



QUÉBEC CINÉMA

Press Release
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QUÉBEC CINÉMA UNVEILS ITS NEW BRAND IMAGE

Montreal, December 5, 2017 – Québec Cinéma is proud to unveil its new brand image today. The goal of the new identity is to unify and consolidate all of the organization's activities under the Québec Cinéma banner, strengthening resonances and connections among the different initiatives. With its new image, Québec Cinéma reaffirms its mission and role as a key player in the promotion and celebration of Quebec's films.

"Six years after the founding of Québec Cinéma, this unification of our brands, spearheaded by the board of directors, will encourage a better understanding of the connections among the organization's different activities, while still preserving their distinct identities," said Ségolène Roederer, Québec Cinéma's executive director.

By creating a brand family, the new identity facilitates brand recognition and enhances each sub-brand's impact in all communications. The horizontal black bars – a quintessentially cinematic symbol – become the distinctive element in the new image, which will be seen in every context, on every platform.

The Ig2 team, working to Québec Cinéma's specifications, developed the graphic identity. The new unified structure emphasizes a common denominator, Québec Cinéma, helping clarify the organization's brand architecture. The linguistic proximity between "*cinéma québécois*" and the new "Québec Cinéma" shows evolution without undermining existing brand equity.

"The name Québec Cinéma, now found in all of our event brands, is a seal of quality, communicating the values that inform everything we do. Each of our activities will contribute to and benefit from a strong, lasting brand," said Diane Leblanc, director of communications and marketing at Québec Cinéma.

"Québec Cinéma's new brand platform is characterized by the two black bars, reminiscent of those we see on movie screens. The logo was revised and re-thought to be stronger, but still flexible. Québec Cinéma is now visible in each of its sub-brands. The use of a very high-contrast palette, mainly black and white, helps the colours of the images stand out. The result is a simpler, stronger, more inclusive new identity that's more representative of our cinema," said David Kessous, creative director, design, at Ig2.

NEW IDENTITY, SAME UNIFYING EVENTS

LA TOURNÉE

La Tournée du cinéma québécois becomes the **Tournée Québec Cinéma**. It will take on its new identity in January 2018 as it continues its Canada-wide journey. Now operating year round, the Tournée has grown into the largest promotional activity for Quebec's films in Canada. It will continue its mission of presenting Quebec-made films on the big screen in francophone communities across the country.

LES RENDEZ-VOUS

Les Rendez-vous du cinéma québécois becomes the **Rendez-vous Québec Cinéma**. The event will unveil its new banner at its next edition, from February 21 to March 3, 2018. In early February the festival will announce the program

for its 11 days of activities, including screenings of nearly 300 films, of which around 100 will be premieres, more than two dozen free activities, master classes and gatherings for local and visiting professionals. The festival will also give some 400 artists the chance to meet their audience, bringing filmmakers and the public together for a shared celebration of our films.

THE GALA

This prestigious televised annual award ceremony was unique in that it was already named the **Gala Québec Cinéma**. Because the major changes introduced last year were well received, the event will once again have a two-gala format for the presentation of the 26 Iris Awards. The format recognizes, not once but twice, the many talented people who make our movies. The Gala Québec Cinéma, which reaches the most people of all the organization's activities, will take place in late spring 2018.

LE LAB

Québec Cinéma's school-based outreach activities will take on a whole new identity: the **Lab Québec Cinéma**. In response to the enthusiastic reception and growing demand for its activities, the organization felt the need to give the initiative an image that reflects its richness, and fully represents it as a space for creativity, experimentation and discovery. Since the launch of Québec Cinéma's school-based activities, more than **80,000 students** from **450 schools** have been exposed to Quebec-made films. More than **350 films** have been screened for students, who have had the opportunity to meet **more than 100 artists and professionals**.

ACCOLADES AND ACKNOWLEDGMENTS

With the organization's new identity in place, Québec Cinéma and its executive director, Ségolène Roederer, will receive the Prix Lise-Dandurand, in appreciation of their important contributions to the advancement of Quebec's film industry. The award will be presented during the Ciné-Québec industry event. The organization welcomes this honour as recognition of its many initiatives designed to promote our films, and as encouragement to keep pursuing its mission.

As two years of hard work come to a close, Québec Cinéma wishes to thank its colleagues at Ig2 who guided the organization through this brand transformation. Their strategic vision, creativity and countless hours of work are a testament to their commitment and desire to support Quebec's films.

For all the latest on Québec Cinéma's activities: **#QcCinéma**
[Facebook](#) | [Twitter](#) | [Instagram](#) | [Vimeo](#) | [YouTube](#) | quebeccinema.ca

ABOUT QUÉBEC CINÉMA

Québec Cinéma's mission is to promote Quebec's film industry and its artists, technicians and professionals, and to contribute to the advancement of our cinema. Access to films, education and awareness are core concerns for the organization, which it advances through a rich educational program, the **Lab**. Québec Cinéma produces the three largest showcases for Quebec's films: the **Rendez-vous**, **Tournée** and **Gala**, reaching more than 1.5 million people in Quebec and around the world every year.

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