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INTRODUCTION

This guide is intended for anyone involved in the creation of visual communication materials for the Alamo Drafthouse Cinema. As the Alamo Drafthouse Cinema continues to grow, so does the visibility to our business partners and the public. As a result, it's important to present a unified, cohesive voice across all of our marketing, written and visual communications. Our design aesthetic aims to blend vintage mid-century movie culture with the fun, rebellious spirit of D.I.Y. culture from the second half of the twentieth century. Our voice is fun, honest and authentic. Staying true to our aesthetic and voice creates an environment that resonates with our patrons and keeps them engaged and coming back for more.

We will supply you with templates and assets to help create some the items you may need. You will need working knowledge of Adobe InDesign and Adobe Photoshop to work with these assets.

To access the files referenced in this document, please visit:

drafthouse.com/branding



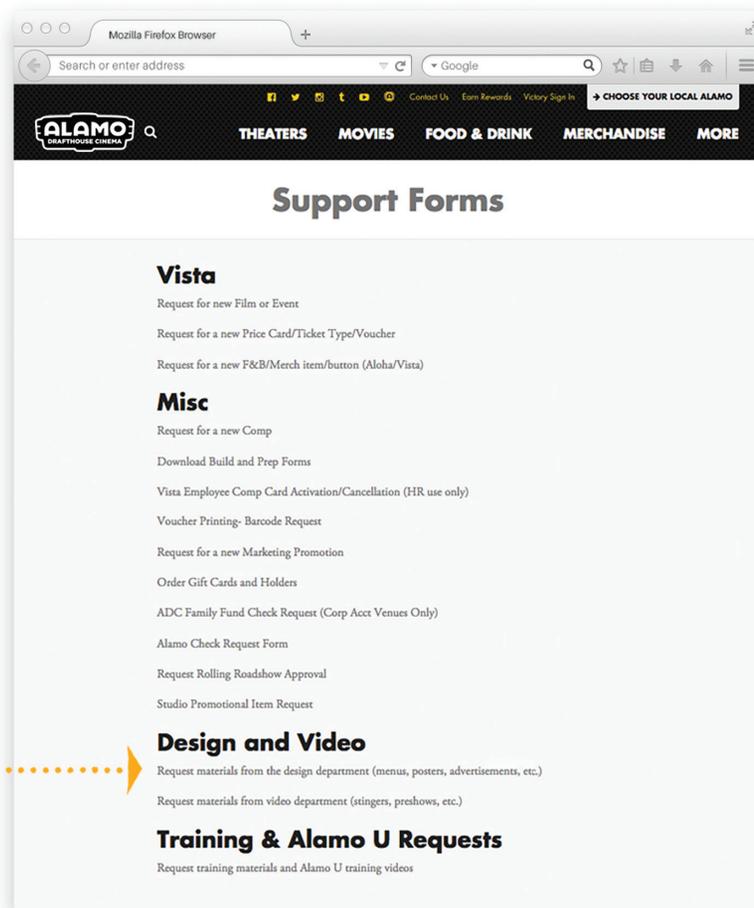
PLEASE NOTE: ALL public-facing designs **MUST** be approved by the Design Department before being used. This applies to all venues and personnel (unless they have completed Design Certification.)

Please send all designs for approval to: **design@drafthouse.com**

For any questions related to brand standards or design certification, contact: **design@drafthouse.com**



DESIGN REQUEST FORM



Although this guide can help you understand the requirements needed for effective and “on-brand” design, you may choose to have the Design Department create the elements that you need.

We have created an online system to help everyone gather all pertinent info needed to request, track and smoothly generate any design or video assets.

If you need to request help, please visit:
drafthouse.com/austin/support

Click on the link: Request materials from the design department

Any questions related to design or video requests, contact:

design@drafthouse.com

or

video@drafthouse.com



▶ **LOGO**
LOGO | MARK | USAGE





OUR LOGO

The Alamo Drafthouse Cinema logo represents our entire company — including the show, merchandising, advertising, and sponsorships. Be mindful when using the logo. It's a personal sign-off on our unique ideas, culture, and presentation. The signature consists of the words “ALAMO DRAFTHOUSE CINEMA” set in a custom logotype and encased within a “marquee” housing. It comes with a reversed variation and is available in a wide variety of formats suitable for print, on-screen and online applications.

GENERAL USAGE

The Alamo Drafthouse Cinema logo can be reproduced using one or two colors. It can also be used in reverse (or negative) when appropriate. The rest of this section contains further details regarding this usage.

The logo should always be used as a complete unit. The words “Alamo Drafthouse Cinema” and its elements should never be used independently of one another. The following pages provide a complete guide to appropriate usage. The logo should not be utilized in any other way, without express written permission from the creative office.



NOTE: Logo files are available at: DRAFTHOUSE.COM/BRANDING





OUR MARK

The Alamo Drafthouse Cinema condensed logo is a secondary mark. It should be used in situations where the full logo doesn't best reproduce, such as at small sizes. It is also the preferred online version of the logo, and should be used as the primary avatar for all social media profiles. The condensed logo should also be used in scenarios where the Alamo Drafthouse Cinema patrons are already familiar with the primary brand. For instance, the condensed logo should be primarily featured inside the cinema on employee uniforms, advertising, and merchandise.

GENERAL USAGE

The Alamo Drafthouse Cinema logo can be reproduced using one or two colors. It can also be used in reverse (or negative) when appropriate. See the rest of this section for further details regarding this usage.

The mark should always be used as a complete unit. The letter "A" and its elements should never be used independently of one another. The following pages provide a complete guide to appropriate usage.



NOTE: Mark files are available at: DRAFTHOUSE.COM/BRANDING



LOGO SPACING

CLEAR SPACE

When placing the logo in a layout, it should never be crowded by other design elements. Regardless of size, the minimum amount of clear space around all sides of the logo should be the height of the A in the logotype.



MINIMUM SIZE

The full logo is designed to be legible at small sizes. But it should never be sized less than 1.375” wide for print applications and 125 pixels wide for web applications. The condensed logo may be used as small as 0.35” wide for print, and 25 pixels wide for web.



LOGO USAGE

INCORRECT USES:

It's important to never use the Alamo Drafthouse Cinema logo in any of the following ways:



Old Logo



Using unapproved colors



Rotated or Flipped



Used without the shield



Interior gradients or special effects such as emboss, glows, bevels, etc.



