

FIND YOUR KIND OF STORY.

Cineora



Films and series. Connected by you.

Identity, voice and application guidelines.

VERSION 1.0

OCTOBER 2026

Your taste. A wider world of stories.

Cineora helps film and TV enthusiasts find what resonates, across catalogues and media types.

A personal recommendation companion for people who want more than another streaming service's front page.

OUR PROMISE

Find your kind of story.

01

Personal

Connect mood, themes and storytelling. One taste profile spans movies and series.

02

Independent

Start with the viewer's taste. Show where a title is available in Sweden.

03

Considered

Give quality and confidence context. Balance ratings with the number of votes.

One word. Two weights.

Cineora is always written as one word, with a capital C. The change of weight gives it its rhythm.

Cineora

Cine / 650

Manrope Semibold. The stronger opening anchors the name.

ora / 400

Manrope Regular. The lighter ending keeps the wordmark open.

One continuous name

Same size, baseline and colour. No inserted space or separate capital O.

Give the identity room.

Use the supplied outlined masters. Keep the proportions and the two-weight relationship intact.



Cineora

0.5H minimum clear space on every side

H = capital C height

Use half the capital height as the minimum clear space. The SVG canvas includes a small optical inset; measure from the visible letters.

Minimum digital sizes

Wordmark: 100px wide.

Optional symbol lockup: 140px wide.

Standalone symbol: 16px canvas.

Keep one colour

Use the dark, light or mono master matched to the background.

Keep the shape

Do not stretch, rotate, outline, add shadows or change the weights.

Keep it readable

Use a quiet surface or scrim. Avoid placing the logo over busy imagery.

A small invitation to watch.

A softened cinema ticket, a clipped corner, and a play-shaped cutout. One solid silhouette.



APP ICON

Dark tile, blue symbol. Platforms apply the outer corner mask.



Use the symbol for

The app icon, favicon, AI assistant and compact brand signatures. Use the wordmark where the name needs to be read.



16px



32px



64px

Keep the cutout open. Do not redraw the ticket or add detail.

Quiet surfaces. Clear signals.

Neutral surfaces let posters lead. Blue guides action; rose signals Love; warm yellow identifies IMDb scores.

Dark appearance

	Canvas	#08090B
	Surface	#141518
	Raised surface	#23252A
	Primary text	#F5F5F7
	Secondary text	#A1A1AA
	Action	#78B7FF
	On action	#07172B
	Border	#303238
	IMDb score	#F5D565
	Love	#FF7C98
	Love surface	#321822

Light appearance

	Canvas	#F5F5F7
	Surface	#FFFFFF
	Raised surface	#E8E8ED
	Primary text	#1D1D1F
	Secondary text	#64646C
	Action	#0066CC
	On action	#FFFFFF
	Border	#D6D6DC
	IMDb score	#775400
	Love	#BC2452
	Love surface	#FCE8EE

Calm, precise and easy to read.

Geist carries the interface. Manrope belongs to the wordmark. Use Geist Mono only for compact data.

Geist

Stories that stay with you.

Use sentence case, short headings and generous line height. Let scale do the work; avoid decorative type treatments.

Cineora

Wordmark only / Manrope 650 + 400

ROLE	SIZE / LINE	WEIGHT
Display	72 / 76	600
Page title	56 / 60	600
Section	28 / 34	600
Body	16 / 26	400
Label	14 / 20	500
Caption	12 / 18	400
Data / Geist Mono	12 / 18	400

Mobile: display 44/46, page title 40/44, section 24/30. Sizes are in pixels.

Make taste easy to express.

Every interaction should feel direct, reversible and within reach.



Ratings are exclusive

Choose Not for me, Like or Love. A second tap clears the rating. Watchlist is a separate action.

Motion confirms intent

Press: 120ms, scale .96. Love fill: 280ms. Quiz advance: 220ms. Respect reduced motion.

