

### Logo



#### Colour Version

This is the full version which should be used in print whenever possible. The reversed version, a white logo on a flat field of red, should be used on screen whenever possible,



#### Mono Version (Restricted)

To be used only when printing is restricted to one colour.

### Bug



For use on screen over footage in the upper left hand corner, within the 4 x 3 safe area.

The Bug should be on the entire promo throughout, except during the front bumper and end board.

Logo  
Opacity: 75%

### End Board



The footage and the bug are completely wiped off by a large logo animation.

All text remains in the 4 x 3 safe areas.

Use the line above if the title exceeds one line.  
MN Neo Sans Bold 38 px. All first letters capitalized.  
MN Neo Sans Bold 47 px. Used for a special promotional message, using regular sentence punctuation. If there is no special message, the front bumper message should be repeated here (eg. Coming Soon) with no punctuation.

### Fonts

## MN Neo Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?\*@£%  
abcdefghijklmnopqrstuvwxyz 123456789

## MN Neo Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ !?\*@£%  
abcdefghijklmnopqrstuvwxyz 123456789

### Colours

MN Red



rgb 194 019 010

pantone 1788 c  
cmyk 10 100 100 0

White



rgb 235 235 235

pantone white  
cmyk 0 0 0 0

Dark Red



rgb 038 000 000

pantone ---  
cmyk ---

Inverse Dark Red



rgb 255 233 151

pantone ---  
cmyk ---

Black



rgb 016 016 016

pantone black  
cmyk 0 0 0 100

**Contexts**

Movies Now "Loud" and "Quiet" is a way to describe the change in tone as the brand is used in different contexts. When the brand is competing with other brands, in promotions for example, it needs to shout with large areas of bright red and white. When it is not competing, as in the case of interface screens, the brand whispers with large areas of dark red.

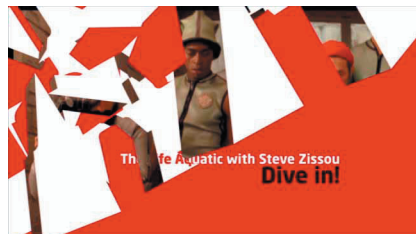
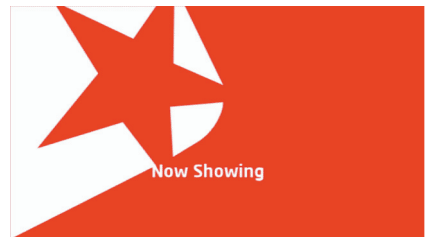
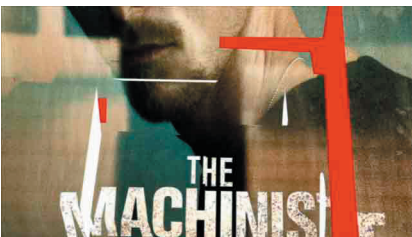
MN Loud



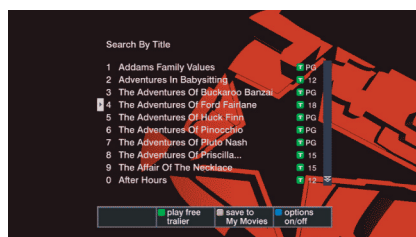
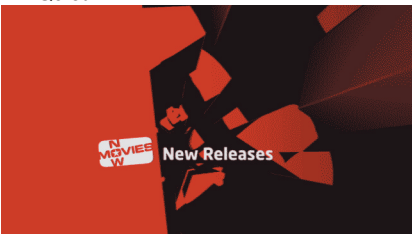
MN Quiet



