

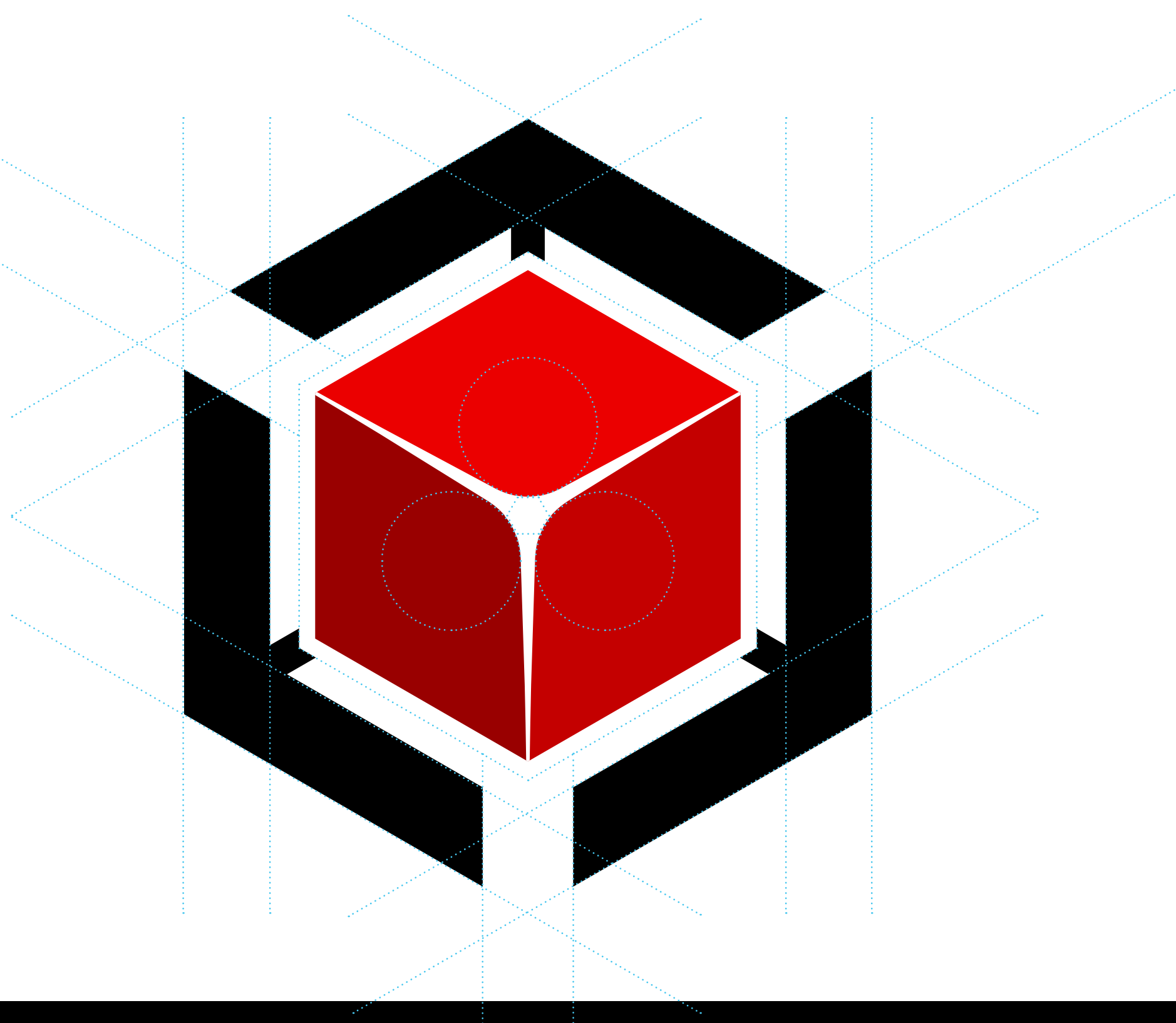
USAGE

Glyph

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.

