# BASICS

Wordmark
Basics

The Moviebill wordmark is fixed artwork. It may not be altered or recreated in any way. The wordmark is the primary element of our company identity. Because it spells out the name of our company, we use it in situations that require the brand to show up in an official capacity or to initally establish brand identity.

Clearspace around the logo is equal to the cap height of the O

Wordmark w/ Clear Space
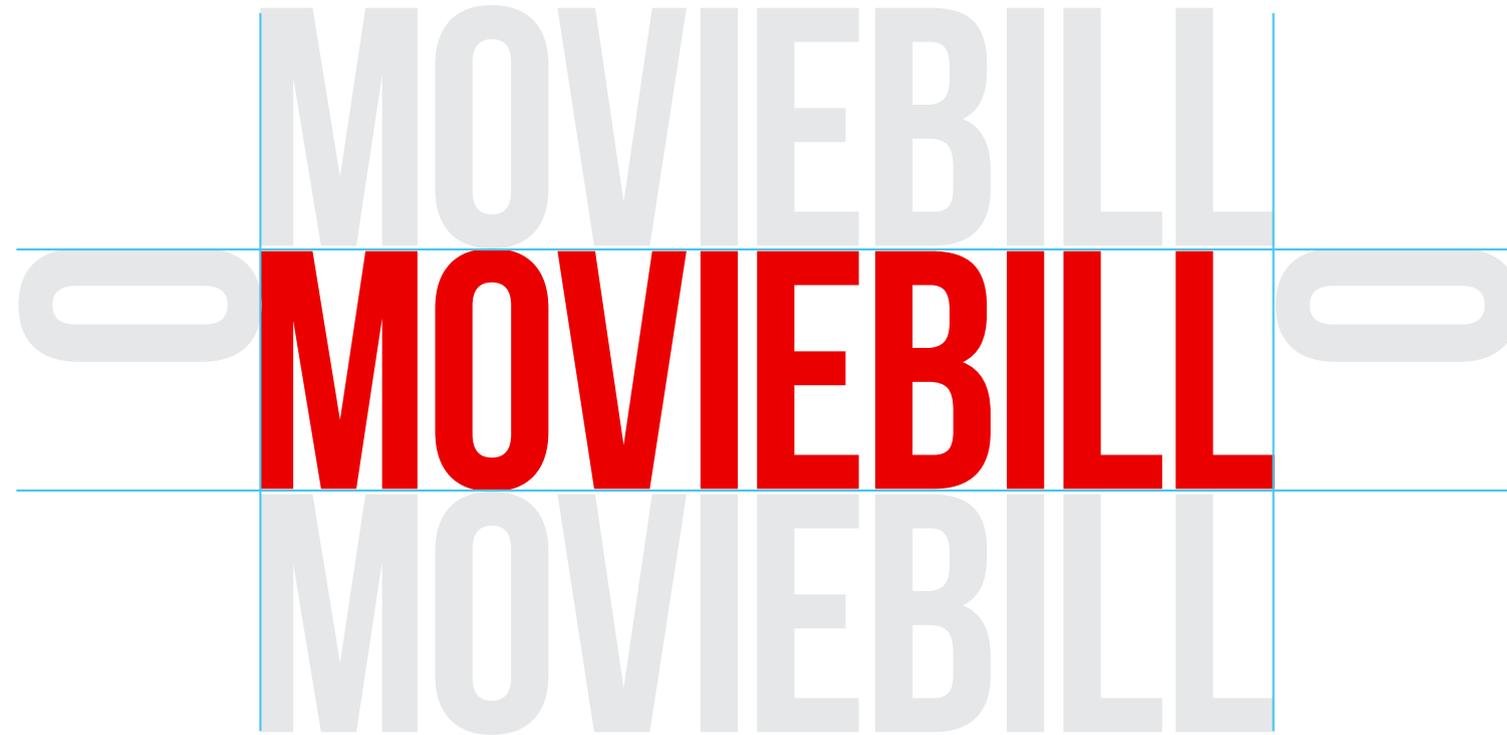
MOVIEBILL

Minimum Size:

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Experience with
MOVIEBILL

Color

The Moviebill wordmark should be used in the main Moviebill Red or white.

Wordmark should be red on lighter backgrounds and white on darker backgrounds.

Experience with
MOVIEBILL

Secondary Color Use

These secondary uses should be used sparingly, only when the primary uses aren't appropriate. Black can be used in rare situations but should be generally avoided. White is ideal for use over images, patterned or very dark backgrounds. When placing over photography, ensure contrast by placing over dark area, and negative space.

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MOVIEBILL

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Arrangement

We pride ourselves on brand consistency. When using the Moviebill wordmark, the following rules should be adhered to at all times.

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✖

Do not —
Fill with patterns

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✖

Do not —
Stretch or manipulate the logo.

