



Netflix Brand Book

Everything you need is here.



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History

Netflix's history: From DVD rentals to streaming success.

The company has come a long way since its start as an online DVD rental company in 1998.

Back then you could subscribe and have access to unlimited DVDs which would be sent to your house.

Pressing play

From 700,000 Netflix subscribers in 2002 to 3.6m in 2005, there was clearly a demand for DVD rental. Two years later, in 2007, America saw the launch of the feature Netflix is best known for - streaming.

That year also saw the beginnings of a move away from the traditional DVD rental format.

The company's founders are said to have had the idea of streaming much earlier, but slow internet speeds mean it wouldn't have worked.

Over the next three years the company's streaming facilities began to be supported on different games consoles, handheld devices and TVs.

Going global

In 2010 Netflix became available in Canada, with Latin America and the Caribbean being added the following year.

That was the same year that Netflix began creating its own original content - starting with House of Cards, which debuted in 2013.

Stranger Things, Glow, Orange Is The New Black and The Crown are just some of the other successful Netflix Originals since.





Stranger Things won five of the 18 Emmy Awards it was nominated for in 2017.

Netflix used to have a production department called Red Envelope Entertainment that played a prominent role in the broadcast of independent films, but it closed in 2008.

In 2012, fifteen years after Reed Hastings and Marc Randolph founded the company, Netflix became available in the UK.

Voice

Netflix found its tone of voice through social media posts.

The Netflix tone is so informal that it reflects the natural language used by friends on social media and this includes the odd swear word. It is also uplifting and fun. The key consistency between all the Netflix writers is that they all reflect a tone that is personal and approachable — without being cringey.

The tone of voice is also wholly directed at the 18-34 age bracket as these are their biggest customers (even though all ages can love Netflix). This means that the content is targeted, not watered down by trying to appeal to everyone and failing. On the other hand, Starling Bank is a digital, mobile-only challenger bank and if they used a tone of voice like Netflix they would be laughable at best and untrustworthy and shady at worst.

The selling point for using Starling Bank is that it has a different approach to old-school banking — giving you everything you need from your bank account on your mobile phone, with 24/7 support and no need for bank branches.

Netflix's brand voice resembles that clever kid in school who never takes himself too seriously. He'd be in trouble all the time, but even his teachers can't help but laugh at his witty punchlines.

On the streaming service's Instagram account, it doesn't constantly remind followers of release dates or tell them what they should have in their queues. Instead, Netflix uses screenshots and characters to craft relatable posts that sound like a regular (albeit funnier) 'grammer rather than a business.

Take this one from *Unbreakable Kimmy Schmidt*, a Netflix original series, posted on a Tuesday morning. What person hasn't felt like this at least once in their schooling or professional lives?



Tagline

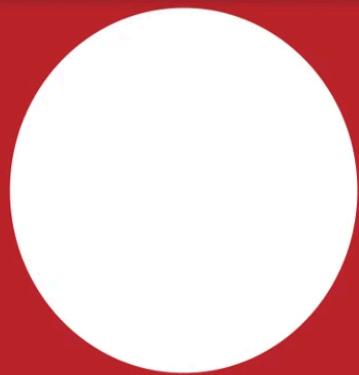
Developing a new tagline that could resonate both in new and existing markets was a formidable challenge. It had to work if you know and love Netflix or if you've never heard of it before. In new markets it needed to pave the way, pique curiosity. In existing markets it had the added challenge of reinforcing Netflix's current value in the hearts and minds of subscribers.

SEE WHAT'S NEXT

- > Connecting people with stories
- > Looking forward
- > Exploring
- > Viewing the content

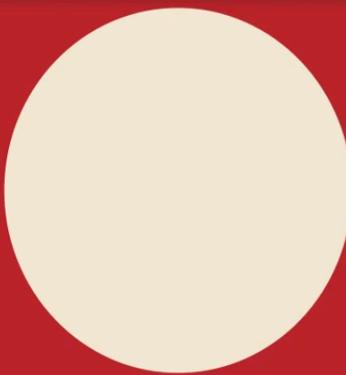
- > What will Netflix do next
- > Innovation
- > Anticipation
- > Curiosity
- > The next show/episode

