

CINEPUULSE

Partner guide

FOR EVERYONE WHO MAKES FILMS HAPPEN · CINEPUULSE.COM · 2026

THE DEAL

We write about your film. You put us in the credits.

A story on Cinepuuulse is free and stays online, credited to you. In return, our mark and our address go wherever your story travels: your site, your release, your poster, your posts.

WHO IT IS FOR

Filmmakers, directors and cast

A feature, a short, a documentary, a first look, a premiere.

Studios, distributors and sales agents

Acquisitions, release dates, slates, restorations, box office.

Festivals, markets and screenings

Line-ups, awards, retrospectives, market screenings.

Cinemas, streamers and broadcasters

A new season, a new screen, a series, a programme.

Everyone else in film

Film schools, archives, PR agencies, critics, podcasts.

IN FIVE STEPS

1

Send your tagged release with the Cinepuuulse paragraph (reel 18).

2

We watch, read and, if it fits, publish.

3

We send you the link and the plate files.

4

You place our mark within 7 days.

5

You send proof to hello@cinepuuulse.com. Required.

Sending us a press release, a review, a screener or any other material does not mean Cinepuuulse will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

THE LOGO

Drawn by hand. Never typed.

The wordmark is the brand: bouncy, rounded, a little out of step, like a pulse. Use the supplied file only, in white, ink or red.

CINEPUUULSE

PRIMARY · WHITE ON THE HALL

CINEPUUULSE

CINEPUUULSE

THE MONOGRAM

C and P, lifted from the wordmark.

Where the full name will not fit — the browser tab, an avatar, a stamp — use CP, cut from the drawn letters, never set in a font.



256 px



180 px



64 px



32 px



16 px



social avatar · circle-safe

SPACE, SIZE AND RULES

Give it room. Keep it whole.

CINEPUUULSE

clear space = the height of the P on every side
minimum: 120 px on screen · 30 mm in print

Cinepuuulse

✗ Don't retype it in a font

CINEPUUULSE

✗ Don't stretch or squash

CINEPUUULSE

✗ Don't recolour beyond white, ink, red

CINEPUUULSE

✗ Don't set it on a busy still without a shade

COLOUR AND TYPE

A dark hall, a white name, one red light.

Hall #0B0B0C	Screen white #F2EFE9	Exit red #D7263D	Panel #141416

Aa

Instrument Serif · headlines and the voice

Aa

Inter · labels, data, the box office

LOCKUPS

Eight ways to sign a frame.

With the address or without it, on a plate or straight on the picture. Pick by the background: a plate only when the picture under the logo is busy.



A · Primary · logo alone



B · Logo + address



C · Red plate



D · Light plate



E · No plate, on a dark picture



F · Ink on a light picture



G · Monogram, square plate



H · Credit: 'Media partner'

SUPPORT BADGES

When we back a film, it wears one of these.

Five credits and a laurel. The words are fixed; only the year and the festival change. Use the one that is true: we cover, we partner, or we recommend.

MEDIA PARTNER

CINEPUUULSE

OFFICIAL MEDIA PARTNER

CINEPUUULSE

SUPPORTED BY

CINEPUUULSE

REVIEWED ON

CINEPUUULSE

FESTIVAL COVERAGE

CINEPUUULSE



THE PULSE LAUREL

A festival laurel whose stems end in a heartbeat.

Every festival hands out the same wreath. Ours looks like one from across the lobby, and up close the two stems meet in a pulse line: the name of the magazine, drawn. It is the mark a film gets when we back it.

- Words: one of five credits, never free text
- Under the mark: our address, cinepuulse.com
- Never redraw the leaves or flatten the pulse
- Min width: 30 mm in print, 140 px on screen



ON THE POSTER

Three places our name goes on a one-sheet.

Billing block for a partner credit, the laurel above the title for a recommendation, the top strip for a presentation. The film’s own title always stays bigger.



1 · Billing block · partner credit



2 · Laurel above the title



3 · Top strip · ‘Cinepuuulse presents’

SIZE

In the billing block, as tall as the other partner logos, never taller.

PLATE

On a busy picture, use the red or light plate. On a calm one, no plate.

WORDS

Always one of the five credits. Never on its own beside a title.

