– MOVIES & TV –

VUDU ®

Brand Guidelines 2020

vudu.design/vudu-branding

Contents

We Make Viewing Magic

Entertainment gives people the chance to dream, discover, laugh, cry and rejoice. It ignites passions and captivates hearts and minds—that's why movies and TV are celebrated and loved by people the world over.

Entertainment is trapped in discs, devices, operating systems and restrictive business models. At Vudu, we use our tech wizardry to set entertainment free and provide easy access to the latest and greatest movies and TV whenever and wherever people want to watch.

We will be the first place people go for viewing entertainment. A place committed to giving everyone complete freedom of choice, simple and delightful experiences, with no barriers between people and the movies and TV they love.

We are the magical power of movie night, every night, in every home in America. *We are Vudu.*

Our Expression

We're open and easy-going. We're committed to the idea of unlimited access and freedom of choice. Vudu is about getting it right for our customers.

We strive to capture the experience of being entertained in a way that feels both personal and universal. The look should be friendly and approachable and draws people in. Simplicity is our key to showcasing the magic of entertainment.

Our expression should be as captivating as the viewing experiences we deliver.

Our Voice

Our words engage and amuse as they inform. We speak colloquially and prefer the friendly greeting to the formal introduction.

Simple phrases and figures of speech are just fine. We always find ways to uncomplicated the message and establish a fun rapport with our customers.

A little humor goes a long way

Not every sentence has to be a punchline. Keep humor simple and well timed, and think less is more. Unless it's free. (See what we did there? That kind of humor.)

Spell your slang correctly.

"Yeah" and "yay" and "yea" and "ya" are all different words with different meanings. Using slang is fine, just make sure it's spelled correctly. As a general rule, the Oxford English Dictionary is your friend. It has entries for "ROFL" and "glamping," for example.

Connect with everyone.

Unless we're talking to a specific audience, Vudu speaks to a big crowd. Some customers are young, some are less young, some are sophisticated, some are more casual. Try to use phrases that are not age or generation-specific or too "insider" for any one group.

Use phrases people know.

Something as simple as "you're gonna love this" is more personal than "we strive to exceed your service expectations." You can always add detail. It's harder to undo an awkward sentence.

Grammar is as grammar does.

You can bend the rules of grammar a bit, if it helps make a succinct point or a sentence more conversational. So feel free to end that sentence with a preposition. Or use an em dash in place of a period to sound more chatty.

We are Vudu.

We like to spell our name with a capital V. Think of it as a proper name with the first letter capped, as in "Vudu is here for you" (not "VUDU" or "vudu").

Visual Identity

We have a set of identity elements for bringing our brand to life. Here are guidelines and recommendations for applying our visual identity system in a way that represents what we stand for while making us stand out.

Wordmark

Maintaining the logo's integrity is an essential part of communicating and protecting the Vudu brand.

When our logo appears on a white or light background, use the mark in our primary blue. When it appears on a black or dark background, use the mark in white.

For ready to use logos, please visit:
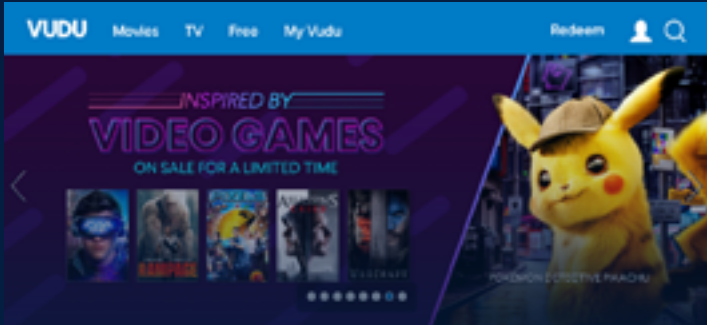vudu.design/-vudu-logos

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VUDU®

Full logo
When possible, use this logo whenever there's enough space to present this logo in a legible manner.

