

# Branding Style Guide

## LOOKHU™



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# About LOOKHU

Branding Style Guide



# We are LOOKHU

**Lookhu's mission is to provide the best mobile entertainment experience possible by deliver premium content including TV shows, Movies, and Music. By utilizing cutting edge technology, established and exclusive entertainment content, and out of the box marketing strategies Lookhu will achieve its mission.**

# Who We Are

**Entertaining**

**Innovative**

**Nimble**

**Surprising**

**Hip**

**Excellent**

**Fast**

# What We Do

**Serve**

**Deliver**

**Set the bar**

**Empower**

**Enlighten**

**Entertain**

**Connect**

# Why We Matter

**We Deliver Entertainment Better**

**We give Users control**

**We Deliver**

Live

VOD

Free

Subscription

# Brand Identity

Branding Style Guide





**Our brand is how we're  
perceived by others.**

**But... we help to set that perception.**

**EVERY team member affects our  
brand, for good or for bad.**

**EVERY interaction  
(with partners or consumers)  
affects our brand.**




**EVERY day affects our brand.**



# Tone and Voice

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**Conversational** relaxed

**cool** fun • laid back

**clear** easy to understand

**Concise** short • simple

**We communicate in a relaxed and approachable way**

**Movie references and quotes are encouraged**

**Write like you're writing a note to a friend**

**Always use proper grammar and punctuation**

**No offensive or inappropriate content**

# When in doubt, WWMS

*(What would Morpheus say)*





**LOOKHU**<sup>TM</sup>

**Branding Style Guide**



## Dark Background

**LOOKHU**<sup>TM</sup>    **LOOKHU**  
   **PICTURES**

PLATFORM

THEATRICAL

## Light Background

**LOOKHU**    **LOOKHU**  
   **PICTURES**

PLATFORM

THEATRICAL

Dark Background,  
with shadows

**LOOKHU™**      **LOOKHU**  
                                 **PICTURES**

PLATFORM

THEATRICAL

Light Background,  
with shadows

**LOOKHU**      **LOOKHU**  
                                 **PICTURES**

PLATFORM

THEATRICAL

# Size Matters

LEGEND

 = Shadows allowed



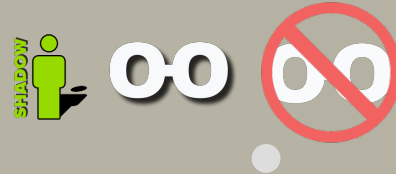
= NO Shadows

Wider than  
250px / 1 inch

Between 125px / 1/2 &  
inch 250px / 1 inch

Between 75px / 3/8  
inch & 125px / 1/2  
inch

Less than  
75px / 3/8 inch



# Colors

## Branding Style Guide



# Colors

## PRIMARY COLORS



Lookhu Blue  
Hex: 06C3FB  
RGB (6,195,251)  
CMYK (64,2,0,0)  
PANTONE 306-C



Lookhu White  
Hex: #F7F8F9  
RGB (247,248,249)  
CMYK (2,1,1,0)  
PANTONE 11-0601

## SECONDARY COLORS



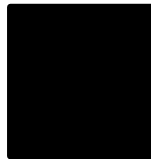
Lookhu Grey  
Hex: #414c50  
RGB (65,76,80)  
CMYK (73,58,54,36)



Lookhu Light Grey  
Hex: #ebebea  
RGB (235,235,234)  
CMYK (7,5,5,0)



iGlobal Amber  
Hex: #febb12  
RGB (151,181,206)  
CMYK (41,20,10,0)



Lookhu Black  
Hex: #010202  
RGB (1,2,2)  
CMYK (75,68,67,89)

