

# Typography

Netflix Sans Font

Bebas Neue

## REGULAR STYLES

Regular / Caption2 / 11px

Regular / Caption1 / 13px (LW 0.25)

Regular / SmallBody / 14px (LW -0.25)

Regular / SmallBody / 14px

Regular / Body / 16px

Regular / Headline2 / 17px

Regular / Headline1 / 18px

Regular / Title4 / 20px

Regular / Title3 / 21px

Regular / Title2 / 24px

Regular / Title1 / 27px

## Regular / LargeTitle / 50px

## MEDIUM STYLES

Medium / Caption2 / 12px

Medium / Caption1 / 13px

Medium / SmallBody / 14px

Medium / Body / 16px

Medium / Body / 16px (LW -0.5)

Medium / Headline2 / 20px

Medium / Headline1 / 21px

Medium / Title4 / 22px

Medium / Title3 / 24px

Medium / Title3 / 24px (LW -0.5)

Medium / Title2 / 28px

Medium / Title1 / 30px

Medium / LargeTitle / 33px

## BOLD STYLES

**Bold / Title2 / 20px**

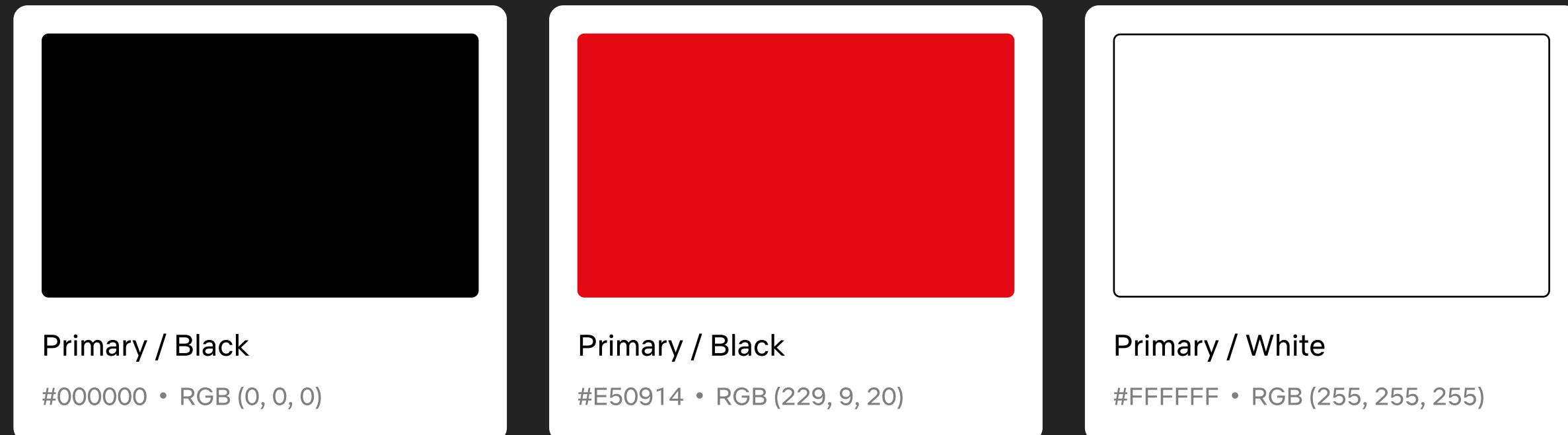
**Bold / Title1 / 48px**

**LOGO – BEBAS NEUE**

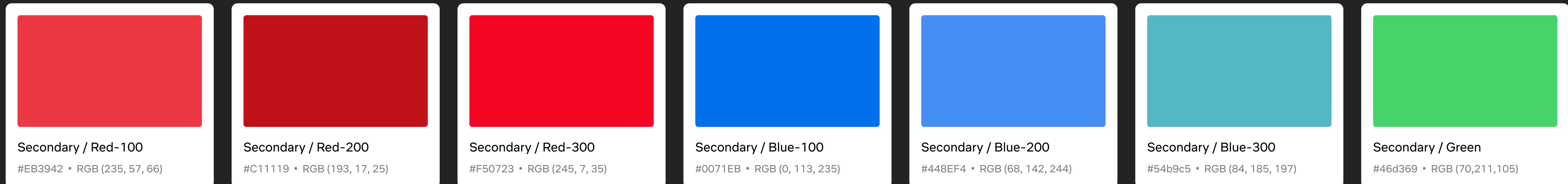


# Colors

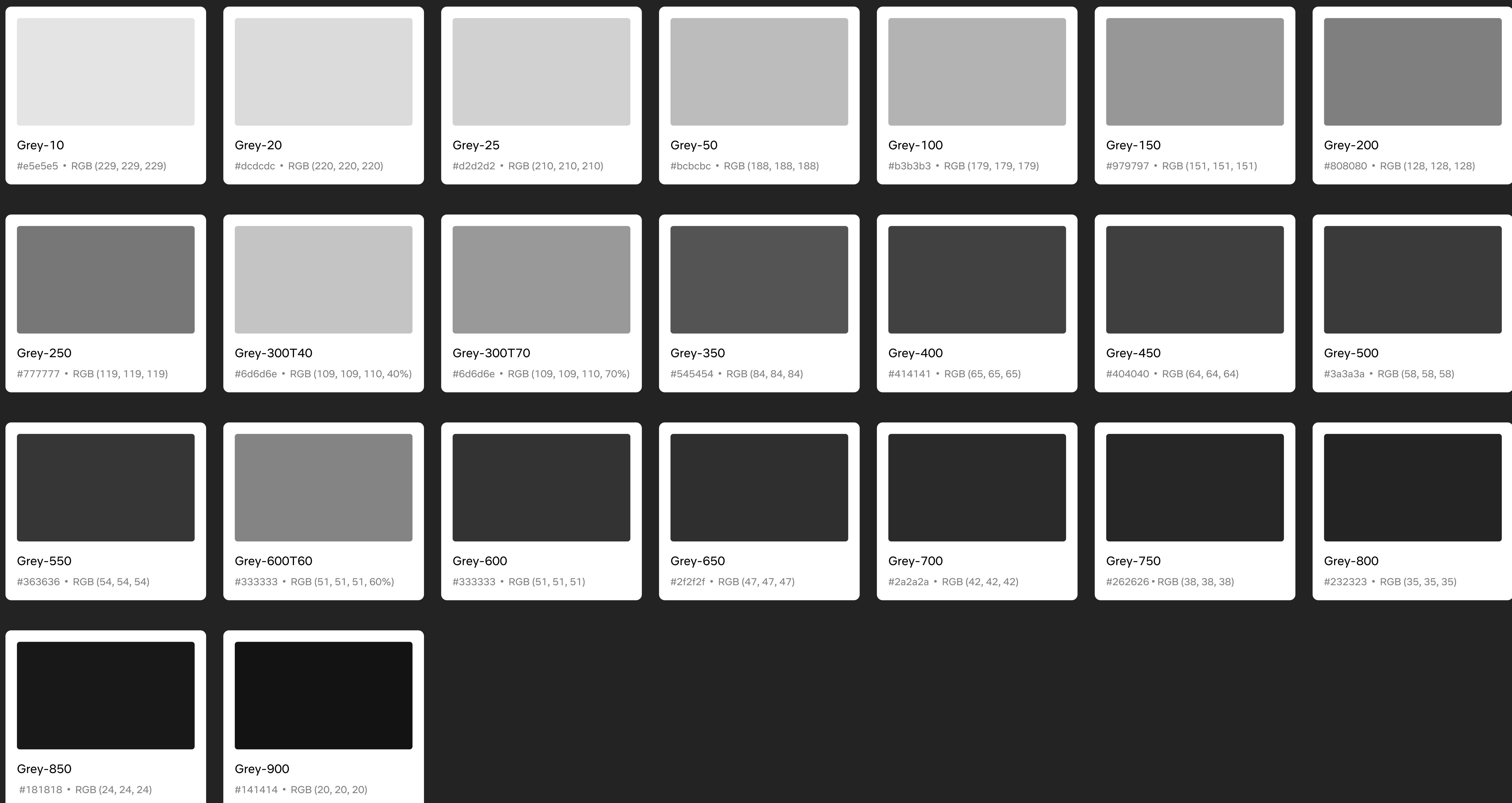
## Primary



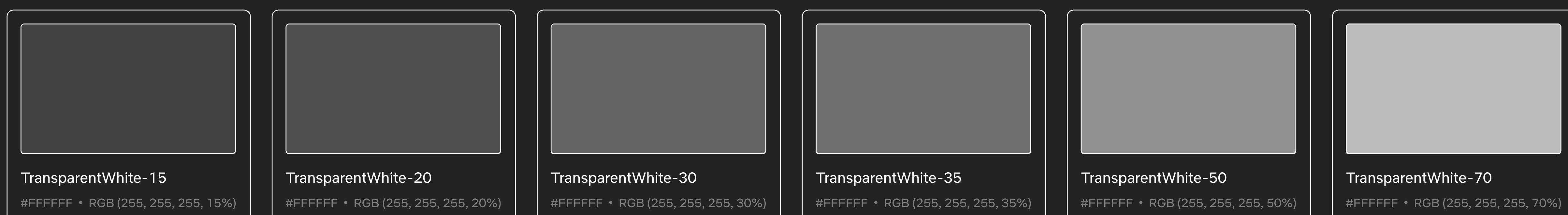
## Secondary



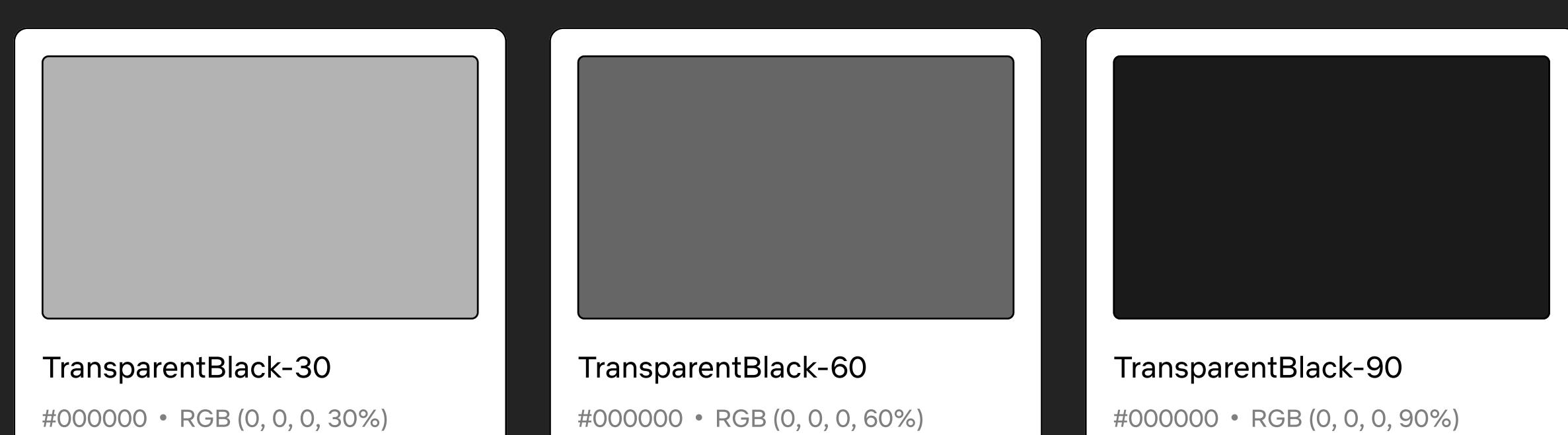
## Neutral

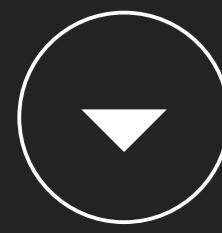


## Transparent White



## Transparent black





# Dropdowns

## Components

Viewing Preferences	Language Options	Suggestions For you
Original Language ▾	English ▾	Suggestions For You ▾
Original Language ▾	English ▾	Suggestions For You ▾
Original Language ▾ Original Language Dubbing Subtitles	English ▾ Arabic Cantonese Danish Dutch English Filipino Flemish French French Canadian German Hindi Indonesian Italian Japanese Korean Lebanese Malay Malayalam Mandarin Marathi Norwegian	Suggestions For You ▾ Suggestions for you Year Released A-Z Z-A