Example: introductory top of the funnel placements like CE Partner boxes or packaging

VUDU®

Simplified logo
Simplify the logo by removing "- Movies & TV -" whenever there isn't enough space.

Example: bottom of the funnel placements like in app ads or on our own website

Wordmark Incorrect Usage

The wordmark should always be reproduced from the master artwork. It should never be altered, redrawn or manipulated in any way. Maintaining consistent usage reinforces a strong, coherent brand. Here are a few examples of what to avoid when using our logo.
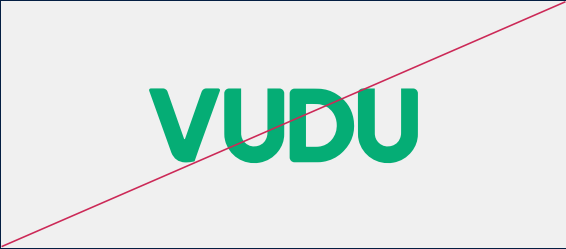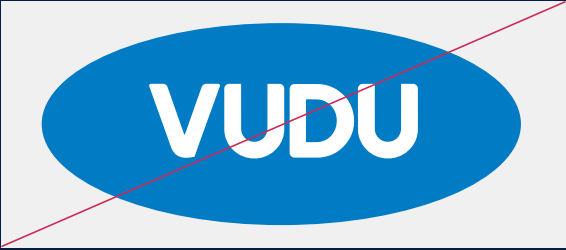
Colors
Do not fill the wordmark with any color other than Blue, Black or White
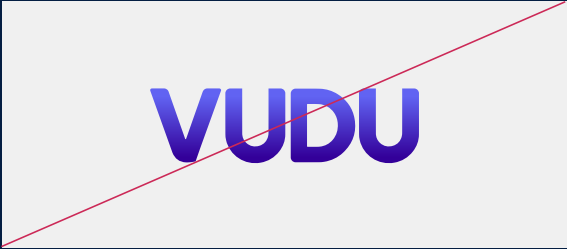
Gradients
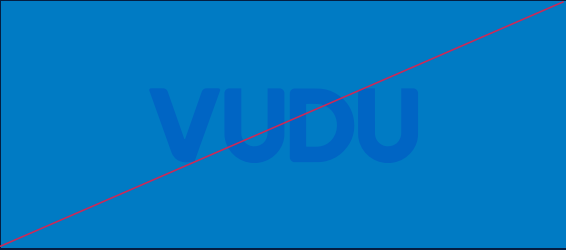Do not fill the wordmark with any gradients.
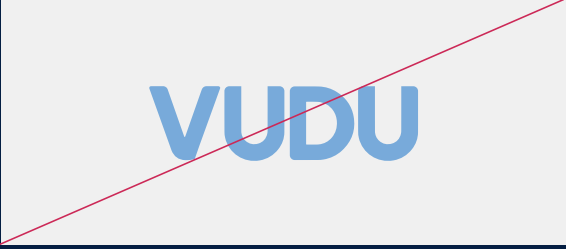
Opacity
Do not change the opacity of the logo

Enclosing
Do not enclose the logo in any shapes.

Rotation
Do not place the wordmark at an angle.

Contrast
Ensure that there is enough contrast between the wordmark and the background.

