

FAV'ESOME

Style Guide

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Fawesome Fonts

Museo Sans

<https://fonts.adobe.com/fonts/museo-sans>

Headline: Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Sub Headline: Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Body: Museo Sans 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Others: Museo Sans 300

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Get the Fawesome fonts →

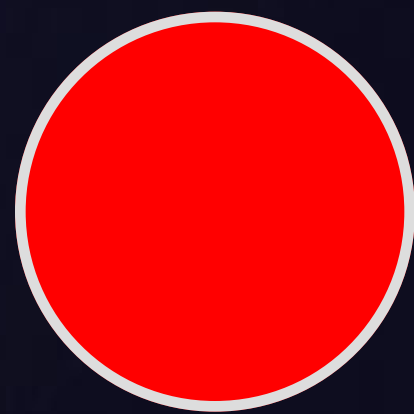
RGB Color Palette

Use RGB colors for TV, Mobile, Web (Do Not Sample. Use values)

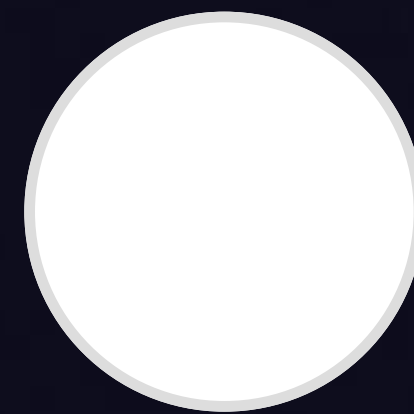
Primary Fawesome Color Palette



Dark Blue
Hex: #0D0D1D
RBG: 13, 13, 29



Red
Hex: #FF0000
RBG: 255, 0, 0



White
Hex: #EEF6FF
RBG: 255, 255, 255

Fawesome logo

The Fawesome logo can be displayed in both, light and dark backgrounds



FAWESOME

For black or dark colors use the white logo



FAWESOME

For light backgrounds use the red logo

The logo can also be used in gradient forms for both red and white



FAWESOME



FAWESOME

Logo + Slogan

Whenever allowed (splash screens, channel store images), use the Fawesome Slogan: Free Awesome TV & Movies in ALL CAPS

FAWESOME
FREE AWESOME TV & MOVIES

FAWESOME
FREE AWESOME TV & MOVIES

Some platforms, such as apple, do not allow slogans with the word free. If that's the case, use the modified slogan: Awesome TV & Movies

FAWESOME
AWESOME TV & MOVIES

[Get the Fawesome Slogan →](#)

Fawesome Sub Channel Logos - Movies

The Fawesome movies app has many sub channels. When creating those, use the following guidelines

FAWESOME
THRILLER

The vertical name should use the font Gotham Black XNarrow. Then taken into illustrator and offset the fill by -3 pixels

Fawesome uses a distinctive dark-blue background with a corner highlight (See background 1)

The background can additionally be decorated with red ribbons. Specially when the background alone and logo looks too simplistic (See background 2)



Background 1



Background 2

In some cases, when the full ribbons decoration is too much, a single bottom-left corner can be used (See background 3)



Background 3

CTV UI - Backgrounds/colors

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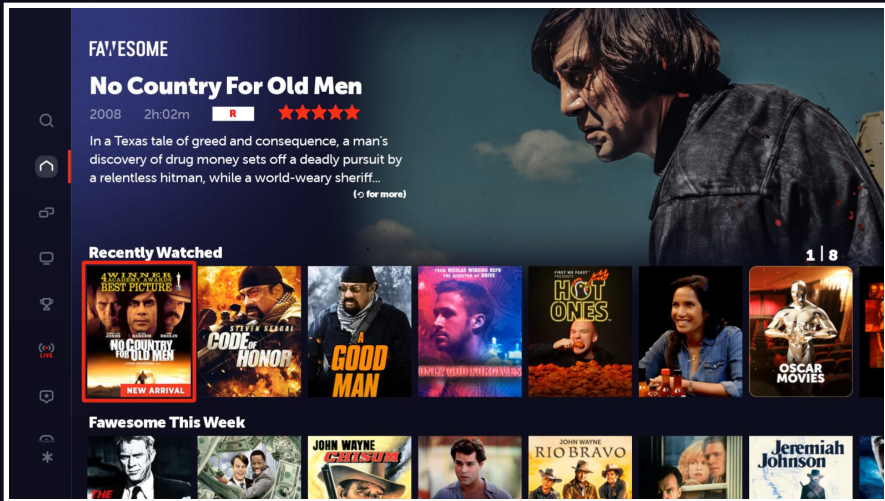
Fawesome Background

Image Background:

Size: 1920x1080

Format: png

Maxium size: 500KB



Get the source file →

Hex Background:

#0D0D1D

This hex background will be the base background of the app plus the menu background. The Image Background is the secondary layer of the app.

