



BRAND GUIDELINES
PUBLIC EDITION
creative@ellation.com

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Art by
IAN BERTRAM

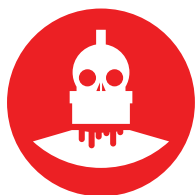
WHAT IS VRV?

Forbidden Knowledge: REVEALED!

VRV is the fan-first streaming service that connects the dots between anime, sci-fi, fantasy, horror, cartoons, and beyond. Our ever-evolving channel lineup feeds nostalgia and inspires imagination with awesome shows and movies that make fans feel something.



Boomerang



Cartoon Hangover



Crunchyroll



CuriosityStream



Geek & Sundry



HIDIVE



Mondo



Nerdist



NickSplat



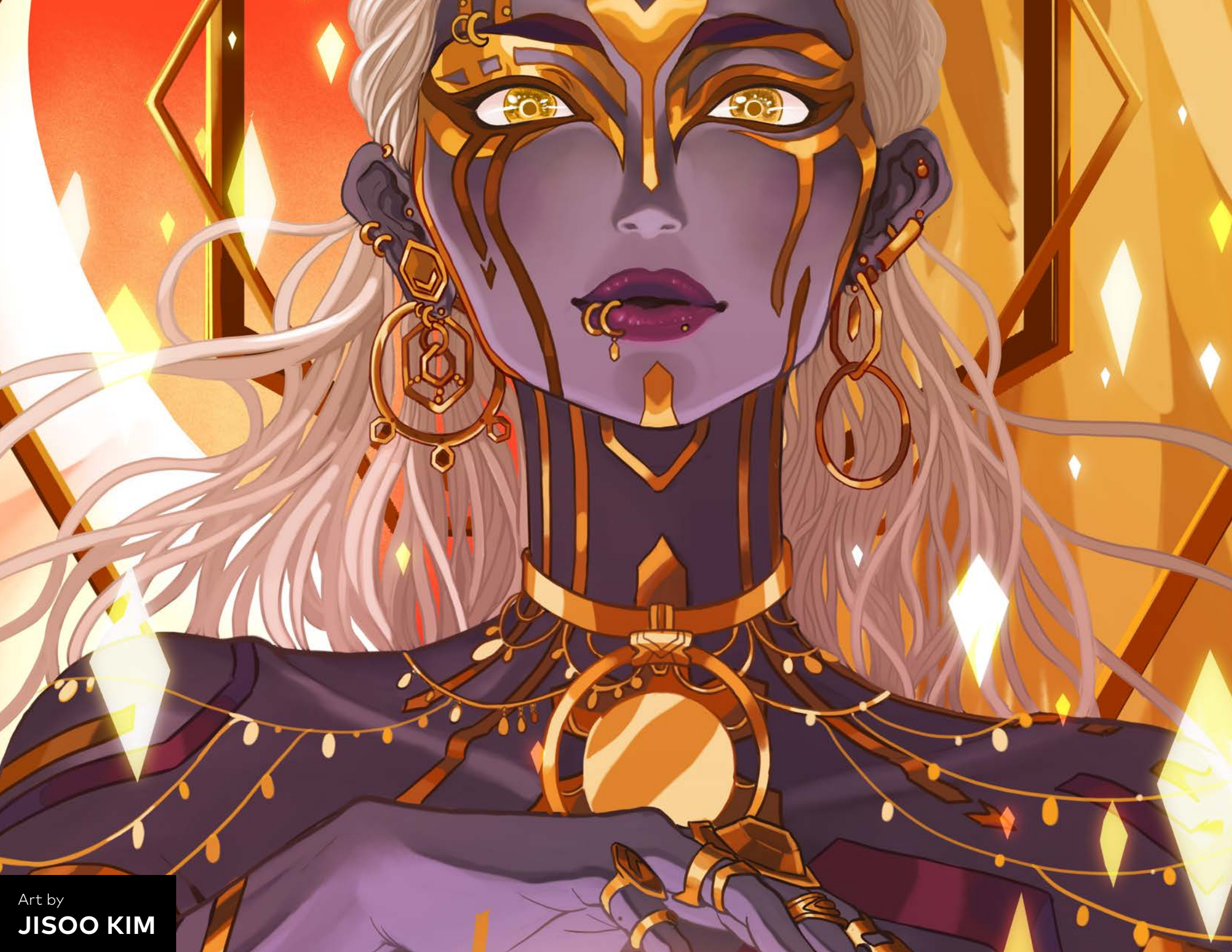
Rooster Teeth



Shudder



VRV Select



Art by
JISOO KIM

LOGOS

Vertical and Horizontal



VRV



VRV

LOGOS

Color Variations



PRIMARY (yellow and black)

Use whenever possible.



PRIMARY (yellow and white)

Use whenever possible.



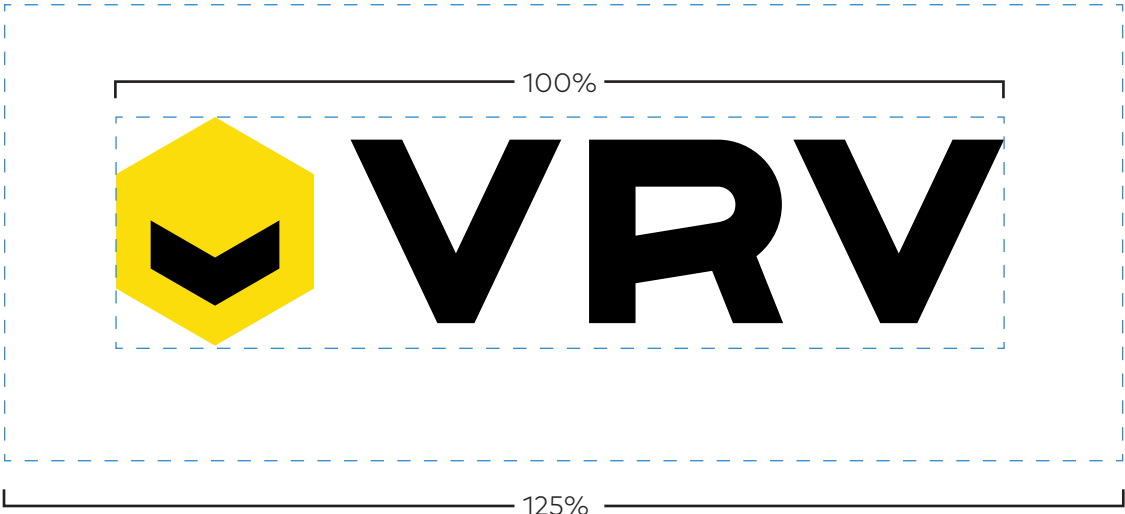
ALTERNATE (black and white)

Only use when contrast is needed
to secure readability / visibility.

LOGOS

Clear Space and Minimum Size

When using the logo with other graphic elements, please make sure you give it some room to breathe.



Vertical:
Minimum width
of 30 px

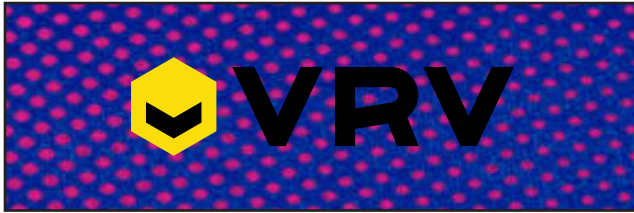


Horizontal:
Minimum width
of 60 px

LOGOS

Color Usage Examples

Contrast and readability are the guiding principle.



NO



YES



NO



NO



NO



YES



YES



NO



YES



NO



YES



NO

LOGOS

Misuses



DO NOT
rotate



DO NOT
skew or stretch



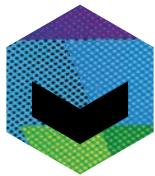
DO NOT
change orientation



DO NOT
remove hexagon



DO NOT
fill with multiple colors



DO NOT
fill with patterns.



