



*Contents*

**Table of Contents** ..... 2

**About Flashback** ..... 3

**Logo Varations** ..... 4

**Color Palette** ..... 5

**Typeface System** ..... 6

# FLASHBACK & ROKU

Flashback is ROKU's newest streaming service that is meant to deliver classics of movies, music, and tv shows from the 1950-1980s

Through this site you can watch your favourites and use new features to filter your child's viewing content!

We promise to bring back those amazing memories, and make new ones for the newest generation.

FLASHBACK

FLASHBACK

FLASHBACK

## LOGO VARIATIONS:

The logo represents ROKU and flashback and should only be used thoughtfully, and accordingly as shown

Spacing must always allow 20px in height, and 15px in width and no less to provide the best white spacing.



#ec218d

#f9a61a

#2aade5

#94c93d

## *Color Palette:*

The colours chosen for Flashback relate to all of the previous decades as they are warm and retro, but also bright and funky for the late 1980s. Orange is mainly used as it is seen across all decades making an often re-occurrence in designs and style.

## **Myrid Pro - Bold**

Primary Type Face

*Brush Script MT*

*Secondary Type Face*

## *Type Face System:*

The fonts are used because the script shows the retro of the earlier 1900s, while the rounded bold font shows the progression towards modern simpler fonts and also goes along with the child interface for ROKUs streaming service.