## Pattern

Browse by Languages

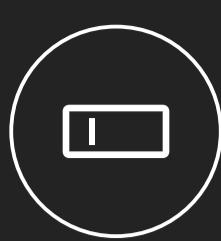
Select Your Preferences

Original Language ▾

English ▾

Sort by

Suggestions For You ▾



# Input Fields

## Components

|

|

(×) Please enter a valid email or phone number.

|

(×) Your password must contain between 4 and 60 characters.

Email / Default

Email / Focus

Email or Phone / Default

Email or Phone / Focus

Email or Phone / Error

Password / Default

Password / Focus

Password / Error

## Patterns

Ready to watch? Enter your email to create or restart your membership.

Email address

Get Started >

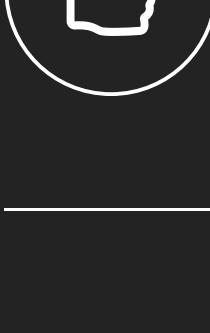
Email or phone number

Password

Sign In

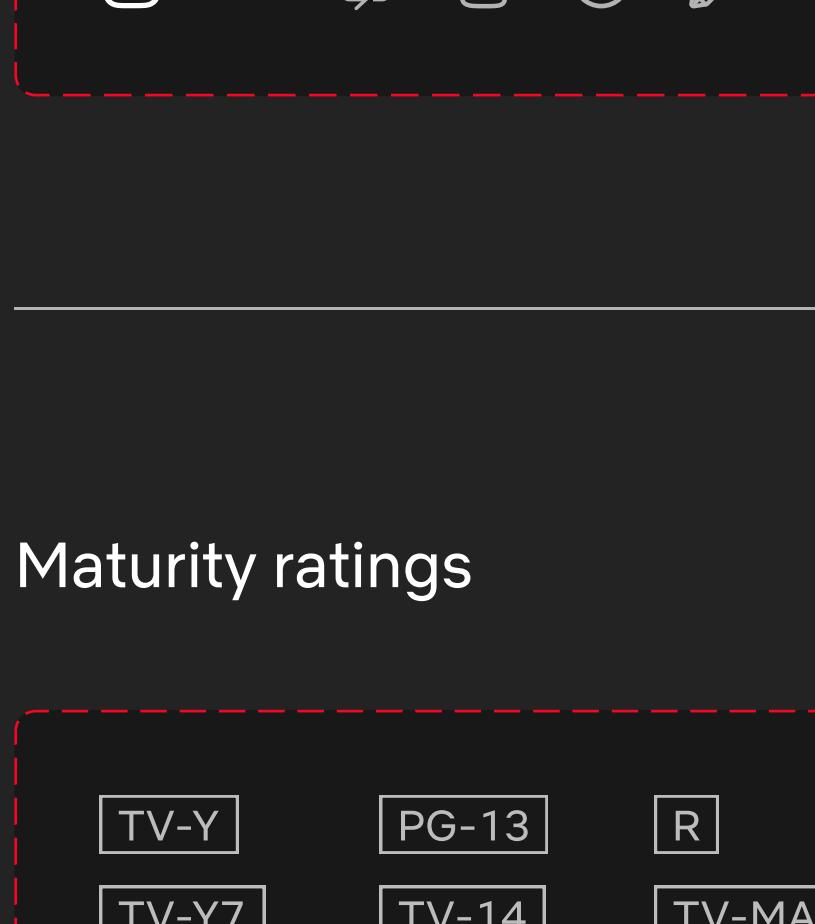
OR

Use a Sign-In Code

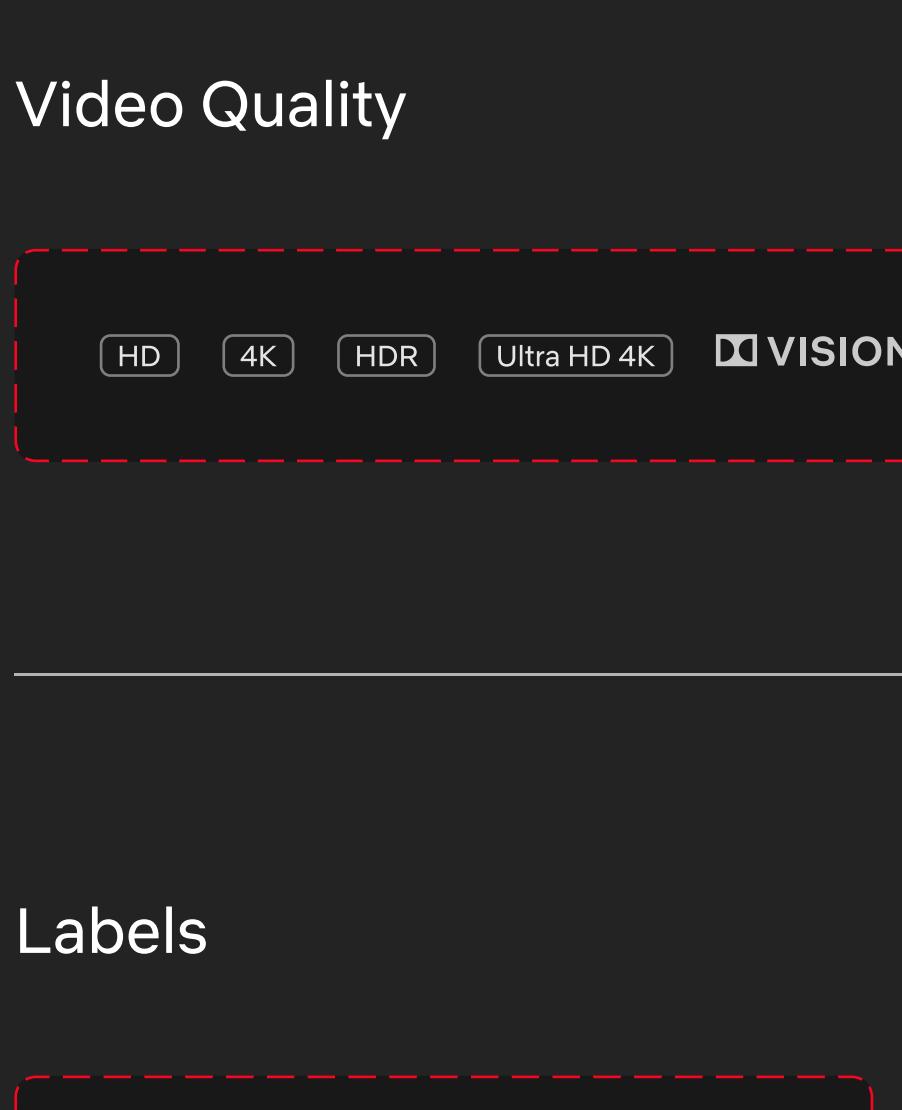


# Icons & Labels

## Icons



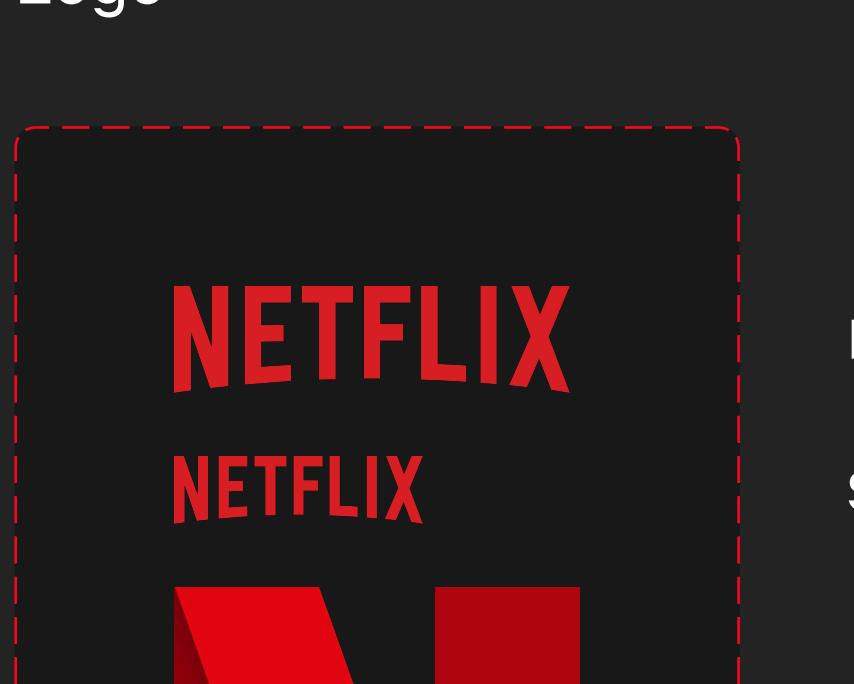
## Maturity ratings



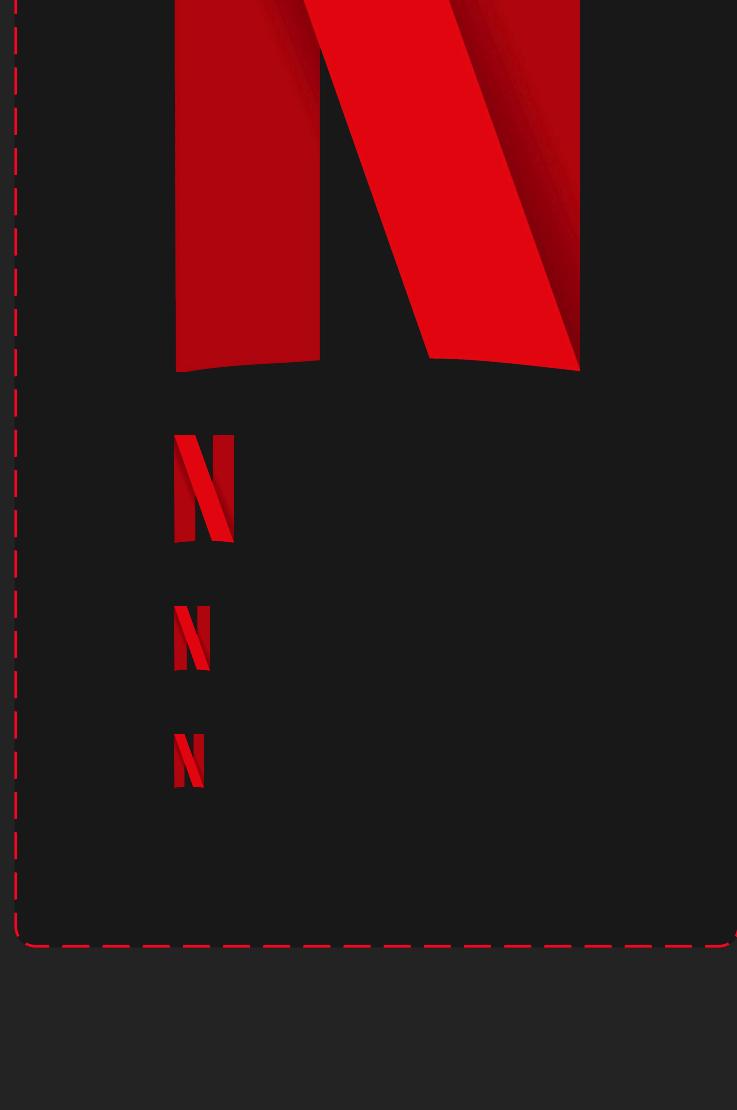
## Video Quality



## Labels



## Logo



Medium Word

Small Word

Large Letter

Medium Letter

Small1 Letter

Small2 Letter

## Pattern

New 3 Seasons 2024 (HD) AD

TV-MA smoking, violence

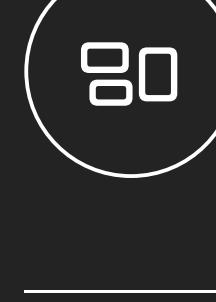
TOP 10 #2 in TV Shows Today

Years after retiring from their formidable ninja lives, a dysfunctional family must return to shadowy missions to counteract a string of looming threats.

Cast: Kento Kaku, Yosuke Eguchi, Tae Kimura, more

Genres: TV Dramas, Japanese, TV Thrillers

This show is: Dark, Suspenseful, Exiting



# Buttons

This image displays a collection of user interface components against a black background, organized into several sections separated by dashed red lines.

- Large / Default:** A large red button labeled "Get Started >".
- Large / Hover:** A large red button labeled "Get Started >" with a white border, indicating the hover state.
- Small / Default:** A small red button labeled "Sign In".
- Small / Hover:** A small red button labeled "Sign In" with a white border, indicating the hover state.
- Default:** A dark grey button labeled "Use a Sign-In Code".
- Hover:** A dark grey button labeled "Use a Sign-In Code" with a white border, indicating the hover state.
- Default:** A dark grey button labeled "Manage Profiles".
- Hover:** A dark grey button labeled "Manage Profiles" with a white border, indicating the hover state.
- Default:** A button labeled "Play" with a play icon.
- Hover:** A button labeled "Play" with a play icon and a white border, indicating the hover state.
- Default:** A button labeled "More Info" with an info icon.
- Hover:** A button labeled "More Info" with an info icon and a white border, indicating the hover state.
- Unchecked / Default:** An empty checkbox labeled "Remember me".
- Unchecked / Hover:** An empty checkbox labeled "Remember me" with a white border, indicating the hover state.
- Checked / Default:** A checked checkbox labeled "Remember me".
- Checked / Hover:** A checked checkbox labeled "Remember me" with a white border, indicating the hover state.

Movie Review

The image displays a dark-themed user interface with a grid of circular buttons. A vertical red dashed line on the left separates the buttons from descriptive text on the right.