DO NOT
change colors



DO NOT
add special effects



DO NOT
add drop shadows



DO NOT
change opacity



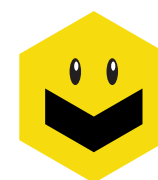
DO NOT
apply outlines



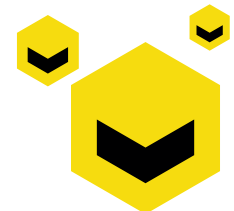
DO NOT
apply strokes



DO NOT
apply gradations



DO NOT
personify



DO NOT
multiply

LOGOS

Icon

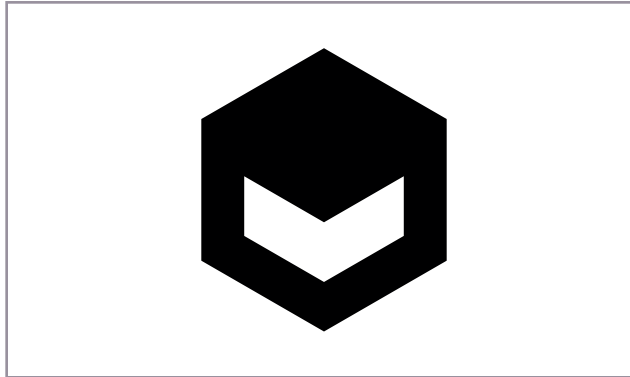
The VRV icon is used across multiple app stores and social media profiles.

It should not be a replacement for the full VRV logo when designing.



PRIMARY (yellow and black)

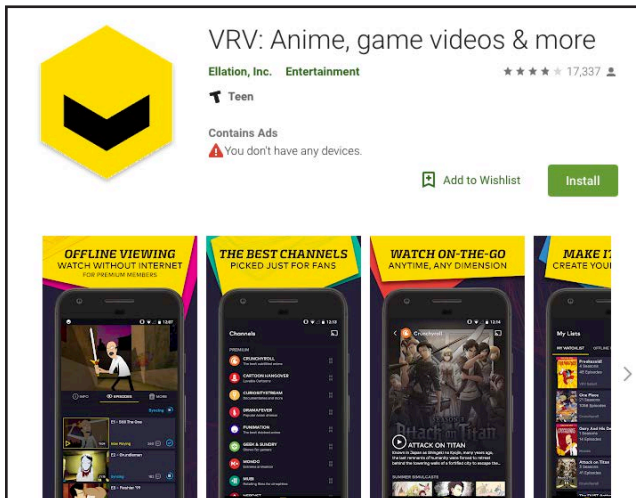
Use whenever possible.



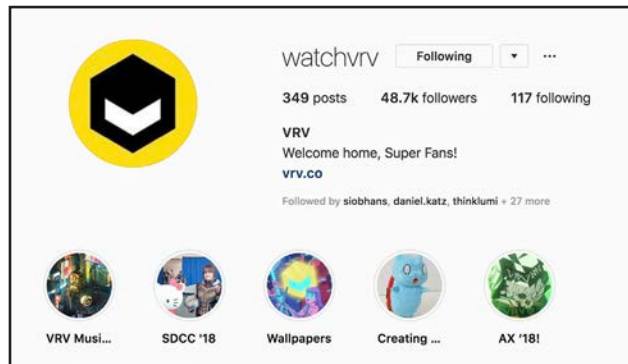
ALTERNATE (black and white)

Only use when contrast is needed to secure visibility.

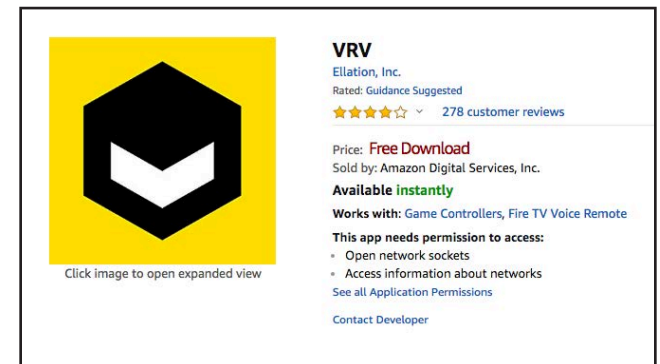
EXAMPLES:



Google Play Store



VRV Instagram



Amazon App Store

LOGOS

Sub-Brand: VRV Premium

VRV Premium is used whenever there is an upsell for VRV Premium.

These can be used for print and web assets.



PRIMARY (yellow and black)

Use whenever possible.



PRIMARY (yellow and white)

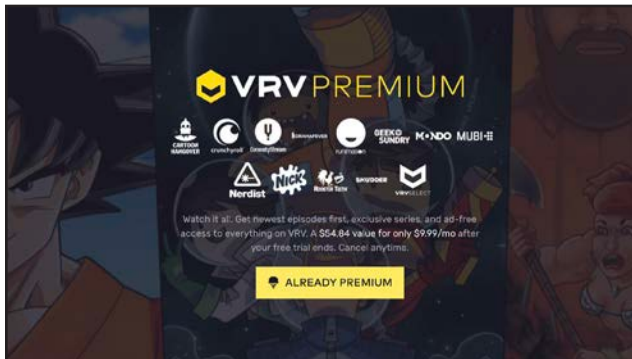
Use whenever possible.



ALTERNATE (black and white)

Only use when contrast is needed to secure readability / visibility.

EXAMPLES:



VRV.co/gopremium



Shudder Ad



VRV Premium Video

LOGOS

Sub-Brand: VRV WRD

VRV WRD is VRV's monthly newsletter.

These are used for web assets only.



PRIMARY (yellow and black)

Use whenever possible.



PRIMARY (yellow and white)

Use whenever possible.



ALTERNATE (black and white)

Only use when contrast is needed to secure readability / visibility.

EXAMPLES:



VRV WRD Email Header



VRV WRD "Stargate" Gif



VRV WRD Gif

LOGOS

Sub-Brand: VRV RECS

VRV RECS are recommendation emails to VRV users.
These are used for web assets only.



PRIMARY (yellow and black)

Use whenever possible.



PRIMARY (yellow and white)

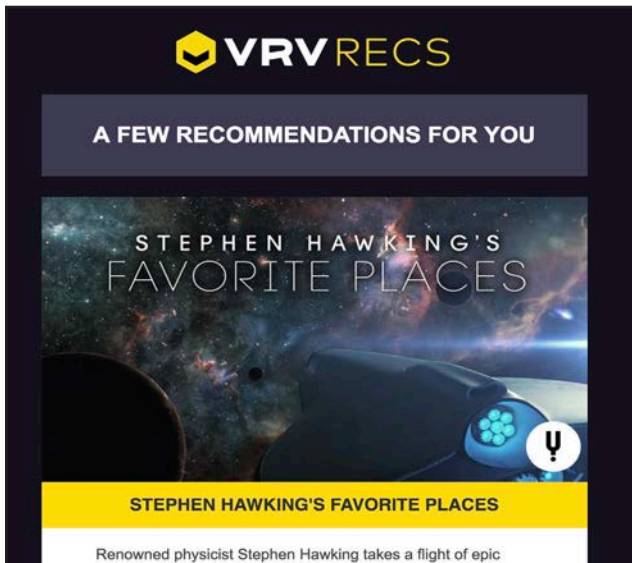
Use whenever possible.



