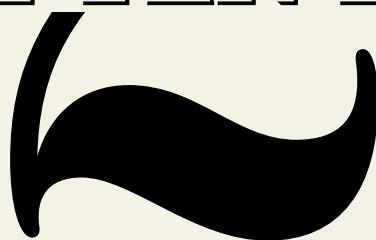
On April 14, 1894 Edison's **Kinetoscope** began commercial opération with sound. After 8 years, the Black Maria's era came to an end in January 1901. A reproduction of the **Black Maria** was built in 1954.

It's now the Edison National Historic Site in West Orange.



CITTADINO TWO

GRAPHIC IDENTITY



## LOGOTYPE

The logo “Black Maria” is divided in two distinctly parts.

The logotype is divided by typographic elements, which means words like Black Maria that has been duplicated to give deepness sensation and words like “the” and “Cinema” surrounded by the famous Hollywood star.

The symbol himself include the form in which introduce the logotype, which means the background in a degraded grey, including the border of the logo.

The logotype and symbol can never be used separately. You will find clear explanations of the logo here under.



The first point is the curve of the words Black Maria which are the curves that you on the perspective of the theatre screen.

The lines that form the background of the logo remind us bit like the colours of the old red curtains that was used before and after the screening.

The form created by the borders of the logo Black Maria in a reminder of the pines that you could find on the old theatre seats.

## CLEAR SPACE



## SAFE AREA

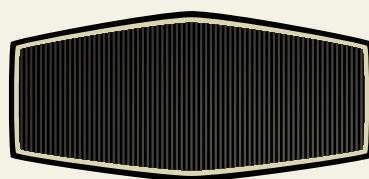
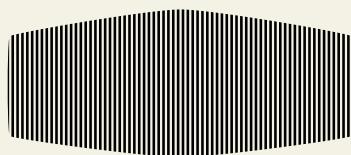
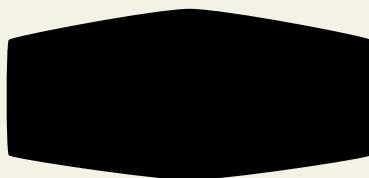
To preserve the Black Maria logo's integrity, always maintain a minimum clear space around the logo.

This clear space isolates the logo from competing graphic elements such as other logos, copy, photography or background patterns that may divert attention.

The minimum clear space for the Black Maria logo and the alternate horizontal and vertical logo is defined as the height of the border in the symbol.

This minimum space should be maintained as the logo is proportionally enlarged or reduced in size.

CONSTRUCTION



9

*The*

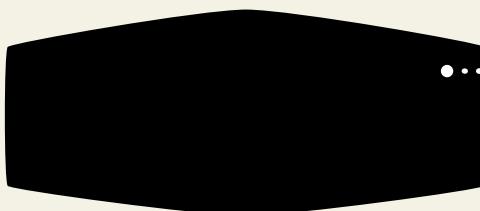
**BLACK MARIA**  
**BLACK MARIA**  
**BLACK MARIA**