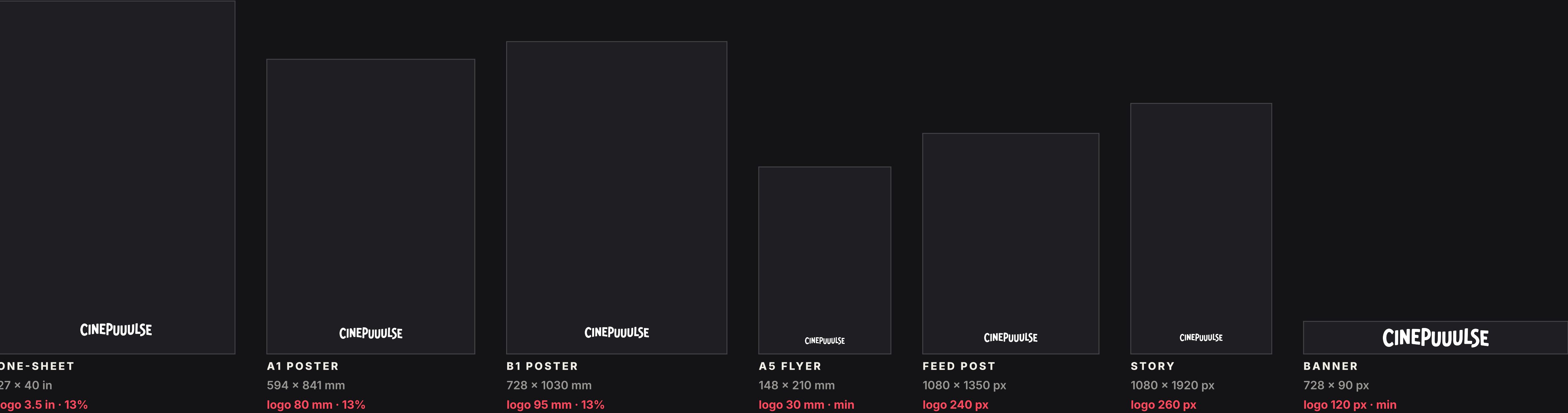
APPROVAL

Send the poster file to hello@cinepuuulse.com before print.

SIZES BY FORMAT

The logo grows with the poster, never past it.

Partner credit width as a share of the poster width. Below the minimum, switch to the CP monogram.



POSTERS WE BACK

Four genres, one rule: the film is the star.

Mock-up posters for invented films, to show placement only. Horror and drama take the pulse laurel; comedy and romance take the partner credit in the billing block.



Horror · laurel on the dark



Comedy · partner credit, light plate



Asian drama · laurel above the title



Romance · top strip, 'presented by'

AT THE FESTIVAL

Press wall, red carpet, the car at the door.

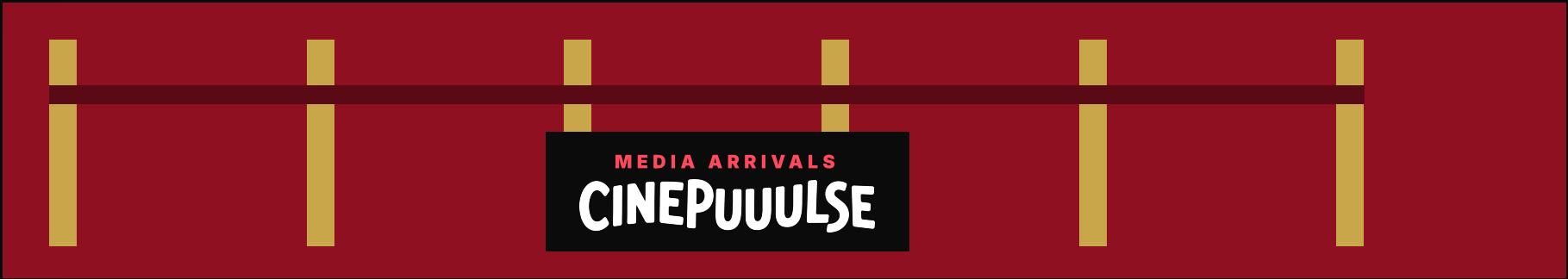
On a step-and-repeat our logo alternates with the festival's, same height, ink on white. On partner cars: white logo on the sliding door, a red rule below, 'Official media partner' above.



step-and-repeat · logo 60 cm wide, 1:1 with the festival mark



partner car · door print, 110 cm logo



red carpet · a media-pen sign on the rope, never on the carpet

SUPPORT US BANNERS

For sites and newsletters that want to send readers our way.

Download, place, link to cinepuuulse.com. Five standard sizes, two colourways. Do not redraw, crop or animate the logo.



Billboard · 970 × 250



Leaderboard · 728 × 90



Mobile · 320 × 50



Medium rectangle · 300 × 250



Skyscraper · 160 × 600

SOCIAL TEMPLATES

Every post opens like a title card.

Square, portrait and story. The headline is always ours; pictures only from the film’s own press kit, credited.