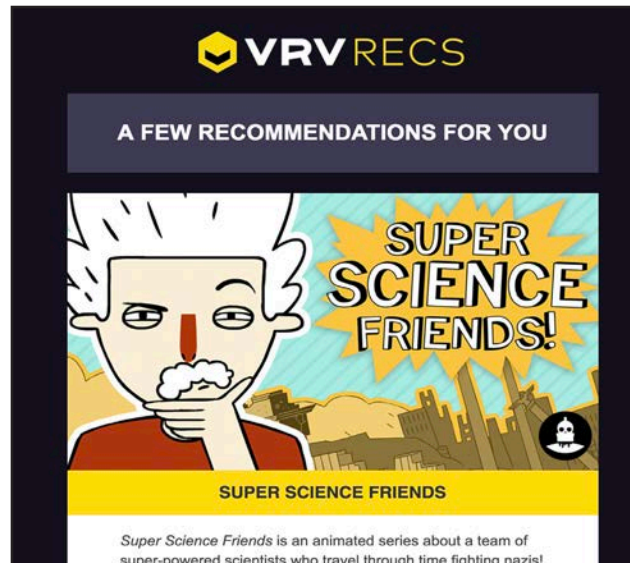
ALTERNATE (black and white)

Only use when contrast is needed
to secure readability / visibility.

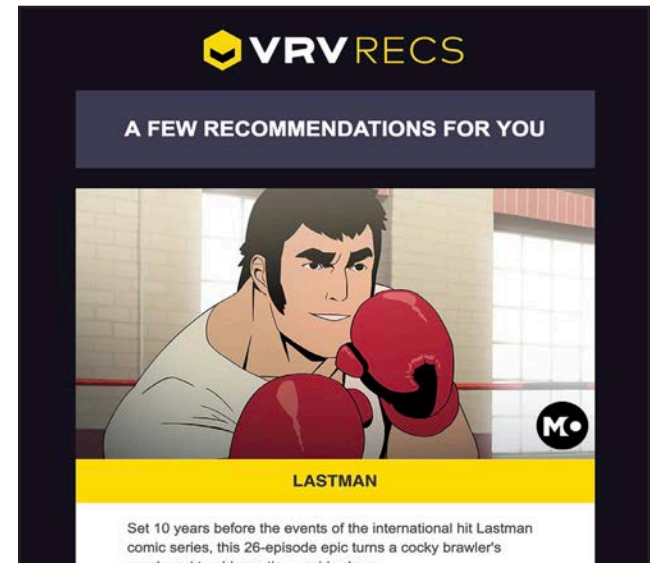
EXAMPLES:



VRV RECS Email Header



VRV RECS Email Header



VRV RECS Email Header

LOGOS

Sub-Brand: VRV Gallery

The VRV Gallery is our touring art exhibition. These can be used for print and web assets.

This brand is special in that:

- No hexagon logo is used
- Brand colors are only black and white
- A special textured background is used
- Wireframe element is white



BLACK

HEX: 000000

RGB: 0, 0, 0

CMYK: 60, 40, 40, 100

PMS: 419 C, Black 6 U



WHITE

HEX: FFFFFFFF

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0



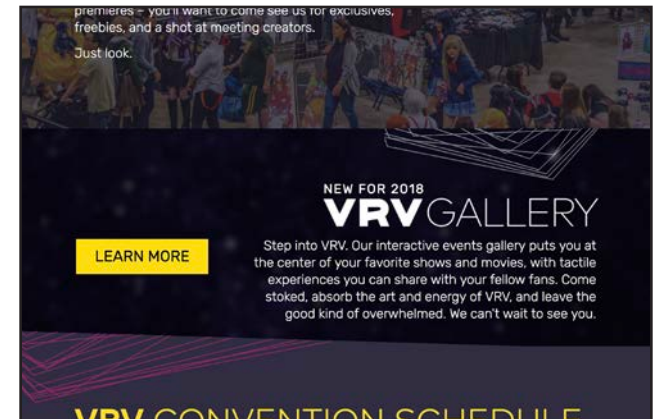
EXAMPLES:



VRV Gallery Email Header



VRV Gallery YouTube Thumbnail



VRVEvents.com

LOGOS

VRV Select

VRV Select is the VRV house channel.
These can be used for print and web assets.



GRAY

HEX: 808285
RGB: 128, 130, 123
CMYK: 65, 0, 0, 0



WHITE

HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0



PRIMARY (gray)

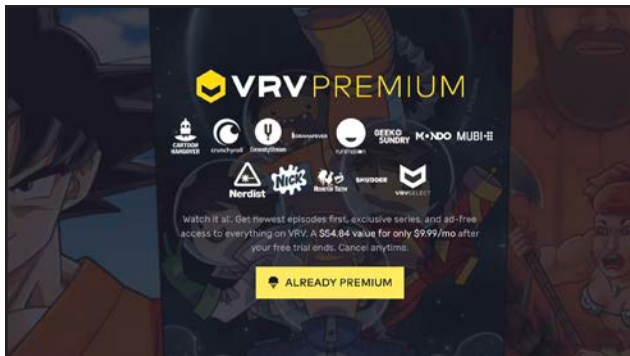
Use whenever possible.



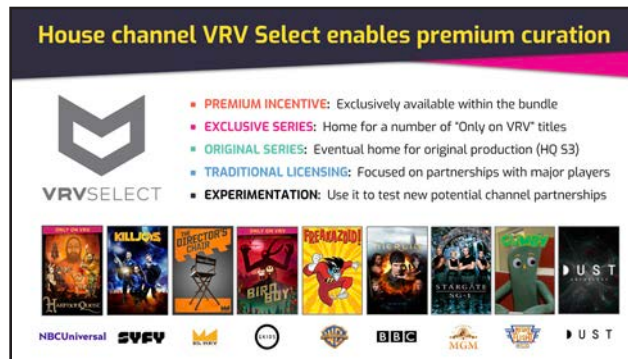
ALTERNATE (white)

Only use when contrast is needed to secure readability / visibility.

EXAMPLES:



VRV.co/gopremium



VRV Presentation Deck

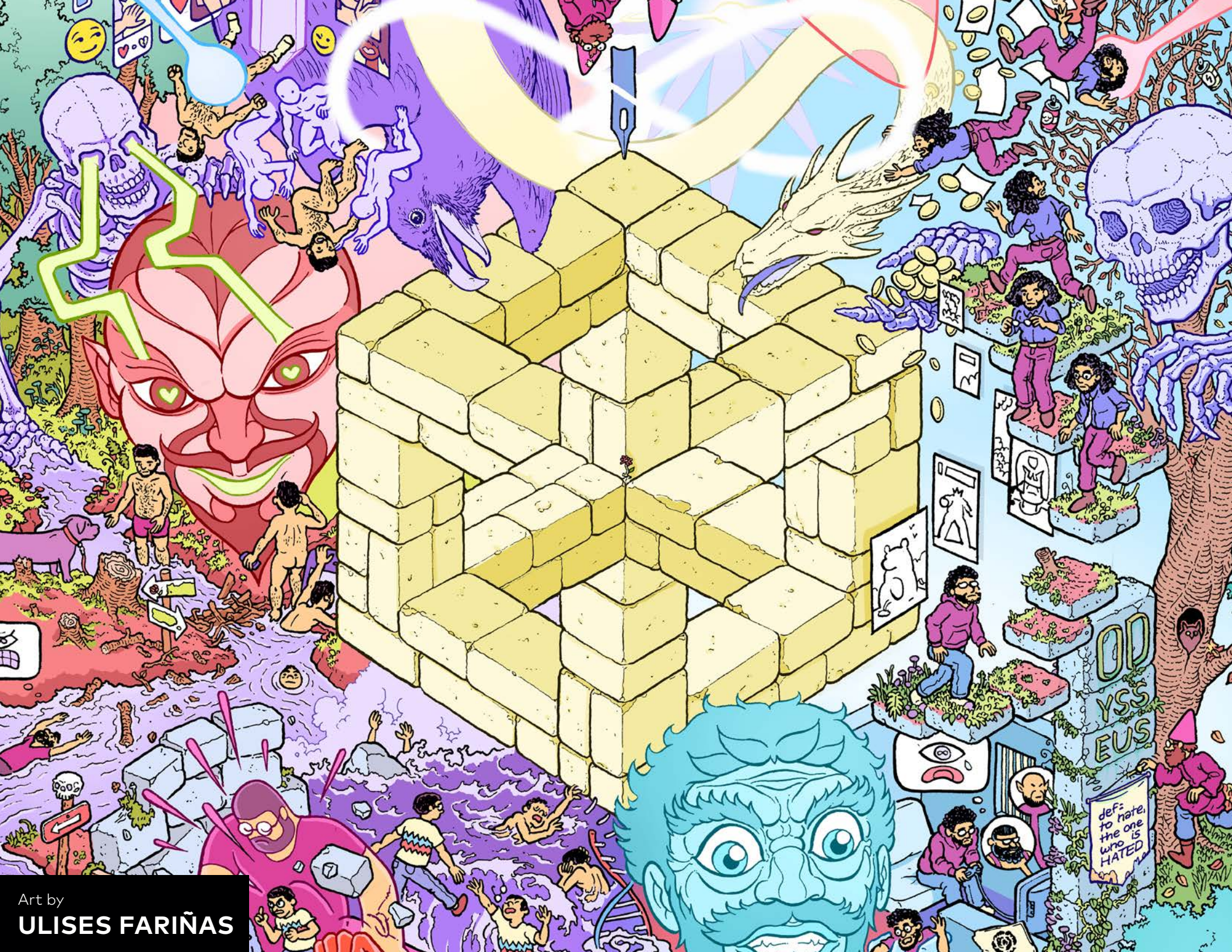


"New on VRV" Promo Video



PLEASE REMEMBER TO ALWAYS CONTACT
CREATIVE SERVICES FOR ANY NEW ASSET NEEDS

creative@ellation.com



Art by
ULISES FARIÑAS

MARKETING LOCKUPS

NOW ON VRV

The "NOW ON VRV" marketing lockups engage the viewer.

These can be used for print and web assets.



PRIMARY (yellow and black)

Use whenever possible.



PRIMARY (yellow and white)

Use whenever possible.



ALTERNATE (black and white)

Only use when contrast is needed to secure readability / visibility.

EXAMPLES:



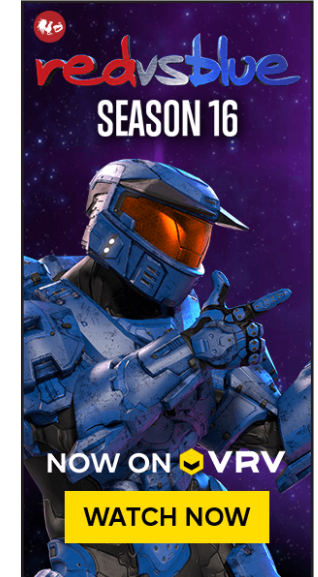
"Your Childhood: Now Streaming" Ad



"Killjoys" Ad



"Merlin" Ad



"Red vs. Blue" Ad

MARKETING LOCKUPS

ONLY ON VRV

The "ONLY ON VRV" marketing lockups engage the viewer.

These can be used for print and web assets.



PRIMARY (yellow and black)

Use whenever possible.



PRIMARY (yellow and white)

Use whenever possible.



ALTERNATE (black and white)

Only use when contrast is needed to secure readability / visibility.

EXAMPLES:



"Deep Space 69" Ad



"Freakazoid!" Ad



"Dofus: Kerub's Bazaar" Ad

MARKETING LOCKUPS

NOW STREAMING ON VRV

The "NOW STREAMING ON VRV" marketing lockups engage the viewer.

These can be used for print and web assets.



PRIMARY (yellow and black)

Use whenever possible.



PRIMARY (yellow and white)

Use whenever possible.



ALTERNATE (black and white)

Only use when contrast is needed to secure readability / visibility.

EXAMPLES:



"Channel Zero" Instagram Ad

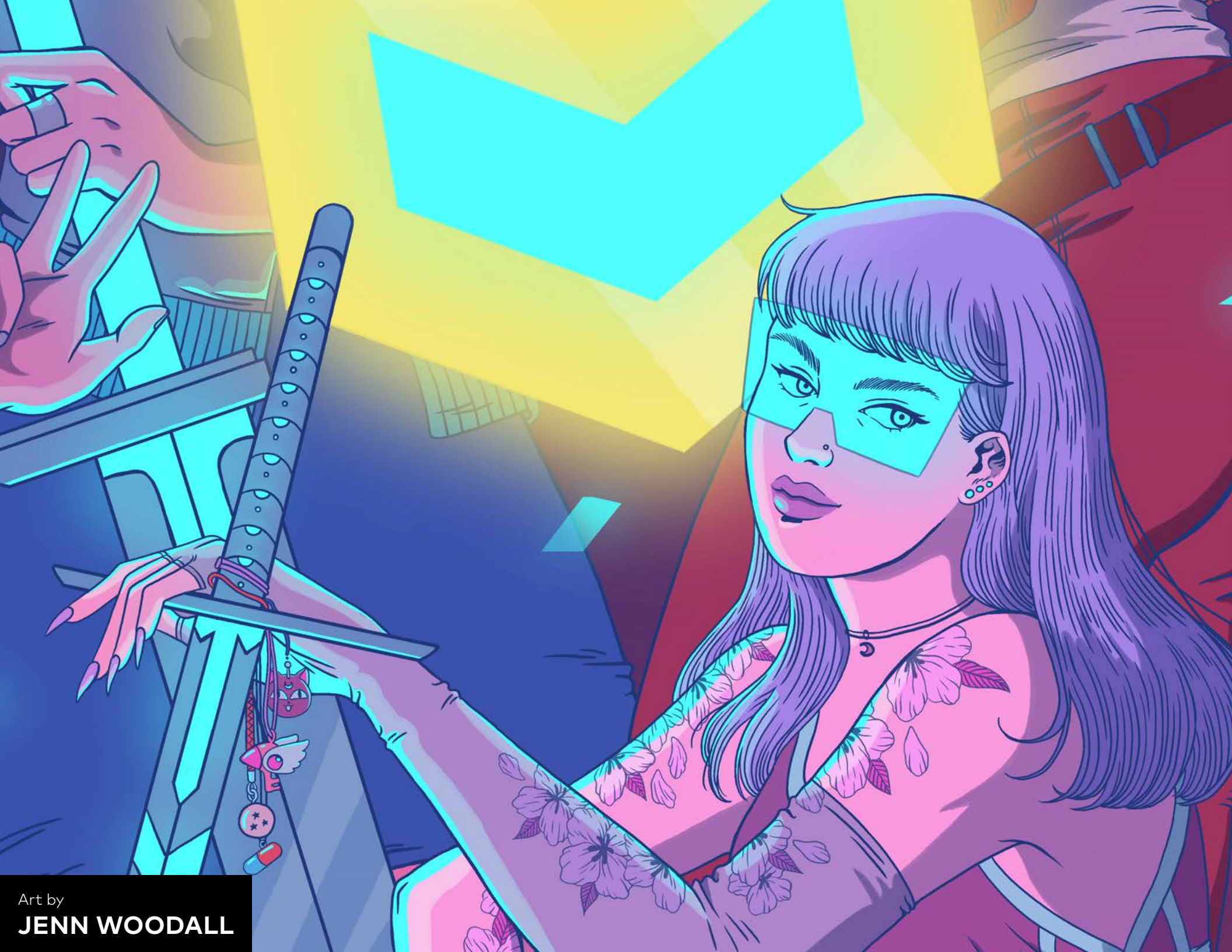


"Gary and His Demons" Facebook Ad



PLEASE REMEMBER TO ALWAYS CONTACT
CREATIVE SERVICES FOR ANY NEW ASSET NEEDS

creative@ellation.com



Art by
JENN WOODALL

COLORS

Primary, Secondary, and Background

PRIMARY:

Logos and graphic elements.