# Typefaces

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# Typefaces

**Headlines: Avenir Next (Bold or Black)**

**Text: Proxima Nova (Regular or Light)**

**Logo – Platform: Arial Black (Uppercase )**

**Logo – Theatrical: Arial Black**

## Fallback Fonts

**Headlines: Arial Black or Arial Bold**

**Text: Calibri Regular or Arial Regular**

**Logo – Platform: Arial Black (uppercase ) no substitutes**

**Logo – Theatrical: Arial Black No Substitutes**



# Mobile App

Branding Style Guide

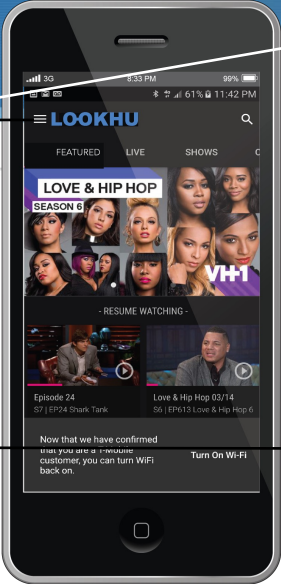


Mobile App icon Enlarged



Maintain 1/4" Gap Between Logo and Edge

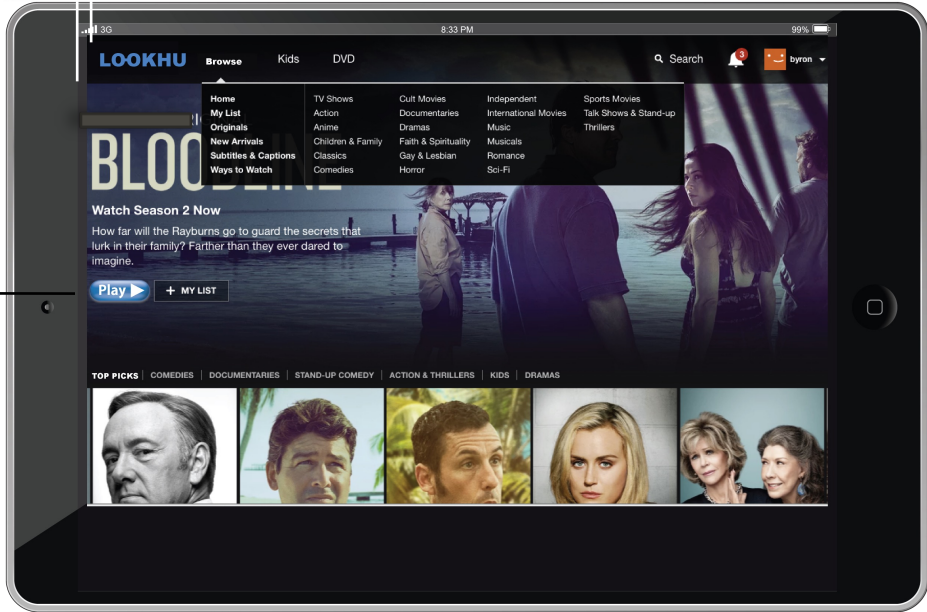
Lookhu Blue Channel Numbers



Lookhu Logo  
Mobile App Icon  
Lookhu blue  
On White  
background

White Logo Centered  
1/2" Space From Edges  
Lookhu Blue Background

Lookhu Blue Play  
Button



# Powerpoint Templates

Branding Style Guide



# Lookhu 2016 Theme



1. Stick to the template – it's our brand
2. Keep it short, keep it simple
3. Limit bullets
4. Follow the style guide
5. If deck will be used externally, use fallback fonts
6. Images are good. Use them.
7. Diversify the layouts
8. Remember our tone and voice
9. When possible, use flat, simple iconography and images

# Email Signatures

Branding Style Guide



# Email Signature (GENERAL)

1. ALL CAPS
2. Calibri Font
3. 14 Pt
4. Lookhu Grey
5. Pipe | Separated
6. Horizontal Logo (light)
7. Multi-line
  
8. On Replies (if possible)
  1. No Image
  2. One Line

New Emails:

BYRON BOOKER | CEO  
310.251.8238 | M 310.251.8238  
[WWW.LOOKHU.COM](http://WWW.LOOKHU.COM)

**LOOKHU**

Replies:

BYRON BOOKER | C.E.O. | 310.251.8238 | M 818.568.3990 | LOOKHU.COM



# Email

## Signature

### (CUSTOMER SERVICE)

1. ALL CAPS
2. Calibri Font
3. 14 Pt
4. Lookhu Grey
5. Bold Grey and Blue Logo Name
6. Pipe | Separated
7. Platform Logo (light)
8. Multi-line
9. On Replies (if possible)
  1. No Image
  2. One Line

### New Emails:

RIZZA SCHRAMM | HEAD OF THEATRICAL DISTRIBUTION  
LOOKHU PICTURES  
[WWW.LOOKHU.COM](http://WWW.LOOKHU.COM)  
US CORPORATE +001 323.244.4714  
MOBILE +001 310 890 4966  
FACSIMILE +001 800 559 1936

### Replies:

RIZZA SCHRAMM | THEATRICAL DISTRIBUTION | LOOKHU PICTURES | [WWW.LOOKHU.COM](http://WWW.LOOKHU.COM)

# Email

## Signature

(DEVELOPER - OPTIONAL)

1. JSON format
2. Sans-Serif Font
3. 14 Pt
4. Medium Grey
5. No Logo

### All Emails:

```
{  
  "Roy Liebrecht": "C.O.O.",  
  "Lookhu Inc.": "310.251.8238"
```



# Business cards

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## Front of Card

Uppercase • Lookhu Blue • All CMYK • All Vector

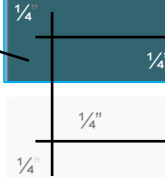
- Name in Avenir Next Condensed Bold 14pt
- Title or Role in Arial Narrow Regular 11pt
- Phone numbers, URL and email in Arial Narrow Regular 9pt

CAMERON PENNY  
DIGITAL CONTENT

**LOOKHU™**

F : 310.2518238  
M: 330 519-5535  
W: LOOKHU.COM  
E: CAMERON@LOOKHU.COM

- Platform Light Logo with Shadow
- ¼" Margin all around, both sides



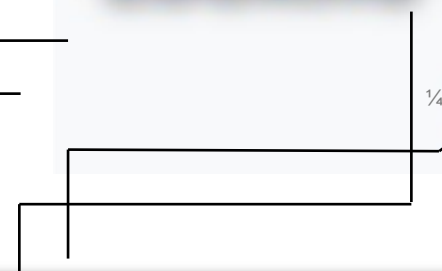
## Back of Card

Lookhu Blue • All CMYK • All Vector  
Fun facts must be approved by management

- Platform Logo with Shadow
- Fun Facts in Okuda 6pt
- Label in Regular, Answer in Bold, Right Aligned, Wrap if Necessary
- Maintain ¼" Gap Between Logo and Text

**LOOKHU™**

[www.lookhu.com](http://www.lookhu.com)  
**8911 Independence Ave.**  
**Canoga Park CA 91304**



# Letterhead

Branding Style Guide



**LOOKHU™**

8911 Independence Ave. Gaoga Park CA 91364 P: 310.251.8218 F: 800.519.1958 info@lookhu.com www.lookhu.com

- 1. Use the standard Lookhu Blue 2016 Letterhead template**
- 2. Arial Black 14pt font**
- 3. Lookhu Blue**
- 4. Use Lookhu Branding Style Guide guidelines**