

**NETFLIX**

**BRAND GUIDELINES**

# LOGO + WORDMARK

The new wordmark was designed in 2014 and hasn't changed since. They can appear with black or white backgrounds

As social media and online streaming as increased rapidly, the shorthand logo was created to be used as an icon that would be appropriate on any device.

The wordmark must be used on the top left part of a wide aspect screen (laptop/computer) whereas the icon must be used on smaller devices (phone/tablet)

Wordmark must be used for loading screen.



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# COLOUR PALETTE



hexcode: #E50914

C: 0% M: 86% Y: 82% K: 10%

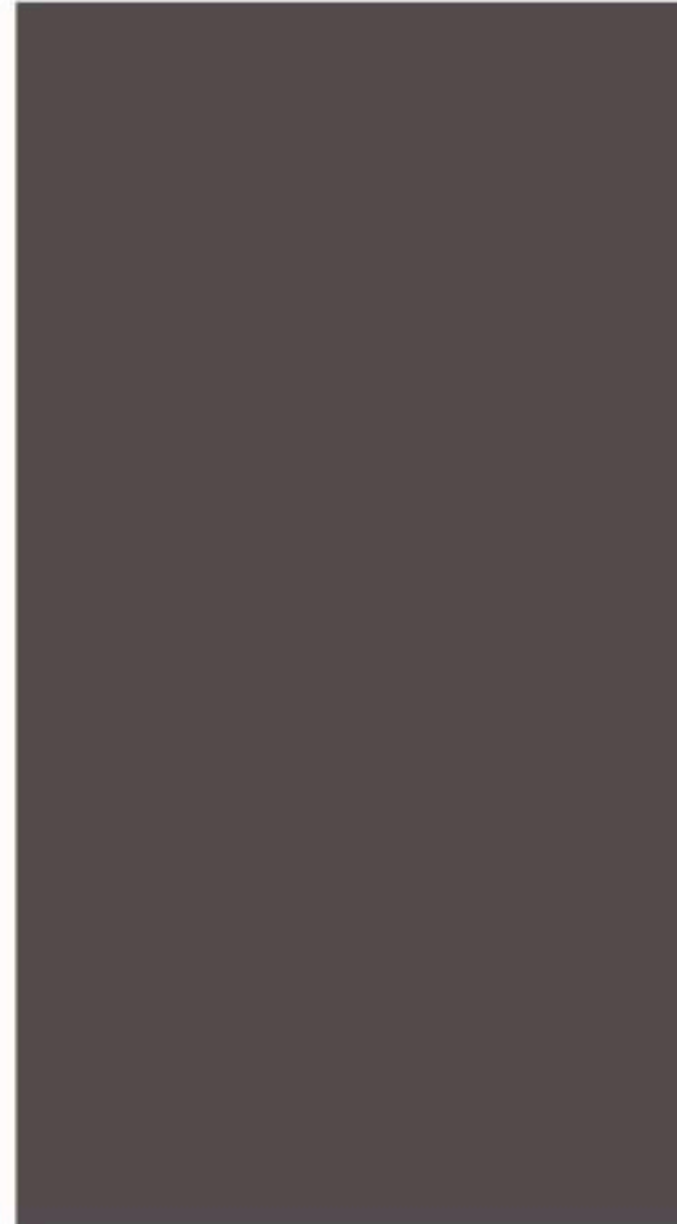
R: 229 G: 9 B: 20



hexcode: #831010

C: 0% M: 45% Y: 45% K: 49%

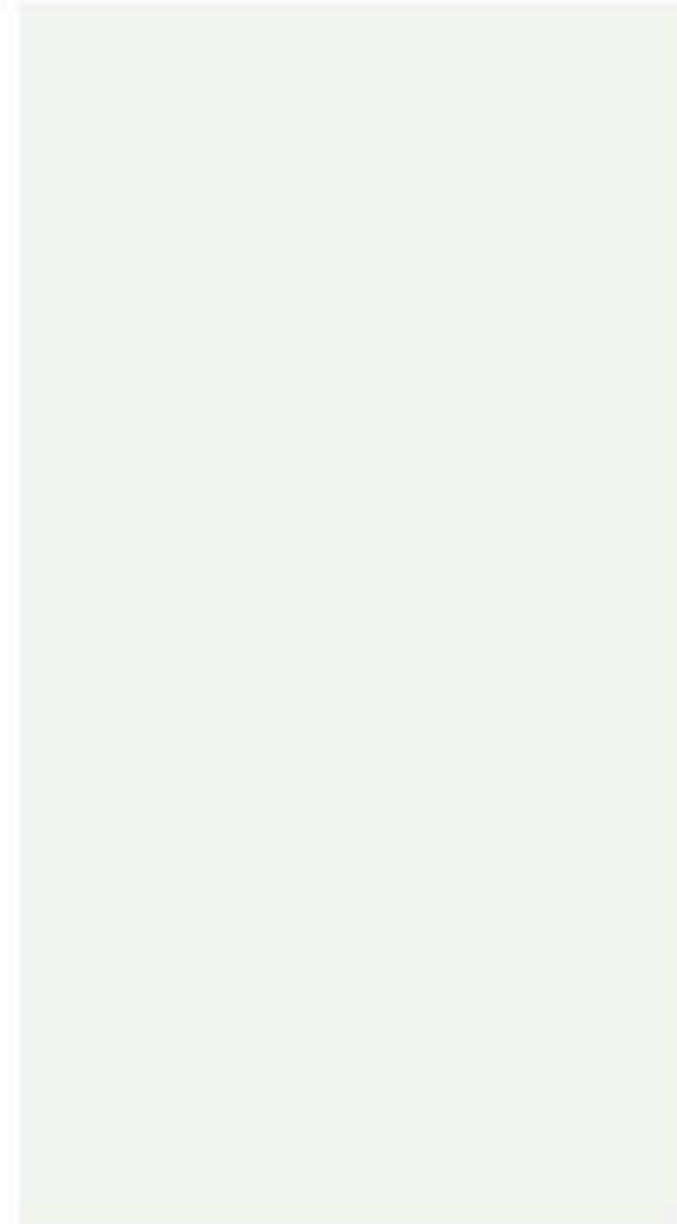
