BRAND GUIDE
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE CINEPLEX RINGS</td>
<td>1</td>
</tr>
<tr>
<td>THE NEW CINEPLEX LOGO</td>
<td>2</td>
</tr>
<tr>
<td>BRAND VOICE</td>
<td>COPY TONE &amp; MANNER</td>
</tr>
<tr>
<td>COLOUR PALETTE</td>
<td>4</td>
</tr>
<tr>
<td>FONT</td>
<td>USAGE</td>
</tr>
<tr>
<td>LOGO</td>
<td>TAGLINE</td>
</tr>
<tr>
<td>• USE OF TAGLINE &amp; CINEPLEX ‘RINGS’</td>
<td>6-8</td>
</tr>
<tr>
<td>• MASTERBRAND LOGO</td>
<td>9</td>
</tr>
<tr>
<td>• CORPORATE LOGO</td>
<td>10-11</td>
</tr>
<tr>
<td>• CONSUMER LOGO</td>
<td>12-13</td>
</tr>
<tr>
<td>• CINEPLEX.COM</td>
<td>14-16</td>
</tr>
<tr>
<td>• CINEPLEX.STORE</td>
<td>17</td>
</tr>
<tr>
<td>• CINEPLEX MEDIA &amp; CINEPLEXMEDIA.COM</td>
<td>18-19</td>
</tr>
<tr>
<td>SUB BRAND THEATRE LOGOS</td>
<td>20-28</td>
</tr>
<tr>
<td>SUB BRAND PRODUCT LOGOS</td>
<td>29-30</td>
</tr>
<tr>
<td>SUB BRAND THEATRE WORDMARKS</td>
<td>31-32</td>
</tr>
<tr>
<td>STANDARD LOGO LOCK</td>
<td>33-37</td>
</tr>
<tr>
<td>Section</td>
<td>Page</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>EXTERNAL SIGNAGE CONSIDERATIONS</td>
<td>38</td>
</tr>
<tr>
<td>35MM FEATURE PRESENTATION</td>
<td>39</td>
</tr>
<tr>
<td>POWERPOINT TEMPLATE</td>
<td>40</td>
</tr>
<tr>
<td>LEGAL TRADEMARK</td>
<td>41-42</td>
</tr>
</tbody>
</table>
The CINEPLEX rings icon represents a symmetrical graphic depiction of the ancient Greek amphitheatre or “Odeon” which is Greek for the word theatre.

These theatres were the place where communities came together to be entertained.

The circular rings stand for entertainment and unity. The rings are now a unifying icon, ready to be applied to multiple properties acting as a connective element for CINEPLEX.
The NEW CINEPLEX logo colour palette of deep rich blue is derived from the traditional CINEPLEX Odeon colours, evolved to a rich and elegant Midnight Blue.

The gold for the rings remains the same as the original CINEPLEX Entertainment logo.

In most instances the 4-colour version of the logo should be used on materials with a 4-colour background. Avoid using glows or keylines around the logo for contrast against backgrounds.

The space between the baseline of the tagline and the top of the CINEPLEX wordmark squared should be the clearance around the logo in all marketing materials, where possible.
CINEPLEX is your entry point into the social cinematic experience.

We invite you to Escape into the exciting world of movies, entertainment and pop culture.

An experience that is accessible and affordable, yet rich with emotion and lasting memories that extends beyond the movie.

The CINEPLEX brand is very familiar and personal. Our copywriting style, tone and manner should always be open, honest, fun, conversational and direct.

When writing any CINEPLEX copy, it should meet these two criteria:

1. Targeted to our audience in both tone and content
2. Playfully conversational while still showing our “expertise”
COLOUR PALETTE

COLOUR PALETTE & USAGE

The CINEPLEX logo primary colours are Midnight Blue and Golden Ticket. Where possible background colours should be Midnight Blue primarily or Emmersion Black secondarily, which lend themselves to the cinema experience. All other colours can be used as accent colours.

- **MIDNIGHT BLUE**
  - PANTONE 2767 C
  - C=100 M=78 Y=0 K=54
  - Digital: 091849

- **GOLDEN TICKET**
  - PANTONE 131 C
  - C=0 M=32 Y=100 K=9
  - Digital: e19617

- **EMMERSION BLACK**
  - SPECIAL
  - C=50 M=50 Y=0 K=100
  - Digital: 0a0017

- **SILVER SCREEN**
  - COOL GREY 9
  - C=0 M=1 Y=0 K=51
  - Digital: 919195

- **RED**
  - PANTONE 1815 C
  - C=0 M=90 Y=100 K=51
  - Digital: 73160c

- **BLUE**
  - PANTONE 5425 C
  - C=30 M=4 Y=0 K=31
  - Digital: 80A1B6
**FONT | USAGE**

**HEADLINES**

ABCDEFGHJKLMNOPQR
0123456789

GILL SANS – Regular uppercase
Primary headline font.
Should be used consistently where possible for clarity and ease of reading.