*\* Cinema \**

*The*  
**BLACK MARIA**  
*\* Cinema \**



## COLOR'S PALETTE



● **BLACK**

cmyk: 86/85/79/100  
rgb: 00/00/00



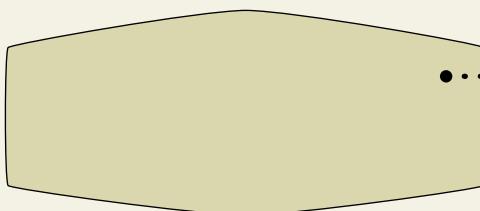
● **DARK GREY**

cmyk: 77/73/72/75  
rgb: 33/33/31



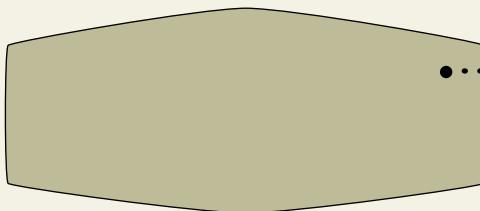
● **GREY**

cmyk: 65/56/52/30  
rgb: 00/00/33



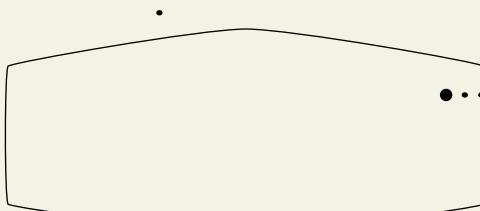
● **BEIGE**

cmyk: 18/11/38/00  
rgb: 200/215/172



● **DARK BEIGE**

cmyk: 18/11/38/17  
rgb: 189/187/152



● **OFF WHITE**

cmyk: 06/03/38/00  
rgb: 243/242/228

## VARIATIONS



• QUADRI COLORS



• QUADRI COLORS



• PRIMARY COLORS



• BLACK AND WHITE



• ONE COLOR

## S I Z E R E S T R I C T I O N

MINIMAL



3 centimeters

PRINT



6 centimeters

WEB SIZE



300 pixels

OTHER

Whenever the Black Maria cinema logo appears on collateral with logos of other organizations, please ensure the cinema's logo is equal in size and visibility to other logos.

In cases where the Black Maria cinema logo appears as a link on another Web site or as a secondary logo on a Web site affiliated with the cinema, please ensure the logo is easily legible and recognizable.

## BACKGROUND



## TYPEFACE

LOGO

### *Metroscript*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### League Gothic

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

USED

### BLAIR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Ed Roman

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### Futura Condensed

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## TYPEFACE

USED . . . . .

### United Sans

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

15

### United Serif

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## TYPEFACE

TEXTE . . .

### Helvetica

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

16

⋮

### *Eames Century Modern italic*

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

**abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890**

## TYPEFACE

### POSTER

*Ed Script*

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

### CHEAP PINE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

17

### Tiki Magic

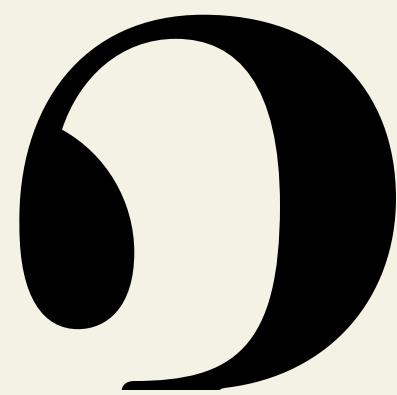
abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

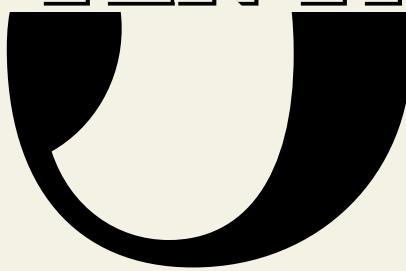
### Reporter

abcdefghijklmnoprstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890



אַתְּ־מִתְּבָרֵךְ  
DESIGN APPLICATION



# OVERVIEW



Dear Mr. Solanet,

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi elementum at ante mus condimentum rutrum. Vestibulum porttitor volutpat nibh, non placerat turpis mollis in. Proin egestas nunc non est suscipit cursus. Sed vel mi eget nisl laoreet gravida lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla facilisi. Donec accumsan justo sed orci aliquam nec facilisis odio pharetra. Praesent dictum mi at dui suscipit adipiscing cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus donec vestibulum, odio eu fermentum fringilla, ligula neque ultrices enim, sed malesuada lorem leo eu risus. Quisque mauris odio, ullamcorper eleifend sodales in, tempus at ante aenean eu lectus et nulla mollis ultrices a ac mi. Suspendisse felis nunc, iaculis vitae sagittis sed, consectetur vel libero.*

*Nam at cursus leo. Morbi lorem massa, ultricies et vehicula sit amet, pretium at sem. Nulla facilisi. In nisl justo, aliquet a feugiat sed, mattis ut massa. Vestibulum tellus mi, bibendum sit amet lobortis ut, ultrices non mi. In vitae ornare mauris. Morbi commodo rutrum viverra. Ut at mauris neque. Proin blandit porta aliquam morbi dictum vestibulum est, sit amet feugiat urna pellentesque sit amet.*

*Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Sed imperdiet enim ut elit consectetur porttitor. Nullam sollicitudin sagittis ligula, tristique dignissim magna luctus quis. Suspendisse in orci vel mi convallis porta quis at metus. Nam aliquet laoreet nisl ac placerat.*

19

SINCERLY YOURS

A handwritten signature in black ink, appearing to read "Tanguy de Reymaeker".