YELLOW

HEX: fddc00
RGB: 253, 221, 0
CMYK: 2, 9, 99, 0
PMS: 109 C, 114 U



BLACK

HEX: 000000
RGB: 0, 0, 0
CMYK: 60, 40, 40, 100
PMS: 419 C, Black 6 U



WHITE

HEX: FFFFFFFF
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

SECONDARY:

Graphic elements.



BLUE

HEX: 358ccb
RGB: 53, 140, 203
CMYK: 75, 35, 0, 0
PMS: 299 C, 2995 U



RED

HEX: ef403d
RGB: 235, 65, 61
CMYK: 0, 90, 80, 0
PMS: 1787 C, 1788 U



MAGENTA

HEX: ec008b
RGB: 236, 0, 140
CMYK: 0, 100, 0, 0
PMS: Rhod. Red C, U



TEAL

HEX: 07b79c
RGB: 8, 184, 157
CMYK: 75, 0, 50, 0
PMS: 3262 C, U

BACKGROUND:

Background and graphic elements.

Background should never be black.



MIDNIGHT

HEX: 29233c
RGB: 42, 36, 60
CMYK: 85, 85, 50, 50
PMS: 276 C, U

COLORS

Contrast Ratios

BEST: These color combinations have the highest contrast.

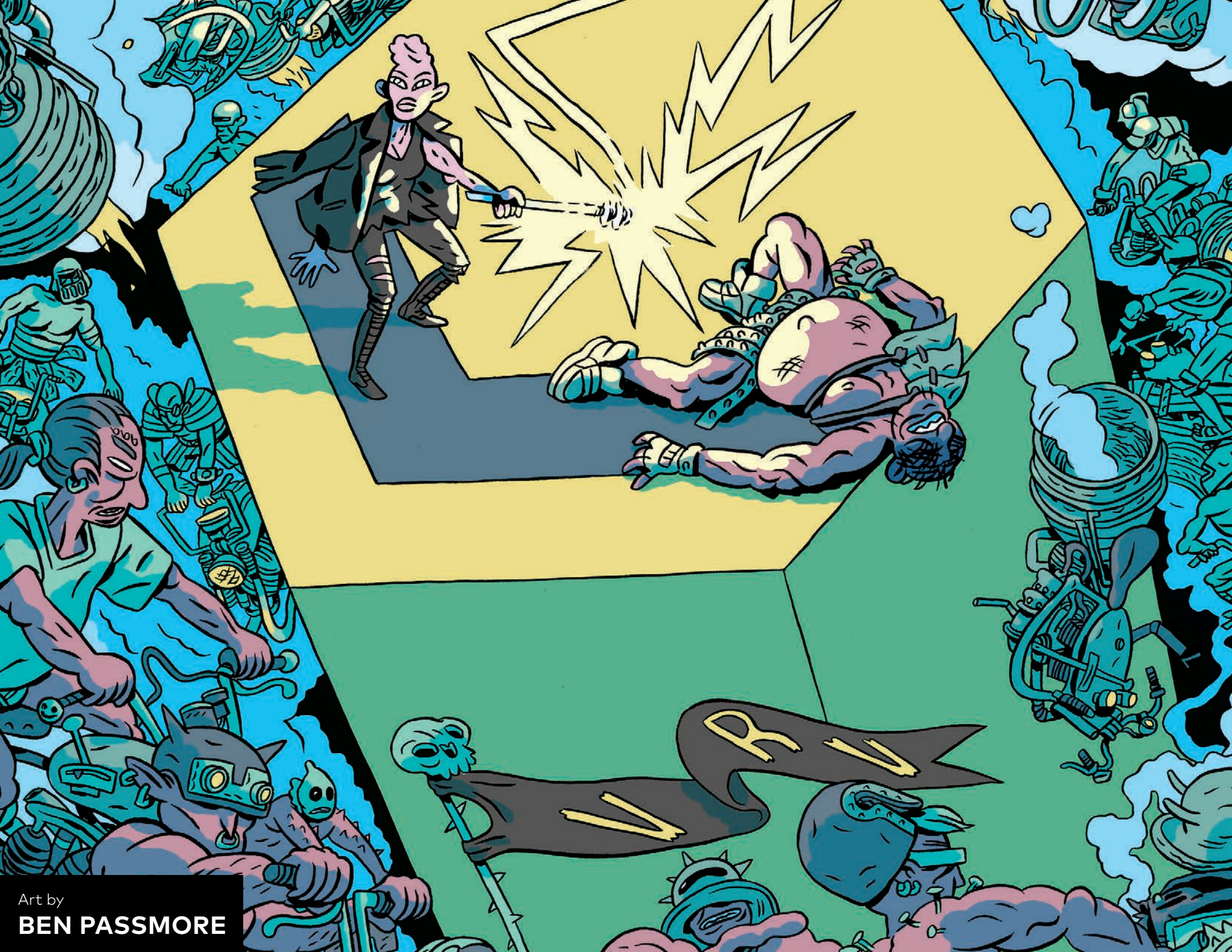
Midnight Yellow	Midnight Yellow	Midnight White	Midnight White	Yellow Black	DO NOT use black as a background color.
------------------------	------------------------	-----------------------	-----------------------	---------------------	--

GOOD: These color combinations have medium contrast.

Midnight Blue	Midnight Blue	Midnight Red	Midnight Red	Midnight Magenta	Midnight Magenta
Midnight Teal	Midnight Teal	Yellow Magenta	Yellow Magenta		

POOR: These color combinations have the lowest contrast.

Yellow Teal	Yellow Teal	Yellow Blue	Yellow Blue	Yellow Red	Yellow Red
Teal Magenta	Teal Magenta	Teal Blue	Teal Blue	Teal Red	Teal Red
Magenta Blue	Magenta Blue	Magenta Red	Magenta Red	Blue Red	Blue Red



Art by
BEN PASSMORE

VRV's Primary Typeface: Display and body copy.

MARK PRO

Bold

A B C Č Ć D Đ E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž abcčćdđef
ghijklmnopqrsštuvwxyzžĂÂÊ
Ôăâêô1234567890'?''"!(%)[#
{@}/&\<-+÷x=>®©\$€£¥¢\$;,:;.*

Medium

A B C Č Ć D Đ E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž abcčćdđef
ghijklmnopqrsštuvwxyzžĂÂÊ
Ôăâêô1234567890'?''"!(%)[#
{@}/&\<-+÷x=>®©\$€£¥¢\$;,:;.*

Light

A B C Č Ć D Đ E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž abcčćdđef
ghijklmnopqrsštuvwxyzžĂÂÊ
Ôăâêô1234567890'?''"!(%)[#
{@}/&\<-+÷x=>®©\$€£¥¢\$;,:;.*

Promotional Typeface: Accent.

EXO SLAB PRO

Bold Italic

A B C Č Ć D Đ E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž abcčćdđef
ghijklmnopqrsštuvwxyzžĂÂÊ
Ôăâêô1234567890'?''"!(%)[#
{@}/&\<-+÷x=>®©\$€£¥¢\$;,:;.*

Product Only: Body copy.