Filling shield with patterns or photographs



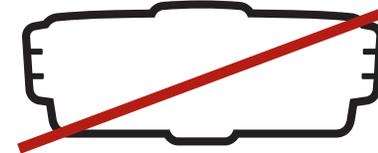
Logo used inside another shape



Compressed or expanded



Never recreate the logo or symbol



Used without the lettering





STANDARD VERSION



REVERSED VERSION

STANDARD VS. REVERSED

We have two versions of the logo available, *but which version should you use?*

The logo (or mark) you use is dependant on the background. The Standard Version should be used whenever the background grey value is perceived to be white to medium grey. The Reversed Version should be used whenever the background is of the darker range of grey values. Please see Page 11 for further details.

GENERAL USAGE

The Alamo Drafthouse Cinema logo can be reproduced using one or two colors. It can also be used in reverse (or negative) when appropriate. See the rest of this section for further details regarding this usage.

NOTE: The logo should always be used as a complete unit. The words “Alamo Drafthouse Cinema” and its elements should never be used independently of one another. The following pages provide a complete guide to appropriate usage. The logo should not be utilized in any other way, without express written permission from the creative office.



LOGO USAGE

VALUE RANGE:

The preferred background for our logo is PMS7409, but in many cases it's necessary to use the signature over existing colors or images. In these cases, it's extremely important to ensure the visibility of all signature elements. The chart below shows the approved version and which value ranges work best.



LOGO COLOR SEPARATION

The Alamo Drafthouse Cinema logo (both Standard and Reversed) comes in a one or two color version.

TWO COLOR: The Two Color version uses either black or white to fill the interior of the marquee shape. In these versions, the white is considered a color, even if the paper stock is creating the white.

ONE COLOR: The One Color version uses either black or white for the logo and leaves the interior of the marquee shape transparent. In these versions, the white is considered a color, even if the paper stock is creating the white.



Two Color (Standard Version)
Black (Black C): Housing
White (Paper Stock): Interior



One Color (Standard Version)
Black (Black C): Entire logo



Two Color (Reversed Version)
Black (Black C): Interior
White (Paper Stock): Housing



One Color (Reversed Version)
White (Paper Stock or Ink): Entire Logo



LOGO USAGE

LOGO OVER COLORS:

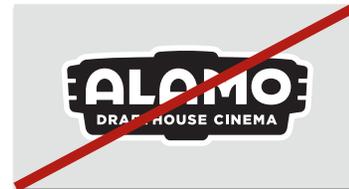
The preferred backgrounds for our signature are PMS7409, black, or white. But in some cases, the signature is used over a color to enhance a particular design concept, or it is necessary to apply the signature over a colored substrate. In these cases, it's extremely important to ensure the visibility of all signature elements. The exhibits show which signatures to use over various colors to ensure maximum visibility.

NOTE: Although the black signature may be visible on many mid-range backgrounds, it is preferred that white be used in those cases.

Two Color / CORRECT



Two Color / INCORRECT



One Color / CORRECT



One Color / INCORRECT



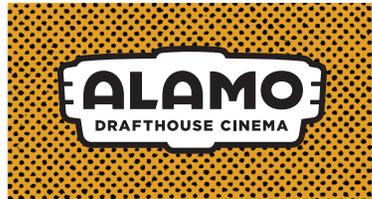
LOGO USAGE

LOGO OVER IMAGERY:

When appropriate, the signature can be used over an image to enhance a particular design concept. In these cases, it's extremely important to ensure the visibility and readability of all signature elements by using only the two color logo option. Background imagery should be scaled back through duotone or opacity, in order to retain focus on the signature. Make sure to use the version that has the most contrast from the background. The signature elements must not be superimposed over background imagery.

The examples show both correct and incorrect usages.

CORRECT USES



INCORRECT USES





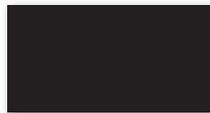
COLOR PALETTE



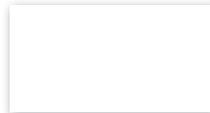
COLOR PALETTE

COLOR PALETTE:

The primary colors of the color palette represent the strong, minimal core of the brand. The consistent representation of these core colors help reinforce the distinctiveness of the Alamo Drafthouse Cinema brand.



PMS BLACK C
CMYK: 60, 40, 40, 100
RGB: 0,0,0
HEX: #000



PMS WHITE C
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF



PMS 7409 C
CMYK: 3, 32,98, 0
RGB: 245, 179, 36
HEX: #F5B324



NOTE: Swatches are available at: DRAFTHOUSE.COM/BRANDING



COLOR PALETTE EXAMPLES

The core color scheme revolves around the logo being black and white, and the secondary accent color being PMS7409 or “schoolbus” yellow. This yellow should be used whenever a color background is appropriate. See the examples below for a sense of how the color scheme is applied in different situations.



COLOR PALETTE

COLOR PALETTE

The Alamo Drafthouse Cinema color palettes have been compiled into PMS, CMYK and RGB swatch libraries that can be loaded into Adobe Design programs such as Photoshop, Illustrator and InDesign. This saves time and eliminates error when working with the color palette for both print (PMS & CMYK) and web (RGB) formats.

These libraries have been exported as .ase (Adobe Swatch Exchange) files. Detailed instruction on how to load these pre-built palettes into your design application of choice are below. Contact the Design Department at design@drafthouse.com for instructions on how to access the swatch libraries.

LOADING SWATCHES IN PHOTOSHOP

To import custom swatches from a file in Photoshop, click on the swatches panel menu and choose “Load Swatches...” You will be prompted to select a file from your computer or network. Select your choice of Drafthouse_CMYK.ase or Drafthouse_RGB.ase files and press the “load” button. The color palette of choice will load in the swatches menu for your use.

LOADING SWATCHES IN ILLUSTRATOR

To import custom swatches from a file in Illustrator, click on the swatches panel menu and choose “Open Swatch Library.” Then, open “Other Library...” You will be prompted to select a file from your computer or network. Select your choice of Drafthouse_CMYK.ase or Drafthouse_RGB.ase files and press the “Open” button. The color palette of choice will load in the swatches menu for your use.

LOADING SWATCHES IN INDESIGN

To import custom swatches from a file in InDesign, click on the swatches panel menu and choose “Load Swatches...” You will be prompted to select a file from your computer or network. Select your choice of Drafthouse_CMYK.ase or Drafthouse_RGB.ase files and press the “Open” button. The color palette of choice will load in the swatches menu for your use.





TYPOGRAPHY



TYPOGRAPHY

PRIMARY HEADLINE

The primary Alamo Drafthouse Cinema typeface family is FUTURA STD. It is available in several weights for maximum flexibility. Use FUTURA STD Bold in capitalization as the standard weight and style in all primary print design headlines.

FUTURA STD Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

FUTURA STD Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?

FUTURA STD Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890":!@#%\$&*?