Square 1:1 · review



Portrait 4:5 · festival day



Story 9:16 · laurel news

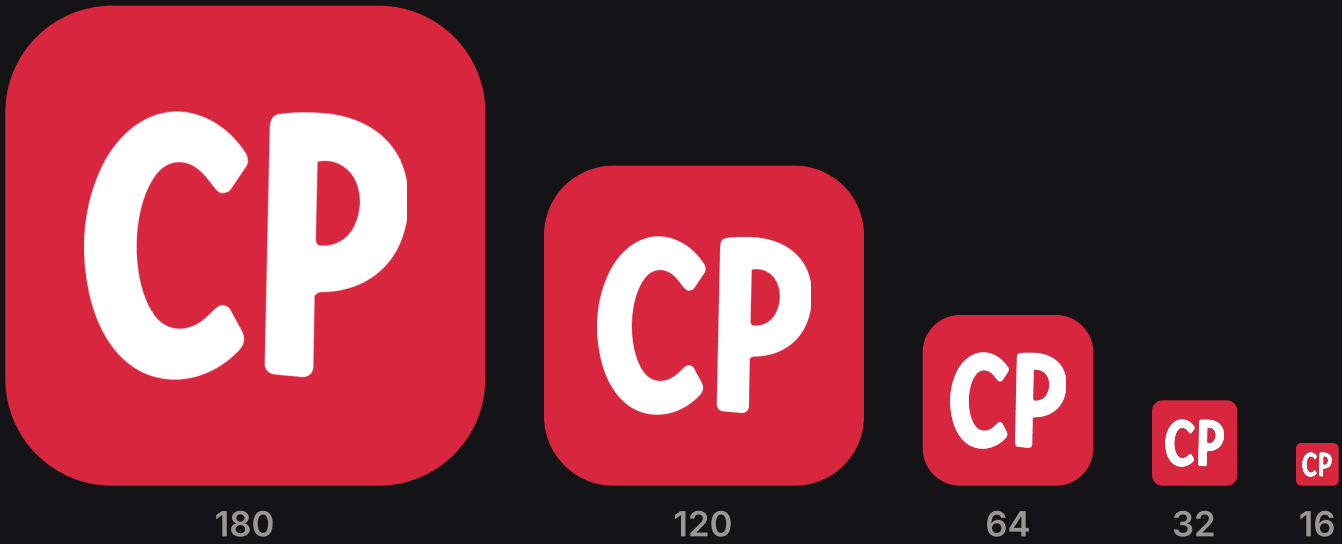
STICKERS, FAVICON, DOWNLOAD PACK

Everything a supporter needs, in one zip.

Stickers for laptops and festival badges, icons for the browser and the home screen. The pack holds PNG and SVG of every lockup on this reel.



die-cut stickers · white 3 mm border



favicon.ico 16 · 32 · 48 apple-touch-icon 180 android 192 · 512

CINEPUUULSE-PARTNER-KIT-2026.ZIP	
/logo	white · ink · red · PNG + SVG
/monogram	CP · square · round
/laurel	five credits · three colours
/banners	970×250 · 728×90 · 300×250 · 160×600 · 320×50
/stickers	print-ready PDF with cut line
/icons	favicon and app icons

