

## 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 homes, 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



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