- Default:** Shows the original button states.
- Hover:** Shows the buttons with a light gray background and white outline when hovering over them.
- Inactive:** Shows the buttons with a light gray background and white outline, indicating they are inactive or disabled.

The image displays a wireframe interface design. On the left, there is a large dashed red rectangular border enclosing three circular icons arranged horizontally: a speaker icon with three concentric arcs, a speaker icon with a crossed-out symbol, and a circular arrow icon. To the right of this bordered area, the word "Default" is centered above the first two icons. Below the icons, the word "Hover" is centered. The background is dark gray.

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# Patterns

1

OR

**Use a Sign-In Code**

**Forgot Password?**

Remember me

New to Netflix? **Sign up now.**

This page is protected by Google reCAPTCHA to ensure you're not a bot. [Learn more.](#)



# Content Blocks

## Header

Landing Page

## Footer

Landing Page

Authentication Page

Home Page

## FAQ

What is Netflix? +  
What is Netflix? +  
What is Netflix? X  
Netflix is a streaming service that offers a wide variety of award-winning TV shows, movies, anime, documentaries, and more on thousands of internet-connected devices.  
You can watch as much as you want, whenever you want – all for one low monthly price. There's always something new to discover and new TV shows and movies are added every week!

Landing Page Screens Preview

Landing Page Blocks

# Hero Banners

Title Preview

The image shows four different hero banner variations for the Netflix series 'House of Ninjas'. Each banner features the show's title in large, bold, white letters with a red 'N' icon above it. Below the title is a brief description: 'Years after retiring from their formidable ninja lives, a dysfunctional family must return to shadowy missions to counteract a string of looming threats.' At the bottom of each banner are two buttons: 'Play' and 'More Info'. The banners are arranged in a grid-like pattern.

Hero Banner

The image displays a collage of numerous movie and TV show thumbnails arranged in a grid. Some recognizable titles include 'Peppa Pig', 'S.W.A.T.', 'Minions', 'Alexander: The Making of a God', 'The Greatest Night in Pop', 'Wednesday', 'Society of the Snow', 'GRISELDA', and 'Young Sheldon'. The thumbnails are set against a dark background.

Landing Page

Authentication Page

Home Page

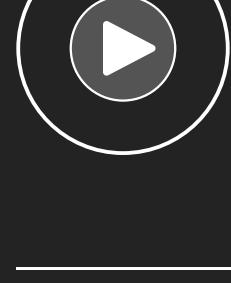
Movie Preview

Patterns

The image shows two different patterns of the Netflix interface. The top pattern is a full-screen view of the 'House of Ninjas' hero banner, identical to the one in the 'Hero Banner' section. The bottom pattern is a smaller version of the same banner, integrated into a car preview card. Both patterns include the 'Play' and 'More Info' buttons at the bottom.

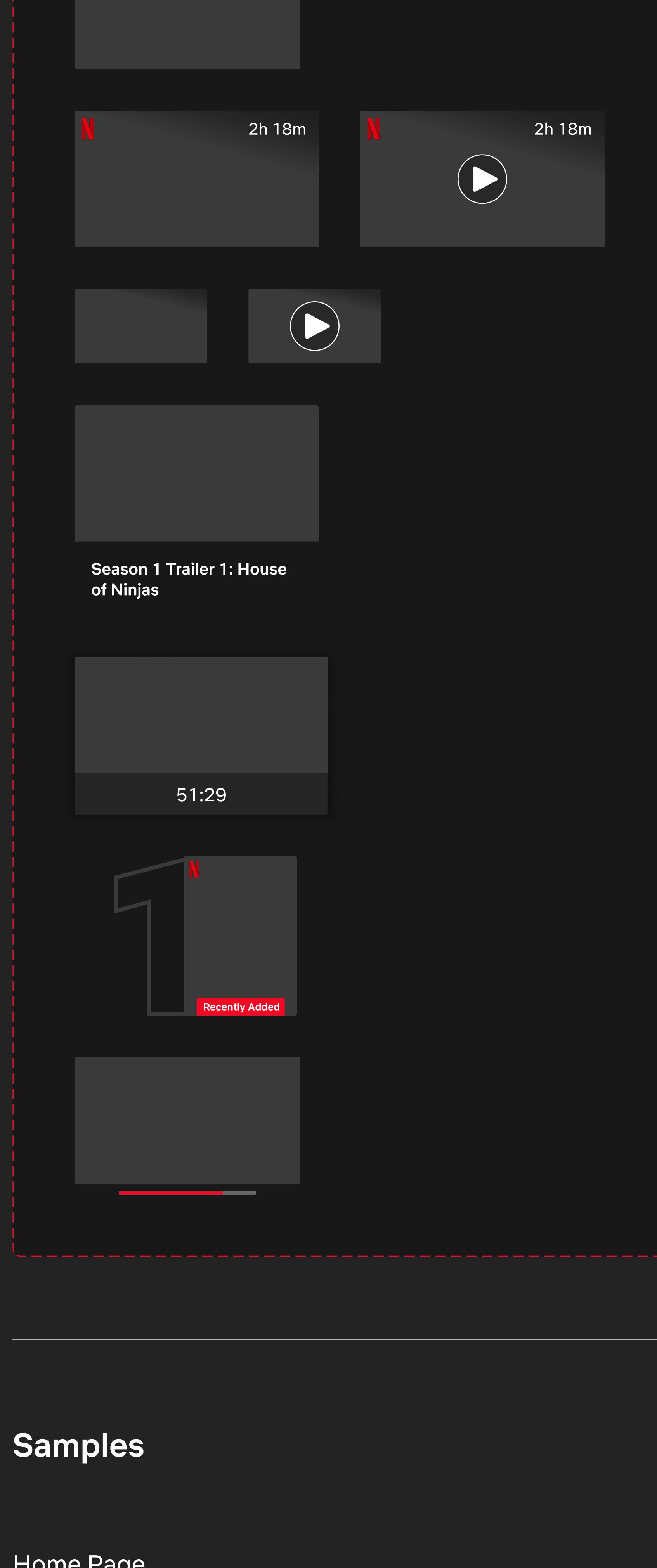
Home Page

Movie Preview



# Movie Preview

## Movie Cards



Default

More Like This (Default / Hover)

Episode Preview (Default / Hover)