NOTE: Font files are available at: [DRAFTHOUSE.COM/BRANDING](https://drafthouse.com/branding)



ALTERNATE HEADLINE TYPEFACES

The alternate Alamo Drafthouse Cinema headline typeface is Sanderson Shaded. Use this typefaces in capitalization when a variation from Futura Bold is needed. If Sanderson Shaded is used at the headline, then FUTURA STD bold should be used as Secondary Headline font.

PLEASE NOTE: Review the section on kerning on pg. 23 when using these fonts.

SANDERSON SHADED

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ 1234567890"!@#%\$&'?

HELLENIC WIDE JF

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz
1234567890"!@#%\$&*?

CHAMPION - BANTAM WEIGHT

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmnopqrstu**vw**xyz 1234567890"!@#%\$&*?



NOTE: Font files are available at: DRAFTHOUSE.COM/BRANDING



PRIMARY BODY TYPEFACE

The primary Alamo Drafthouse Cinema body typeface is Adobe Garamond Pro. It should be used as the standard body copy typeface only for applications that require more than two sentences of text, such as movie synopses.

NOTE: It is not used as a headline typeface under any circumstances.

Adobe Garamond Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?

Adobe Garamond Pro Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&?*

Adobe Garamond Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 1234567890”:!@#%\$&*?



NOTE: Font files are available at: DRAFTHOUSE.COM/BRANDING



TYPE FORMATTING

Consistency is important to our brand. It shows that we care about the details and builds trust with our patrons. Although subtle, consistent attention to details is the foundation to appearing professional, stable and trustworthy. Below are some small details on how we can be consistent with the use of type in the communication with our patrons.

MENU TYPOGRAPHY

- Never use the dollar sign on menus.
- Never use dotted lines to attach the price to the menu item.
- If the price has cents, always present the cents as a superscript Example: **8^{.50}**
- Always use the ampersand to save space. Example: **PEANUT BUTTER & JELLY**

ON SCREEN & PRINT TYPOGRAPHY

- Dates should have the month spelled out, and the number should use ALL CAPS superscript Example: **DECEMBER 8TH**
- Always use the ampersand to save space. Example: **SPARKLERS & CONFETTI**
- Always lay out 35mm/70mm with the “mm” in lowercase and 3/4 the type size as the “35” Example: **35mm**

KERNING

- Attention should be paid to kerning (ie: the distance between letters.) There is no hard and fast rule for kerning, other than readability is key. When using large text, kern it closer together. When the text is smaller, kern it slightly further apart.

CORRECT KERNING

MONDAY

MONDAY

INCORRECT KERNING

MONDAY

MONDAY

CORRECT KERNING

CINEMA

INCORRECT KERNING

CINEMA



▶ **PRINT ASSETS**
MENUS



PRINT ASSETS

DROP MENUS

Menus for specialty screenings are designed in two versions -- 2-UP (two to a page) and 4-UP (four to a page).

The menus are designed with these goals in mind:

- *Ease of readability in a dark theater*
- *Attractive to customers as a “takeaway”*
- *Clarity in the hierarchy of information*

The templates should be used as a default for all in-theater menus. All custom menus must be either designed or approved by the creative department.

These menus are black & white (color if budget allows) and typically laid out center justified. There should be a Title Treatment at the top over a textured black bar. Our condensed logo should be at the bottom. The items, descriptions, and prices should all be black over white/paper. Font sizes should be no smaller than 11pt. Items and prices should be set in Futura Std Bold. Descriptions should be set in Futura Std Book.



NOTE: All drop menus must be approved by the Design Department



NOTE: Templates are available at: DRAFTHOUSE.COM/BRANDING

- **Title Treatment:**

Use over black

- **Justification:**

Centered

- (Use “&” instead of “and” to save space)

- **Price:**

- No dollar sign
- Cents use superscript

- **Item Name:**

- Futura Std Bold
- All Caps

- **Item Description:**

- Futura Std Book
- Use Title Case

- Always include the brand mark centered



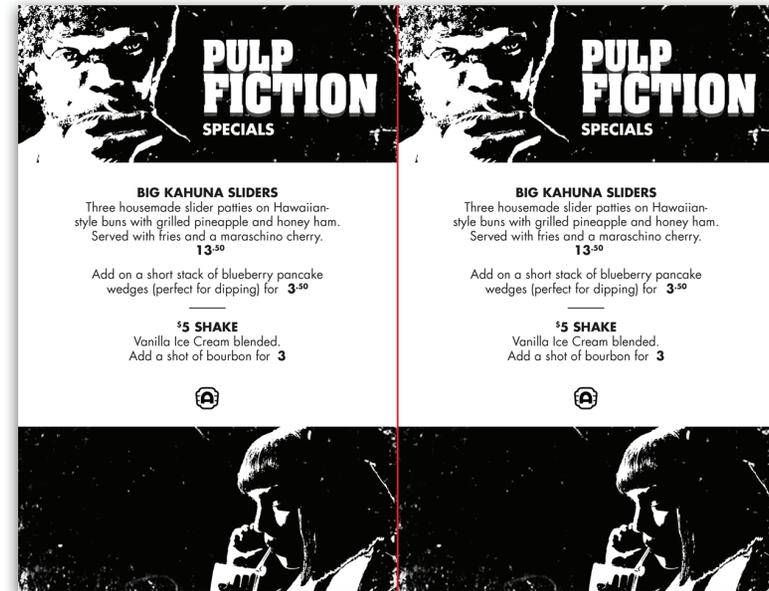


4-UP DROP MENU EXAMPLE & SPECS

Paper Size: 8.5" x 11"

Finished Menu Size: 4.25" x 5.5"

Red = Cut lines



2-UP DROP MENU EXAMPLE & SPECS

Paper Size: 8.5" x 11"

Finished Menu Size: 5.5" x 8.5"

Red = Cut lines



NOTE: Templates are available at: DRAFTHOUSE.COM/BRANDING



PRINT ASSETS

SEASONAL MENU INSERT

The Seasonal Menu Insert (aka the “tall skinny insert”) is a spotlight for the seasonal menu specials at the Alamo Drafthouse. The template is designed with the following goals in mind:

- *Ease of readability in a dark theater*
- *Clarity in the hierarchy of information*
- *Complements the existing menu design while still standing out on its own*



NOTE: All tall/skinny menus must be approved by the Design Department



NOTE: Templates are available at: DRAFTHOUSE.COM/BRANDING

- **Justification:** Left
- **Item Name:**
 - Futura Std Bold
 - All Caps
 - Price (No dollar sign)
- **Item Description:**
 - Futura Std Book
 - Use Title Case
- Use thematic imagery to take up any extra space at the bottom