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✖

Do not —
Pair the logo with marks that may be confused as logos.

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✖

Do not —
Type out Moviebill in any other fonts

MOVIEBILL

✖

Do not —
Add drop shadows, bevels or other effects

MOVIEBILL

✖

Do not —
Use gradients within the wordmark
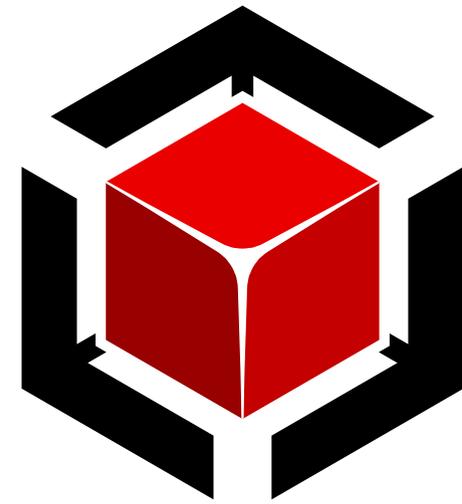
Experience with
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Partnerships

When pairing another logomark or wordmark with the Moviebill logo, make sure our logo is in red or white. Observe our clear space rules, and scale to 100% of the height of the logo.

Feel free to use a typeface that's from our brand's design system.

MOVIEBILL ✕ Ⓡ **REGAL**

MOVIEBILL ✕ Ⓡ **REGAL**

Experience with
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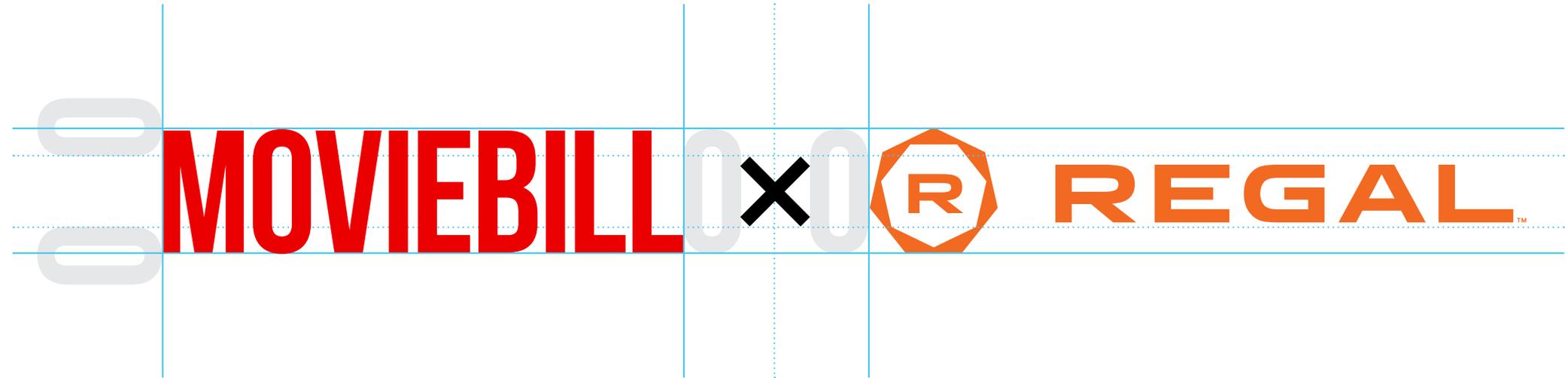
Glyph

Brand Elements

Basics

There are two main elements that form the Moviebill glyph. The red cube and the surrounding abstract arrows. At the core of both elements is a hexagon, representing six degrees of freedom. The key to a great AR experience.

The 3D cube signifies the "home" of the experiences; the epicenter of entertainment AR. Psychologically, it also relates to the augmentation of 3D graphics. The abstract arrows represents the dimensional axes and spatial awareness of augmented reality.
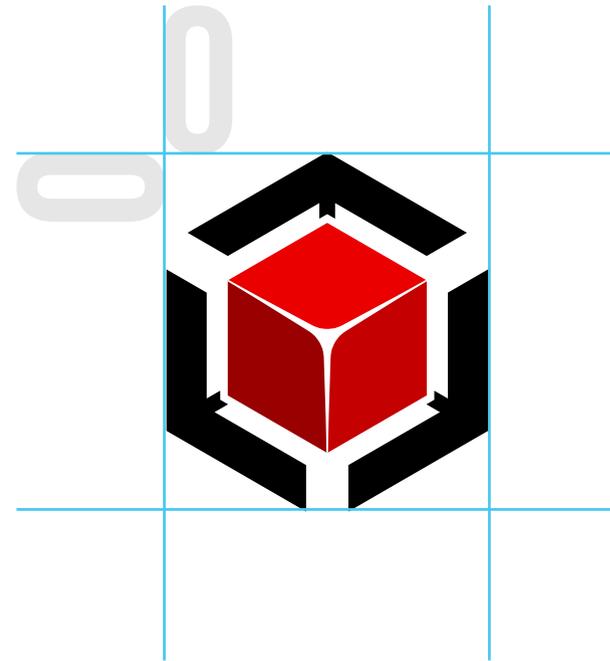
Experience with
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Glyph
Basics