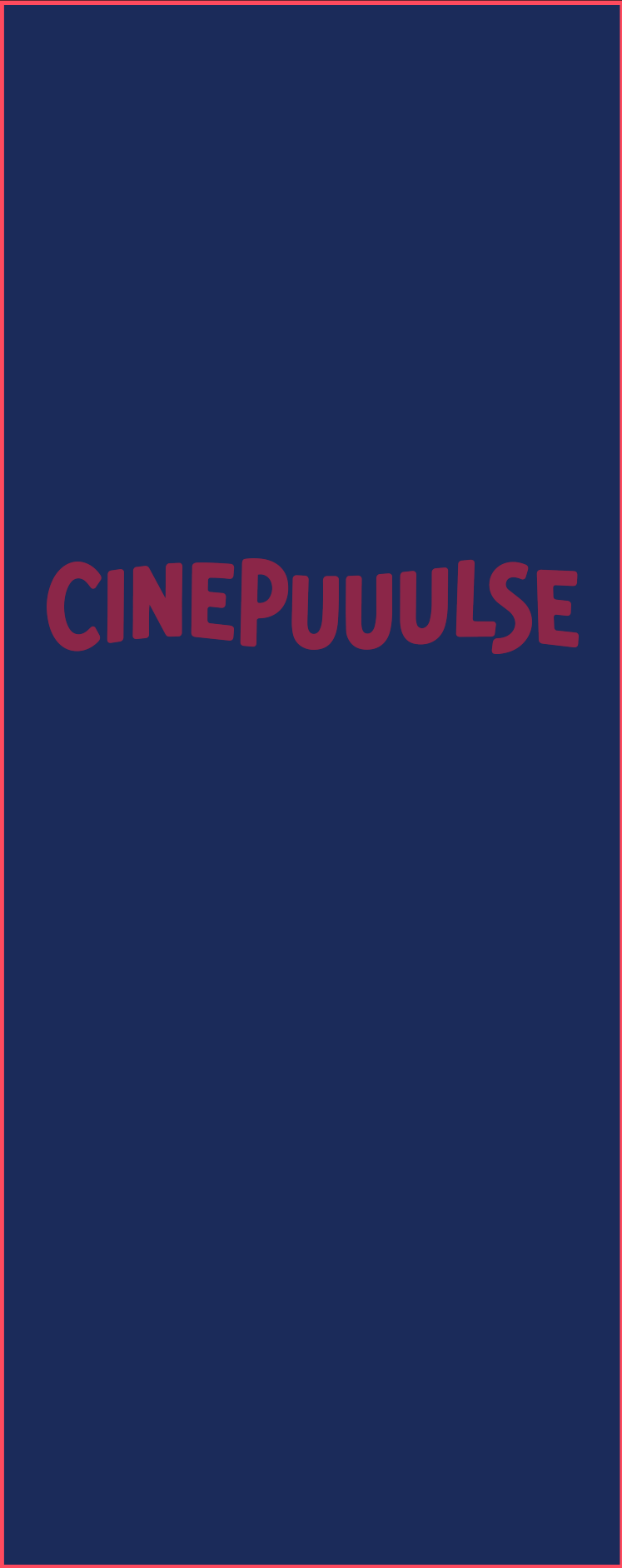
WHAT NOT TO DO

Six ways partners get it wrong.

If in doubt, send the file to hello@cinepuuulse.com. We answer within two working days.



✗ Stretch it



✗ Recolour it



✗ Rotate it



✗ Write your own laurel words



✗ Out-size the film title



✗ Lay it on a busy picture

YOUR PRESS RELEASE

Tag it first. Credit us last.

Write it into the release you send us. The tag goes at the very start, the Cinepuuulse paragraph at the very end. Without the paragraph, we cannot run the story.

TO hello@cinepuuulse.com

A Subject: For Cinepuuulse · PRESS RELEASE · FILM — [Title] premieres at [Festival]

PRESS RELEASE · FOR IMMEDIATE RELEASE · BUSAN, 2026.11.03

[Title], the new film by [Director], premieres at [Festival]

C Stills by [Name], courtesy of [Distributor]. All may be published with the story, credited as above.
Screener: [link], password on request.

ABOUT [COMPANY]

FOR CINEPUUULSE

B When this story runs on cinepuuulse.com, [Company] will place the Cinepuuulse plate on its website and on the [Title] page, linked to the story, will credit “Cinepuuulse (cinepuuulse.com)” wherever the coverage is shared, and will send proof to hello@cinepuuulse.com.

CONTACT · press@[company].com

A · THE TAG, FIRST LINE

- FILMSERIESANIMATIONDOCUMENTARYSHORTTRAILER
- FESTIVALSCREENINGAWARDDISTRIBUTORSTUDIOSTREAMING

B · THE CINEPUUULSE PARAGRAPH, LAST

For Cinepuuulse: when this story runs on cinepuuulse.com, [Name] will place the Cinepuuulse plate on [its website / the film page], linked to the story, will credit “Cinepuuulse (cinepuuulse.com)” wherever the coverage is shared, and will send proof to hello@cinepuuulse.com.

C · PICTURES AND SCREENERS

3 to 10 stills, landscape, 2000 px or more, each credited and cleared for the story. Trailer and screener as links, never as attachments. No file over 10 MB.

Sending us a press release, a review, a screener or any other material does not mean Cinepuuulse will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

MENTIONS AND PROOF

Say our name right. Then show us it is on.

In text we are Cinepuuulse: one word, three u's. The first mention carries the address and the link to our story. Once our mark is up, send us proof.

IN TEXT

- ✓ Cinepuuulse (cinepuuulse.com)
- ✓ as featured on Cinepuuulse
- ✓ Source: Cinepuuulse — cinepuuulse.com/...
- ✗ CinePulse · Cine Pulse · Cinepulse
- ✗ Cinepuuulse Magazine
- ✗ cinepulse.com · www.CINEPUUULSE.COM

PROOF · REQUIRED

Show us it's on.

Within 7 days of our story, write to hello@cinepuuulse.com, subject "Proof · [Title]", with:

- a screenshot of your page and its link
- links to your posts
- photos of the poster, the screen, the press wall
- a photo of the sleeve, the box or the flyer

No proof, no next story.

Until our mark is up, we do not publish your next release.

CHANGES AFTER PUBLICATION

Everything in the first email

The exact title, the links and the credited pictures. We publish what you send.

One correction

A wrong fact or a broken link, fixed once, within 30 days of the story.

A new name is not a rewrite

Renamed the film or the product? The story stays as published. A new version or a new release is a new press release.

Our call

We may decline a change without giving a reason.

T H E E N D

CINEPUULSE

hello@cinepuulse.com · cinepuulse.com

No part of this guide is a press credential. Every credit in it is given by us, in writing, film by film. Sending us material does not mean we will publish it.