

# Movie Night Theaters



By Taylor Parker - 1st Term 2015



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# Introduction

My company is called Movie Night Theaters. Taylor Parker founded it in 2020. It was founded to give people the movie theater experience without having that weird and uncomfortable chair to sit in and that weird guy that annoys the heck out of you

We make the movie watching experience more enjoyable instead of watching a normal movie in a boring theater we give you your own room a nice couch a big tv and surround sound bring parties and watch movies in the comfort of your own personal tv theater

We clean each and every movie room and make sure it is suitable for your convenience We would have many jobs some include the concession stand, custodians, ticket givers and a person to set of the movies

Anyone can come!

Enjoy the movies like you would at home.  
Come to Movie Night Theaters Today

# Glossary

**CMYK-** A printing method using four colors to represent the entire color spectrum

**CHARACTER-** A letter, punctuation mark, or figure

**SPACING-** The specific distance between a character or type

**TYPE-** Printed letters or characters

**TYPEFACE-** A set of characters with similar appearance and design

**STROKE-** The thickness of lines in a font character

**WORD SPACING-** The distance between individual words

**FONT-** The name of a certain style of font





# Logo and Logotype

I decided to go with that font because I wanted to have a M and a N together and still be able to have a cool logo. All the other logos didnt make the M and the N look good together it was kinda bla. So when I found this font it combined M and the N with a artsy type of look.

## Braggadocio

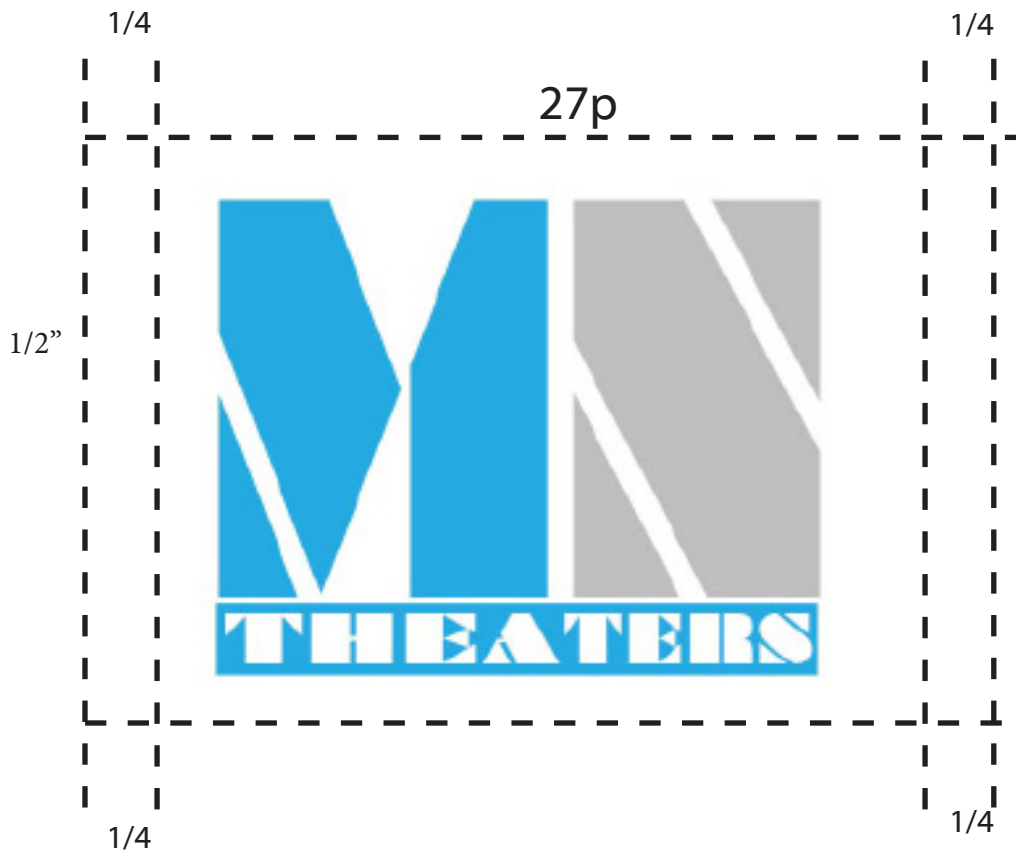
abcdefghijklmnopqrstuvwxyz

1234567890



# Use of Space

I am really crazy about spacing if something doesn't look nice I will change it. At first I used my eye to determine the spacing between letters and the things around it. I came to a conclusion that nothing can come 1/4 of an inch away from my logo.

