



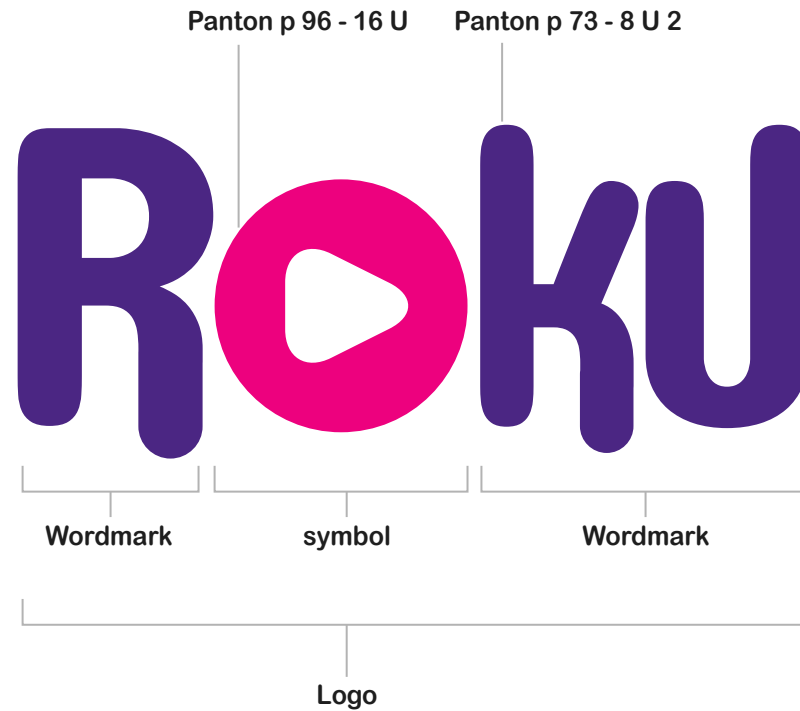
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V1

Roku

LOGO: ELEMENTS

Depending on the background, wordmark can change color into white and black.



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COLOR STUDY

Brand Colour

The basic palette should be used as much as possible purple can be promoted as much as the most important color



Panton Panton p 96 - 16 U
CMYK 0, 100, 12, 0
RGB 237, 1, 127
Hex #ED017F



Panton Panton p 73 - 8 U 2
CMYK 87, 100, 0, 0
RGB 76, 35, 153
Hex #4C2399

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TYPOGRAPHIC STUDY

Brand Fonts

Typography can convey as much emotion and power as symbols. Concert One is a round that is simple and easy to read, so you can add meaning to the symbol.

Primary typeface: Concert one

a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

The Concert One should be used for headlines and may be used for copy. Short headlines or labels can be all caps, otherwise headlines and subheads are sentence case.

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ROKU Brand Image Intergration should be produced by Style Guide,
and if you have any questions, please contact the person in charge.