Quality needs context

Show the original IMDb score with vote count. Weight ranking internally; never label that calculation IMDb.

Space

4px base. Gaps: 4, 8, 12, 16, 24, 32, 48, 64. Desktop gutter 64px; mobile 20px.

Shape

Posters 12px; panels 24px; hero 28px; pill controls. Mobile AI chat: no outer radius or inset.

Touch & contrast

Minimum 44px touch targets. Visible focus. Use labels alongside colour and scrim over backdrops.

A thoughtful friend with good taste.

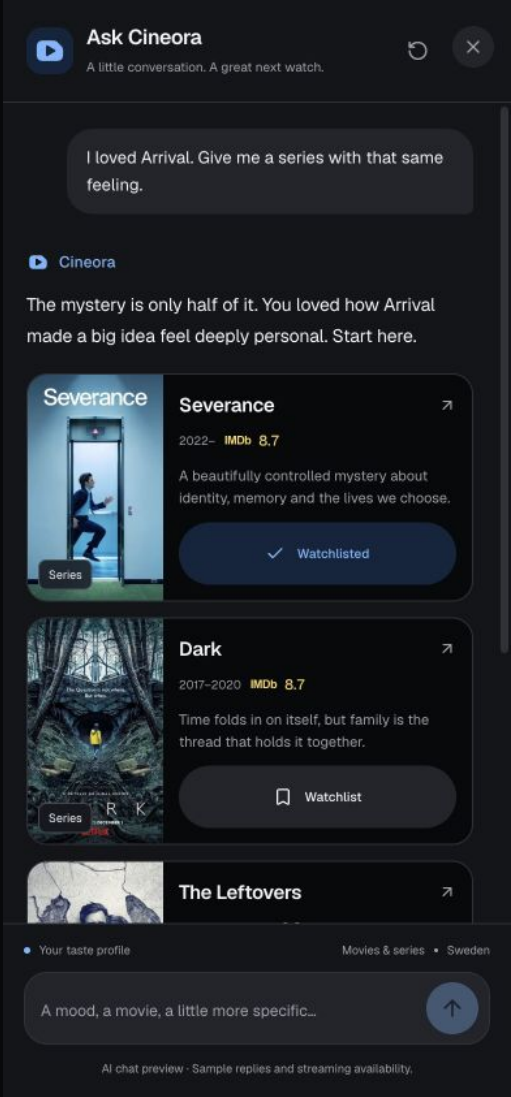
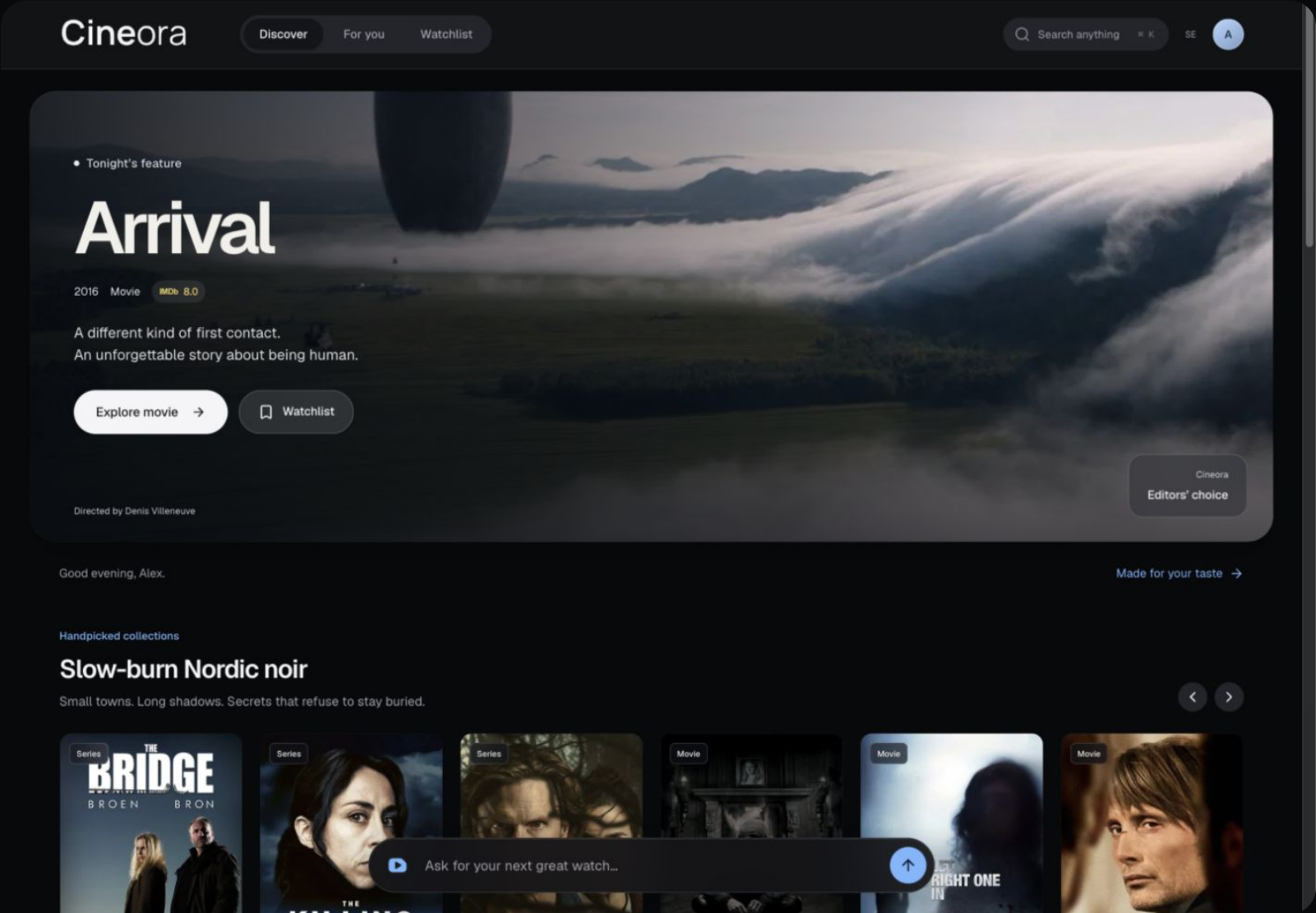
Cinematic, editorial and confident. Be specific about the experience, and leave room for the viewer's judgment.