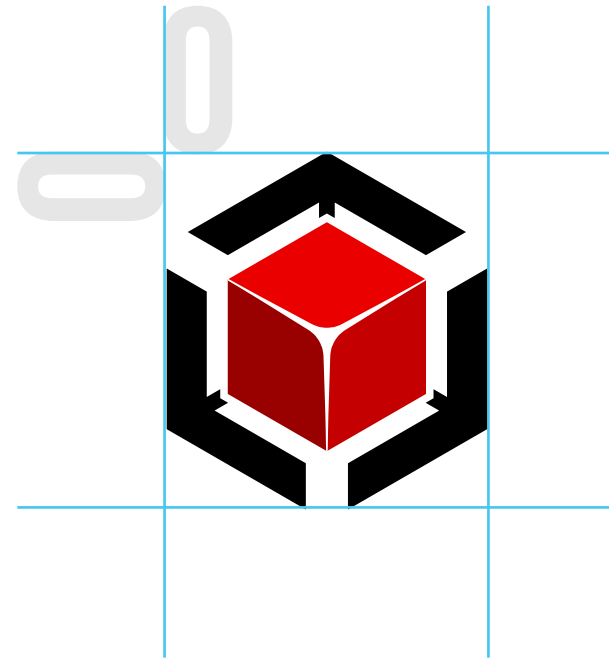


Glyph

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-height of the O. To ensure the glyph maintains its visual impact, do not go any smaller than 32 pixels wide.

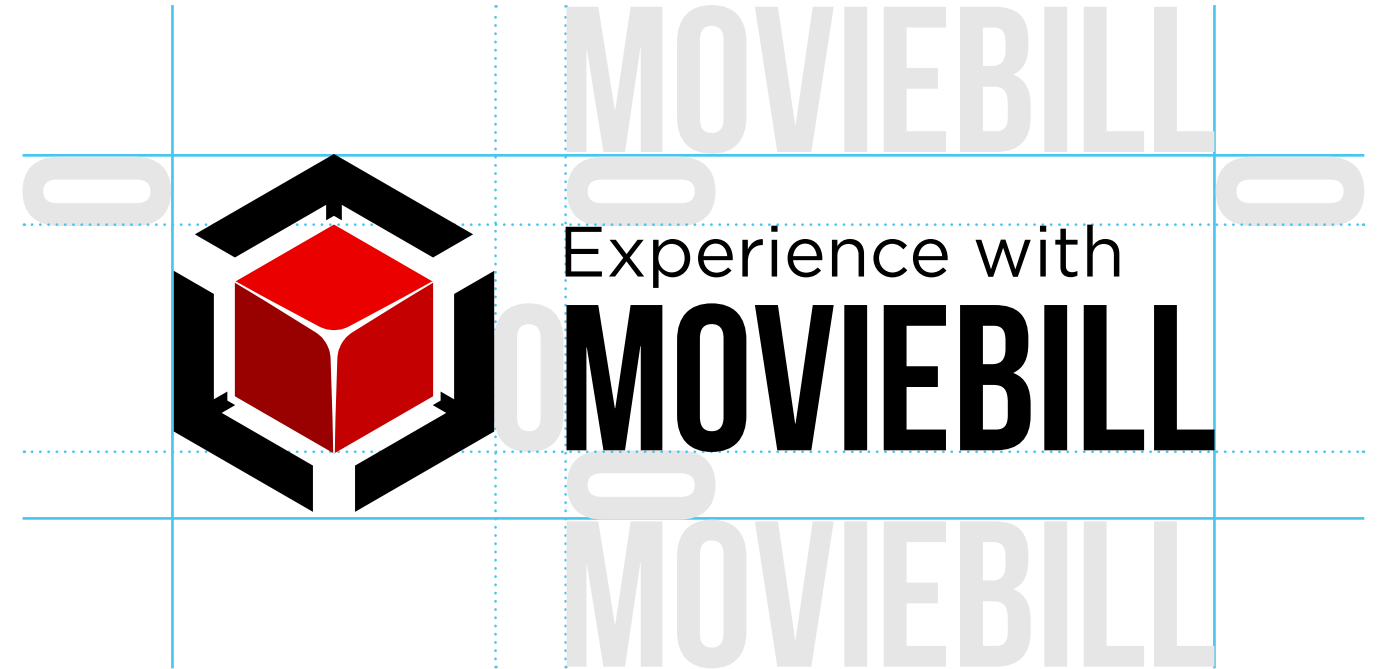
Glyph Clear Space



Minimum Size:



Glyph w/ Text Clear Space



Minimum Size:

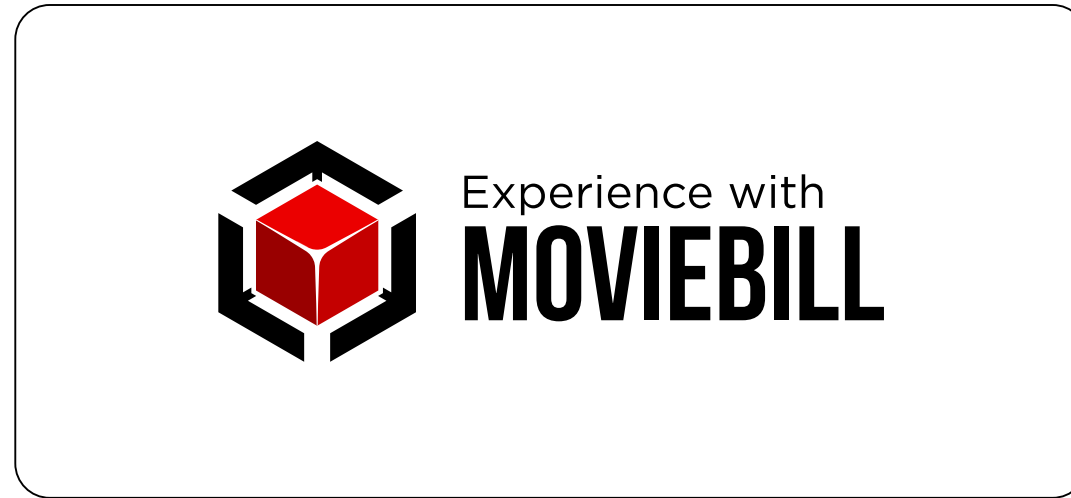


Glyph Color

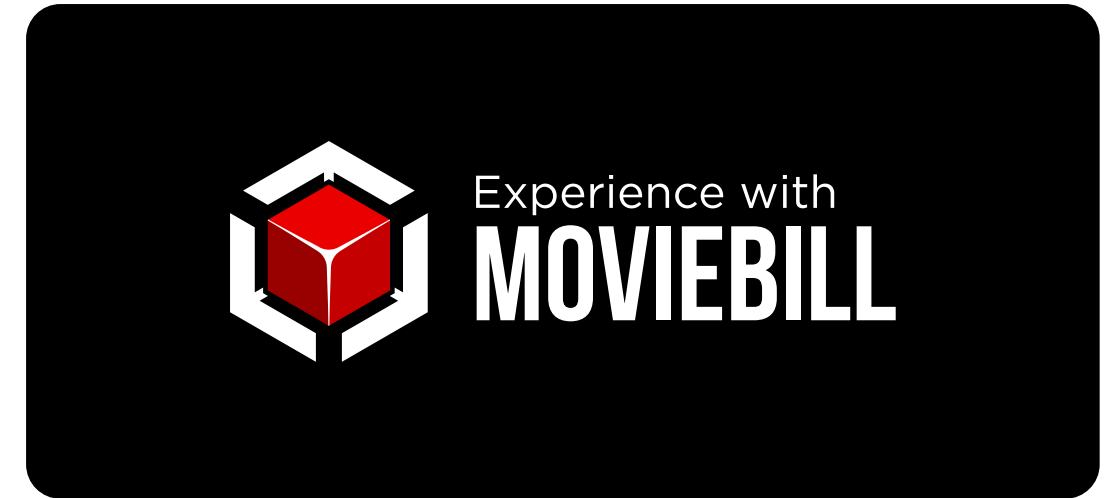
The Glyph is always either black or white. It must be legible and maintain the integrity of its form.

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

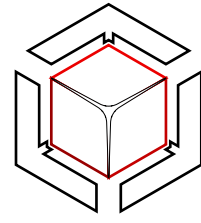


50% Moviebill Dark Grey



Original Image

Glyph Misuse



Do not —
Apply outlines



Do not —
Add drop shadows



Do not —
Apply special effects



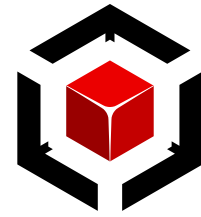
Do not —
Add gradients



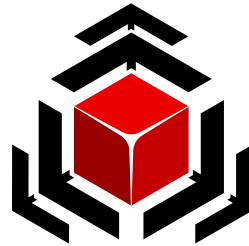
Do not —
Fill with multiple
colors



Do not —
Skew, rotate, or
stretch



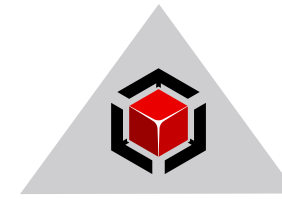
Do not —
Change proportions



Do not —
Add elements



Do not —
Lock up our glyph
with copy, headlines,
or other logos.