Colours



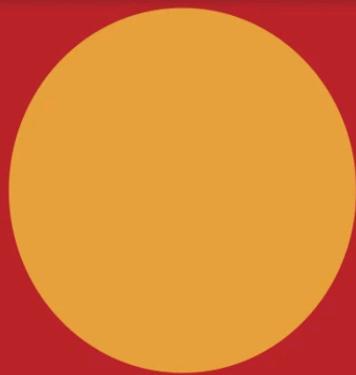
Netflix white

#FFFFFF



Netflix cream

#FEF3DE

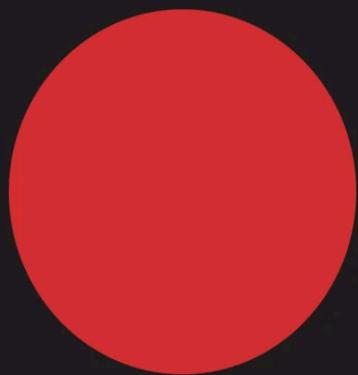


Netflix yellow

#F2A931

C0/M3/Y12/K5

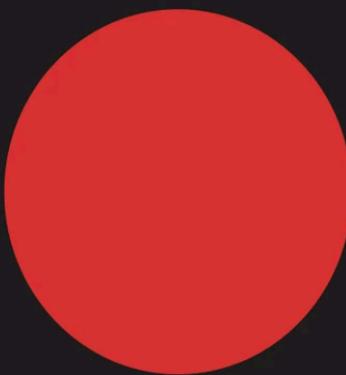
C3/M37/Y92/K0



Netflix print red

#FF1300

C0/M96/Y90/K2



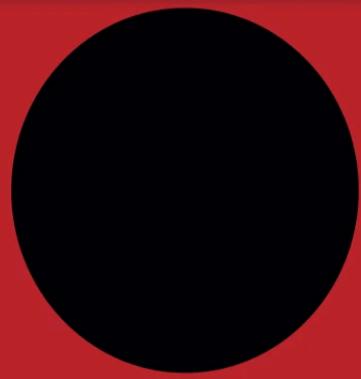
Netflix online advertising red

#FF0008



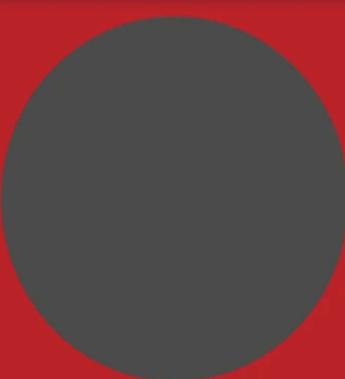
Netflix website red

#B9090B



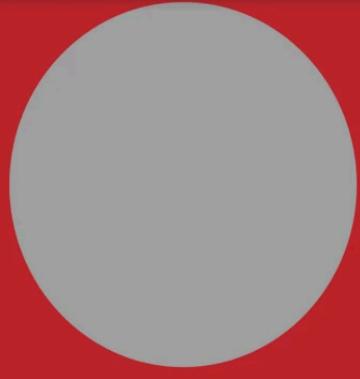
Netflix black

#000000



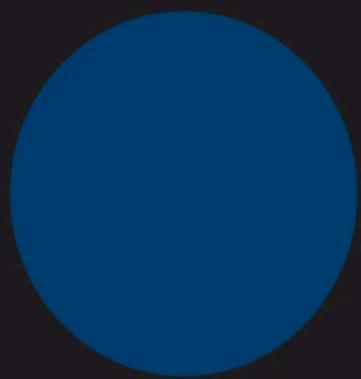
#000000

C0/M0/Y0/K80



#000000

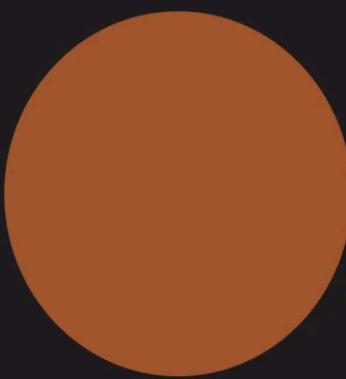
C0/M0/Y0/40



Netflix blue

#063257

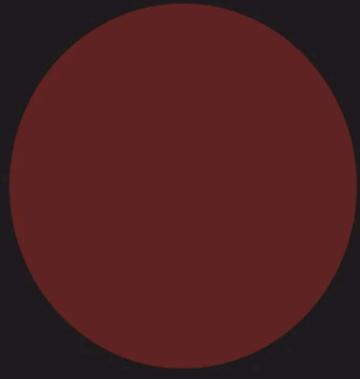
C100/M65/Y0/K30



Netflix brown

#B35900

C23/M27/Y100/K12



Netflix crimson

#000000

C50/M100/Y100/K25

Style

Logo

The logo consists of a stylized outlined typeface with built-in drop shadow placed on a red field. There is no other graphic device that accompanies the basic art.