FOOD SPECIALS

KOREAN STYLE VEGETABLE PANCAKES & FRIED EGGS 10
 Scallions, Shiitake Mushrooms, Red Peppers, & Red Onions with Charred Scallion Sour Cream & Sriracha
Inspired by COLOSSAL

KIMCHI & SHORT RIB NACHOS 9
 Korean Style Braised Short Rib & Kimchi, Shredded Cheddar, Roasted Sweet Potato, Napa Cabbage & Scallion
Inspired by COLOSSAL

BIBIMBAP BURGER 13
 All-Beef Patty, Kimchi Mayo, Puffed Rice, Shiitake Mushrooms, Napa Cabbage & Fried Egg. Served with Fries & a Pickle
Inspired by COLOSSAL

SOURDOUGH TUNA MELT 11
 Housemade Tuna Salad, Butter Toast, Cheddar & Swiss, Leaf Lettuce & Tomato. Served with Fries & a Pickle
Inspired by THE FATE OF THE FURIOUS

COCKTAIL & BEER SPECIALS

SEOUL MULE 10
 Shochu, Vodka, Lime, Ginger Beer
Inspired by COLOSSAL

THE MOST IRRESPONSIBLE THING 10
 Shochu, Bourbon, Sweet Vermouth, Peychaud's & Angostura Bitters
Inspired by COLOSSAL

THE SPEED TRAP 10
 Reposado Tequila, Ancho Chili Liqueur, Cold Brewed Coffee, Honey, Bitters
Inspired by THE FATE OF THE FURIOUS

REAL ALE SEOUL CRUSHER 6/16oz
 Limited Batch Saison brewed with Rice, Ginger, Lemon Peel & a hint of Korean Red Chiles
Inspired by COLOSSAL

PBR BUCKET 14
 Six Cans. Great for sharing with Old Friends & New Acquaintances
Inspired by COLOSSAL







DIGITAL ASSETS

BACKGROUND SCREENS | POSTERS



DIGITAL ASSETS

HOST BACKGROUND SCREEN

The Host Background Screen has many objectives:

- *It provides a heightened sense of excitement for customers*
- *Reinforces social media engagement through hashtags and photo ops*
- *Increased level of showmanship and professionalism*

There are two sets of specs depending on projection for Host Background Screens: Flat and Scope. Make sure that the design you produce is the same specs as the film you are presenting.

Screens should always contain:

- *Original type treatment (if available) or Futura Bold.*
- *Event Name (ie: Sing-Along) in Futura Bold*
- *“@Drafthouse” and any other applicable hashtags*
- *The Alamo Drafthouse mark*



NOTE: All host screens must be approved by the Design Department



NOTE: Templates are available at: DRAFTHOUSE.COM/BRANDING



FLAT VERSION

Dimensions: 1920 x 1080 pixels

DPI: 72

Color Space: RGB



SCOPE VERSION

Dimensions: 2048 x 858 pixels

DPI: 72

Color Space: RGB



DIGITAL ASSETS

SOCIAL MEDIA PROFILE IMAGE: PRIMARY

The condensed logo should be used as the primary image for all social media profiles. Any of the approved color combinations for the logo can be used. Venue and event photography should be posted in albums within sites, but not used as the primary profile image.

SOCIAL MEDIA PROFILE IMAGE: SECONDARY

Facebook cover images and Twitter header images must coincide with brand standards.

The Facebook cover image should be 828 pixels wide by 315 pixels tall (check the web for the latest size). Cover images should display specialty programming or brand initiatives in your market. Images should be changed two or three times a month, and when relevant, link to a show page or blog with more information.

The Twitter header image should be 1500 pixels wide by 500 pixels tall. It should display your market's landmarks, such as an Alamo Drafthouse sign or an example of Alamo branding. Once established, Twitter headers should change no more than once a year.



PRIMARY IMAGE



FACEBOOK AVATAR IMAGE



FACEBOOK COVER IMAGE

828 x 315 px



TWITTER HEADER IMAGE

1500 x 500 px



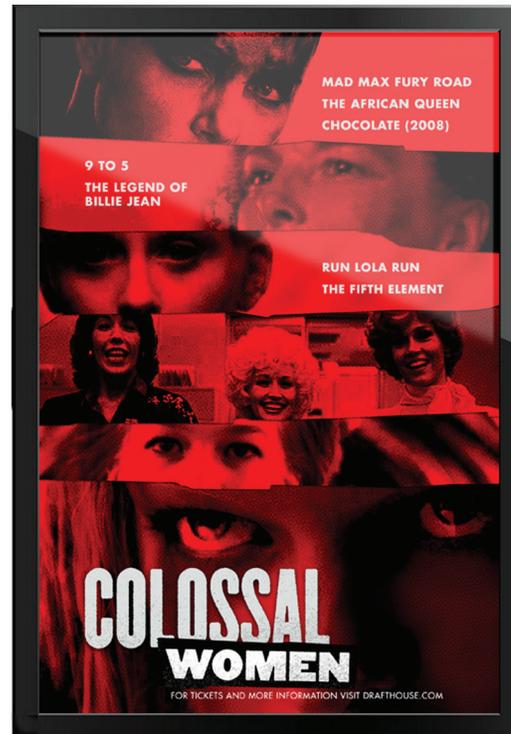
DIGITAL ASSETS

DIGITAL POSTERS

When choosing digital posters for display, the following criteria must be met.

- Posters should be high-resolution and sized to approximately 1080 pixels wide by 1600 pixels tall at 72 DPI
- Posters should not contain watermarks, incorrect scaling, or overly pixellated imagery
- Posters should be original studio theatrical one-sheets or approved Alamo Drafthouse posters and not artist interpretations or re-imaginings

Mondo posters are not to be used unless specifically cleared by Mondo.



NOTE: All NON-STUDIO digital posters must be approved by the Design Department



DIGITAL ASSETS

PHOTO BRANDING

The white primary logo must appear in the bottom-right corner of all promotional photographs.

White Alamo Drafthouse logo must be used set to 65% transparency. A drop shadow should be added with the following specs:

Blend Mode: Multiply

Opacity: 60%

Angle: 30°

Distance: 0px

Spread: 0%

Size: 9px



NOTE: Watermark template is available at: DRAFTHOUSE.COM/BRANDING





▶ VIDEO

CONTENT | SOCIAL | TYPOGRAPHY



VIDEO

CORRECT VIDEO BRANDING [SOCIAL MEDIA]

The white standard logo must appear centered for all video that will appear on social media.

The logo must appear at the beginning of the video for 1.5 seconds with a 2% zoom.

The video must end with a 4 second screen using the Alamo mark in white, with the URL underneath.

Any video posted on an official Alamo Drafthouse Cinema channel must be approved by the creative department.