Trailer Preview

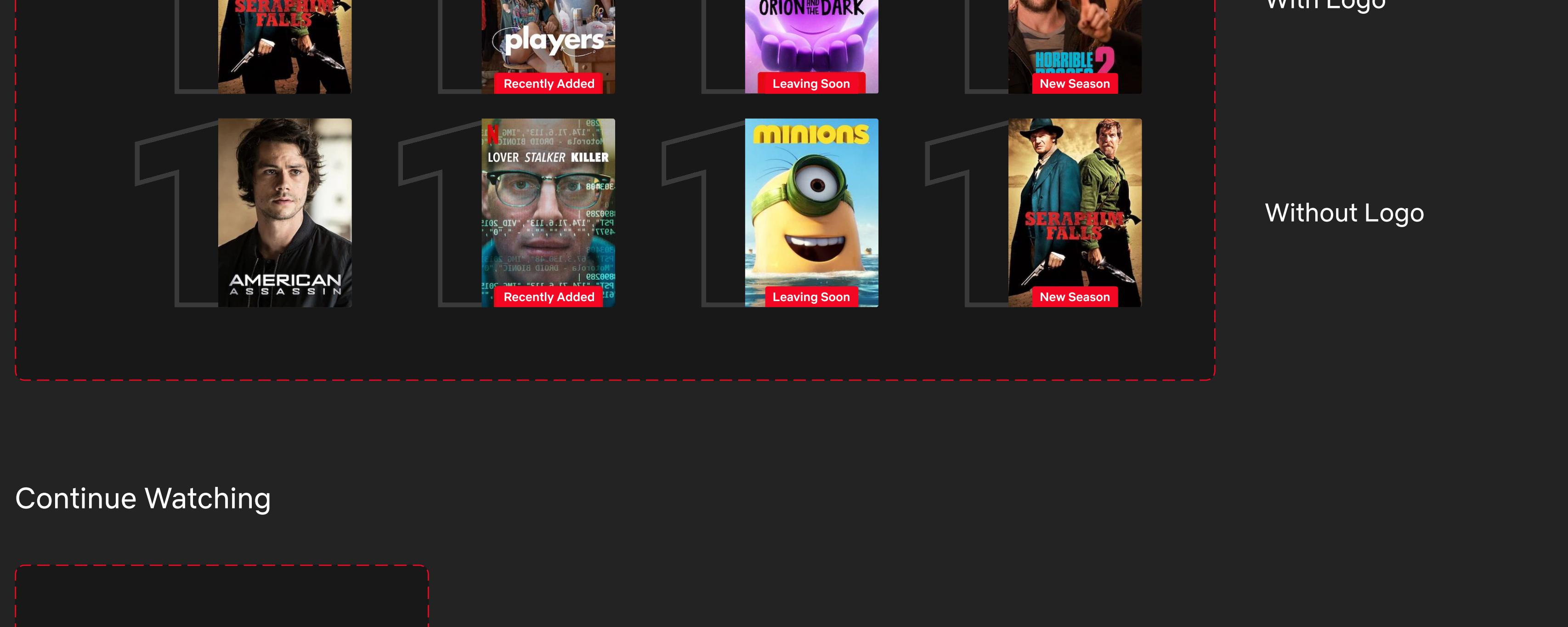
Player Preview

TOP10

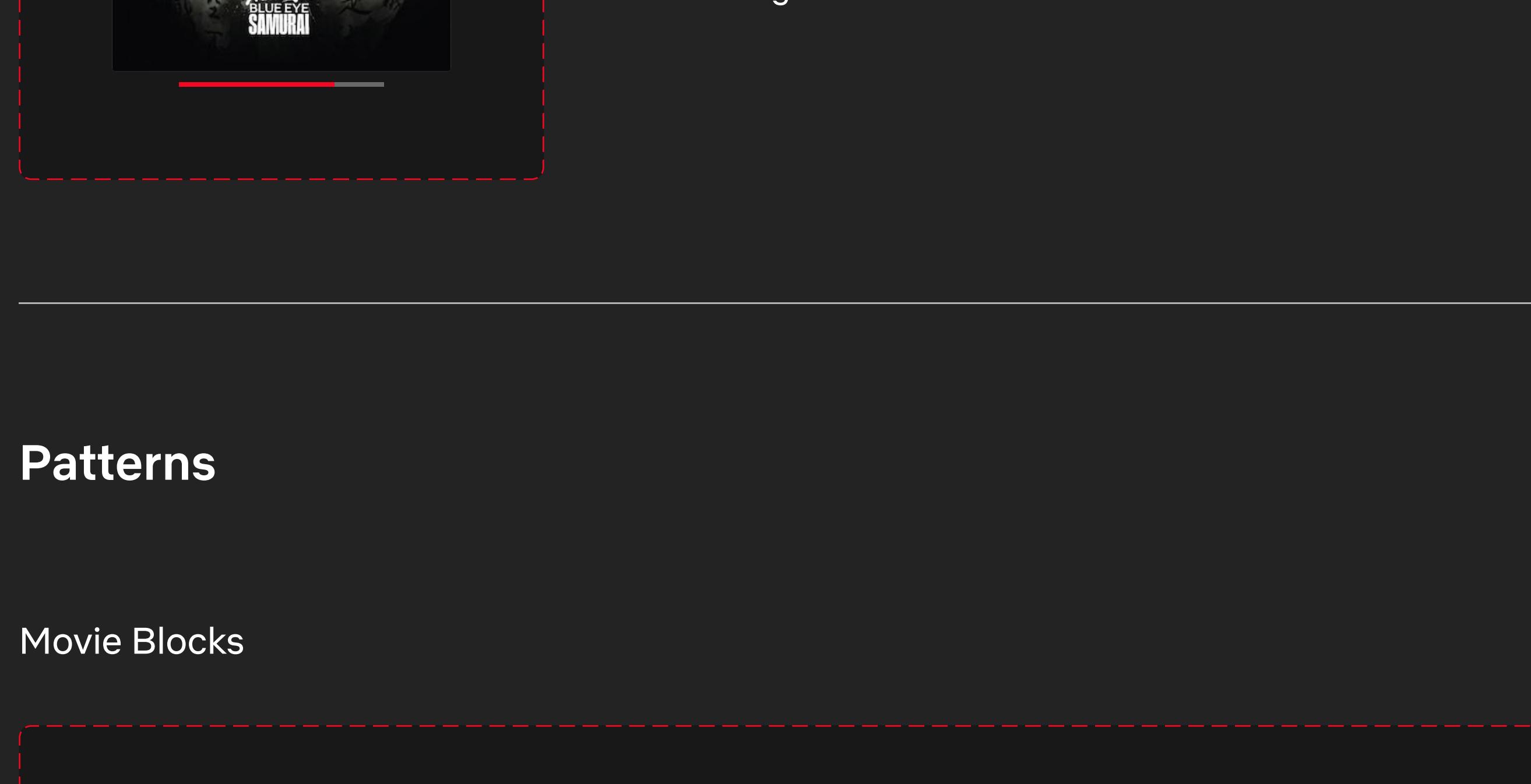
Continue Watching

## Samples

### Home Page



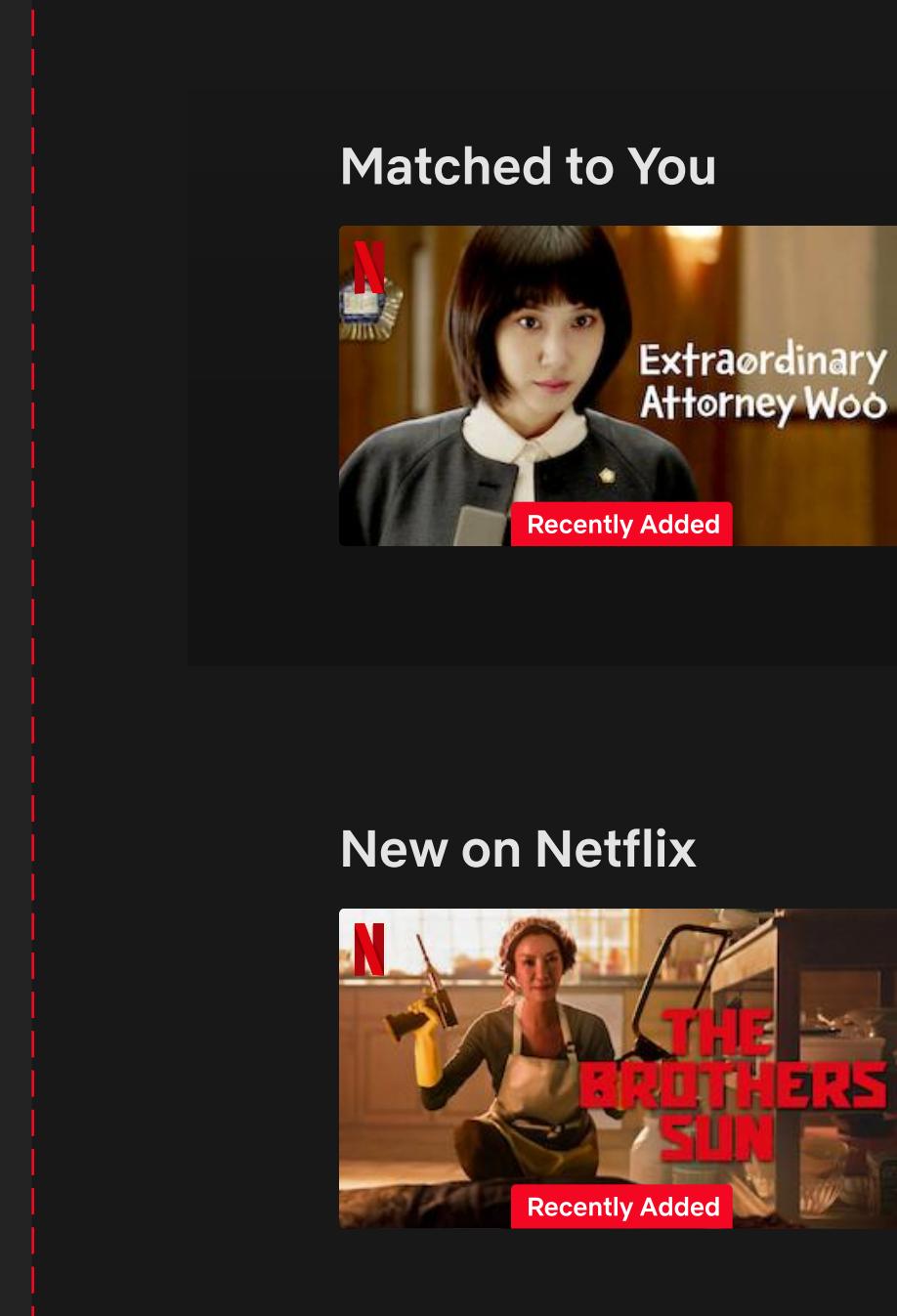
### TOP10



With Logo

Without Logo

### Continue Watching

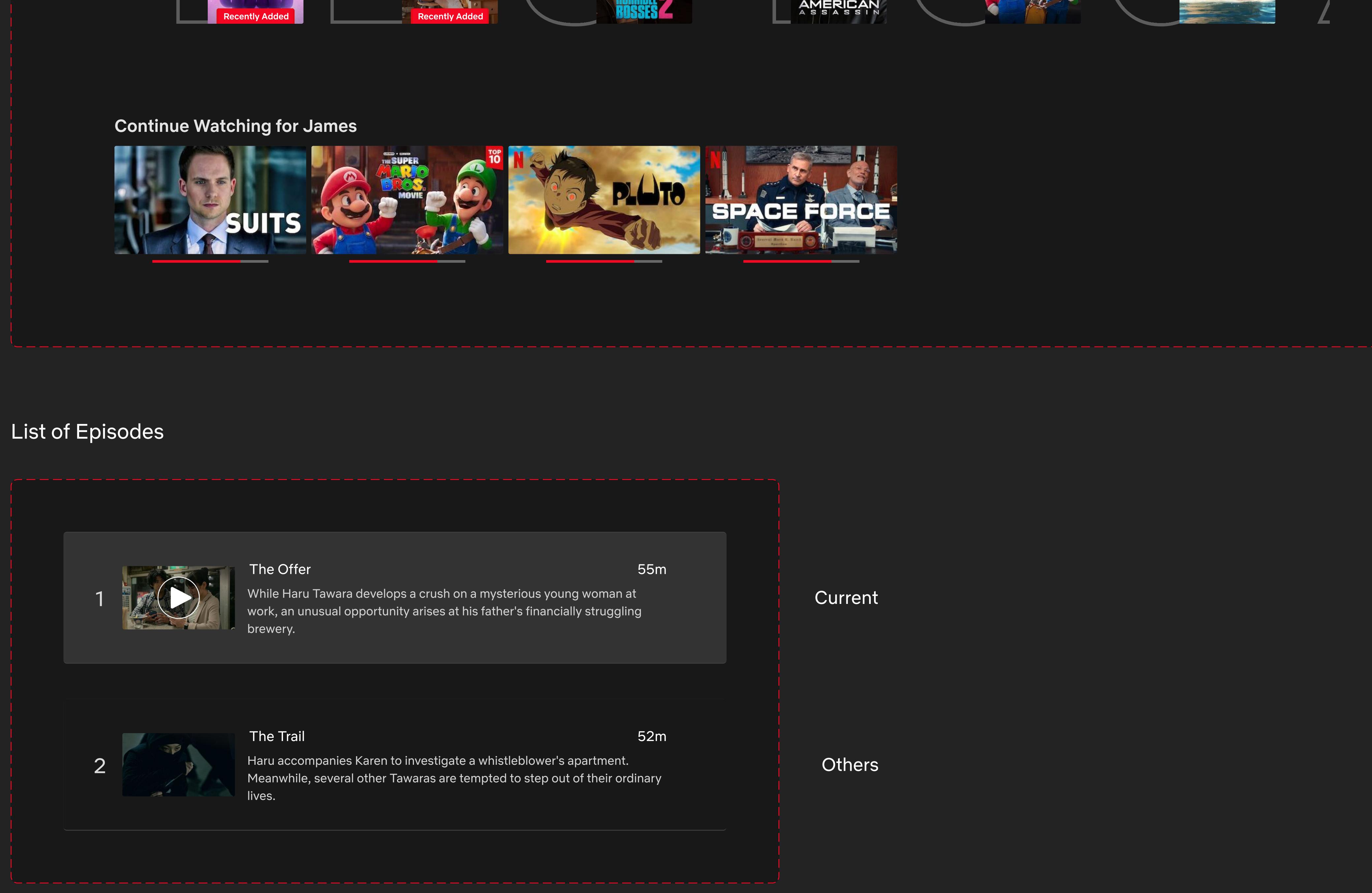


With Logo

Without Logo

## Patterns

### Movie Blocks



Default Block