RUBIK

Bold

A B C Č Ć D Đ E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž abcčćdđef
ghijklmnopqrsštuvwxyzžĂÂÊ
Ôăâêô1234567890'?''"!(%)[#
{@}/&\<-+÷x=>®©\$€£¥¢\$;,:;.*

Regular

A B C Č Ć D Đ E F G H I J K L M
N O P Q R S Š T U V W X Y Z Ž abcčćdđef
ghijklmnopqrsštuvwxyzžĂÂÊ
Ôăâêô1234567890'?''"!(%)[#
{@}/&\<-+÷x=>®©\$€£¥¢\$;,:;.*

1 EXO SLAB - Bold Italic

Always UPPERCASE

Font size (minimum): 50 pt

Leading: Font size - 10 pt

ex: Font size 50 pt = Leading 40 pt

Tracking: +40

2 MARK PRO - Bold

Always UPPERCASE

Font size (minimum): 19 pt

Leading: Font size + 2 pt

ex: Font size 19 pt = Leading 21 pt

Tracking: +40

Space After: 0.0625 in

3 MARK PRO - Medium

Font size (minimum): 19 pt

Leading: Font size + 2 pt

ex: Font size 19 pt = Leading 21 pt

Tracking: +40

Space After: 0.0625 in

4 MARK PRO - Light

Font size (minimum): 10 pt

Leading: Font size + 6 pt

ex: Font size 10 pt = Leading 16 pt

Tracking: +0

Space After: 0.125 in

1 ACCENT

2 DISPLAY

3 Header text blah blah blah blah

4 I see a little silhouetto of a man. Scaramouch, scaramouch will you do the fandango. Thunderbolt and lightning very very frightening me. Gallileo, Gallileo, Gallileo, Gallileo, Gallileo Figaro - magnifico. But I'm just a poor boy and nobody loves me. He's just a poor boy from a poor family. Spare him his life from this monstrosity.

Easy come easy go will you let me go. Bismillah! No we will not let you go - let him go. Bismillah! We will not let you go - let him go. Bismillah! We will not let you go let me go. Will not let you go let me go (never). Never let you go let me go. Never let me go ooo. No, no, no, no, no, no, no

Oh mama mia, mama mia, mama mia let me go.



GRAPHIC ELEMENTS

Design Example

Standard VRV graphic style consists of multiple elements. These elements are meant to be played with when designing assets:

- 1 Panel and Wedge**
Graphic elements that contain typography, logos, and wireframe elements
- 2 Typography**
The hierarchy in place.
Have fun!
- 3 Wireframes**
Texture element that only lives in the panel elements (no on images)
- 4 Image**
Images of IP key art or screenshots
- 5 Partner Logo**
Icon of channel partner that advertised IP is on
- 6 VRV Logo**



GRAPHIC ELEMENTS

Panel and Wedge

1 Panel

The main graphic element where text will live on an asset

- The color for the panel should only be Midnight

2 Wedge

An accent shape next to the main panel to help provide contrast and extra color.

- The color for the wedges should only be a secondary color (or yellow when including the VRV Hexagon)
- The wedge will serve as an accent color next to the panel

Drop Shadows:

Panels and wedges have a light drop shadow effect. Distance and size may vary slightly depending on object size but please use these as standard rules.

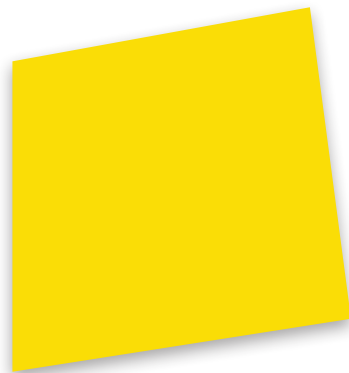
Note:

- Color is always black
- Mode is always Multiply
- Opacity is 30-50%

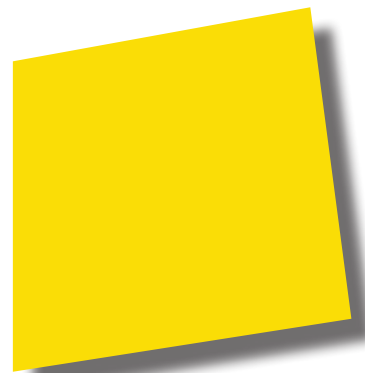


1

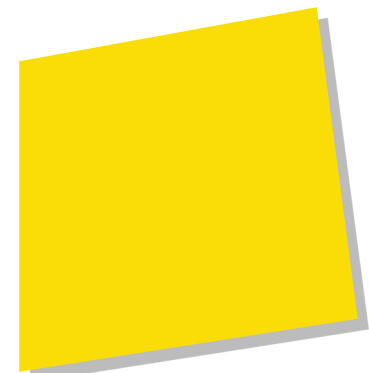
2



YES



NO



NO

GRAPHIC ELEMENTS

Wireframes

Textures that live in the panel elements or full solid background.

Wireframes should be placed along the edge of an asset and never in the middle of a space. These can be used to help fill empty areas and provide depth.

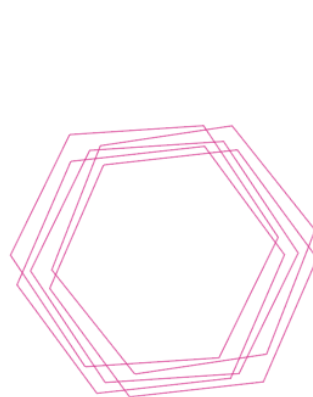
See page 33 for cropping examples.

The "Wireframes" folder contains **three variations** that can be used as needed. These can be rotated, flipped, and scaled (with scaled strokes and effects checked).

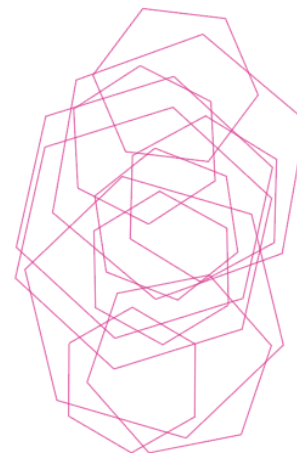
Wireframe colors should match the color of the accompanying wedge.

Wireframe opacity should be between 30-50%.

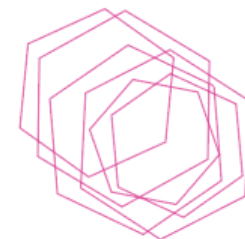
DO NOT make wireframe strokes too bold:



Wireframe_1.ai



Wireframe_2.ai



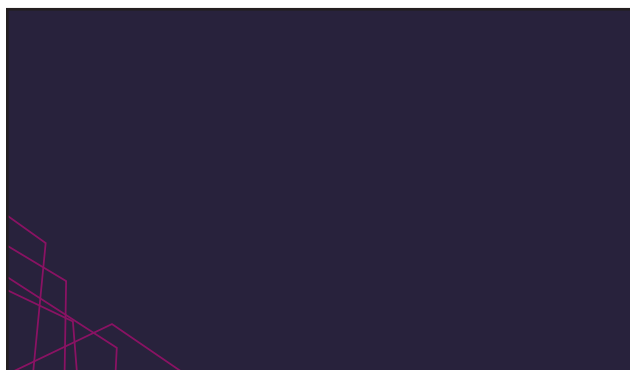
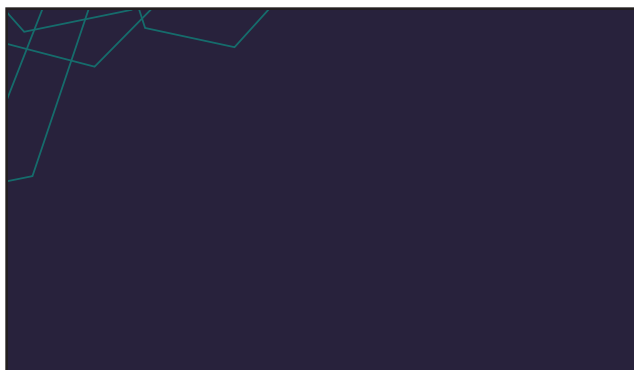
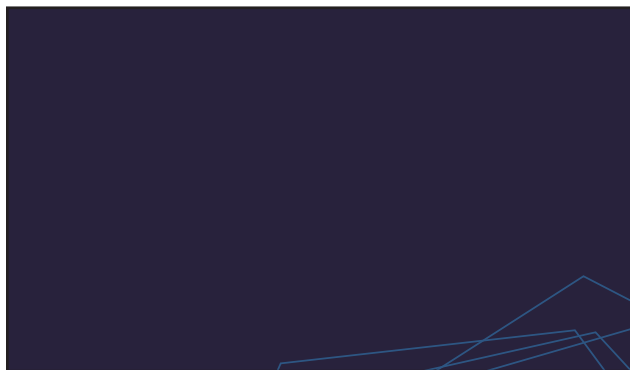
Wireframe_3.ai

GRAPHIC ELEMENTS

Wireframes: Cropping Examples

Below are some cropping examples of the wireframe graphic element.