In unique instances the headline font can be more complementary to the idea being communicated.

---

**SUBHEADS**

ABCDEFGHJKLMNOPQR
0123456789

TRADE GOTHIC – Bold Condensed No. 20
Primary subhead font.
Should be used consistently where possible for clarity and ease of reading.

---

Body Copy

ABCDEFGHJKLMNOPQR
0123456789

TRADE GOTHIC – Condensed No. 18
Primary body copy font.
Should be used consistently where possible for clarity and ease of reading.
USE OF THE TAGLINE ‘ESCAPE WITH US’ AND CINEPLEX ‘RINGS’ WITH PRODUCT BRAND LOGOS:

The tagline “ESCAPE WITH US” should be used when the communication objective is to drive consumers to the Theatre or to CINEPLEX.COM. The use of product brand logos (CINEPLEX or CINEPLEX.COM) with the tagline is referred to as the CONSUMER logo.

The tagline should never be used with the CORPORATE logo (see page 10). The CORPORATE and CONSUMER logo should never appear in the same communication piece.

PRODUCT BRAND LOGOS:

The choice of a Product Brand logo (i.e.: CINEPLEX or CINEPLEX.COM) is predicated on the primary message within the communication.

EXAMPLE:

Single Brands: If the communication is related to the in-theatre experience, the ‘Rings and Tagline’ appear with the Cineplex logo, which in this instance is the primary brand (see XSCAPE poster).

If the communication is related to the online experience at CINEPLEX.COM, the ‘Rings and Tagline’ appear with the CINEPLEX.COM logo, which in this case, is the primary brand (see PRINT SKIP SCAN banner).

Multiple Brands: If there are multiple brands being communicated in one element, the sub brands (such as SilverCity) appear as wordmarks only without the rings (see XSCAPE poster).
TAGLINE AND RINGS:

‘ESCAPE WITH US’ and the Cineplex ‘Rings’ should only appear once in any communication piece.

The exception to this rule may be if a Sub Brand logo (that includes the Cineplex ‘Rings’) is a critical element in the communication (i.e.: New Theatre Opening).

Note: The tagline should never be used in conjunction with a sub brand.

TAGLINE ALONE:

The tagline ‘ESCAPE WITH US™’ should always appear in capital letters and trademarked when appropriate.
LOGO LOCK:
If all sub brands are being used as part of a logo train, a standard logo lock should be used.
The masterbrand logo is for use in partnership programs when Cineplex is one of multiple participating partners.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative/communication piece.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The masterbrand logo should never be printed at less than 1"w x .5"h size.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative/communication piece.

Refer to COLOUR PALETTE (see pg. 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting — use spot colours as the primary colours.

The tagline ESCAPE WITH US should never be used with the corporate logo.

The corporate logo should never be printed at less than 1"w x .5"h.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative/communication piece.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The tagline ESCAPE WITH US should never be used with the corporate logo.

The corporate logo should never be printed at less than 1"w x .5"h size.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The consumer logo should never be printed at less than 1"w x .5"h.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The consumer logo should never be printed at less than 1"w x .5"h size.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX.COM bilingual logo should never be printed at less than 1"w x .5"h size.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX.COM English and French logo should never be printed at less than 1" w x .5"h size.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX.COM bilingual logo should never be printed at less than 1"w x .5"h size.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX STORE logo should never be printed at less than 1"w x .5"h.
The CINEPLEX MEDIA and CINEPLEXMEDIA.COM logos are corporate logos to be used in CINEPLEX Media and CINEPLEX Digital Media communications only and should never be used with the consumer tagline.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The CINEPLEX MEDIA logo should never be printed at less than 1" w x .5" h.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting — use spot colours as the primary colours.

The CINEPLEXMEDIA.COM logo should never be printed at less than 1"w x .5"h size.
Many of the CINEPLEX theatre sub brand logos have evolved to reflect the NEW branding initiative and colour palette. These logos are connected to the CINEPLEX masterbrand by the appearance of the RINGS. The RINGS are the icon that bind all of the sub brands together for a more cohesive and clean appearance.