TANGUY DE REYMAEKER  
CHIEF EXECUTIVE OFFICER

KEGENVELD STREET N°36 - 1050 IXELLES - BELGIUM   TEL: 0032 2/358.54.34   FAX: 0032 2/358.54.32   MOBIL: 0032 485/27.48.03   EMAIL: TANGUYDR@BLACKMARIA.COM   WEB: WWW.BLACKMARIA.COM



EDWARD-JO BOVY  
INFORMATION TECHNOLOGIE

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E-mail: edwardjb@blackmaria.com  
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# LETTERHEAD



Dear Mr. Solanet,

*LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. MORBI ELEMENTUM AT ANTE MUS CONDIMENTUM RUTRUM. VESTIBULUM PORTITOR VOLUPTAT NIBH, NON PLACERAT TURPIS MOLLIS IN. PROIN EGESTAS NUNC NON EST SUSCIPIT CURSUS. SED VEL MI EGET NISL LAOREET GRAVIDA LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. NULLA FACILISI. DONEC ACCUMSAN JUSTO SED ORCI ALIQUAM NEC FACILISI ODIO PHARETRA. PRAESENT DICTUM MI AT DUIS SUSCIPIT ADIPISCING CUM SOCIS NATOQUE PENATIBUS ET MAGNIS DIS PARTUENT MONTES, NASCETUR RIDICULUS MUS DONEC VESTIBULUM, ODIO EU FERMENTUM FRINGILLA, LIGULA NEQUE ULTRICES ENIM, SED MALESUADA LOREM LEON RISUS. QUISQUE MAURIS ODIO, ULLAMCORPER ELEIFEND SODALES IN, TEMPUS AT ANTE AENEAN EU LECTUS ET NULLA MOLLIS ULTRICES A AC MI. SUSPENDISSE FELIS NUNC, IACULIS VITAE SAGITTIS SED, CONSECTETUR VEL LIBERO.*

*NAM AT CURSUS LEON. MORBI LOREM MASSA, ULTRICES ET VEHICULA SIT AMET, PRETIUM AT SEM. NULLA FACILISI. IN NISI JUSTO, ALIQUET A FEUGIAT SED, MATTIS UT MASSA. VESTIBULUM TELLUS MI, BIBENDUM SIT AMET LOBORTIS UT, ULTRICES NON MI. IN VITAE ORNARE MAURIS. MORBI COMMODO RUTRUM VIVERRA. UT AT MAURIS NEQUE. PROIN BLANDIT PORTA ALIQUAM MORBI DICTUM VESTIBULUM EST, SIT AMET FEUGIAT URNA PELLentesque SIT AMET.*

*VESTIBULUM ANTE IPSUM PRIMIS IN FAUCIBUS ORCI LUCTUS ET ULTRICES POSUERE CUBILIA CURAE; SED IMPERDIET ENIM UT ELIT CONSECTETUR PORTITOR. NULLAM SOLlicitudin SAGITTIS LIGULA, TRISTIQUE DIGNISSIM MAGNA LUCTUS QVIS. SUSPENDISSE IN ORCI VEL MI CONVALLIS PORTA QVIS AT METUS. NAM ALIQUET LAOREET NISL AC PLACERAT.*

SINCERLY YOURS

A handwritten signature in black ink, appearing to read "Tanguy de Reymaeker".

TANGUY DE REYMAEKER  
CHIEF EXECUTIVE OFFICER

LETTERHEAD



21

SINCERLY YOURS

TANGUY DE REYMAEKER  
CHIEF EXECUTIVE OFFICER

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B U S I N E S S   C A R D



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➤ 23

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# WEB DESIGN

The Godfather

ABOUT

DIRECTOR: Francis Ford Coppola

WRITERS: Mario Puzo and Francis Ford Coppola

STARS: Marlon Brando, Al Pacino and James Caan

GENDER: Crime, drama and Thriller

SYNOPSIS:

The aging patriarch of the biggest organized crime dynasty transfers control of his clandestine empire to his reluctant son. Read more...

WIN: 3 Oscars,  
19 awards win and 17 nominations

OUR SCORE: ★★★★ 4.7/5  
TOP 500: Ranking #1 Black Maria score: 10/10

CRTICS: 157 Reviews

LAST USER REVIEW: Anderson\_mj

Rather than concentrating on everything that is great about *The Godfather*, a much easier way for me to judge its quality. Read more...

View complet folder  
Add to watching list

THE BEST OF CINEMA IN BRUSSELS

NEW CINEMA CONCEPT

The Black Maria is a small town cinema, located in the heart of Ixelles, it will provide to the amateurs classic movies that has marked history of Cinema as well as for American movies than the rest of the world.

