

Style Guide

**Rotten
Tomatoes™**



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ABOUT ROTTEN TOMATOES

The screenshot shows the Rotten Tomatoes homepage. At the top, there's a search bar and navigation links for MOVIES, TV, NEWS, and TICKETS & SHOWTIMES. Below the header, there are several sections: 'TRENDING ON RT' featuring 'Black-ish gallery', 'Halloween', 'Dear White People', and 'Top 75 Horror Movies'; a 'TOTAL RECALL' section with a photo of Brad Pitt; and a 'FIVE FAVORITE FILMS: COREY STOLL' section with a photo of Corey Stoll. The 'MOVIES OPENING THIS WEEK' section lists movies like 'Fury', 'The Book of Life', and 'Birdman'. The 'TOP BOX OFFICE' section shows top-grossing movies like 'Gone Girl' and 'Dracula Untold'. The 'NEW FALL TV' section features 'The Affair', 'A to Z', 'Bad Judge', 'Cristela', 'The Flash', 'Gracepoint', 'Jane the Virgin', 'Kingdom', 'Marry Me', and 'Mulaney'. The 'NEW TV EPISODES TONIGHT' section includes 'How to Get Away With Murder', 'Gracepoint', 'A to Z', 'Scandal', and 'Parenthood'. The 'TOP DVD & STREAMING MOVIES' section lists 'X-Men: Days of Future Past', 'Mr. Peabody & Sherman', 'Venus in Fur', 'Chinese Puzzle', and 'Live Die Repeat: Edge of Tomorrow'. The 'CERTIFIED FRESH PICKS' section highlights 'Gone Girl', 'Begin Again', 'X-Men: Days of Future Past', 'The Flash: Season 2', and 'The Affair: Season 1'. The 'TRAILERS & VIDEOS' section shows trailers for 'The Hunger Games: Mockingjay - Part 1', 'The Hateful Eight', 'The Humbling', and 'Life Partners'. The 'NEWS & FEATURES' section includes 'Cosplay Photos' from New York Comic Con, 'New on DVD & Blu-ray' for 'X-Men: Days of Future Past', 'Gotham Pics' for 'Viper', and 'Box Office' news.

Rotten Tomatoes™ is the most trusted source for movie and TV reviews and home of the world-famous Tomatometer™. Each week, millions of users visit Rotten Tomatoes to get the consensus on what professional critics think about all the new films and TV shows. Rotten Tomatoes also offers a seemingly endless archive of trailers, photo galleries, articles, “best of” lists and celebrity interviews.

Approved Copy

Long Form

Since 1998, Rotten Tomatoes has been delivering the consensus on critical hits with the world-famous Tomatometer™ - the most trusted resource for professional reviews of movies and TV shows. The Tomatometer measures the percentage of positive reviews from hundreds of professional critics and publications, and will tell you if the critics agree if a movie or TV show is “Fresh” or “Rotten.” A good review is given a FRESH red tomato while a bad review is given a ROTTEN green splat. Rotten Tomatoes also serves up the latest news from Hollywood and interviews with filmmakers and stars.

Short Form

Since 1998, Rotten Tomatoes has been delivering the consensus on critical hits with the world-famous Tomatometer™- the most trusted resource for professional reviews of movies and TV shows. The Tomatometer measures the percentage of positive reviews from hundreds of professional critics and publications.



ROTTEN TOMATOES LOGO

Two-Color Logo



Clear Space

Clear space is based upon the letter “o” in the word Rotten. Horizontal space required is the full width of the “o” on either side. Vertical space required is the full height of the “o” above and below.

One-Color Logo



Reverse Two-Color Logo



Reverse One-Color Logo



Colors

Black

Hex #000000
RGB 0/0/0
CMYK 0/0/0/100
Process Black



Yellow

Hex #fdee00
RGB 253/238/0
CMYK 4/0/96/0
Pantone 102 U



Green

Hex #fdee00
RGB 81/109/57
CMYK 69/37/92/25
Pantone 363 U



Do not alter the logo artwork in proportion or color. Below are some examples of unacceptable usage.



Do not change the color of the logo.



Do not distort the logo in any way.



Do not display the logo on a busy background.