The sub brand theatre logos with rings should never be printed at less than 1”w x .5”h. Refer to the following pages.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting — use spot colours as the primary colours.
SUB BRAND THEATRE LOGOS

CINEPLEX ODEON VERTICAL | BILINGUAL

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting — use spot colours as the primary colours.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application. Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application. Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting — use spot colours as the primary colours.
SUB BRAND THEATRE LOGOS

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE below for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

SCOTIABANK RED
PANTONE 485 C
C=0 M=95 Y=100 K=0
Digital: cc3333

SCOTIABANK GOLD
PANTONE 131 C
C=0 M=32 Y=100 K=9
Digital: e19617

MIDNIGHT BLUE
PANTONE 2767 C
C=100 M=78 Y=0 K=54
Digital: 091849

SCOTIABANK THEATRE
ENGLISH | FRENCH

PRIMARY

SCOTIABANK THEATRE
CINEPLEX ENTERTAINMENT

SECONDARY

Black and White

KO

4 Colour

4 Colour Reverse

Spot colour
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The VIP theatre and services logos should never be printed at less than 1”w x .5”h.

**VIP THEATRE LOGO**

The Cineplex sub brand theatre logo to be used when 100% VIP Cinemas are launched.

**VIP SERVICES LOGO**

Used to designate the VIP Service area within an existing theatre complex.
The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting – use spot colours as the primary colours.

The XSCAPE logo should never be printed at less than 1"w x .5"h.

Note: For logo use on t-shirts, clothing, etc.
ULTRA AVX CORE LOGO: PRIMARY LOGO IN 3 COLOUR SPECIAL
UltraAVXCoreLogo_3COL.eps

ULTRA AVX TAGLINE LOGO: PRIMARY LOGO IN 3 COLOUR SPECIAL
UltraAVX_TaglineLogo_3COL.eps

ULTRA AVX / CINEPLEX / AV EXPERIENCE TAGLINE LOGO: PRIMARY LOGO IN 3 COLOUR SPECIAL
UltraAVX_CineplexTagLogo_3COL.eps

ULTRA AVX “RINGS” TAGLINE LOGO: PRIMARY LOGO IN 3 COLOUR SPECIAL
UltraAVX_RingsTagLogo_3COL.eps

ULTRA AVX “RINGS” TAGLINE LOGO - CROPPED: PRIMARY LOGO IN 3 COLOUR SPECIAL
UltraAVX_RingsTagLogoCROP_3COL.eps

ULTRA AVX LOGO PRINTS:
- 100% PANTONE COOL GREY 9C
- 100% PANTONE 2767C
- 100% PANTONE 131C

CINEPLEX “RINGS” PRINT:
- 25% PANTONE COOL GREY 9C

* Cineplex Entertainment LP or used under license.
<table>
<thead>
<tr>
<th>Logo Description</th>
<th>File Name</th>
<th>Logo Image</th>
<th>Primary Logo in Black</th>
<th>Logo Prints</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ultra AVX Core Logo: PRIMARY LOGO IN BLACK</td>
<td>UltraAVXCoreLogo_Black.eps</td>
<td><img src="image" alt="Ultra AVX Core Logo" /></td>
<td>BLACK</td>
<td>BLACK</td>
</tr>
<tr>
<td>Ultra AVX Tagline Logo: PRIMARY LOGO IN BLACK</td>
<td>UltraAVX_TaglineLogo_Black.eps</td>
<td><img src="image" alt="Ultra AVX Tagline Logo" /></td>
<td>BLACK</td>
<td>BLACK</td>
</tr>
<tr>
<td>Ultra AVX / Cineplex / AV Experience Tagline Logo: PRIMARY LOGO IN BLACK</td>
<td>UltraAVX_CineplexTagLogo_Black.eps</td>
<td><img src="image" alt="Ultra AVX / Cineplex / AV Experience Tagline Logo" /></td>
<td>BLACK</td>
<td>BLACK</td>
</tr>
<tr>
<td>Ultra AVX “Rings” Tagline Logo: PRIMARY LOGO IN BLACK</td>
<td>UltraAVX_RingsTagLogo_Black.eps</td>
<td><img src="image" alt="Ultra AVX “Rings” Tagline Logo" /></td>
<td>BLACK</td>
<td>BLACK</td>
</tr>
<tr>
<td>Ultra AVX “Rings” Tagline Logo - Cropped: PRIMARY LOGO IN BLACK</td>
<td>UltraAVX_RingsTagLogoCROP_Black.eps</td>
<td><img src="image" alt="Ultra AVX “Rings” Tagline Logo - Cropped" /></td>
<td>BLACK</td>
<td>BLACK</td>
</tr>
</tbody>
</table>

* Cineplex Entertainment LP or used under license.
<table>
<thead>
<tr>
<th>ULTRA AVX CORE LOGO: PRIMARY LOGO IN WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UltraAVXCoreLogo_White.eps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX LOGO PRINTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• WHITE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX TAGLINE LOGO: PRIMARY LOGO IN WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UltraAVX_TaglineLogo_White.eps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX LOGO PRINTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• WHITE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX / CINEPLEX / AV EXPERIENCE TAGLINE LOGO: PRIMARY LOGO IN WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UltraAVX_CineplexTagLogo_White.eps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX LOGO PRINTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• WHITE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX “RINGS” TAGLINE LOGO: PRIMARY LOGO IN WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UltraAVX_RingsTagLogo_White.eps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX LOGO PRINTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• WHITE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX “RINGS” TAGLINE LOGO - CROPPED: PRIMARY LOGO IN WHITE</th>
</tr>
</thead>
<tbody>
<tr>
<td>UltraAVX_RingsTagLogoCROP_White.eps</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ULTRA AVX LOGO PRINTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• WHITE</td>
</tr>
</tbody>
</table>