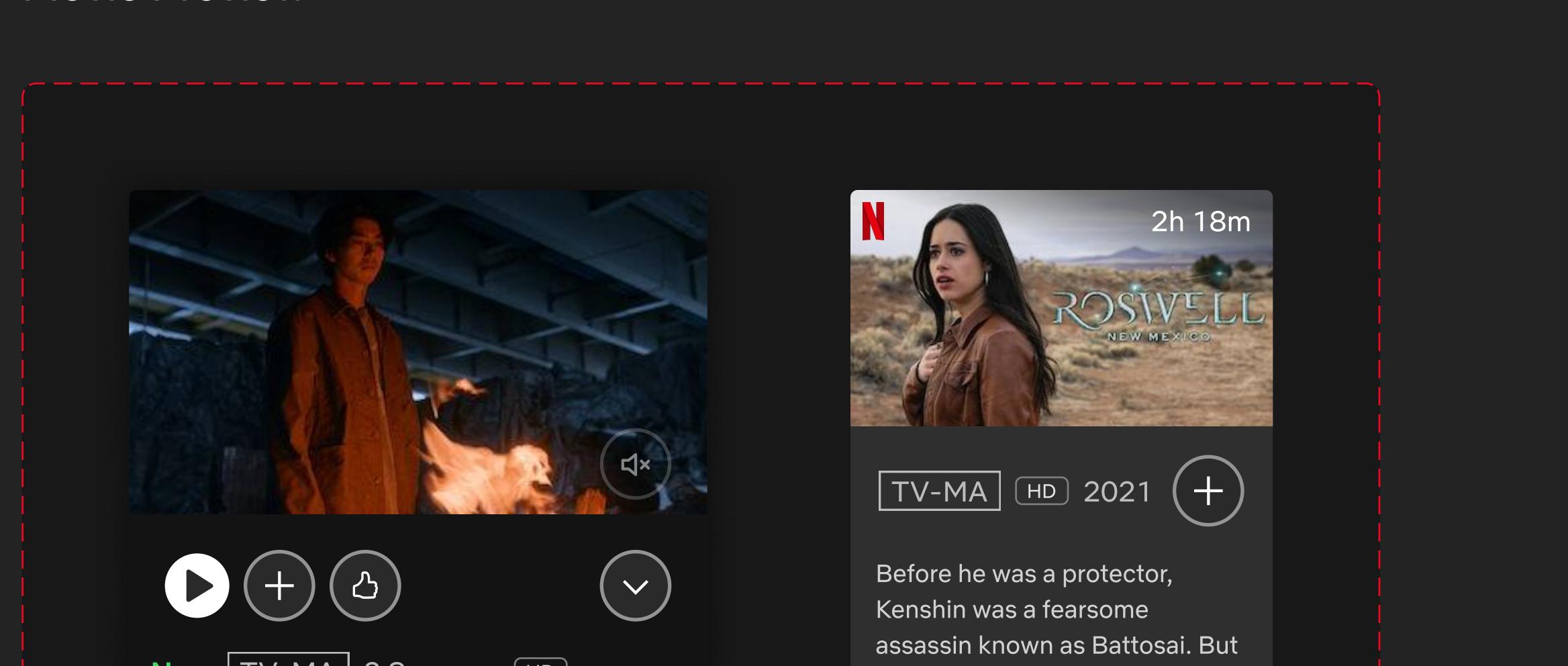
Home Page First Block

Home Page Default Block

Home Page TOP 10

Home Page Continue Watching

### List of Episodes



Current

Others

### Movie Preview



2h 18m



52m

Haru accompanies Karen to investigate a whistleblower's apartment. Meanwhile, several other Tawaras are tempted to step out of their ordinary lives.