R: 131 G: 16 B: 16



hexcode: #564D4D

C: 0% M: 4% Y: 4% K: 66%

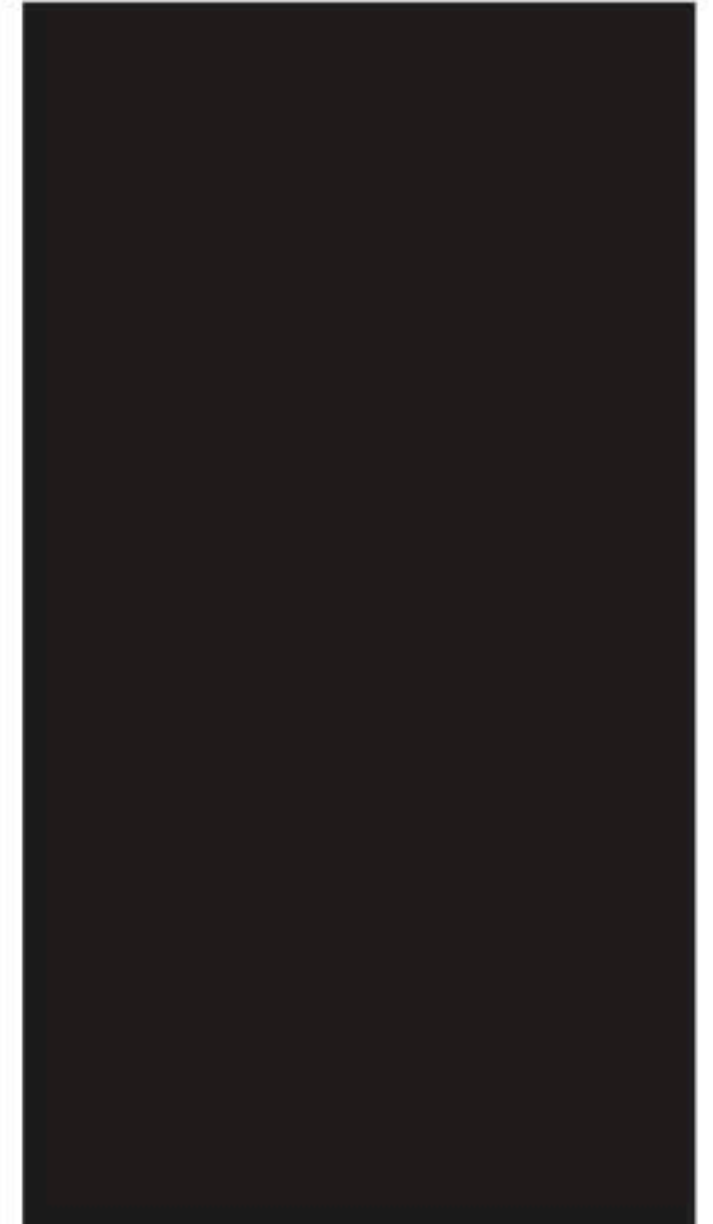
R: 86 G: 77 B: 77



hexcode: #831010

C: 0% M: 45% Y: 45% K: 49%

R: 131 G: 16 B: 16



hexcode: #F5F5F1

C: 0% M: 0% Y: 2% K: 4%

R: 245 G: 245 B: 241

# TYPOGRAPHY

Netflix designed its own font in 2018 called 'Netflix sans' It is used for navigation, headings and original fillm titles. The font size is variable depending on what scree size the app is used on.

The typeface used for the wordmark is 'Bebas Neue'.

Bebas Neue- capitalised

RSTUVWXYZÀÁÂÉËÏÏ&

1234567890(\$£€.,!?)

tuvwxyz1234567890

abcdefghijklmnopqrs

tuvwxyz1234567890

abcdefghijklmnopqrs

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

abcdefghijklmnopqrs

tuvwxyz1234567890

!@#\$%^&\*().,.

Netflix Sans: Medium