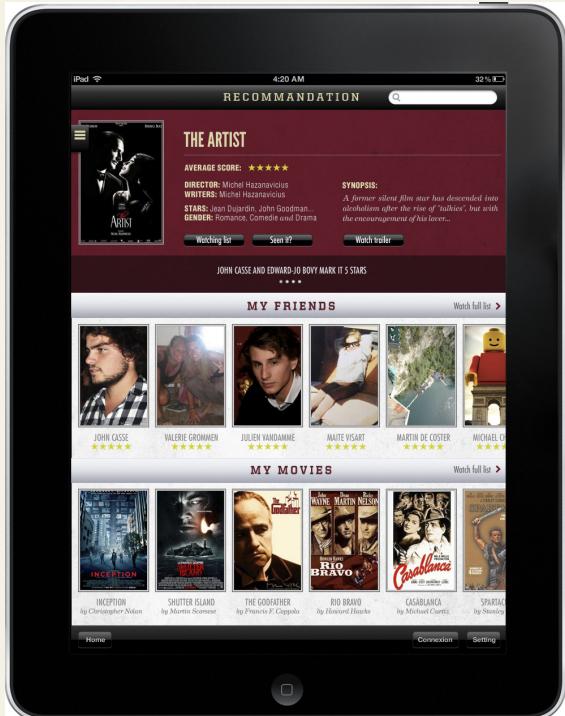
The atmosphere that emerge is inspired of old theatre from the golden age of the Hollywood cinema, as well as the decoration inside the theatre and the dresses from the personnel.

The cinema will dispose of two theatres each one projecting 2 movies a day on a original projector. Each theatre room will be named after someone that has marked the cinema history.

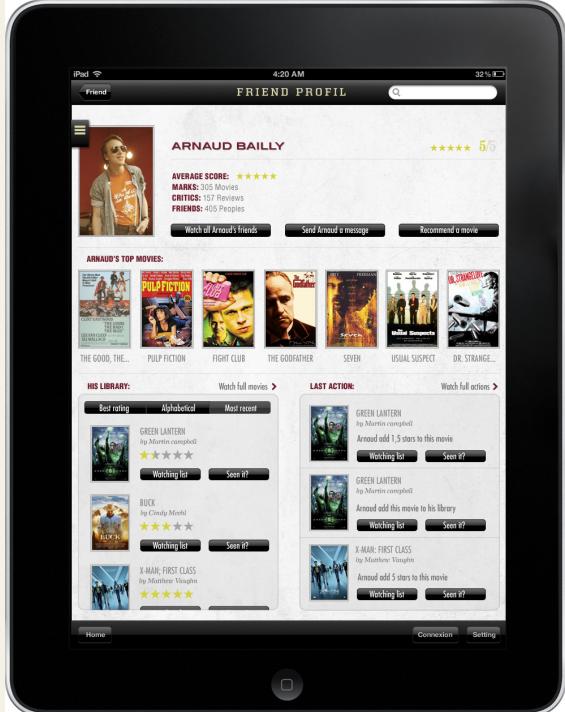
In one hand Mr. Thomas Edison for his own creation of the original studios "the black Maria" in 1892 and on the other hand Audrey Hepburn, British actress that was born and lived her first years in the town of Ixelles.

On top of that, every single week end will be dedicated to a theme that will change once a month.

