cineosa

Stunning video, made by *AI and humans.*

BRAND GUIDELINES · CINEOSA.COM

Most video is fast or good. *Ours is both.*

Cineosa is a video studio where AI and people make films together. AI brings the speed: concepts, drafts, music, voices and versions. People bring the soul: story, direction, design, and a review of every cut.

TAGLINE

Stunning video, made by AI and humans.

THE PROMISE

Ads & stories that stop the scroll.

HOW IT LOOKS

A dark cinema, warm white light, and one red record light: someone is behind the camera.



The word is set in Archivo. Its o is a lens: a ring, the camera’s eye, with a red dot inside, the record light, and the person behind the camera.

The logo is drawn, not typed. Always use the files in 01-logo; never retype it in a font.

ARCHIVO · WEIGHT 560 · TRACKING −14
RING: THE HEIGHT OF THE O · DOT: RECORD RED #FF3B2F

Ink first. *The dot stays red.*

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PRIMARY · ON INK

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ON LIGHT · WARM WHITE OR PAPER



ONE COLOUR, WHITE · OVER PICTURES

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ONE COLOUR, BLACK · PRINT, STAMPS, ENGRAVING



Clear space. Keep the width of the o, x, free on every side. Nothing else enters it: no type, no edge, no other logo.

Minimum size. 80 px wide on screen, 20 mm in print. Smaller than that, use the mark.

cineosa 80 PX, ACTUAL SIZE

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Don’t stretch or squash it

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Don’t recolour the dot

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Don’t outline it

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Don’t add shadows, glows or gradients

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Don’t rotate it

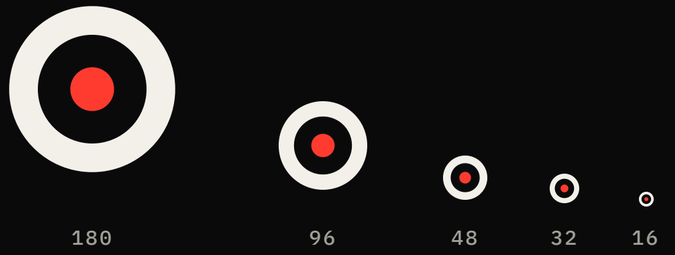


Don’t put it on a busy picture without a shade



The o, *on its own.*

For app icons, profile pictures, favicons and watermarks, where the full word would be too small. The ring is warm white (ink on light backgrounds); the dot is always red.



Ink, light and *one red.*

Ink
#0A0A0B
RGB 10, 10, 11

Warm white
#F3F0EA
RGB 243, 240, 234

Record red
#FF3B2F
RGB 255, 59, 47

Surface
#111113

Raise
#18181B

Line
#1F1F23

Line strong
#2E2E34

Muted
#A3A09A

Dim
#6B6862

Red hover
#FF5E4F

About 85% ink, 13% warm white, 2% red. Red is a signal: the dot, one word, one line. Never a background.

Three voices, *one film.*

ARCHIVO · MEDIUM 500 · THE VOICE

Ads & stories

Headlines in Medium, tracked tight (–5%). **Text** in Regular 400. Sentence case, always.

CORMORANT GARAMOND · ITALIC · THE HUMAN

stop the scroll.

One phrase per headline, the human part of the line. Red only for the hero line.

IBM PLEX MONO · 400 · 500 · THE CAMERA

01 — SPEC FILM · 0:30 · 8K

Labels, numbers and timecodes, in capitals, tracked +6%.

ALL THREE ARE FREE (SIL OPEN FONT LICENSE). DESKTOP FILES IN 04-TYPE.

Say it like a person. *Show the rest.*

- Short sentences, plain words, one idea at a time.
- Show it in motion rather than describe it.
- Talk to one person: “you” and “we”.
- Label honestly: invented brands are “spec films”.
- Real numbers only, and British spelling: colour.

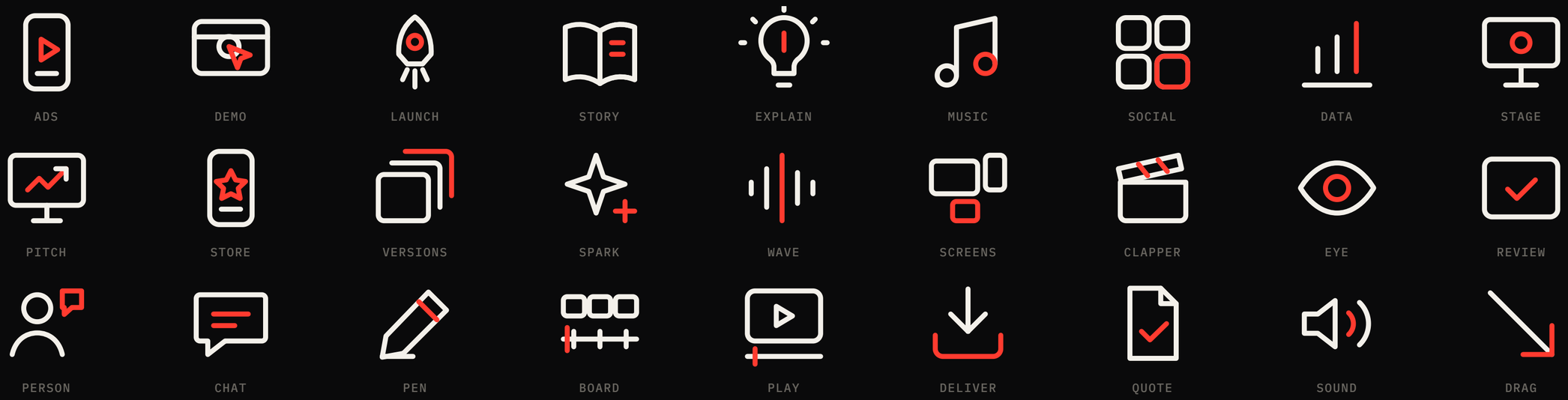
- No emojis, anywhere.
- Never name the tools behind the work.
- No prices in public: every project gets a quote.
- No fake clients, reviews or countdowns; invented brands are always labelled.
- No hype: “revolutionary”, “game-changing”, “cutting-edge”.