Clear Space

When using the wordmark logo or the symbol, be sure to allow enough breathing room for maximum impact and legibility. The diagram to the right defines the minimum amount of clear space needed for each mark respectively.
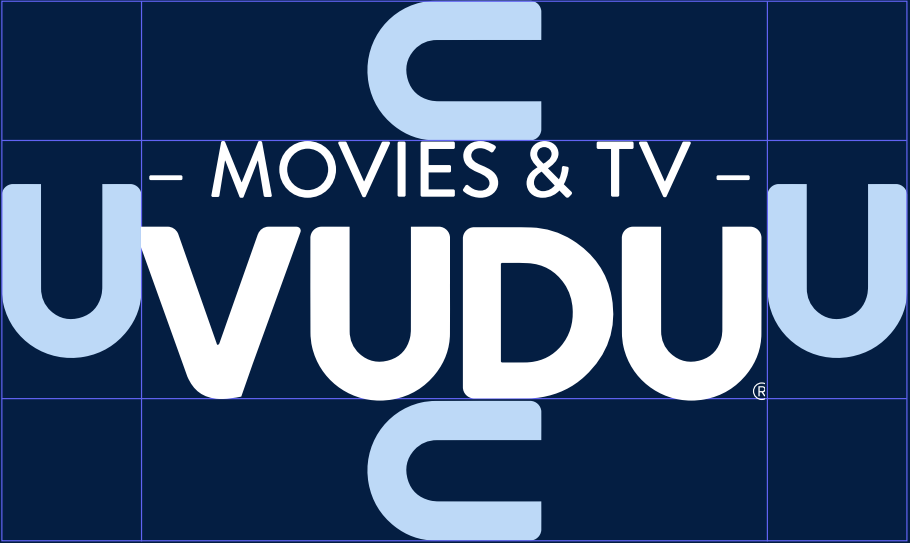
Wordmark
Clearspace for the wordmark is measured by the width of the "U" in Vudu for both vertical and horizontal spaces.
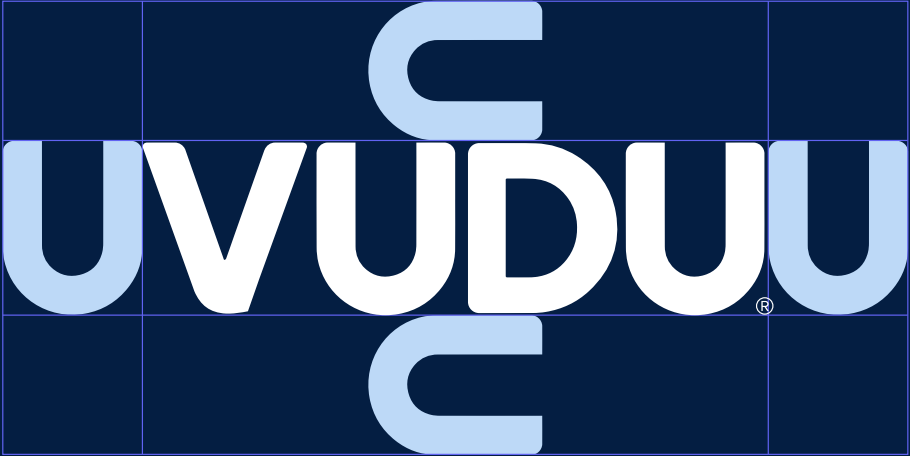
Symbol
Clearspace for the symbol is also measured by the width of the "U" in Vudu for both vertical and horizontal spaces

Minimum Size

We have set minimum sizes for our wordmark and symbol to ensure legibility at the smallest scales across print and digital touchpoints.

– MOVIES & TV –
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Print
Minimum size for printed touchpoints is 1 inch in width.

– MOVIES & TV –
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Digital
Minimum size for digital touchpoints is 100px

VUDU

Print
Minimum size for printed touchpoints is .5 inches in width.

VUDU

Digital
Minimum size for digital touchpoints is 50px in width.

Trademark   ®

It's not absolutely necessary or a strict legal requirement to use the ® next to the word VUDU.

Please do not use Vudu on such materials where they are not related to the goods and services covered by our trademark registration.

When to include ®
When we don't own a property and are presenting our brand

When it's okay to omit®
Properties we own (original content)

Larsseit

Our brand typeface is Larsseit. Larsseit is a sans serif face that mixes low contrast and classical proportions. This typeface is designed with an emphasis on cleanliness, legibility and clarity.

We use 4 weights of the Larsseit typeface family: light, regular, bold, and extrabold.

Larsseit can be purchased **here**.