MN Loud



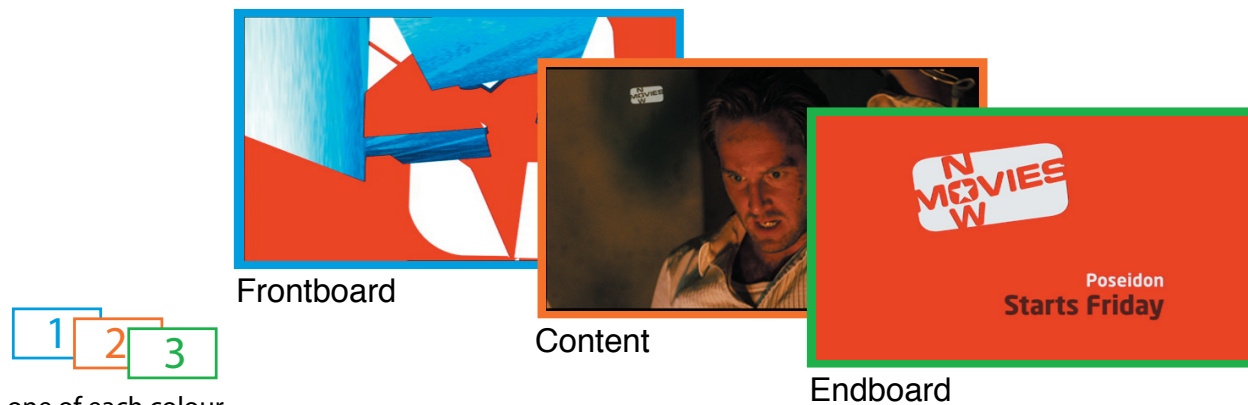
MN Quiet



### Promo Packages

Film promotions on Movies Now are packaged in 2 ways:

- 1) Bespoke packaging: above the norm packaging that is content led, with means the brand can be treated flexibly and can take on attributes (eg. colours, animations) from the film or from a concept of a special promotion. It is generally reserved for high grossing films and special offers. The Movies Now bug may be removed as long as the channel brand is communicated clearly.
- 2) Benchmark packaging: the norm packaging that includes the bug, and a frontboard and endboard that bookend the content of the promo. There are 3 frontboards and 2 endboards, used depending on the availability message (eg. Starts Friday, Watch Now, Ends Tonight, etc.). Check the table below to find out which boards to use. Frontboards usually feature the movie poster, but there is an 'exceptions frontboard' designed for special situations, such as a) there is no poster keyart available, b) the promo is for more than one film (eg. a montage, special offers), or c) it is a repurposed film studio promo that can't be recut to accommodate a frontboard.



one of each colour

	F1 Poster Frontboard 1:22 sec	F2 Ends Frontboard 1:22 sec	F3 Exceptions FB 0:20 / 2:20 sec	Content	E1 Starts Endboard 3:20 sec	E2 Now Endboard 3:20 sec
THE LAKE HOUSE	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
FEARLESS	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
POSEIDON	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
THE LAKE HOUSE	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
FEARLESS	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
POSEIDON	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
THE LAKE HOUSE	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
FEARLESS	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
POSEIDON	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
THE LAKE HOUSE	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
FEARLESS	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
POSEIDON	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
THE LAKE HOUSE	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
FEARLESS	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
POSEIDON	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
THE LAKE HOUSE	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
FEARLESS	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]
POSEIDON	[Image]	[Image]	[Image]	[Image]	[Image]	[Image]

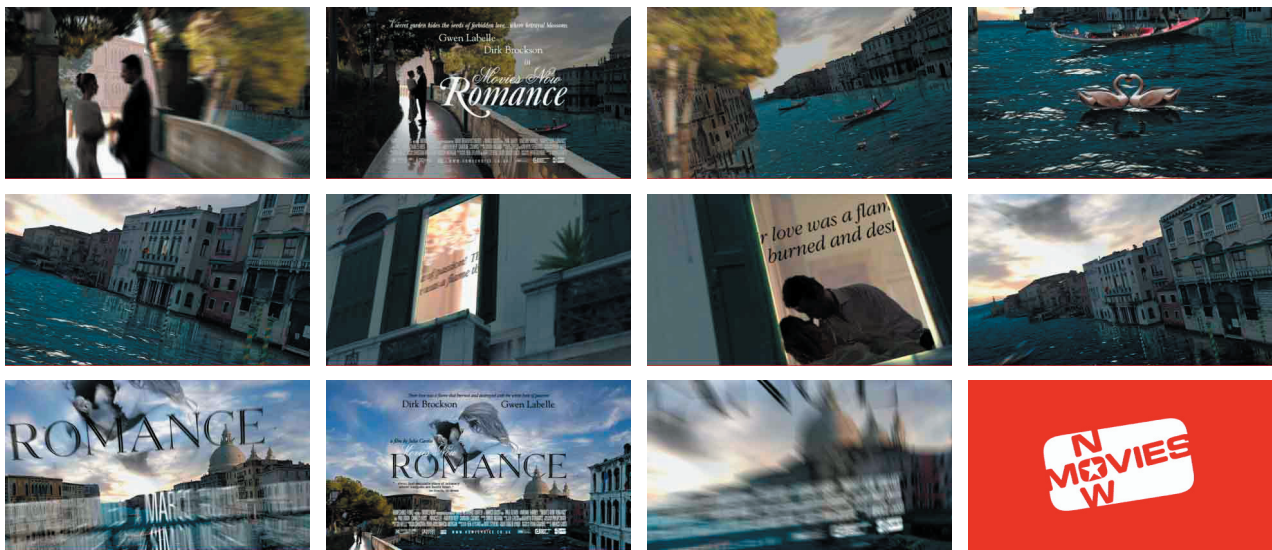
With Movie Poster	Coming Soon		•			•	
	Starts Friday		•			•	
	Starts Tomorrow		•			•	
	Watch Now		•				•
	Ends (day) Ends Tonight		•				•
Without Movie Poster	New This [month]			•		•	
	New This Week			•		•	
	Coming Soon			•		•	
	Starts Friday			•		•	
	Starts Tomorrow			•		•	
	Watch Now			•			•
	Ends (day) Ends Tonight		•				•