The cropping should add dimension to the design but not be prominent.



GRAPHIC ELEMENTS

Channel Icons

Icons of partner channels that live on VRV.

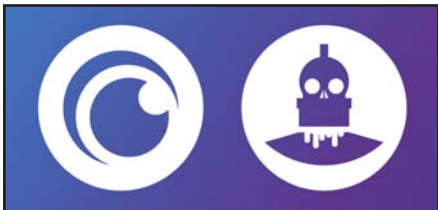
Please reference below for correct spelling of channel names:

- Boomerang
- Cartoon Hangover
- Crunchyroll
- CuriosityStream
- Geek & Sundry
- HIDIVE
- Mondo
- Nerdist
- NickSplat
- Rooster Teeth
- Shudder
- VRV Select

Notes:

- Product Team creates the channel icons. Creative Services recreates for our needs.
- Icon size should never be an overbearing design element

DO NOT knock out logos:



PRIMARY (color)
Use whenever possible.



ALTERNATE (black)
Only use when contrast is needed.



LIMITED USE (white)
Only use when other options don't work.

GRAPHIC ELEMENTS

CTA (Call to Action) Buttons

CTA buttons are used on different kinds of assets based on marketing needs. These are used for web assets only.

Standard CTAs are:

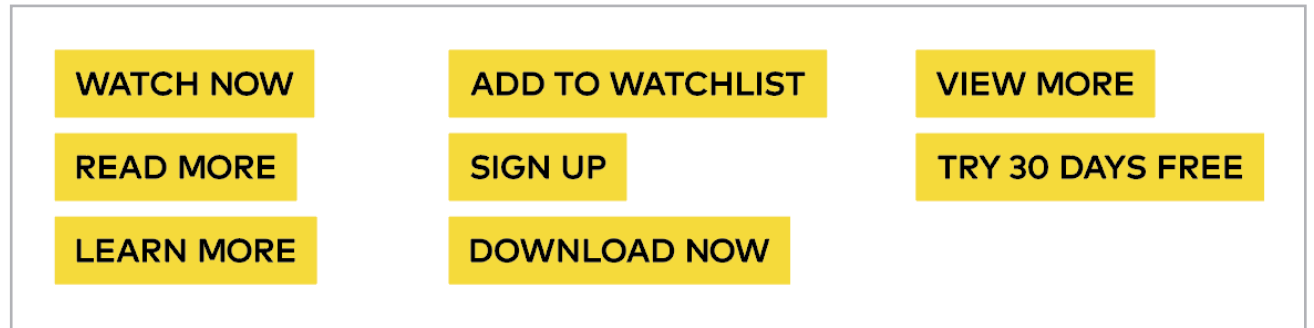
- WATCH NOW
- READ MORE
- LEARN MORE
- ADD TO WATCHLIST
- SIGN UP
- DOWNLOAD NOW
- VIEW MORE
- TRY 30 DAYS FREE

PLEASE CONTACT CREATIVE SERVICES FOR ANY NEW CTA CREATIONS.

EXAMPLES:

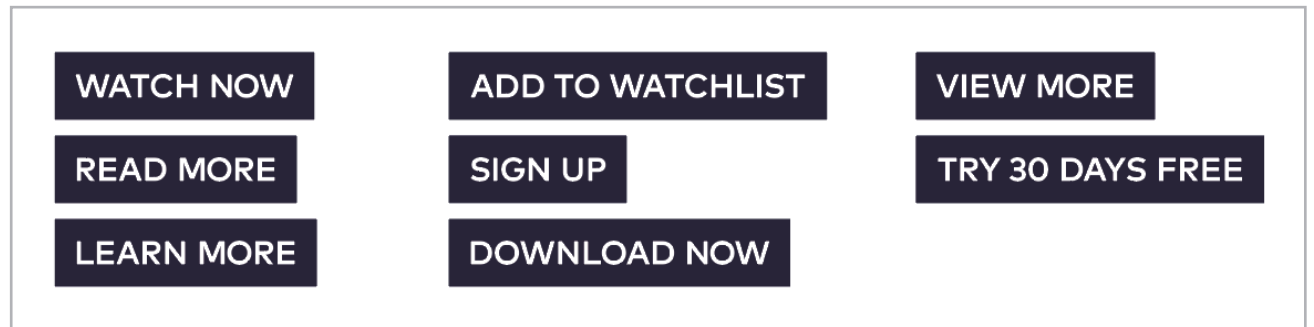


NickSplat Guide



PRIMARY LOGO (yellow and black)

Use whenever possible.



ALTERNATE LOGO (midnight and white)

Only use when contrast is needed to secure readability / visibility.



"Stargate" Ad



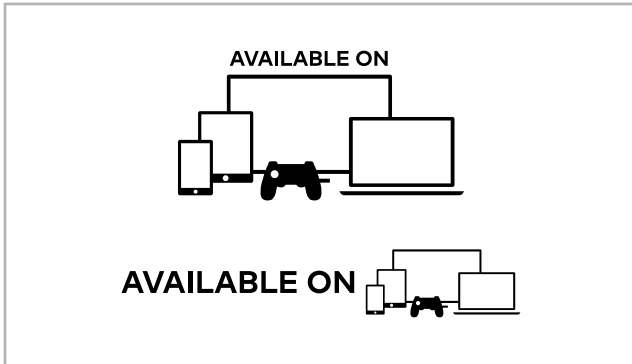
PLEASE REMEMBER TO ALWAYS CONTACT
CREATIVE SERVICES FOR ANY NEW ASSET NEEDS

creative@ellation.com

GRAPHIC ELEMENTS

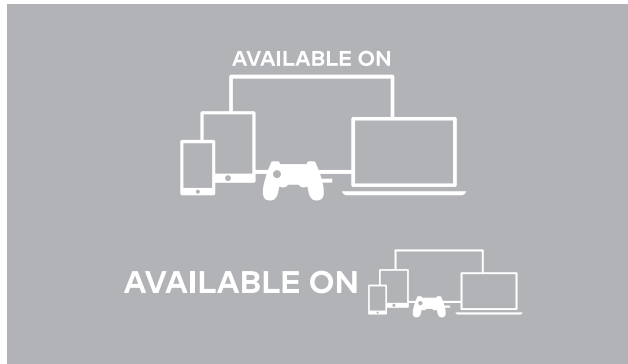
Device Lockup

The "AVAILABLE ON" device lockup tells users which platforms support VRV. The color of the lock up should always be one color but can change depending on the asset created. These can be used for print and web assets.



PRIMARY LOGO (black)

Use whenever possible.



PRIMARY LOGO (white)

Use whenever possible.



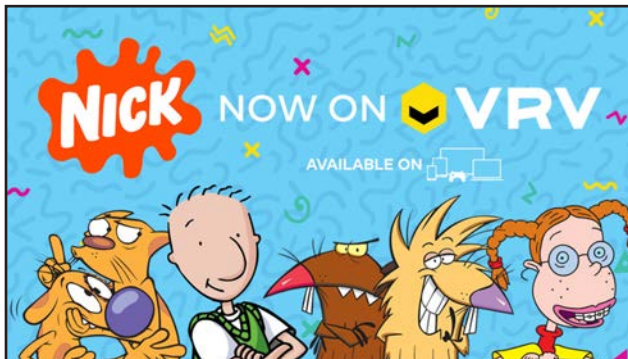
ALTERNATE LOGO (any color)

Use when the design allows for color variation.