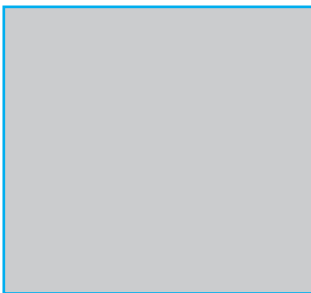


# Color

I choose these colors because how well they worked together. I wanted a simple color scheme. And blue and grey worked together. So I decided to choose them. I believe they were the most modern and best working colors for my logo.



C = 100%  
M = 0%  
Y = 0%  
K = 0%



C = 0%  
M = 0%  
Y = 0%  
K = 23%



# Typography

I choose this font mainly because it is a fun and simple font. It gets to the point but it is also very smooth. It roles!

Minion Pro  
abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890





# Business Card

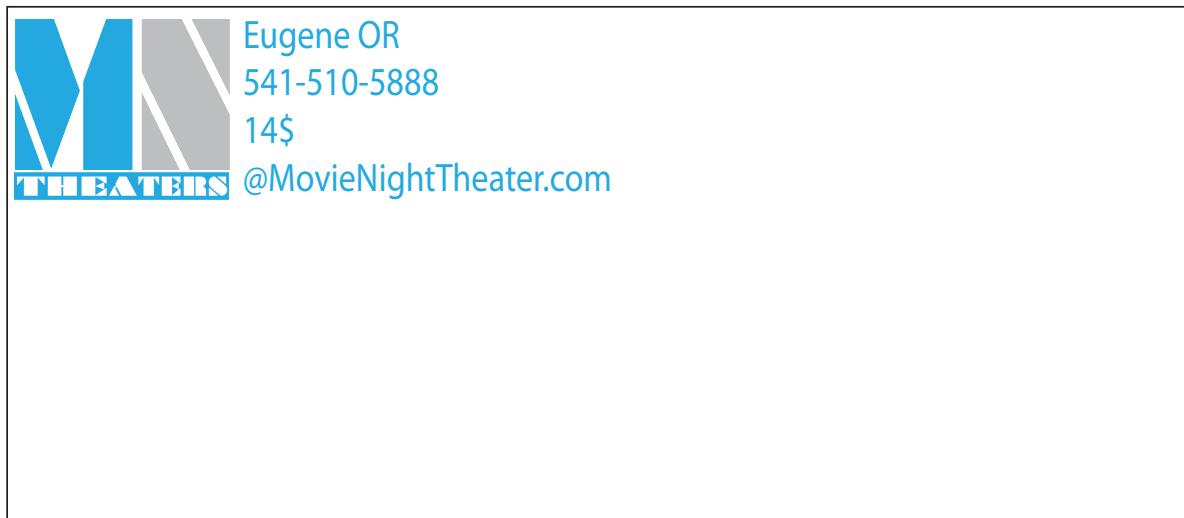
I didn't really know what I was looking for in a business card then I searched it up. I found a business card that looked pretty good I tried to make it look like it but put my artistic look on it. I made sure that each section was divided and that the front had an outlined perimeter



# Envelope

I just wanted something simple and modern. I figured going simple and using my colorscheme should do just that. So I started to experiment with it I finally came to this.

#10 Envelope Template - 4 1/8" x 9 1/2"



# Letterhead

I needed something simple and fun but yet gets the point across. I figured to go simple and not do anything crazy. After a while of attempts and fails I came to this. I just decided to do my logo with my business info at the top. It matches all my other cards and envelopes.

**Letterhead Template - 8.5"x11"** (smaller size shown below for mock-up purposes with border representing 8 1/2"x11" page edge)



## 4th Piece

I decided to go with the sticker I have always loved logos in a circle. They usually were simple but also complex in a way so I decided to go with a simple outline with my logo in the middle its fun easy and gets the main point presented!