Do not —
Contain in a shape



Do not —
Stack multiple logos



Do not —
Use our corporate
logotype.



Do not —
Use our old icon



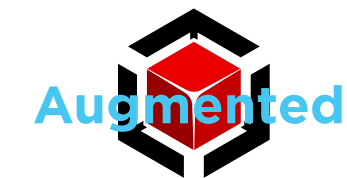
Do not —
Fill with patterns



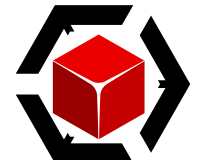
Do not —
Exclude or hide
elements



Do not —
Lock up our
corporate logotype
with our glyph.



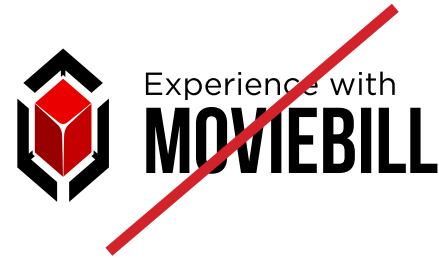
Do not —
Layer copy or
elements



Do not —
Alter individual
elements

Glyph

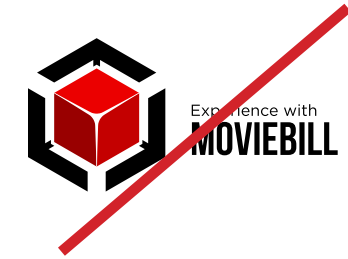
Arrangement



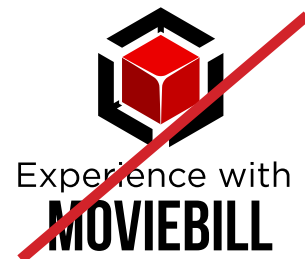
✘
Do not —
Skew or stretch



✘
Do not —
Right align arrangement move elements