# IPAD APPS



25



TICKETS

Thomas Edison's room

MONDAY ★ 23 NOVEMBER ★ 18H15

7,5€ **ADMIT 1** 7,5€



Thomas Edison's room

MONDAY ★ 30 NOVEMBER ★ 18H15

7,5€ **ADMIT 1** 7,5€



Thomas Edison's room

MONDAY ★ 23 NOVEMBER ★ 20H15

7,5€ **ADMIT 1** 7,5€



## TICKETS

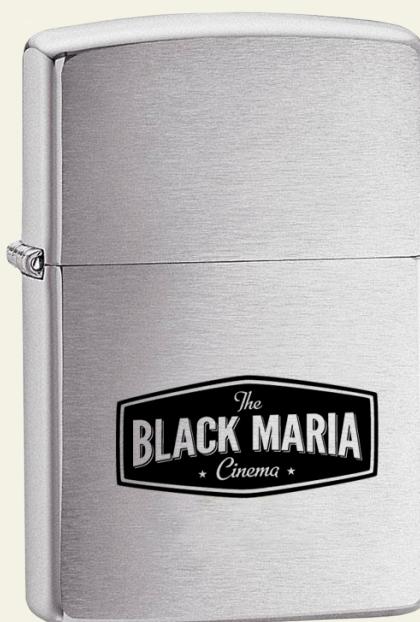


27

•  
•  
GOODIES



28

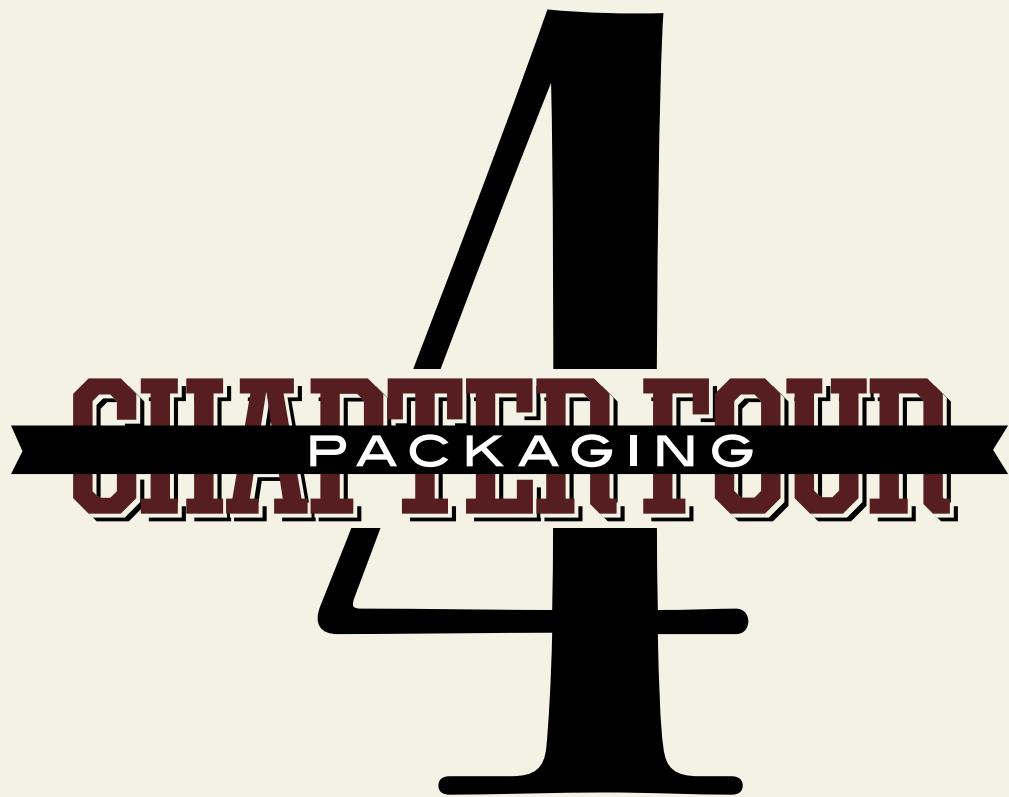


GOODIES



29





# BLU-RAY BOX

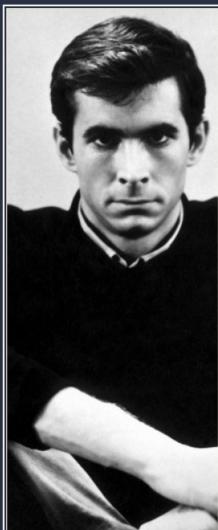
BLACK MARIA BLU-RAY DISC COLLECTION

19



60

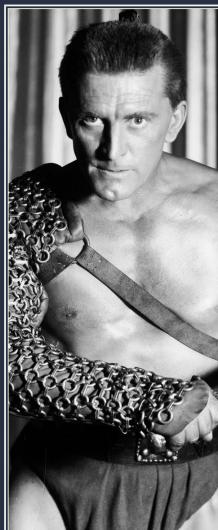
PRESENT THE 1960 MOVIES SELECTION



PSYCHO



THE MAGNIFICENT  
SEVEN



SPARTACUS

31

BLACK MARIA BLU-RAY DISC COLLECTION



## PSYCHO

DIRECTOR: Alfred Hitchcock

STARS: Anthony Perkins, Janet Leigh and Vera Miles

STORYLINE:

Phoenix office worker Marion Crane fed up with the way life has treated her. She has to meet her lover Sam in lunch breaks and they cannot get married because Sam has to give most of his money away in alimony. One Friday Marion is trusted to bank \$40,000 by her employer...