Text Colors

Text Color:

#FFFFFF

This hex will color all the text in the app

Background Color

ffffff

Text Color

ffffff

Text Focus Color

F9191B

Text Focus Color:

#F9191B

This hex will color rating stars, left menu active indicator, and search color active selection

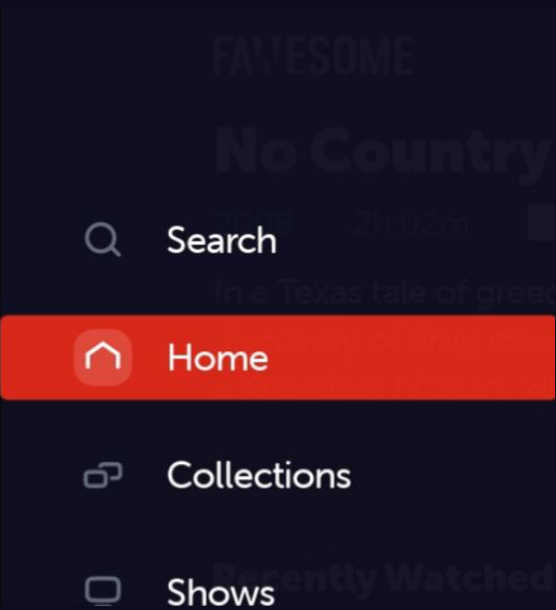
Age Rating Color

FF0010

Age Rating Color:

#FF0010

This hex will color the Age Rating Text



Fawesome Iconography

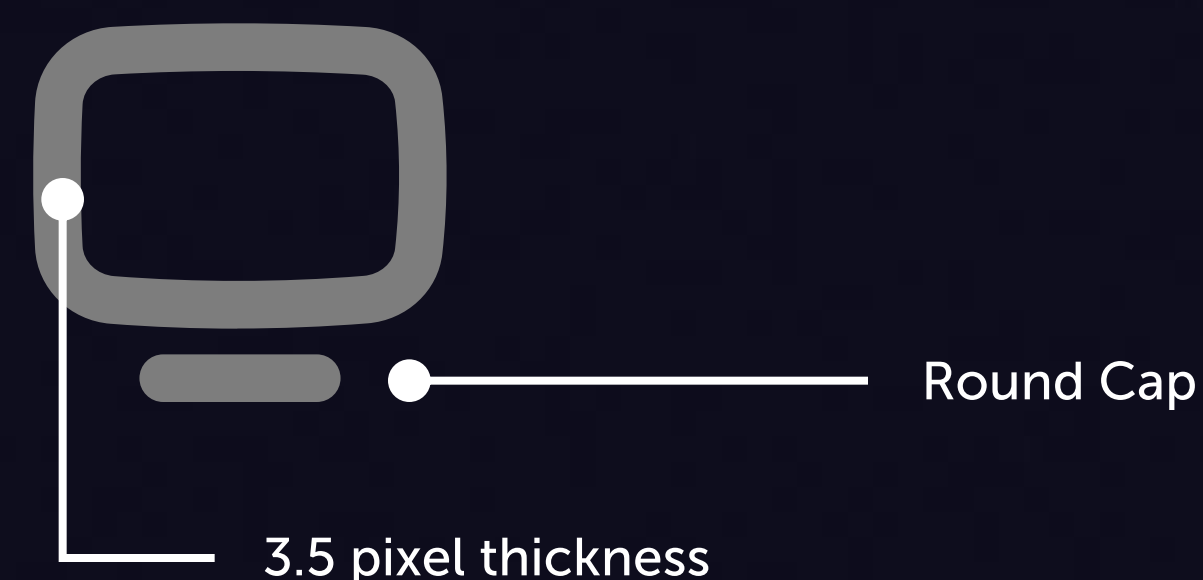
The Fawesome iconography is classified as Line Style. Meaning created out of lines as opposed to Fills. The Fawesome iconography has to have clearly distinguishable Active and Inactive pairs.

