

Brief

Project: Cinema Branding

Project Overview

For my project, I wanted to explore a subject I'm truly passionate about, so I landed on the topic of movies. To showcase my design skills, I've decided to create my own cinema brand. This project is about building a brand from the ground up, considering everything from the logo, website, product designs and social media. I will think about the target audience and the overall vibe, as my goal is to design a brand that's not just visually appealing but also creates a memorable and enjoyable experience.

Why?

This project is meant to help invite an audience towards cinemas more often. Due to the rising popularity of streaming platforms people don't feel the need to come and spend money on going to the cinema and watching the latest movie, whilst they can stay at home and wait a few months after release to watch it on their phone.

I am hoping to create my own brand that invites certain audiences to come down to the cinema to watch the movie on the big screen.

Objectives

- To invite people back to coming to cinemas instead of watching movies on streaming platforms
- To attempt to advertise cinemas in a unique way
- Modernise the looks of cinema

Tone of voice

- Trendy
- Stylish
- Unique
- Modern
- Inviting

Competitors

- Cineworld
- ODEON
- Vue

Target Audience

18–24: May tend to favour action, sci-fi, and fantasy blockbusters

25–34: Perhaps genres like action, comedy, drama, and romance

35–44 Adults: This group still has significant engagement and often balances between family-friendly animations and more mature narratives films

Impact

The impact of creating this brand is both creatively and professionally. This elevates design from decoration to a core part of the cinematic journey, shaping how people emotionally connect with films and the environment around them. By creating a distinct aesthetic identity, it can turn a cinema into a recognizable cultural landmark, where every visual element reflects their creative vision.