## THE MAGNIFICENT SEVEN

DIRECTOR: John Sturges

STARS: Yul Brynner, Steve McQueen and Charles Bronson

STORYLINE:

A bandit terrorizes a small Mexican farming village each year. Several of the village elders send three of the farmers into the United States to search for gunmen to defend them...



## SPARTACUS

DIRECTOR: Stanley Kubrick

STARS: Kirk Douglas, Laurence Olivier and Jean Simmons

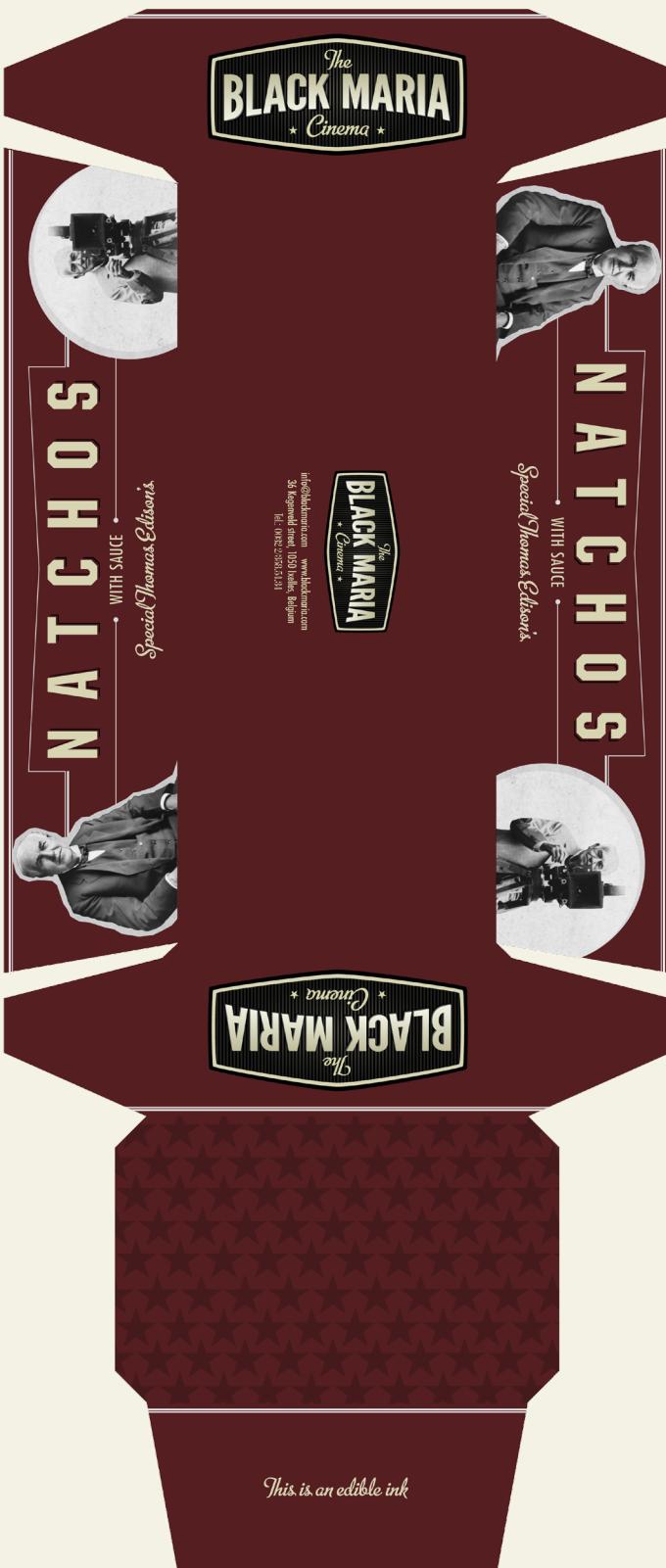
STORYLINE:

The rebellious Thracian Spartacus, born and raised a slave, is sold to Gladiator trainer Batiatus. After weeks of being trained to kill for the arena, Spartacus turns on his masters and leads the other slaves in rebellion. As the rebels move from town to town, their numbers swell as escaped slaves join their ranks...