Line style

The Fawesome Iconography has the following characteristics:

- Line thickness: 3.5 pixels
- Line Cap: Round
- Line Fill Color: Any color (solid or gradient) as long as it contrasts well with the background

*Other line thicknesses can be added when the icon is more complex



Active & Inactive

- Inactive icons are shown with a light-muted color. They can have the option of having a background box for contrast
- Active icons are shown inside a bright box that will blend with the . The icon line color should contrast well with the box color.



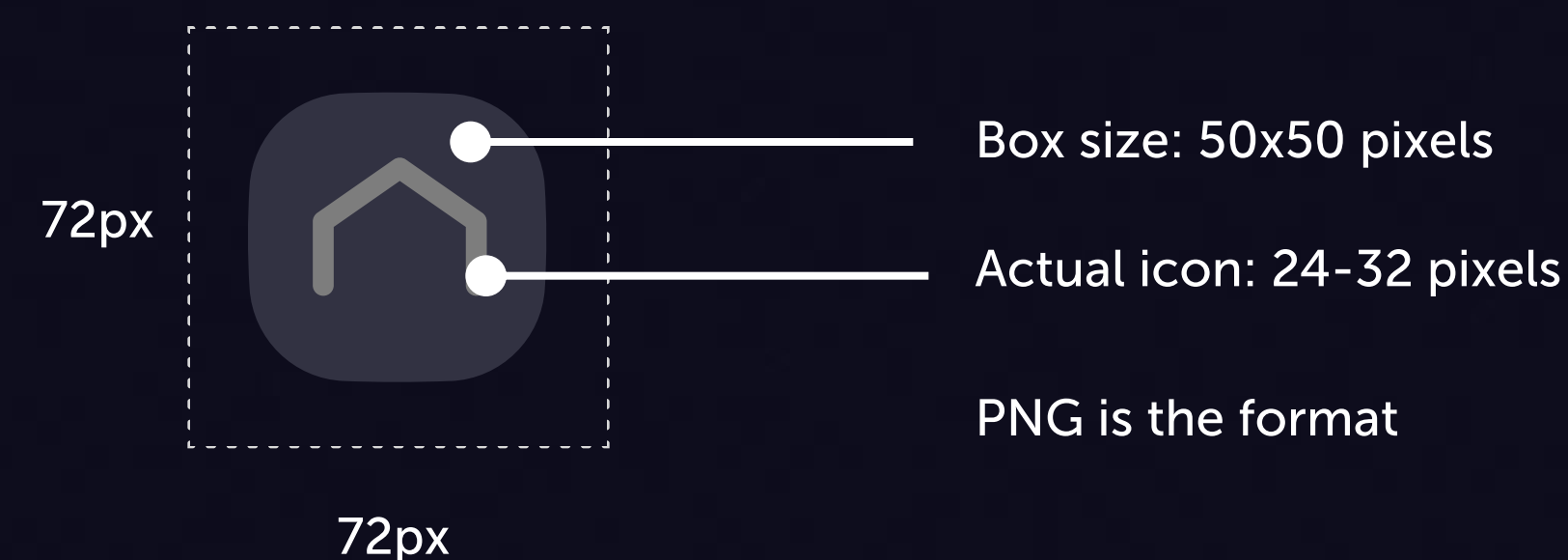
Inactive



Active

Size & Format

- Icon file dimensions are 72x72 pixels
- Box size (if any) should be 50x50 pixels
- Icon size can be between 24 and 32 pixels



[Get the source files →](#)

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LIVE

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FAYESOME

I See You

2016 1h:46m R ★★★★★


A policeman and his doctor wife face marriage problems, and their son blames the mother. The policeman investigates a missing boy's case

Recently Watched




THE GETAWAY


NEW ARRIVAL




I SEE YOU




HOFFA




ONLY GOD FORGIVES




HOT ONES








OSCAR MOVIES

Fawesome This Week









KNIGHT