This typeface comes with stylistic alternates for the letters 'a' and 'g', but we prefer to use the double-story characters as our primary choice in typography styling.

Larsseit Light
Larsseit Regular
Larsseit Bold
Larsseit Extrabold

Lato

Our secondary typeface is Lato. The semi-rounded details of the letters give Lato a feeling of warmth, while the strong structure provides stability and seriousness. "Male and female, serious but friendly. With the feeling of the Summer."

We use 4 weights of the Lato typeface family: light, regular, bold, and extrabold.

Lato can be downloaded **here**.

Lato Light
Lato Regular
Lato Bold
Lato Black

Headline 1

Larsseit Extrabold
-10 tracking
leading = font size

Headline 2

Larsseit Extrabold + Light
-10 tracking

Body text

Larsseit Extrabold for subheads
Larsseit or Lato Regular for body
Regular tracking

Buttons	**Descriptions**
Larsseit or Lato	Larsseit or Lato
Regular or Bold	Extrabold + Regular
Regular tracking	Regular tracking

We Make Viewing Magic

Now showing
Joker

Summer Sale
Quick deals going fast

Who we are

We will be the first place people go for viewing entertainment. A place committed to giving everyone complete freedom of choice, simple and delightful experiences and where there are no barriers between people and the movies and TV they love.

Join us

Log in

Genre: Action/Comedy
Length: 120 minutes

Color Palette

#041E42
91, 75, 55, 68
5395 C

#007BC4
77, 29, 00, 23
7461 C

#04ACFF
98, 33, 00, 00
299 C

#00413C
25, 00, 02, 75
3308 C

#0A9F7D
58, 00, 13, 38
3278 C

#33FFFF
80, 00, 00, 00
319 C

#055800
33, 00, 35, 65
357 C

#1BA832
55, 00, 46, 34
354 C

#60E403
52, 00, 88. 11
802 C

#220063
25, 39, 00, 61
2745 C

#7E14B0
20, 61, 00, 31
2602 C

#E535FF
10, 79, 00, 00
807 C

#D91012
00, 79, 78, 15
485 C

#FE6301
00, 61, 99, 00
Bright Orange C

#FFC000
00, 25, 100, 00
7548 C

Inception

Inception design was created to allow key art to breathe, dominate and give dimensionality to our design structure.

We called our design system "Inception" following our tradition of naming projects after movies and tv shows. Inception represents our breadth of content and allowing a user to immerse themselves in the various layers of content available. You can start with mainstream titles and soon find yourself deep in a niche b-film you never knew existed.