START SCREEN White ALAMO logo stays on screen for 1.5 secs with a 2% zoom.



END SCREEN White ALAMO mark and URL stays on screen for 4 secs with no zoom.



NOTE: All videos must be approved by the Video Department

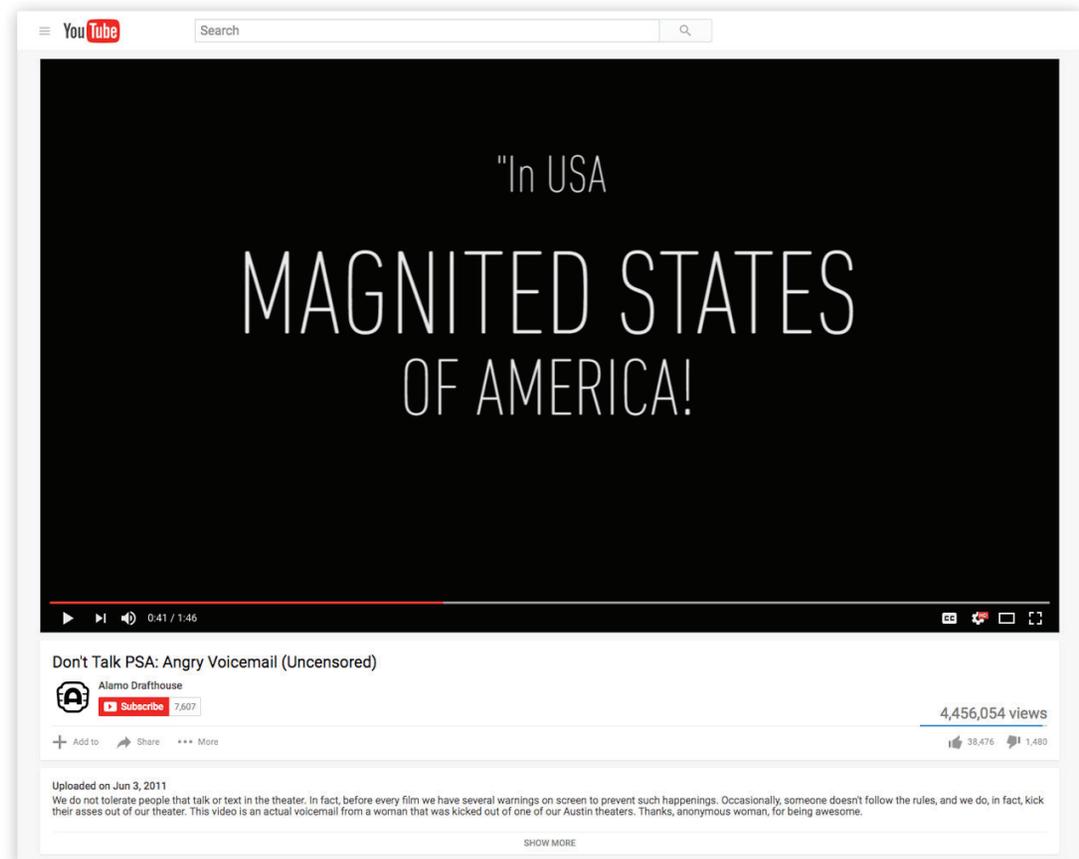


VIDEO

YOUTUBE & VIMEO CHANNELS

Videos uploaded to YouTube and Vimeo must be titled and tagged correctly. The conventions below must be followed.

- *Name all videos in Title Case, with the first letter of every word capitalized. Use hyphens, with a space on either side, to separate when needed. You must include a year when naming a reoccurring event. Example: **Don't Talk PSA: Angry Voicemail (Uncensored)***
- *Tag the video with unique key terms, and always provide a link to drafthouse.com in the description.*



VIDEO

ON SCREEN CONTENT

When creating on screen content for use in Alamo Drafthouse theaters, the following criteria must be met. **All stingers must be approved by the Alamo Drafthouse creative department before they appear on screen.**

- *Source materials should be of highest resolution possible. Blu-ray is ideal, and if available, mandatory*
- *Frame size must be 1920 pixels wide x 1080 pixels tall. Even if the aspect ratio is less than that, the final output must be these dimensions*
 - *Frame size can also be 2k Flat 1998x1080 or 2K scope 2048x858 if source material is higher resolution than bluray/HD*
- *Frame rate must be 23.976 or 24 frames per second*
 - *29.97 or 30 are also acceptable frame rates if it is native to source material, but 23.97 or 24 is preferred*
- *Frame rates and aspect ratios must be consistent throughout the entire piece*
- *Stingers should be no longer than 30 seconds with a 5 second grace period. Stingers longer than 30-35 seconds require special approval*
- *For DCP creation, deliverable files provided to video department must be a minimum resolution of 1920x1080, preferred codecs are DNxHD or ProRes, though we can take a .tiff sequence or high bitrate h264 as well. Please provide audio separately as a .wav file (stereo, interleaved multi-track or mono stems are all acceptable)*
- *Use the following naming convention for exported files:*
 - ADVERTISEMENT:** *type_location-title_trl (example: AD-AUS-VERTIGO_TRL)*
 - PRESHOW:** *PS-[film_title]_[segment#]_[aspect_ratio_Flat_or_Scope] (example: PS-DIE_HARD_1_S)*
 - DON'T TALK PSA:** *DT-[name_of_message]_POL (example: DT-ANGRY_VOICEMAIL_POL)*
 - BUMPER/HOST SCREEN:** *FILM_TITLE BUMPER_DATE CREATED_FLAT OR SCOPE (example: LAST_DRAGON_HOST_SCREEN_032417_F, BREAKIN_DANCE_CONTEST BUMPER_022416_S)*



NOTE: All stingers must be approved by the Video Department



VIDEO

ONSCREEN STINGERS TEXT FORMATTING

When adding text to stingers, please follow the formatting rules below:

- Use only *Futura Bold* and *Futura Book*.
- Use only white type over black background or over footage with reduced opacity to ensure type is readable.
- Type should always be justified center.
- Create dynamic layouts by varying type size and highlighting key phrases using *Futura Bold*.
- Use ALL CAPS unless you are using a press quote.
- Quotes should use upper/lowercase and should use *Futura Book* and be italicized.
- Type should stay well within the standard type safety area
- Months should never be abbreviated
- Dates should be written using a superscript (ie: 23RD)

SPECIAL NOTE:

Please review *Page 23* for other type guidelines.



▶ **SOCIAL MEDIA**
LOGO | MARK | USAGE



SOCIAL MEDIA

Social media is the most effective form of local consumer engagement. It is required for franchises to create and maintain their own social media channels on Facebook, Twitter and Instagram. In addition to direct interaction, social provides the critical ability to tailor your dialog and target specific audiences.