© Cineplex Entertainment LP or used under license.
If there are multiple brands being communicated in one element, the sub brands appear as wordmarks only, without the rings.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

A sub brand logo theatre wordmark should never be printed at less than 1"w x .5"h.

SUB BRAND THEATRE WORDMARKS

SilverCity
Cineplex
Colossus
Famous Players
Coliseum
Galaxy
CinemaCity

4 Colour/Spot colour
Black and White
KO
If there are multiple brands being communicated in one element, the sub brands appear as wordmarks only, without the rings.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

A sub brand logo theatre wordmark should never be printed at less than 1"w x .5"h.
The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family.

The inclusion of CinemaCity in the logo lock depends on whether the communicated benefit is available at a CinemaCity location. CinemaCity never appears in the French logo lock.

Refer to COLOUR PALETTE (see page 4) for Pantone colours and CMYK breakdowns. Where possible and budget permitting — use spot colours as the primary colours.

The standard sub brand logo lock should never be printed at less than 3" wide.

NOTE: The rings should never appear on any sub brands if the masterbrand with rings and tagline is present.
The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family.

The inclusion of CinemaCity in the logo lock depends on whether the communicated benefit is available at a CinemaCity location. CinemaCity never appears in the French logo lock.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

The standard sub brand logo lock should never be printed at less than 3” wide.

4 Colour

Spot colour

Black and White

KO
The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family. The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application. The standard sub brand logo lock should never be printed at less than 3" wide.

4 Colour

![4 Colour Logo](image)

Spot colour

![Spot Colour Logo](image)

Black and White

![Black and White Logo](image)

KO

![KO Logo](image)
The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family.

The inclusion of CinemaCity in the logo lock depends on whether the communicated benefit is available at a CinemaCity location. CinemaCity never appears in the French logo lock.

The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application.

The standard sub brand logo lock should never be printed at less than 3” wide.
The standard logo lock is recommended for use in all National OOH (Out Of Home) consumer materials, to create awareness of all the CINEPLEX Entertainment family. The choice of colour selected for the logo should be from the iterations shown on this page that best suit the creative application. The standard sub brand logo lock should never be printed at less than 3" wide.

4 Colour

Spot colour

Black and White

KO
USE OF CINEMAS

The addition of the word CINEMAS is limited to GALAXY exterior signage and any Theatre pylon sign to ensure the theatre sub brand(s) is recognizable as a cinema environment.

Note: Pantone 1245C is used for the rings for exterior backlit signage.

When SilverCity exterior signage is applied to a red background, the gold pantone colour must be adjusted to:

- Yellow 100
- Magenta 30

In very restricted spaces — such as theatre entrances — a horizontal setting of the CINEPLEX ENTERTAINMENT logo in type can be used for legibility. This signage is based on the Custom Cineplex font, derived from Copperplate Bold. This wordmark/artwork can be repurposed for small extended horizontal spaces.

The size and letter spacing can be re-set to accommodate varying small spaces, the wider the space the greater the letter spacing.
The :23 sec spot should only appear in-theatre at the end of the trailers and paid advertising prior to the Feature Presentation.

The :15 sec spot is a broadcast spot and should be used with any media purchase or on-line.
POWERPOINT TEMPLATE

TITLE AND CONTENT PAGE

INSERT [TITLE | DATE]

Generic

INSERT [TITLE | DATE]

English

INSERT [TITLE | DATE]

Bilingual

INSERT [TITLE]

English

INSERT [TITLE]

Bilingual
**LEGAL TRADEMARK**

**CORPORATE LOGO**

**REFERENCE**

**CINEPLEX ENTERTAINMENT**

- Corporate logo – English:
  @Cineplex Entertainment LP or used under license.

- Corporate logo – French:
  @Cineplex Divertissement LP ou utilisation sous licence.

- Corporate logo – Bilingual:
  @Cineplex Entertainment LP or used under license/ou utilisation sous licence.
Consumer logo with tagline — English:

*TM/®* Cineplex Entertainment LP or used under license.

Consumer logo with tagline — French

*MC/®* Cineplex Divertissement LP ou utilisation sous licence.

Consumer logo with tagline — Bilingual:

*TM/MC/®* Cineplex Entertainment LP or used under license/ou utilisation sous licence.