Leaving Soon

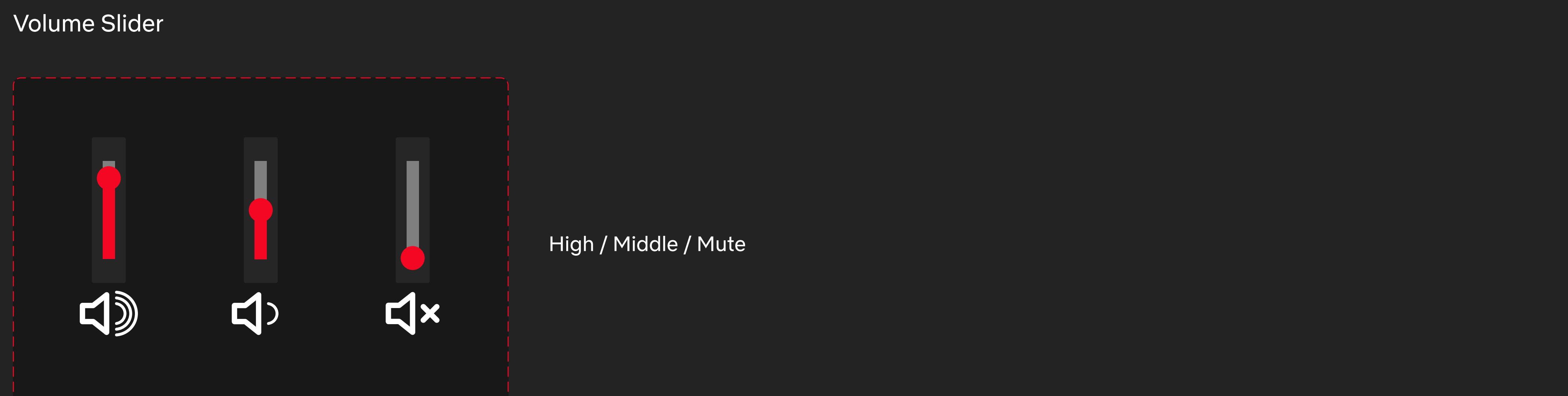




# Video Player

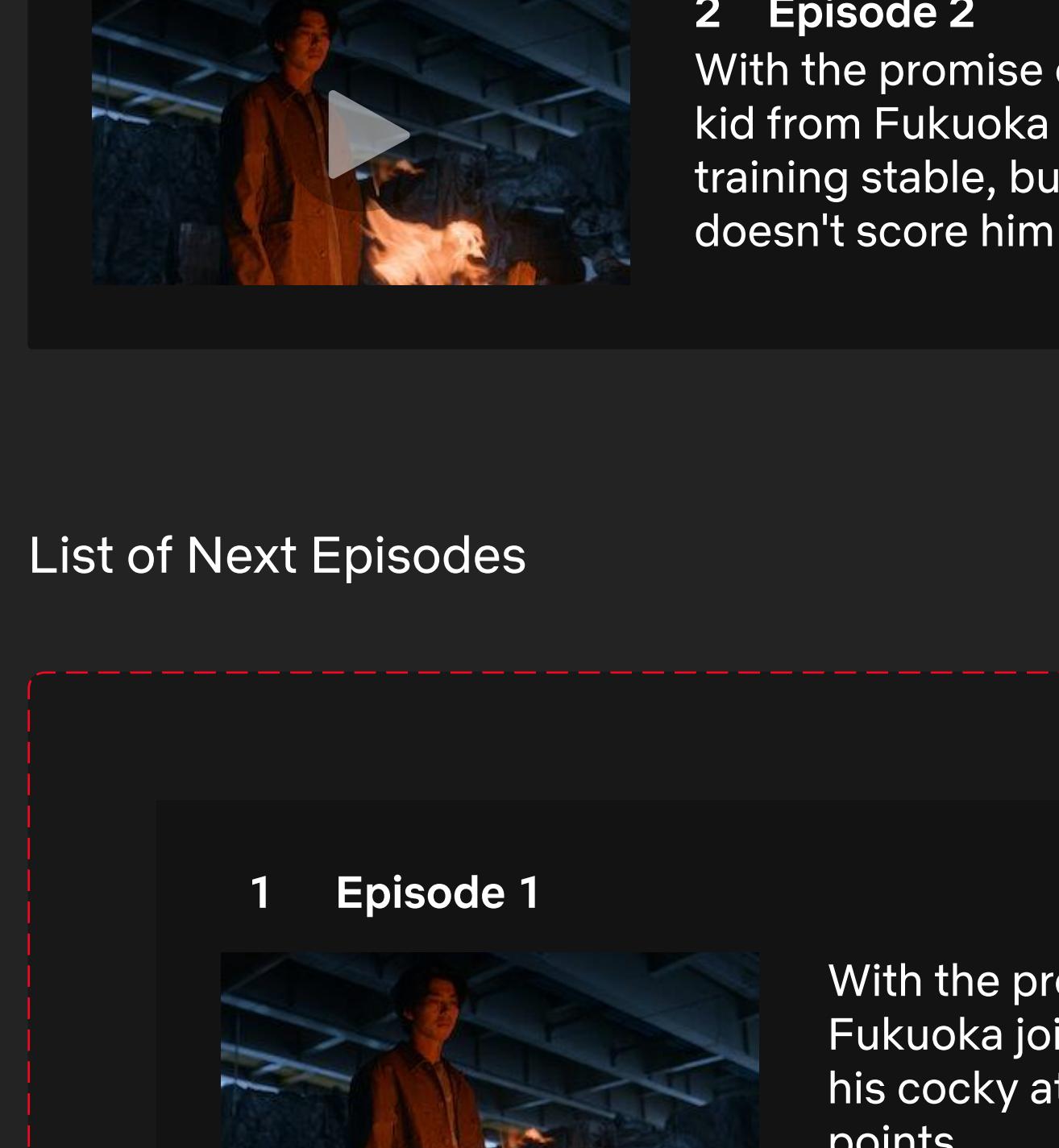
## Components

Video Progress Indicator



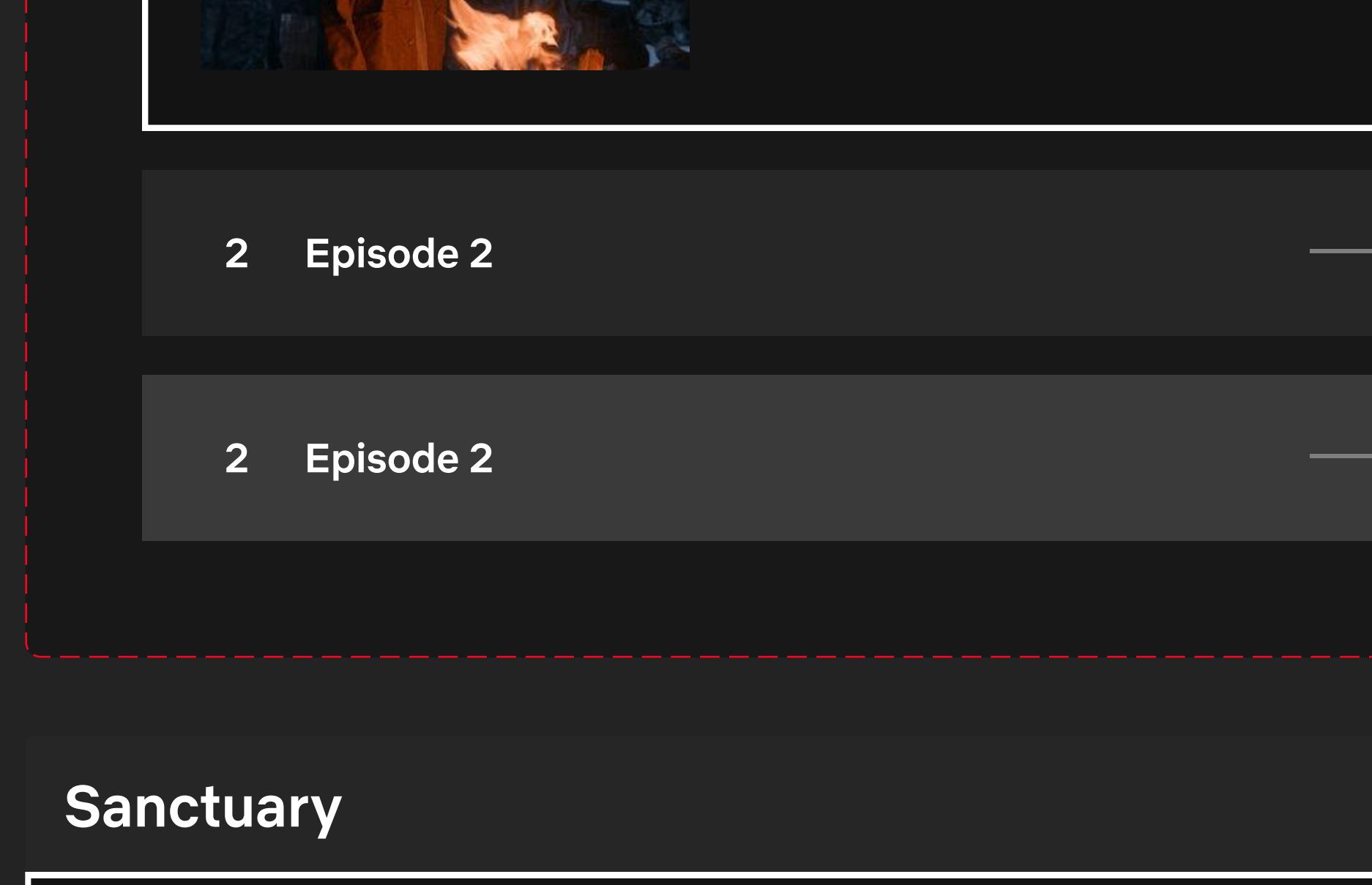
Beginning  
Progress Default  
Progress Hover

Volume Slider



High / Middle / Mute

Next Episode Preview

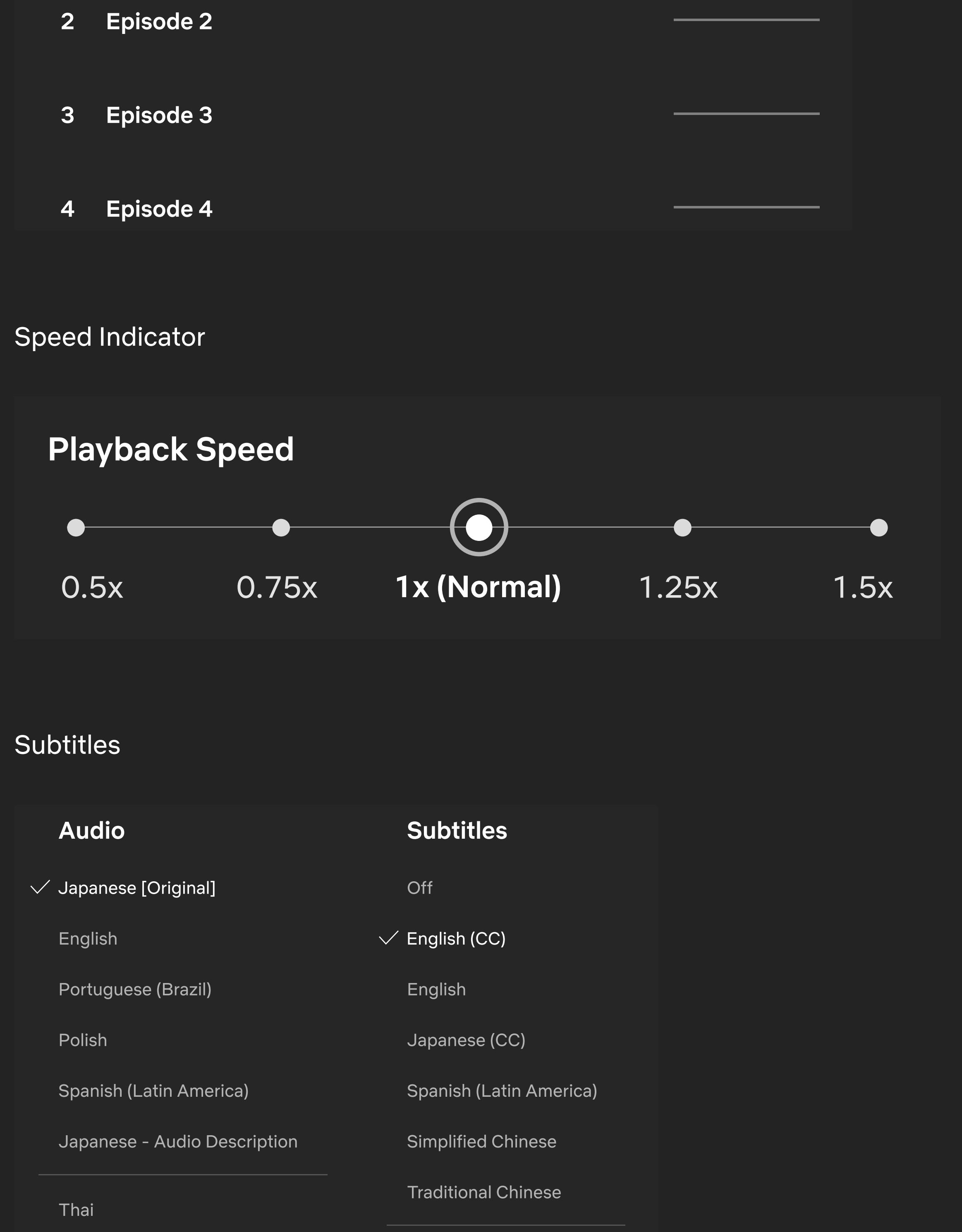


### Next Episode

#### 2 Episode 2

With the promise of money, a poor kid from Fukuoka joins a sumo training stable, but his cocky attitude doesn't score him any points.