✘
Do not —
Resize elements individually



✘
Do not —
Stack or center align



✘
Do not —
Place glyph in between text

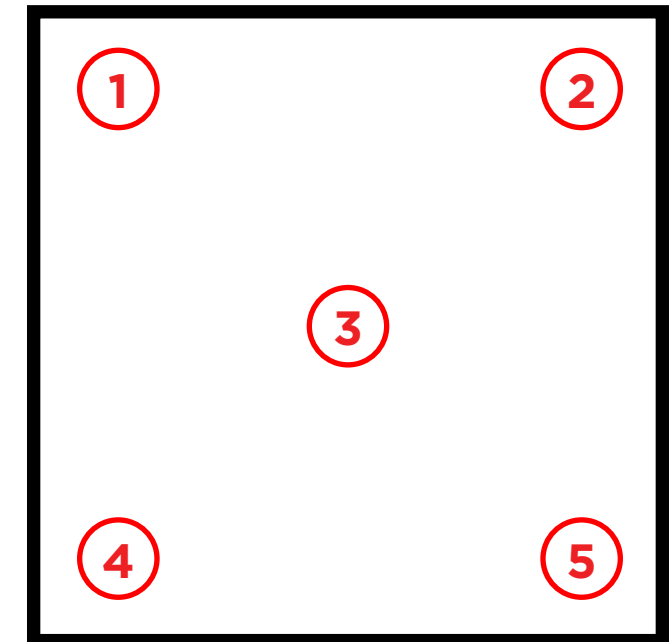
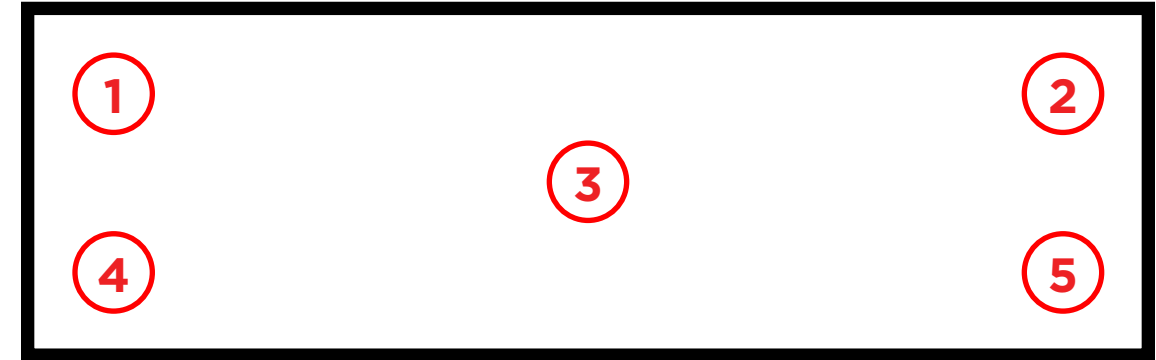
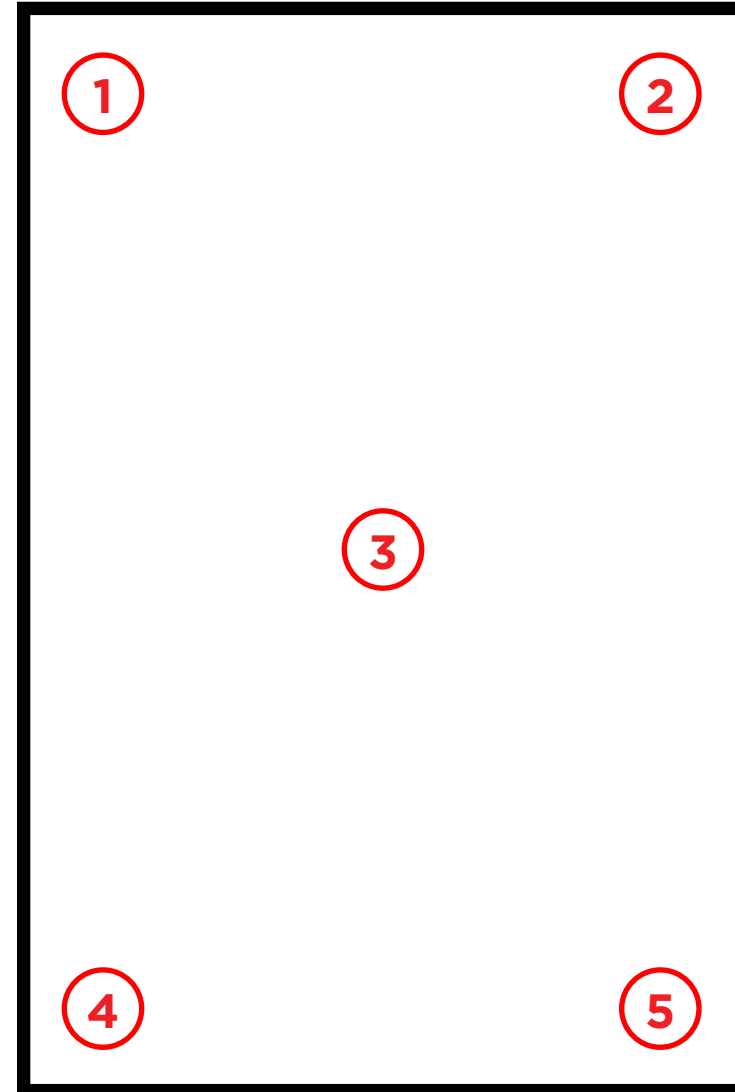


✘
Do not —
Rotate or angle the arrangement

Glyph

Placement

Regardless of communication size or dimension, the Glyph can only ever be placed in five locations. This keeps Logo placement simple and consistent, while allowing enough flexibility to accommodate our dynamic graphic system. Please keep in mind the exclusion zone when placing the Glyph in a corner.