The purpose of our social engagement is primarily to promote and sell the products we offer (tickets, F&B, merch) by driving awareness and building excitement for them - our brand cache will benefit from the cool, relevant content that's based upon these products. When making social commentary, is always and only through the filter of film.

Social must be approached as a creative medium that inspires our audiences while adhering to a standard of excellence befitting of the brand: your images should make Kubrick proud while your writing makes Sorkin jealous.

In addition to fueling sales, social is critical to maintaining positive connectivity and customer service in your market. Every response we post in this area must be human, informed and in service of our customers. If an issue is complex or you're unsure of resolve, buy time to seek guidance by letting the guest know that you've heard them and will respond in full shortly.

Our national accounts feature all major product announcements, news, promotions & updates and should be replicated accordingly. Local accounts should also highlight the regional products and moments of film that make the local Alamo Drafthouse so unique.

Please follow the best practices detailed below for voice, naming, language, frequency, and content.

VOICE

The voice of the Alamo Drafthouse Cinema can be heard through the style, tone, and manner of our communications. Expressed in everything from the written word to public presence, our voice is informed, authoritative, passionate, irreverent, thoughtful and articulate. We are never boastful, nor do we go negative, especially in the film / theatrical space. The voice should be consistent and constant, as it is the heartbeat of brand.



SOCIAL MEDIA

LANGUAGE

- Language used in social media should be positive and upbeat.
- Always use proper English, and keep it free of R-rated profanity or any unnecessary web speak (i.e. OMG, LOL, LMFAO).
- Don't use exclamation marks (!!) unless something is jaw-droppingly-amazing. Even then, try not to.
- Use ALL CAPS for movie titles.
- Limit using ALL CAPS for other rare instances, such as cancellations or last-minute updates on events, tickets, or times.
- If you do use ALL CAPS, please begin the message with them, then switch to sentence case with the announcement.

Example: **UPDATE: Bill Murray announced that he'll be at the 7 pm screening of MEATBALLS at the Ritz**

FREQUENCY

You should post on your social media channels optimally three times a day. When promoting a specific event or special, post about it no more than three times in one week. When posting multiple times about the same topic, post about it in a new and engaging way. It's important to get the word out to your followers, but it's even more vital not to overwhelm them with repeat messages and self-promotion

CONTENT

As stated, the purpose of our social engagement is to excite and delight our audiences with relevant, bold, fresh content about our products and our brand: we share what's in our theaters and we celebrate our culture of film.

Because we are so diverse in our offering, it is important our content reflects this: too much horror and you alienate the rom com crowd and vice versa. As a result, content must represent our overall position of inclusivity vs. exclusivity.

Content also needs to strike a balance of being informative (for example: announcing tickets on sale) and engaging to solicit a response (for example: film polls and questions). The more engagement and shares we receive, the deeper the connection with our audiences and the tighter affinity they share with the brand.

Key to all of this is human, personable approach of Alamo Drafthouse - Film brings fun and excitement to people's lives and we are the embodiment of this spirit.

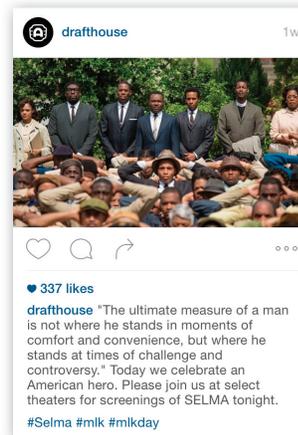


SOCIAL MEDIA

CORRECT EXAMPLES



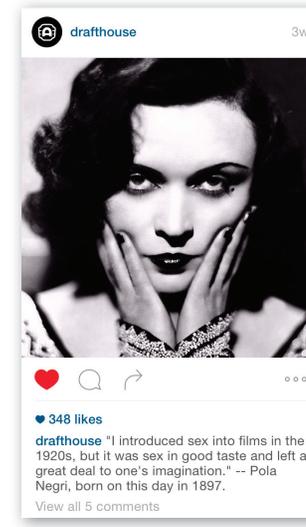
On-brand, on-point post presented in an honest, matter-of-fact tone that lets the content speak for itself.



Quick, compelling quote to sell a movie that could benefit from extra promotion.



Photo tells a joke with a message that complements the content, rather than distracts.



Alternative content that is specifically NOT selling a show, but still engaging to followers.



SOCIAL MEDIA

INCORRECT EXAMPLES



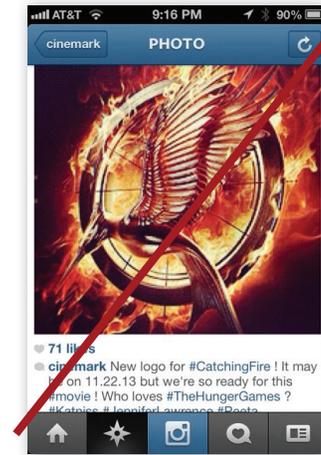
Inane, cliché-ridden attempt at engaging dialogue that is inconsequential to begin with.



Nonsensical text and phony enthusiasm. Never ask a question such as, "How cool is X?" or "Who likes X?"



Pandering questions that fail to incite actual dialogue.



Gratuitous use of exclamation marks and misinformed hash tags. Never ask a question such as, "Who loves X?"



▶ **COPY**
SHOWPAGE



SHOWPAGE COPY

PHILOSOPHY

Showpage copy is a skill -- we're selling our love for movies. The attitude is personal, the voice is informed, authoritative, passionate, irreverent, thoughtful and articulate. The goals are to get people excited about coming to see the movies that we've programmed, show pages need to do exactly that - they must be fun to read, and represent the Alamo Drafthouse voice and brand correctly.

LENGTH

Show page copy usually run 100-150 words but can go longer if the content is relevant - but remember, you're not writing a review or a Wikipedia entry, you're getting the reader excited to buy a ticket.

CONTENT

Imagine that you are telling a friend about a film they should see. What are the notable points that are most intriguing? What language would you use that would most convince them to go? Whatever you would say to your friends to convince them to come see this movie with you -- that's what we want to communicate to the audience. We like to speak in the first-person plural ("we") when inviting others to join our fun. But showpage blurbs are never written in the first person singular ("I"). As a rule of thumb, just talk like you talk, we're shooting for breezy, light, fun to read, and personal. Blurbs should read more like an email than an essay -- but a bright, literate email to a friend you are trying to impress.