INTRO TO VISUAL ELEMENTS

Critics Score

Texted		Certified Fresh Logo Movies with a critic score of 75% or higher with at least 40 critic reviews (including at least five Top Critics), are designated Certified Fresh and must be accompanied by the Certified Fresh icon. TV shows with a critic score of 75% or higher with at least 20 critic reviews (including at least five Top Critics) are designated Certified Fresh and must be accompanied by the Certified Fresh icon. Any film or TV show that is not designated by Rotten Tomatoes as Certified Fresh may not be accompanied by a Certified Fresh icon. This covers any promotional efforts using the Certified Fresh banner. All films and TV shows included in such a promotion must be verified as Certified Fresh.
Textless		Fresh (Red Tomato Icon) Movies and TV shows with a score of 60% or higher with at least five reviews from approved critics are designated Fresh and must be accompanied by red tomato icon.
		Rotten (Green Splat Icon) Movies and TV shows with a score of 59% or lower with at least five reviews from approved critics are designated Rotten and must be accompanied by a green splat icon.
		Tomatometer Fresh or Certified Fresh
		Tomatometer Rotten

Audience Score

	Fresh (Red Popcorn Icon) Movies and TV shows with an audience score of 60% or higher are designated Fresh and must be accompanied by a red upright popcorn bucket.
	Rotten (Green Popcorn Icon) Movies and TV shows with an audience score of 59% or lower are designated Rotten and must be accompanied by a green spilled popcorn bucket.

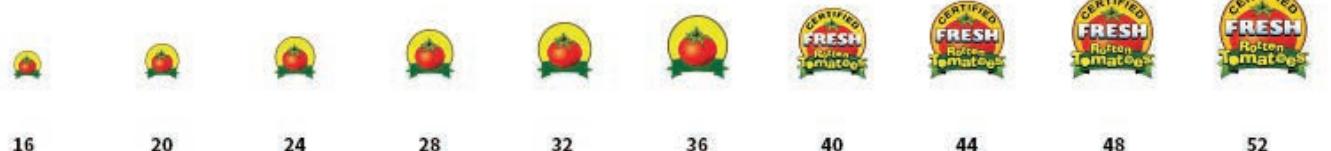


MINIMUM SIZE REQUIREMENTS

	TV	Web	Smartphone	Tablet	Print
	100 Pixels Wide	75 Pixels Wide	75 Pixels Wide	75 Pixels Wide	.5 Inches Wide
	25 Pixels Wide	15 Pixels Wide	25 Pixels Wide	15 Pixels Wide	.25 Inches Wide
	25 Pixels Wide	15 Pixels Wide	25 Pixels Wide	15 Pixels Wide	.25 Inches Wide
	25 Pixels Wide	15 Pixels Wide	25 Pixels Wide	15 Pixels Wide	.25 Inches Wide
	25 Pixels Wide	15 Pixels Wide	25 Pixels Wide	15 Pixels Wide	.25 Inches Wide
	100 Pixels Wide	80 Pixels Wide	80 Pixels Wide	80 Pixels Wide	1 Inch Wide

	60 Pixels Wide	40 Pixels Wide	Not for use	20 Pixels Wide	.5 Inches Wide
	36 Pixels Wide	16 Pixels Wide	16 Pixels Wide	16 Pixels Wide	Not for use

For any placement that is 40 pixels or larger, please use the version of the Certified Fresh icon which includes the Rotten Tomatoes logo and the words "Certified Fresh."