### Idents

#### Family



#### Romance



#### Action



## Logo



**Colour Version**  
 This is the full version which should be used in print whenever possible. The reversed version, a white logo on a flat field of red, should be used on screen whenever possible,



**Mono Version (Restricted)**  
 To be used only when printing is restricted to one colour.

## Bug



For use on screen over footage in the upper left hand corner, within the 4 x 3 safe area.

The Bug animates into position as part of the front board animation. After the front board the bug should remain on picture throughout.

Logo  
 Opacity: 75% and 100%

## Lower Third



MN Neo Sans Regular 28 px.

After the front board, the movie title remains on picture throughout.

All text remains in the 4 x 3 safe areas.

MN Neo Sans Bold 29 px.

MN Neo Sans Regular 26 px. This lower third is mainly for cast interviews.






Space for Special Function Bar.

## Fonts

**MN Neo Sans Bold**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ !\*@E%  
 abcdefghijklmnopqrstuvwxyz 123456789

**MN Neo Sans Regular**  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ !\*@E%  
 abcdefghijklmnopqrstuvwxyz 123456789

## Colours

<p>MN Red</p> 	<p>White</p> 	<p>Dark Red</p> 	<p>Inverse Dark Red</p> 	<p>Black</p> 
<p><b>rgb</b> 194 019 010</p> <p>pantone 1788 c              cmyk 10 100 100 0</p>	<p><b>rgb</b> 235 235 235</p> <p>pantone white              cmyk 0 0 0 0</p>	<p><b>rgb</b> 038 000 000</p> <p>pantone ---              cmyk ---</p>	<p><b>rgb</b> 255 233 151</p> <p>pantone ---              cmyk ---</p>	<p><b>rgb</b> 016 016 016</p> <p>pantone black              cmyk 0 0 0 100</p>

Logo



Colour Version

This is the full version which should be used whenever possible. The reversed version, a white logo on a flat field of Purple, may also be used on screen.



Mono Version (Restricted)

To be used only when printing is restricted to one colour.

Bug and Endboard

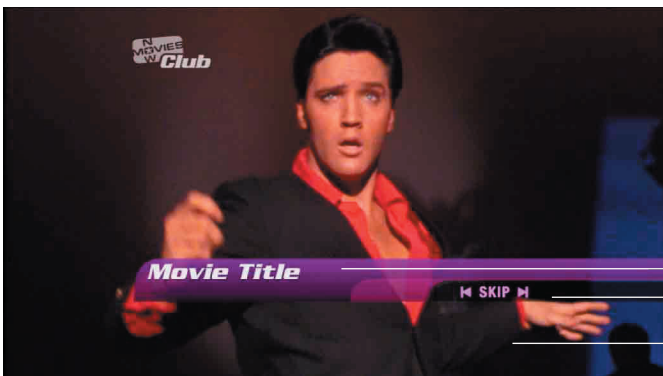


The bug is for use on screen over footage in the upper left hand corner, within the 4 x 3 safe area.

It is always present over picture and endboard graphics.

Logo  
Opacity: 75% and 100%

Lower Third



All text remains in the 4 x 3 safe areas.

The bug and movie title are on screen at all times.

- Serpentine Bold Oblique 37 px.
- Nelvetica Neue Bold Condensed 23 px.
- Space for Special Function Bar.

Fonts

**Serpentine Bold Oblique**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ !?\*@£%  
abcdefghijklmnopqr**stuv**wxyz 123456789

**Helvetica Neue Bold Condensed**  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ !?\*@£%  
abcdefghijklmnopqr**stuv**wxyz 123456789

Colours

Purple



rgb 138 036 163

pantone 265 c  
cmyk 55 65 0 0

Bright Purple



rgb 180 055 211

pantone 2567 c  
cmyk 30 50 0 0

Deep Blue



rgb 091 052 153

pantone ---  
cmyk ---

Blue



rgb 062 092 180

pantone ---  
cmyk ---

White



rgb 235 235 235

pantone white  
cmyk 0 0 0 0