Blurbs are not synopses, and Alamo Drafthouse show pages are not Wikipedia. A good rule of thumb is to use at most one engaging sentence describing the plot, and only if necessary ("tracking one man's descent into madness as he tries to . . ."). Many of our best blurbs get away with just a couple of words describing the genre ("fast-pace heist film starring . . .") or tone ("a nihilist exploration of . . .").

Don't believe us, google "Jaws in space."



SHOWPAGE COPY

CONTENT CONT.

- We are not interested in trivia relating to the making of the film, unless the backstory is so powerful that it makes you want to see the movie

Correct example: The fact that director Koji Wakamatsu actually burned his own house down to get that amazing shot for UNITED RED ARMY tells us that the film is spectacular and passionate.

Incorrect example: The fact that Tom Selleck was the actor originally cast in the role of Indiana Jones is not relevant to our pitch for people to see RAIDERS OF THE LOST ARK at our theater. It's a fun fact to learn after you've already seen the movie.

- Quotes from reputable sources can be added to blurbs, as long as they are used sparingly and contribute to the selling of the movie. Quotes should be no longer than two sentences and can be placed before or after the blurb on the showpage.

Correct example: “Akira Kurosawa’s masterpiece has been widely imitated, but no one can come near it.”
-- Pauline Kael on SEVEN SAMURAI

Incorrect example: “THE DARK KNIGHT has good fight scenes.” -- Your Friend Who Has A Movie Blog

- Unique aspects of the screening that are considered strong selling points should be placed above the blurb and in bold.

Correct example: Director Robert Zemeckis in person!

Incorrect example: New monthly specials available on the menu!

- Movie titles are written in all UPPERCASE, but are not bold or italic.



SHOWPAGE COPY

TOPE

Only positive, never negative. Negativity is not part of the Alamo Drafthouse voice. We encourage blurbs to be funny and charming, but not at the expense of the movies. Write about what you like and inform your writing with why like it. Be passionate. There is no mean-spirited, mocking ironic glee at the Alamo Drafthouse -- “so bad it’s good” does not exist in our universe. There is only the horizon-expanding, mind-bendingly, and sometimes completely unintentionally, brilliant.

Correct usage: LADY TERMINATOR has a joyful disregard for logic and humanity.

Incorrect usage: LADY TERMINATOR is mind-bogglingly stupid.

We don’t put down one movie to trumpet another. If you think a certain movie is better than something that the Coen Brothers made, it does not matter. There is no need to dampen the enthusiasm of a Coen Brothers fan by making an aside about how you don’t like their movies. For example, this is what we do not want: “It’s as funny and stylish as the Coen Brothers, without their condescending misanthropy.”

Write seriously about silly things, and be willing to be silly about serious things. This is a general piece of advice about our voice. We want to show “high art” in its most accessible light -- Jean-Luc Godard made movies about girls and guns after all -- and “low art” often deserves to be taken more seriously than it is.



SHOWPAGE COPY

ALAMO DRAFTHOUSE BLURB EXAMPLES

These are examples of showpage blurbs that best represent the Alamo Drafthouse voice.

If you have questions, contact John Smith at: john.smith@drafthouse.com.

24 HOUR PARTY PEOPLE

An equal ode to post-punk hedonism and forgetting to file your business tax returns, 24 HOUR PARTY PEOPLE stars an on-point Steve Coogan as Tony Wilson, the fake-it-til-you-make-it impresario behind one of the greatest record labels in all of indiedom. Factory Records was an ambitious hothouse located in Manchester, the center of Britain's frigid, industrial North -- and this Altmanesque dance party of a breezy proto-Britpop biopic fires up the stories of its favorite sons: Joy Division, James, Happy Mondays and Wilson's own sweetly chaotic "unreliable narrator" vector. Coogan's Wilson is detached, bemused, resigned, almost the Jack Benny of Punk Rock as he cheats and squirms his well-deserved way into music history.

MR. ARKADIN

Like CITIZEN KANE in reverse, Orson Welles' MR. ARKADIN aka CONFIDENTIAL REPORT tells the story of an elusive billionaire (Welles) who hires an American smuggler to investigate his past, leading to a dizzying descent into a Cold War European landscape. Darting across Europe as fast as his debtors chased him, Welles stuffed this dizzying, pulpy funhouse with inventive camera tricks, hallucinatory images, and whiplash-inducing narrative bombast. The film's history is also marked by chaos and confusion. There are at least eight different cuts of the film (none strictly definitive), three radio plays, a novel, and several long-lost sequences. We'll be screening the 99 minute CONFIDENTIAL REPORT cut of the film from an archival 35mm print via Janus Films.

"Jorge Luis Borges famously described CITIZEN KANE as a labyrinth without a center. MR. ARKADIN does have a center. It's a maze designed by the Minotaur." -- J. Hoberman



SHOWPAGE COPY

ALAMO DRAFTHOUSE BLURB EXAMPLES CONT.

SHIVERS

Sex! Pus! CRONENBERG! SHIVERS is an unstoppable engine of gross-out anxiety. Shot on the cheap by first-time-feature-filmmaker David Cronenberg and overflowing with nihilistic perverts, horny zombies, and lil' beasts who look like penises with alligator heads, it's no surprise that this was the most taboo-annihilating Canadian horror movie of 1975. The house doctor in a newly developed suburban high-rise invents a parasite that's "a combination of aphrodisiac and venereal disease that will hopefully turn the world into one beautiful, mindless orgy!" Of course, the monster cuts loose in the complex and transforms the residents into undead ghouls who lust for sex in every way imaginable. And unimaginable. Feeling like NIGHT OF THE LIVING DEAD as reinterpreted by John Waters circa DESPERATE LIVING, SHIVERS is a ridiculous-yet-disturbing snapshot of Cronenberg's developing obsession with sexual body violence. Prepare to party!

SIXTEEN CANDLES

John Hughes' alchemic ability to transform ordinary teen life into something extraordinary is no better exemplified than with SIXTEEN CANDLES. Molly Ringwald is utterly relatable as Samantha Baker, whose problems include a crush on a taken (and we mean REALLY taken) boy named Jake Ryan, and a preoccupied family who completely forgets her birthday. From the freshman nerd (brilliantly essayed by Anthony Michael Hall) to the hot senior (the enigmatic Michael Schoeffling), these characters are stripped down to their most basic truth, then layered with earnest angst and authentic humor. SIXTEEN CANDLES masterfully captures the reality of high school, while still offering the dream of a happy ending.



▶ **COLLATERAL**
MERCHANDISE | OFFICE



COLLATERAL

MERCHANDISE

Merchandise is an important facet of the Alamo Drafthouse Cinema. It provides an additional revenue stream and also allows our patrons to celebrate our brand outside of the cinema.