PRINCIPLE	SOUNDS LIKE CINEORA	AVOID
Invite curiosity	A familiar feeling. Something unexpected.	The ultimate AI-powered entertainment experience.
Explain the connection	Because you loved Arrival: patient storytelling, big ideas and an emotional payoff.	You like sci-fi. Here is more sci-fi.
Keep choices human	Not for me / Like / Love	Dislike / Approve / Highly approve

Use short, concrete sentences. Explain tone, themes and storytelling. Avoid hype, catalogue-pushing language and emoji. Provider availability should always name the region.

The stories stay in the foreground.

Quiet navigation, cinematic imagery and a clear invitation to discover.



Built to stay consistent.

Use the supplied files as the source of truth. All logo lettering is outlined; no font install is needed to use the SVGs.

Brand masters

Wordmark

cineora-logo-dark / light / mono

Symbol

cineora-mark-dark / light / mono

Optional lockup

cineora-lockup-dark / light / mono

Formats

SVG masters and transparent PNGs

Platform assets

App master

1024px, opaque and full bleed

Apple touch icon

180px PNG

PWA / maskable

192px and 512px / 512px

Favicon

SVG, 16/32/48px PNG, multi-size ICO

Fonts & implementation

Manrope, Geist and Geist Mono are open-source fonts. Retain their license files when redistributing fonts. Tailwind v4, shadcn/ui and Motion support the prototype; design-tokens.json records the core values.

Required product attribution

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