# Neon®

## The Castle Cinema Brand identity



### Films with cut through

The Castle Cinema, with branding by Neon, was created for friends of Neon who had set up a small summer series of events doing pop up Cinema at some of West Sussex's wide variety of Castles and stately comes, with all profit to be given to local charities.

As they say with film, it's all in the editing...

Neon took the classic film strip and well... just edited a bit off, to create a simple and witty brand mark that helped the event stand out – and had an immediacy in social media which was to be the main channel of promotion.

Neon also created an animated ident for pre and post film showings.

As is the trend with Cinema there's always the sequel... Following on from our work for event company The Castle Cinema, Neon were commissioned to create a name and an identity for a new start up film company – Sawhorse Films.

#### PROJECT SUMMARY

Brand identity Motion graphics Brand guidelines Animations Stationery Website

If you'd like to know more about Neon, or if you have a project/pitch/ roster review you'd like to discuss with us, we'd be absolutely delighted to hear from you. Please call Dana Robertson on the number below, or drop him an email info@neon-creative.com or call +44 (0)20 3289 1733

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