When you're using the glyph with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least the x-hieght of the O. To ensure the glyph maintains its visual impact, do not go any smaller than 32 pixels wide.
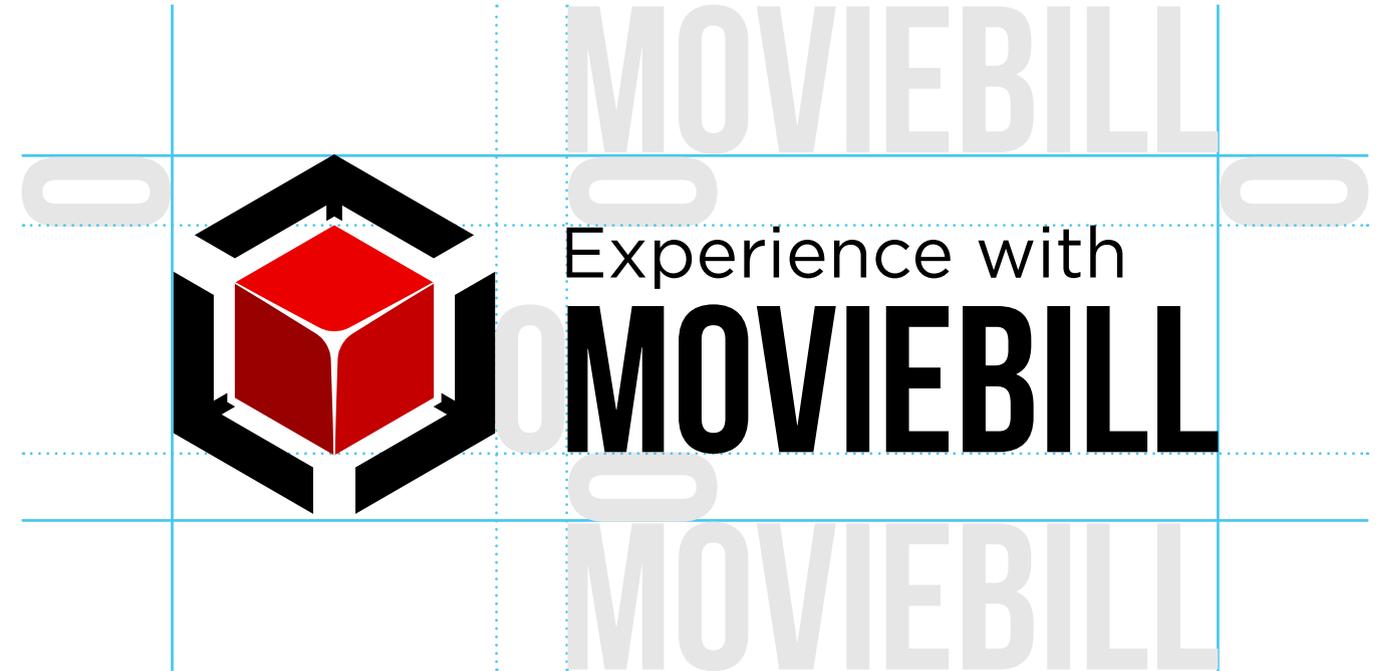
Glyph Clear Space

Glyph w/ Text Clear Space

Minimum Size:

32 px

Minimum Size:

Experience with
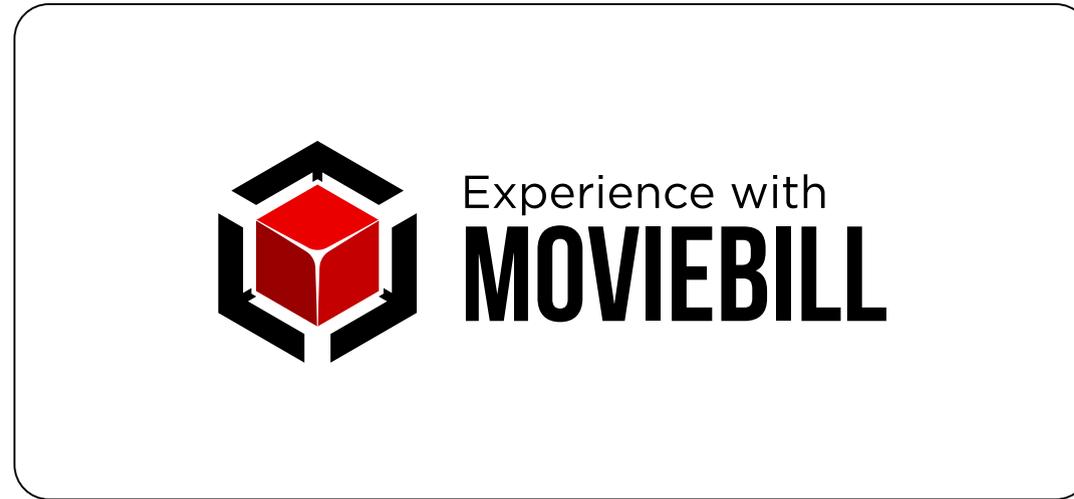**MOVIEBILL**

Experience with
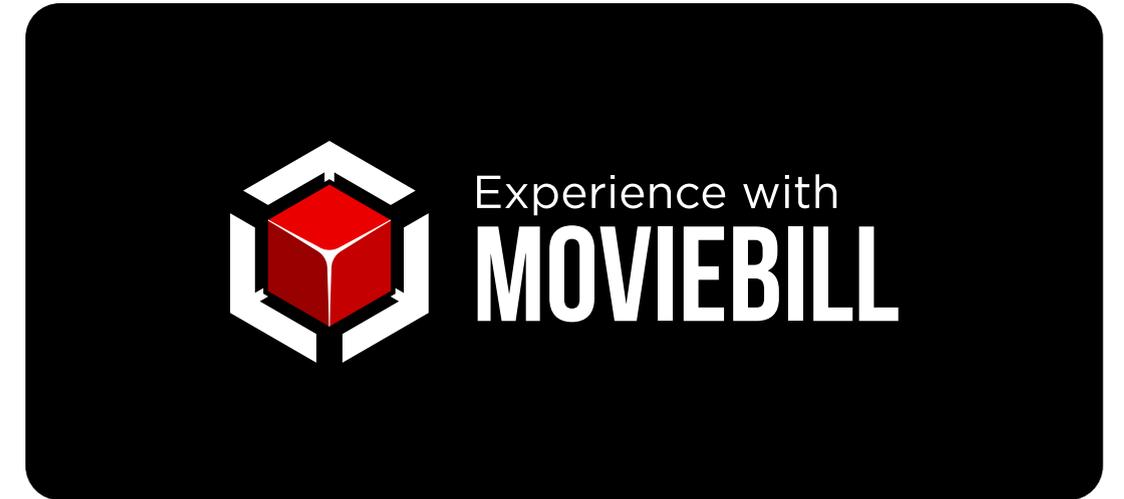**MOVIEBILL**

Glyph
Color

The Glyph is always either black or white. It must be legible and maintain the integrity of its form.

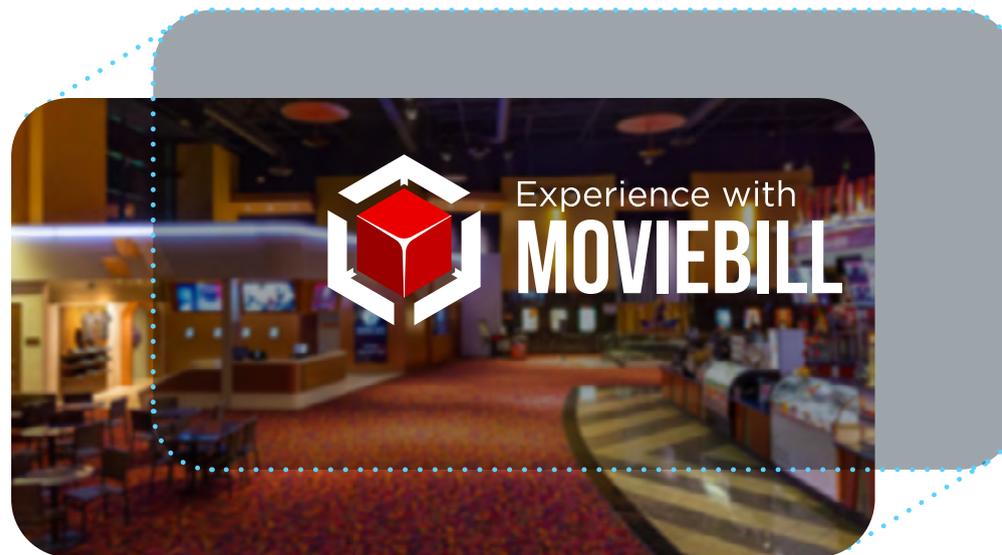When placing the logo on an image, always use the white logo version.

For images with a light background, we suggest applying up to 50% Moviebill Dark Grey tint to the entire image to maintain legibility of the white logo.

Positive Logo on white background

Negative Logo on black background

50% Moviebill Dark Grey

Original Image