List of Next Episodes



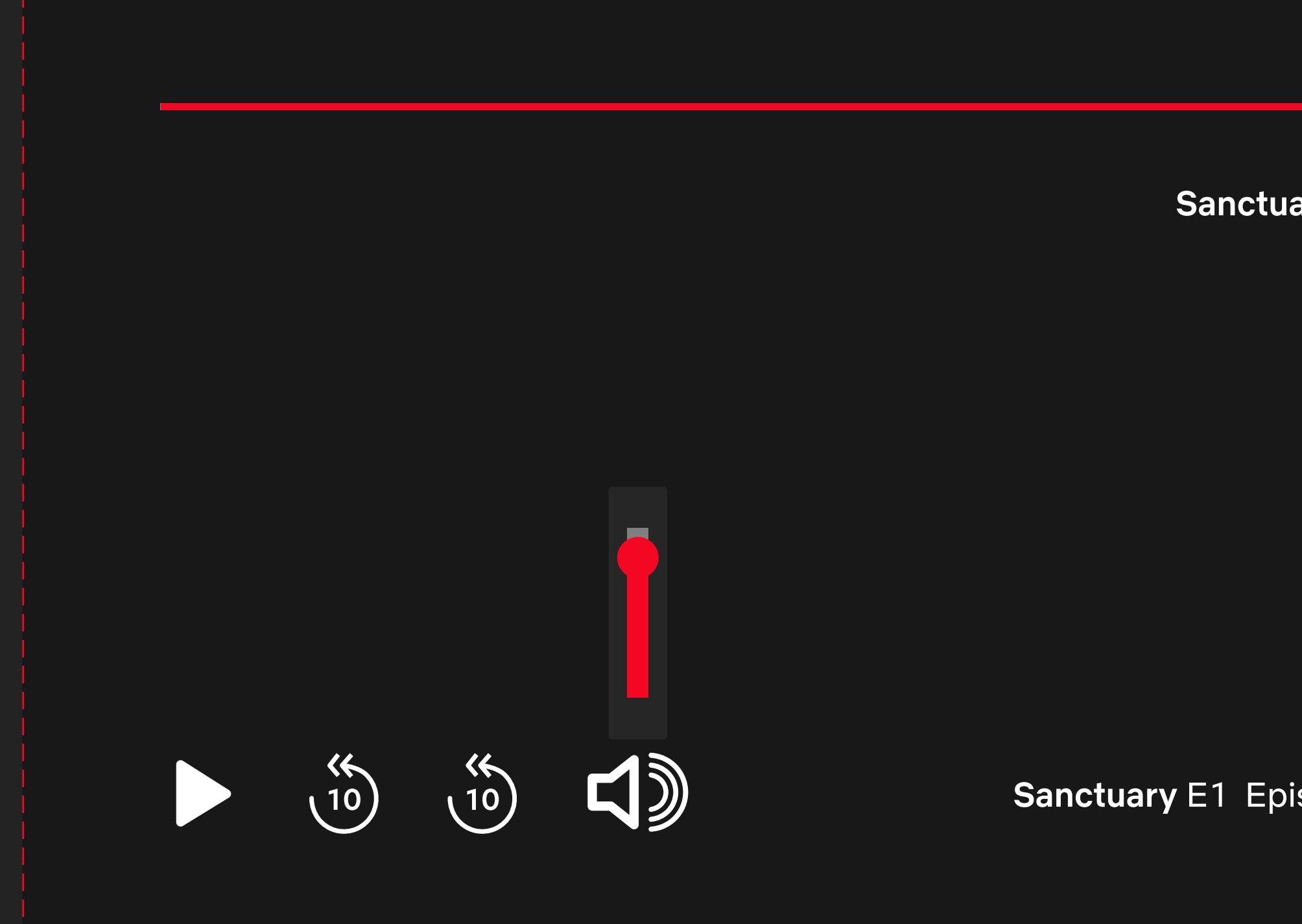
Current Episode Default

Current Episode Focus

Other Episode Default

Other Episode Hover

## Sanctuary



### 1 Episode 1

With the promise of money, a poor kid from Fukuoka joins a sumo training stable, but his cocky attitude doesn't score him any points.

### 2 Episode 2

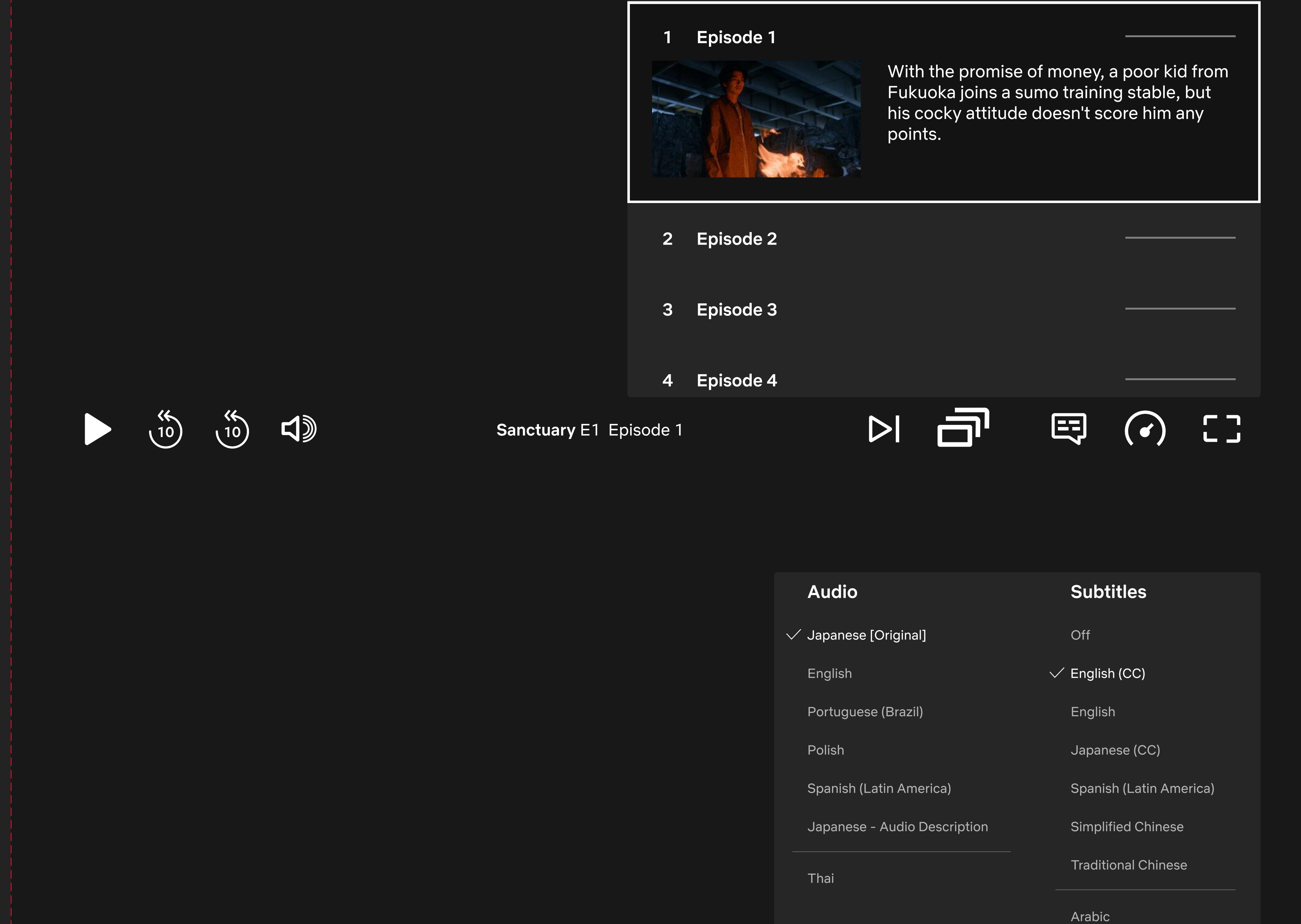
### 3 Episode 3

### 4 Episode 4

Speed Indicator



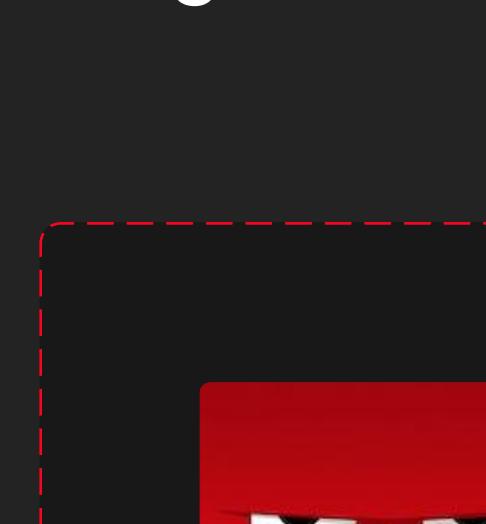
## Patterns



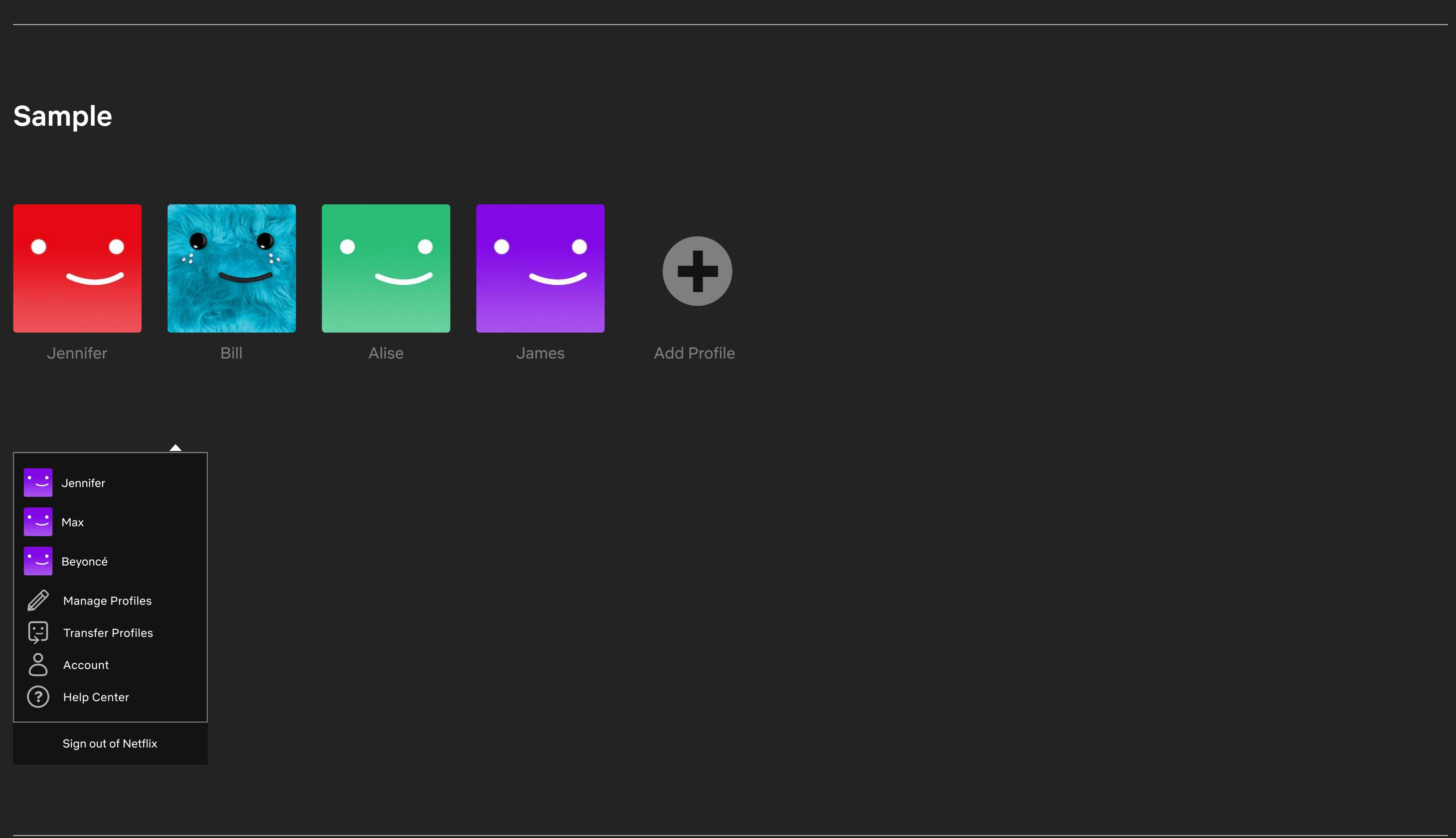
Default  
Sound Change  
Scroll Preview  
Next Preview  
List Preview  
Speed Change  
Subtitles Change