EXAMPLES:



VRV Explainer Sizzle Video



NickSplat Announcement



HIDIVE Announcement

GRAPHIC ELEMENTS

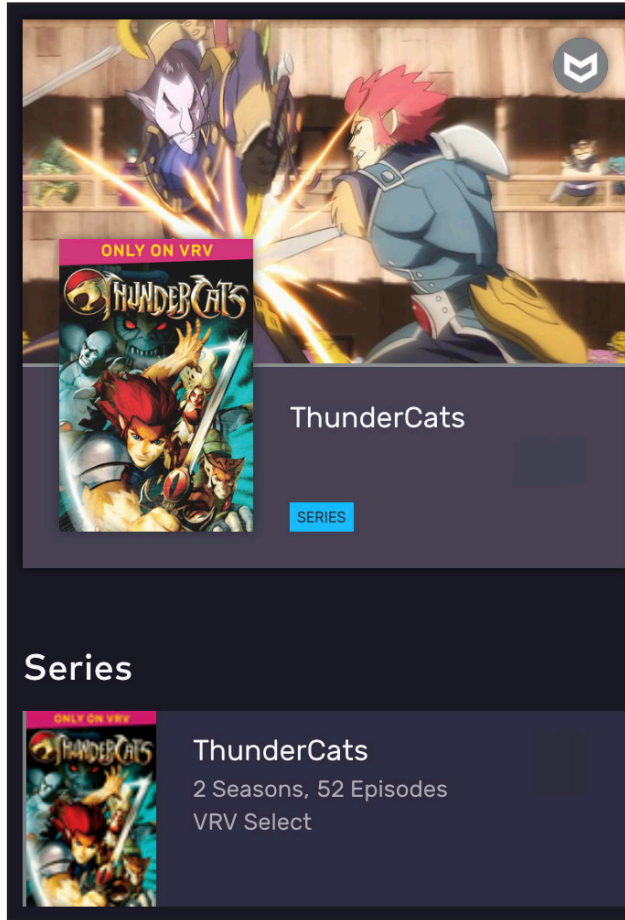
"ONLY ON VRV" Banner

VRV exclusive titles have an "ONLY ON VRV" on the vertical key art asset.

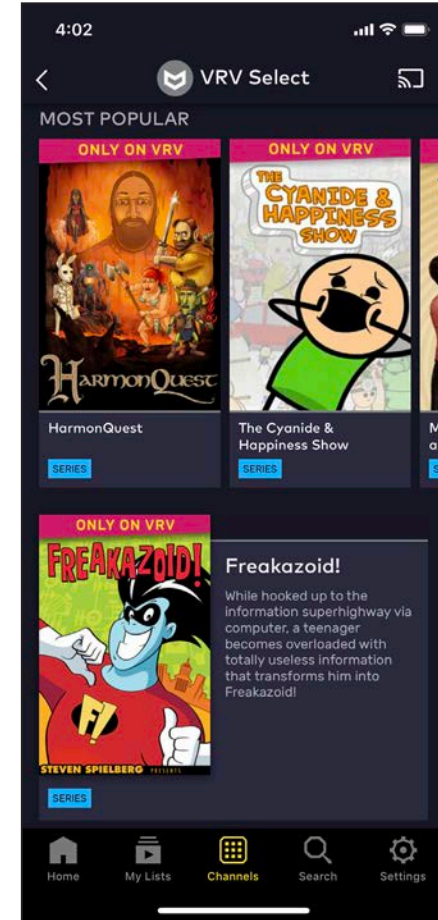
EXAMPLES:



Vertical Key Art



"ThunderCats" Key Art on VRV.co



Key Art on VRV mobile



Art by
JEN BARTEL

EXAMPLES

Print and Web

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\$20
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NYCC 2018

VRV Merch Pull Up Banner (print)

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BEST CHANNELS
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VRV Download Ad (web)

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C2E2
MARCH 22-24, 2019

HIGH GUARDIAN SPICE

SUNDAY

\$75.75 **VRV**

C2E2 2019 Badge (print)

VRV

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About us
VRV is a leading audience-focused aggregation platform featuring premium SVOD channels including Crunchyroll, Rooster Teeth, NickSplat, and Shudder, alongside a curated house channel, VRV Select. Created to provide fans with a next...

Show details

PREMIUM

VRV LinkedIn Page (web)

VRV \$10-\$100
No Value Until Activated At Register

ONLY ON VRV

BRAVEST WARRIORS

GameStop Banner (print)

EXAMPLES

Print and Web



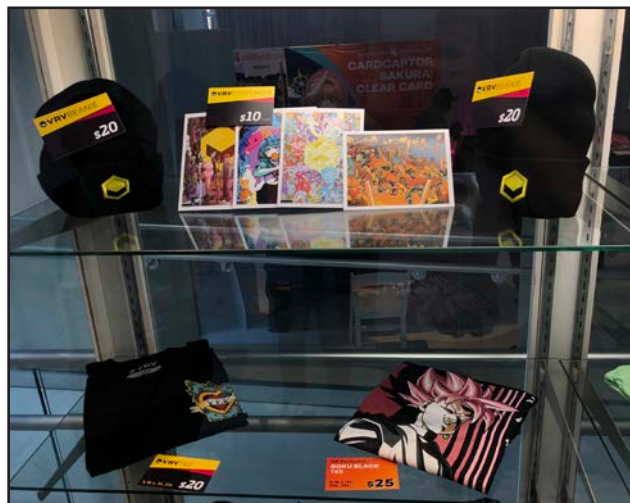
VRV YouTube Thumbnail (web)



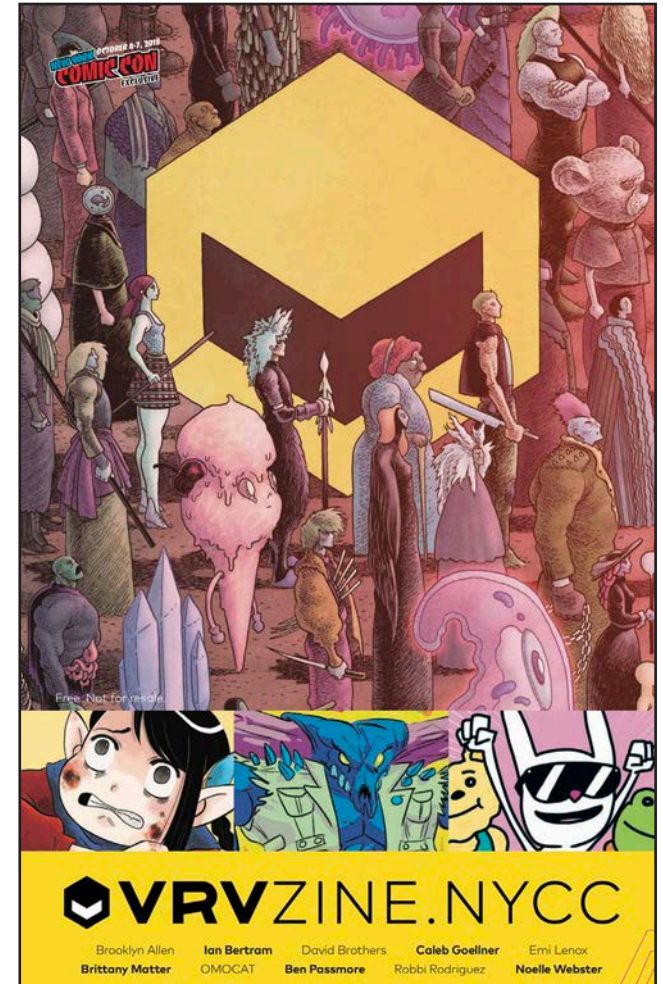
Instagram Post (web)



VRV Channel Pull Up Banner (print)



VRV Merch (print)



VRV ZINE.NYCC (print)



Art by
BRUNO SEELIG



THANKS!

PLEASE REMEMBER TO ALWAYS CONTACT
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