WRITE

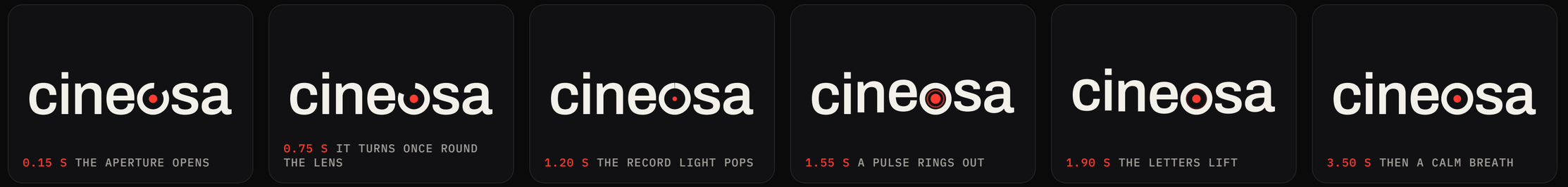
“A real person replies, usually the same day.” Not: “Our dedicated team will revert ASAP!”

Thin lines, *one red part.*

A 24 grid, round 1.6 strokes, one part in red. On the website each one is a small looping film of what it stands for. SVG files in 05-icons.



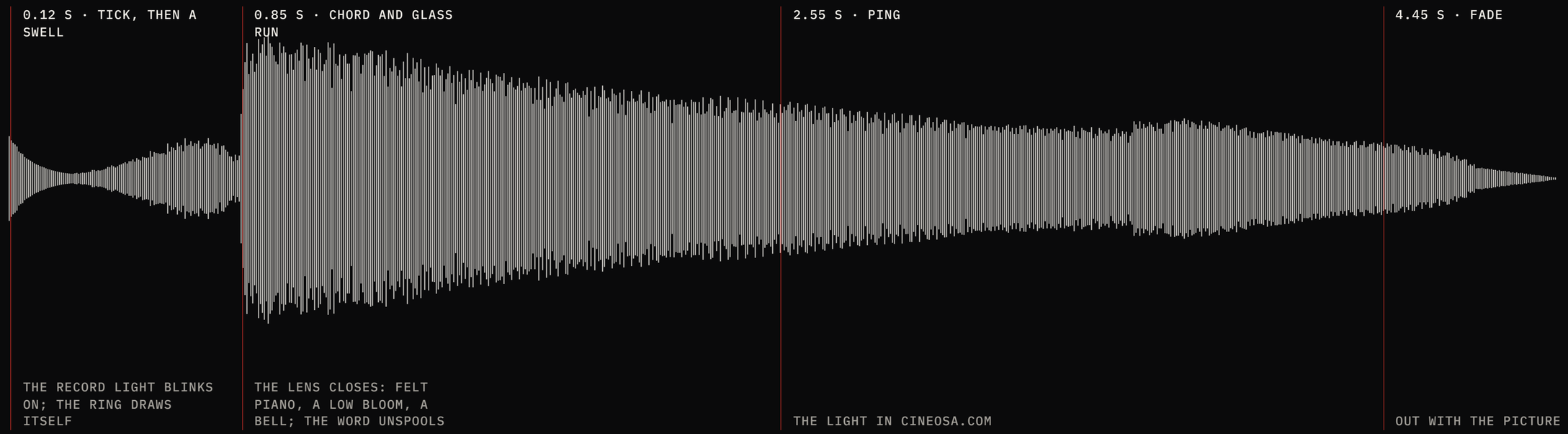
Everything moves *for a reason.*



The logo loop. 7 seconds: about two of action, then a calm breath. It plays on the website’s logo and in the corner of every post. Files in 06-motion.

The rules. Things arrive by rising and settling, never bouncing (ease: cubic-bezier(.2, .8, .2, 1)). One hero move at a time. With reduced motion, everything rests on its last frame.

The sound of *the record light.*



Five seconds, every sound answering something on the end card. It always sits under the film’s own music (–21 LUFS on its own). WAV and MP3 in 07-sound.



EVERY POST: “MADE BY CINEOSA”, TOP RIGHT, BREATHING WITH THE LOGO LOOP



THE END CARD: 5 S AFTER EVERY FILM, WITH THE SONIC LOGO

Profile picture: the mark on ink. Captions say “spec film” when the brand is invented, and end with “Create yours at cineosa.com”.



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