

EXAMPLE · BRAND GUIDELINES

Using the Cinova brand

Logo, colour, type and voice in one place

THE BASICS

One look, used the same way

📘 Example document

This is an example to show the format. It is not a live document and not a client record.

Logo	The wordmark is used as supplied. Never redrawn, stretched or recoloured.
Colour	Black and white. Covers are black, inside pages are white.
Type	San Francisco throughout, in fourteen set sizes.
Icons	Simple line drawings, one weight, no fills.
Photos	Real sites and real people. No stock imagery.

VOICE

How we write

WE WRITE

Plain words a site supervisor would use

Short sentences, one idea each

What it means for the reader

Real numbers and real names

WE AVOID

Jargon and buzzwords

Long paragraphs that bury the point

What we think is clever about it

Claims nobody can check

ⓘ The test

If a sentence would sound strange read aloud on a site visit, rewrite it.

Where New Begins

WHO TO SPEAK TO

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