# User Profile Avatar

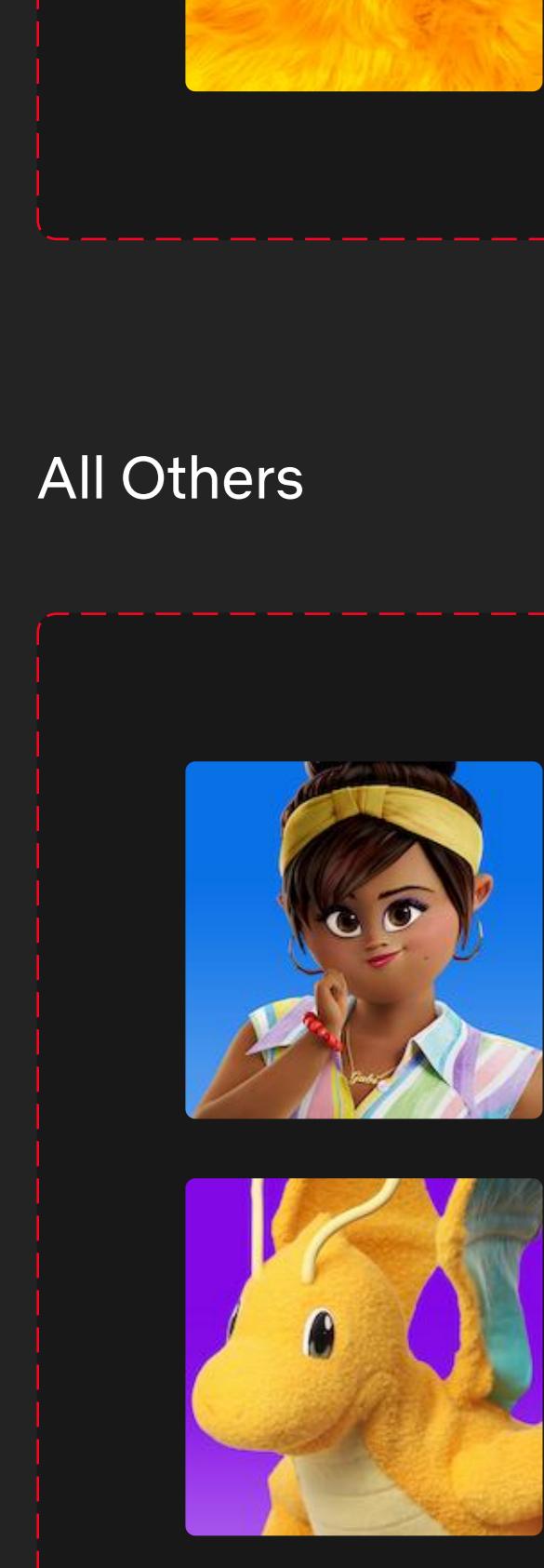
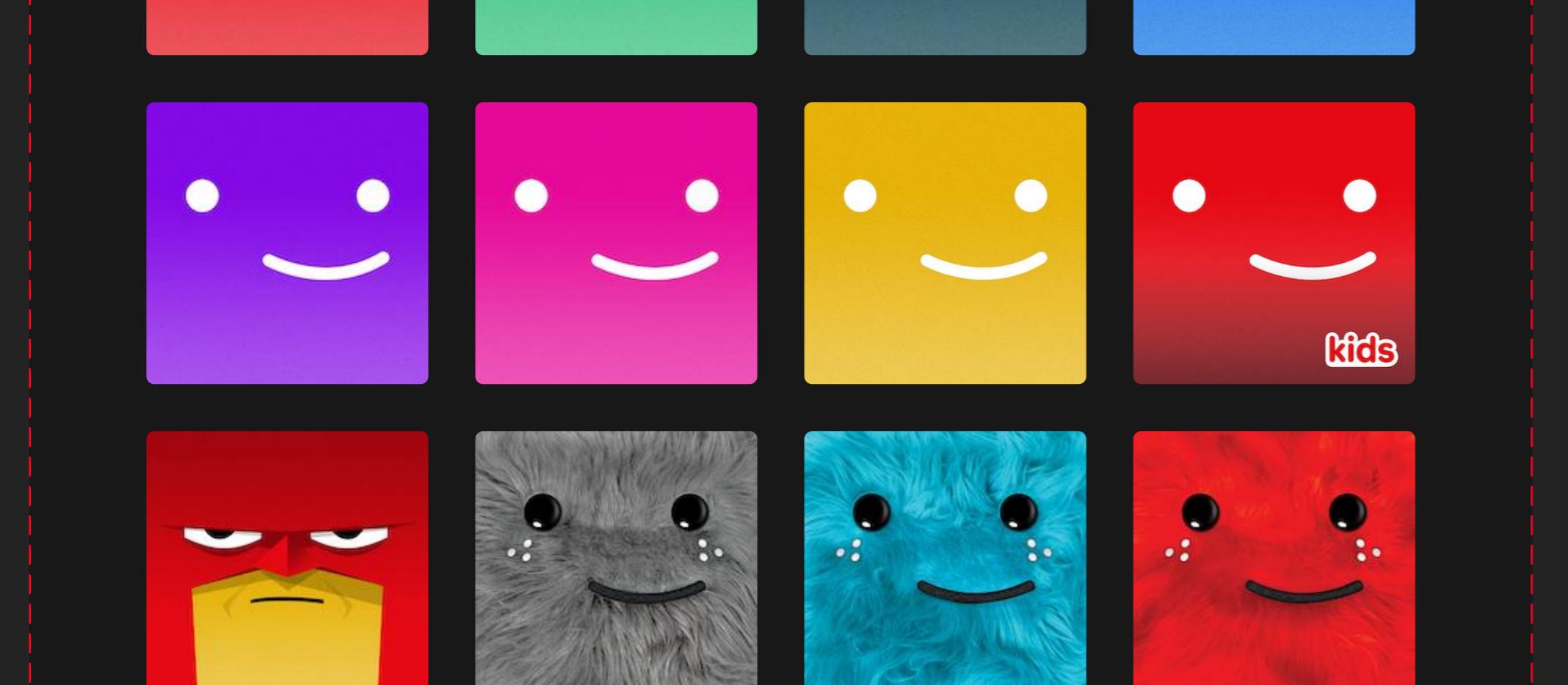
## Small



## Large

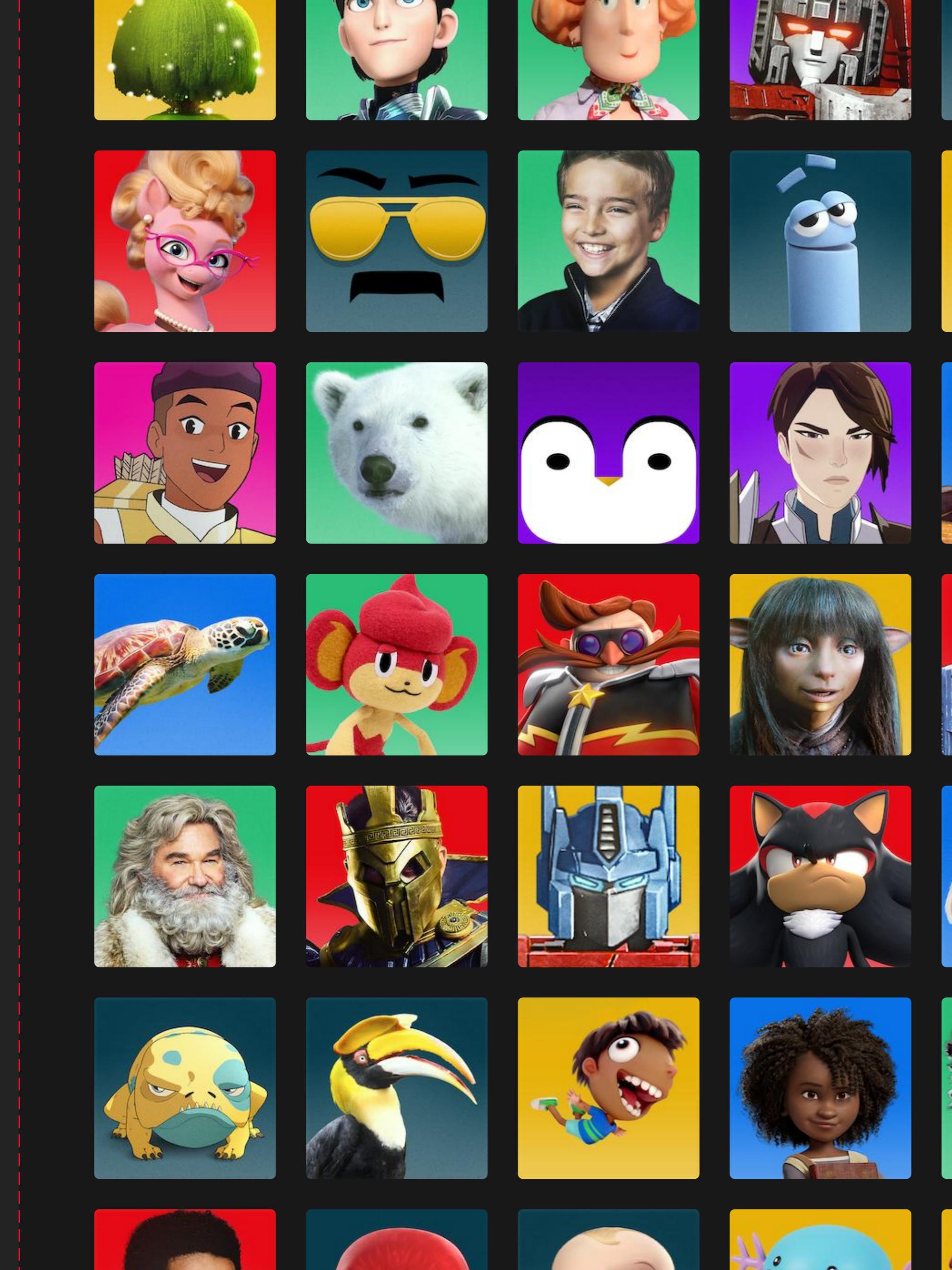


## Sample



## Official Avatars

### Main / Popular



### All Others