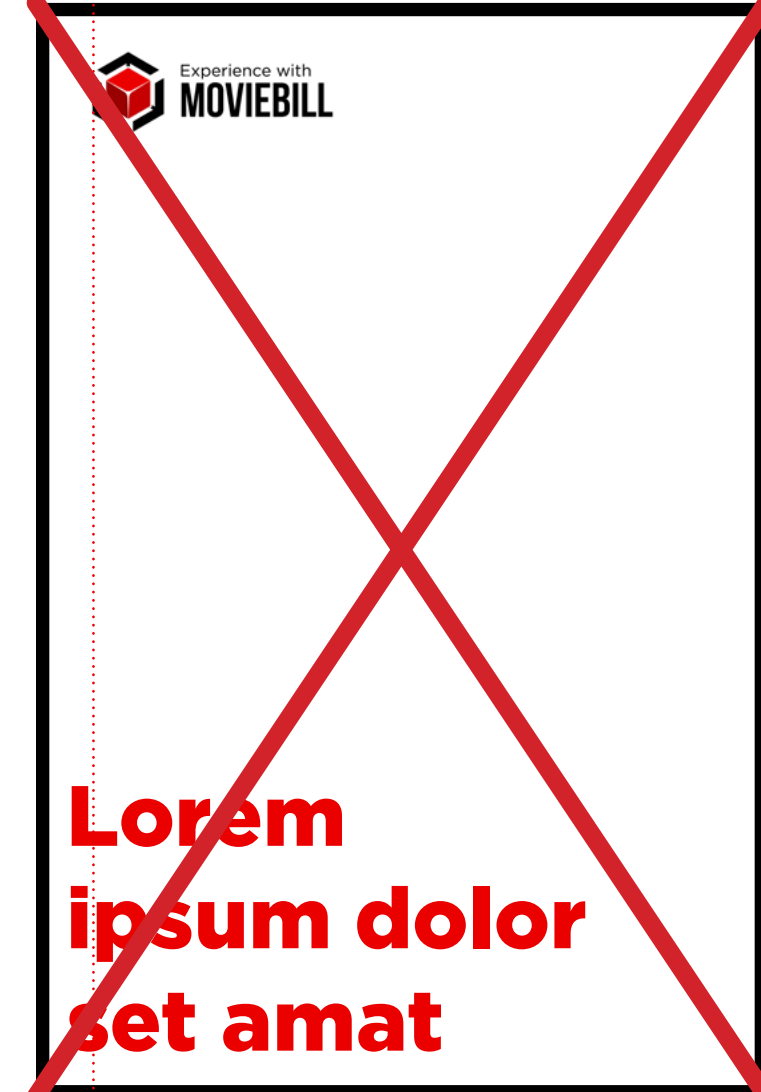
In no particular order, the placement options are:

1. Top left corner
2. Top right corner
3. Centered
4. Bottom left corner
5. Bottom right corner

Glyph

Placement

One quick rule for Glyph placement: when typography is present in a communication, and both the type and Glyph are placed to the left hand side, they should left align. This rule only applies when the Glyph is at positions 1 or 4, and the typography is aligned to the left hand side of the communication.



Color

Primary

Moviebill Red

HEX #eb0000
RGB 235 0 0
CMYK 2 100 100 0

Secondary

Black

HEX #000000
RGB 0 0 0
CMYK 60 40 40 100

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

Dark Grey

HEX #3c4b55
RGB 60 75 85
CMYK 77 60 50 34

Medium Grey

HEX #aab8c2
RGB 170 184 194
CMYK 34 20 18 0

Light Grey

HEX #e1e8ed
RGB 255 232 237
CMYK 10 4 4 0

Typography

Our typefaces

The official font family used for our logo is Bebas Neue.

AABBCC 123

BEBAS NEUE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890-+@#\$

THIS IS A SAMPLE OF THIS FONT IN BOLD

THIS IS A SAMPLE OF THIS FONT IN BOOK

THIS IS A SAMPLE OF THIS FONT IN LIGHT

Typography

Our typefaces

Our main typeface is bold, simple, and universal. Inspired from architectural signage and its broad design makes it very clear.

AaBbCc123
Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+@#\$

This is a sample of this font in bold

This is a sample of this font in medium

This is a sample of this font in book

Typography

Font use

Primary Font Family

Gotham

Header 1

HEADER 2

HEADER 3

HEADER 4

HEADER 5

This is body copy for the use in
the app and AR experiences.

Style

Promotional imagery

App icons are individually designed based on specifications. They are an exception to the clearspace guidelines and are sized optically to best fit each shape.



Image Tint Overlay



When using photo backgrounds, always add a Moviebill Dark Gray color multiplied at 50%.

Gotham Bold

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+@#&

Gotham Book

Aa ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-+@#&

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