Breakdown

Inception is dimensional and broken out into 3 elements: Foreground, Middleground, and Background. Drop shadows help create a sense of physicality and depth in this space.
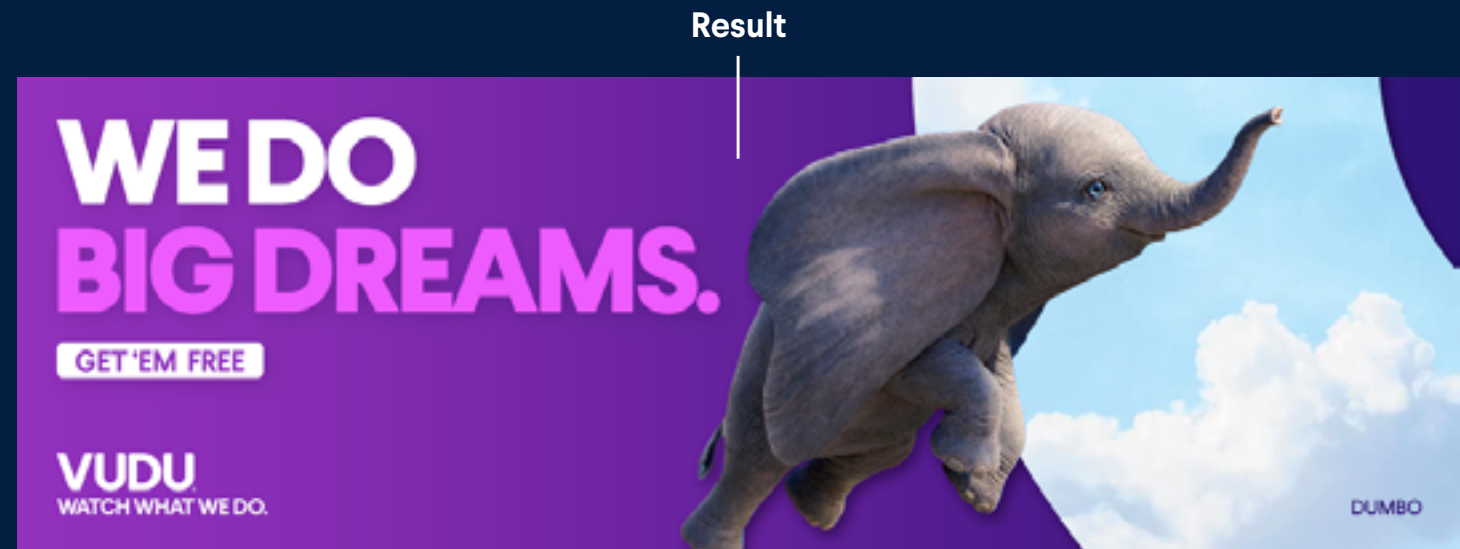
Foreground
Consists of titles, logos and sub-text.

Middleground
Consists of subject matter, characters, posters or (if limited on resources) background images shown as a tile / card.

Background
Consists of environmental images, patterns or gradients.

Foreground

Background

Middleground

Result

Masks

The most integral part of the inception design style is the middleground element. For this we utilize tight crops of our wordmark with most of the emphasis on our Vudu "V."


Point

110°

70°

Imagery

Studio key art is the star of the show and should be leveraged as much as possible. When selecting imagery, please choose the highest fidelity imagery you can find. Choose a recognizable and defining moment that doesn't spoil the story. Do not alter studio key art aside from masking and cutting out characters.

Stock
Imagery

Please avoid using 3rd party stock image libraries and utilize our own library of stock images.

Contact designhelp@vudu.com for access to our stock library.
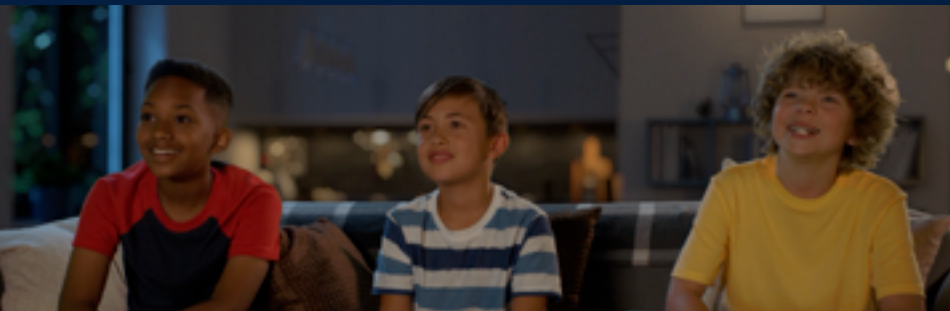
Motion

Motion plays a big part within Vudu and showcases the full potential of our design system. Following the same layouts as inception design (3 separate layers),

Accessibility Requirements:
• Avoid fast flashing / blinking content that could potentially trigger epileptic seizures

Family Friendly Requiirements
• Avoid explicit content including: nudity, smoking, substance abuse, guns, violence and other content that could be deemed vulgar.

Brand In Action

Now that we've covered the rules and guides, it's time to see how all our brand elements come together in different applications— everything from our website, email marketing, to in store display.

End

If you are having trouble with anything in this guide, or if you are unsure if your communication best represents the Vudu brand, please contact Designhelp@vudu.com

VUDU