Items chosen as Alamo Drafthouse Cinema merchandise should be of the utmost quality. They should represent our culture, style, and timelessness. Below are examples of acceptable merchandise options. Again, all logo usage and background control rules should be expressly followed as detailed in the LOGO section.

Please use the Promotional Material Approval form when a design is ready:

drafthouse.com/austin/support

Contact design@drafthouse.com for further information.



NOTE: All promo merchandise must be approved by the Design Department



COLLATERAL

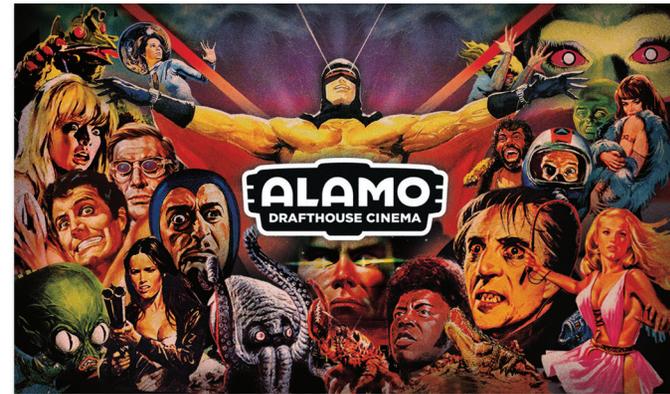
The Alamo Drafthouse Cinema paper system is simple, fun, and easy to use in every scenario from printing on letterhead to sending an electronic document via email.

BUSINESS CARD

If you require new or updated cards, please fill out the form located at:
drafthouse.com/austin/support

The Alamo Design Department will create the art and email you the necessary files and the link to our online card printer.

You will be required to place the order and upload the art.



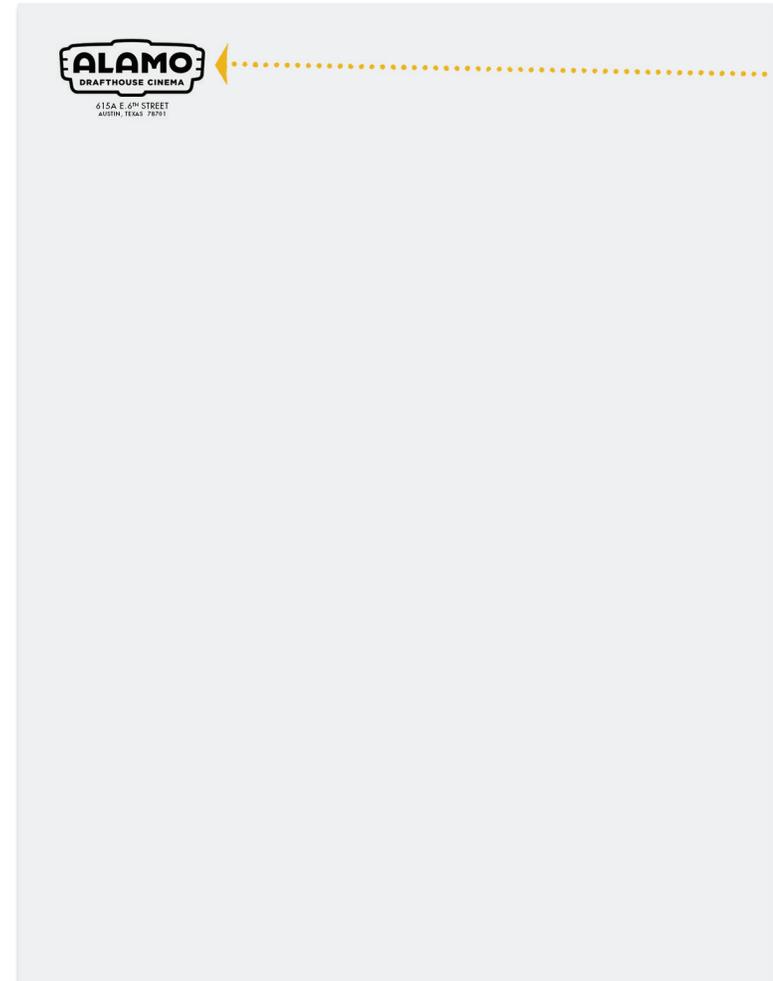
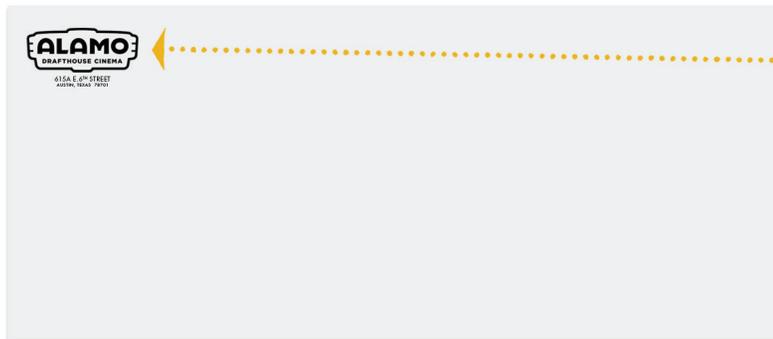
COLLATERAL

ENVELOPES & LETTERHEAD

The envelopes and letterhead are 2/0 (2 colors on the front, blank on the back) and should be offset printed on a bright white, uncoated text with a minimum weight of 100 lb.

A template of the letterhead exists in both InDesign and Word forms.

Contact design@drafthouse.com if you require either physical printed materials.



NOTE: Templates are available at: DRAFTHOUSE.COM/BRANDING



▶ EMAIL



EMAIL IDENTITY

EMAIL SIGNATURE

In an effort to simplify, email signatures should include only the following:

CORRECT USE

Your Name
Your Title
Alamo Drafthouse Cinema
555 555 5555 c
[drafthouse.com](http://www.drafthouse.com)
--
"Best Theater in America"
-Entertainment Weekly

CORRECT USE

Your Name
Your Title
Alamo Drafthouse Cinema / Venue
555 555 5555 o
555 555 5555 c
555 555 5555 f
[drafthouse.com](http://www.drafthouse.com)
--
"Coolest Movie Theater in the World"
-Wired.com

INCORRECT USE

Your First Name
555 555 5555
yourname@drafthouse.com
www.drafthouse.com



INCORRECT USE

Your Name
Your Title
Alamo Drafthouse
<http://www.drafthouse.com>
Best Theater in America
Coolest Movie Theater in the World

Font should be set to Sans Serif (normal). You may use one of the following quotes below:

"Best theater in America" -Entertainment Weekly

"Coolest movie theater in the world" -Wired.com

"The best theater ever" -Time Magazine



Thank
You!