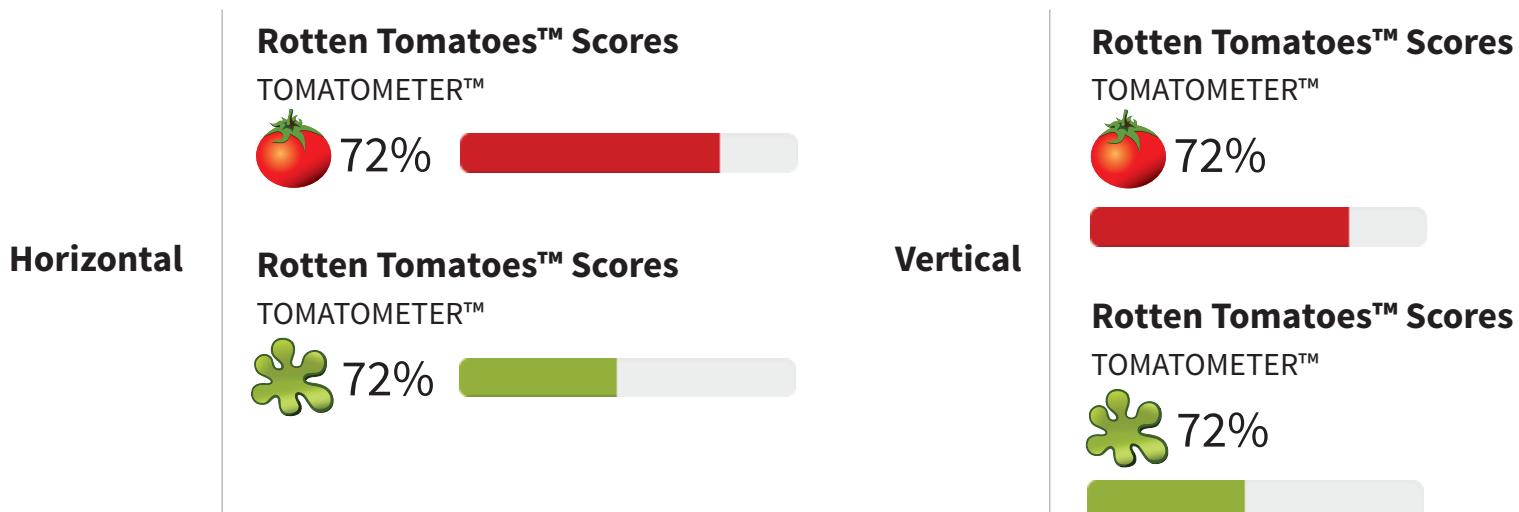
FONT

Source Sans Pro (Light)
Source Sans Pro (Semibold)
Source Sand Pro (Bold)
Source Sans Pro (Black)

DISPLAYING SCORES

	Only Critics	Critics and Audience
Fresh	Rotten Tomatoes™ Scores  72%	Rotten Tomatoes™ Scores  72%  86%
Certified Fresh	Rotten Tomatoes™ Scores  95%	Rotten Tomatoes™ Scores  95%  86%
Rotten	Rotten Tomatoes™ Scores  50%	Rotten Tomatoes™ Scores  50%  31%

Displaying the meter graphic with score(s).



Dos and Don'ts

- The words “Rotten Tomatoes™ Score” MUST precede the graphic icons, as shown above.
- Displaying visuals without attribution to the Rotten Tomatoes brand is prohibited.
- It is not sufficient to only display brand attribution only upon hover. Attribution must be persistently visible.
- Brand attribution text must be easily legible, preferably in bold text.
- The ™ mark must be included after the word “Tomatoes.”
- Icons must be displayed to the left of the numerical score.
- If you opt to label the icons, the Tomato, Certified Fresh Seal and Splat should be referred to as “Critic Score” and the Popcorn bucket as “Audience Score.”

- Graphic icons may not be manipulated in any way.
- Use of RT marks beyond uses covered in the online license must be approved by Rotten Tomatoes.
- Do not use any of our marks or misspellings of our marks in your domain name.
- Do not copy the look and feel of our websites or our logos as these are protected marks.
- Don’t imply any affiliation, sponsorship, endorsement, or other false association with us.
- Don’t use any of our marks or logos on any website that contains or displays pornography, promotes gambling, involves the sale of tobacco or alcohol to persons under the age of 21, or otherwise violates applicable laws.



LINK BACKS

The following guidelines apply for all devices that support a web browser.

- Section headings such as "Rotten Tomatoes® Score" and "Rotten Tomatoes® Reviews" must hyperlink to the corresponding movie detail page on rottentomatoes.com.
- All Rotten Tomatoes graphic elements (Fresh, Certified Fresh, Rotten) must link to the corresponding movie detail page on rottentomatoes.com.
- Each Critic review must link to the source publication (URL provided in Rotten Tomatoes feed)
- As noted above, there must be copy near the reviews that says "See all [insert movie name] reviews." The movie name must hyperlink to the corresponding page on rottentomatoes.com.

For non browser-based environments, there must be a legible line of copy on the movie detail screen (wherever rating or review content appears) that says "Visit rottentomatoes.com for more ratings and reviews." Please contact a Rotten Tomatoes representative to discuss business terms around displaying our content on non-browser based environments.

CONTACT

For technical, marketing, and partnership inquiries please contact api-admin@flixster-inc.com