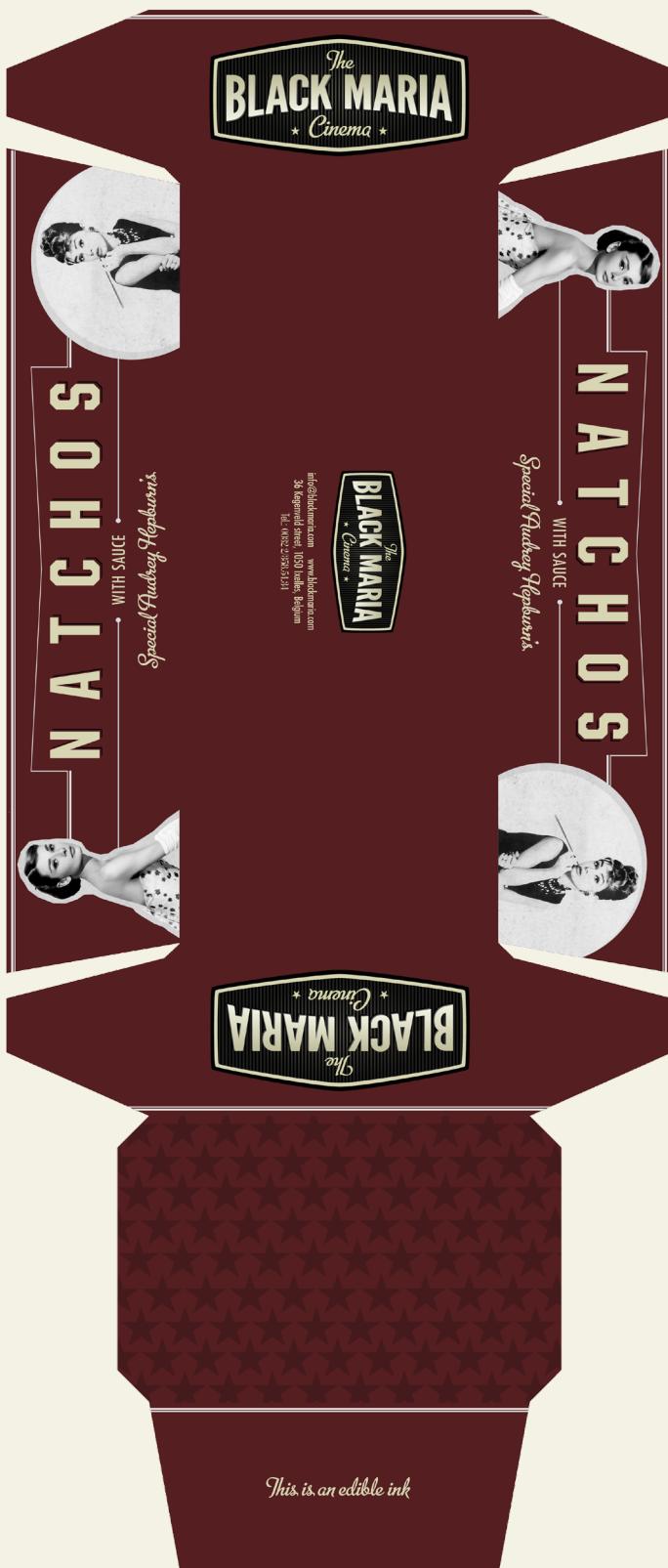
PSYCHO  
SUBTITLE: FRENCH, GERMAN, ENGLISH, SPANISH FOR DISABILITIES AND SPECIAL NEEDS, GERMAN, DUTCH, ITALIAN, SWEDISH / SUB DE COMMENT: FRENCH, ENGLISH, ITALIAN, GERMAN EU 10302  
THE MAGNIFICENT SEVEN  
SUBTITLE: FRENCH, GERMAN, ENGLISH, ENGLISH FOR DISABILITIES AND SPECIAL NEEDS, GERMAN, DUTCH, ITALIAN, SWEDISH / SUB DE COMMENT: FRENCH, ENGLISH, ITALIAN, GERMAN EU 111574  
SPARTACUS  
SUBTITLE: FRENCH, GERMAN, ENGLISH, ENGLISH FOR DISABILITIES AND SPECIAL NEEDS, GERMAN, DUTCH, ITALIAN, SWEDISH / SUB DE COMMENT: FRENCH, ENGLISH, ITALIAN, GERMAN EN 114122



N A T C H O S



N A T C H O S



# SOFT DRINK



34







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