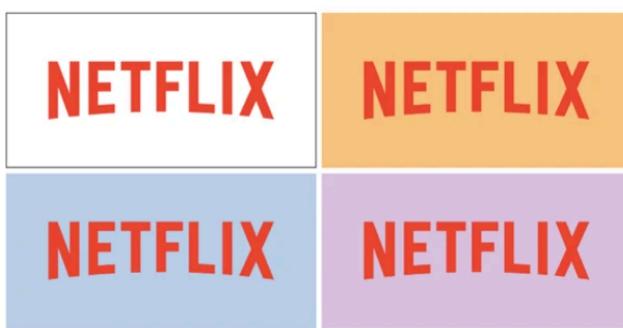
The minimum clear space of the logo is the width of the "T" in Netflix.



This is primary signature colour



(Greyscale) this is for application when red is
not available.



In certain situations, the logo can also be used on a white or contextually colored background, as long as there is a 3:1 contrast ratio. Anything less may compromise visibility and is not recommended.

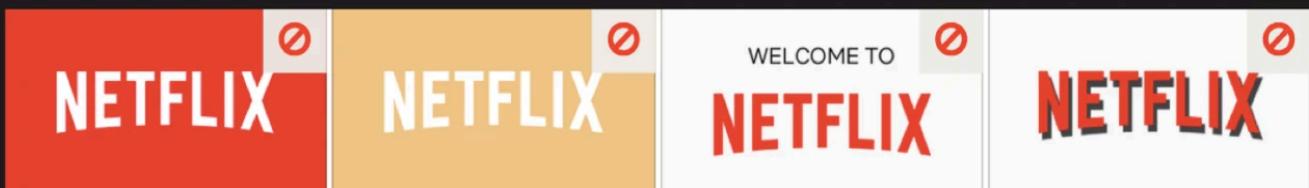


Colour signature, for application when logo
cannot be applied appropriately due to space
& or colour limitations.



(B on W) this is for application when neither
colour nor greyscale is not available.

Improper Logo Usage



Avoid using a white logo, except for a video watermark. For all other cases, please contact brand

Avoid using a white logo on a contextually colored background.

Avoid using the logo in a sentence.

Avoid adding effects like shadows, dimensions, and gradients to the logo.



Avoid placing the logo in a shape or container.

Avoid rotating the logo.

Avoid using the logo on busy backgrounds.

Avoid using an old version of the logo.



Avoid doormats, rugs, or anywhere else people walk. Please protect our logo from getting dirty



Avoid disposable items, such as plastic cups and paper napkins. Our logo was not designed to be crumpled, smeared with food, or tossed into the trash.



Avoid scratch-offs, dart boards, and other surfaces that are sure to be damaged. We love our logo too much to let it come to harm.



Avoid scratch-offs, dart boards, and other surfaces that are sure to be damaged. We love our logo too much to let it come to harm.

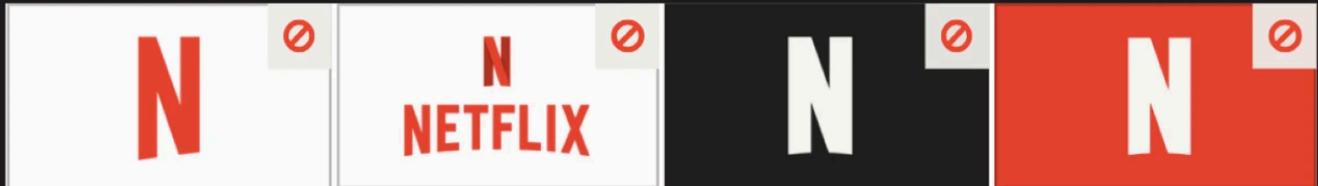
Symbol

The N represents connection and a never-ending stream of stories to our subscribers. Simple and iconic, it instantly sparks brand recognition.

The N symbol colour palette always consists of two tones. This helps give it dimension and differentiate from the N within the full Netflix logo. The primary background for the N symbol is black. This is to emulate a premium cinematic feel as we continue to set the industry standard for original content.



Improper Logo Usage

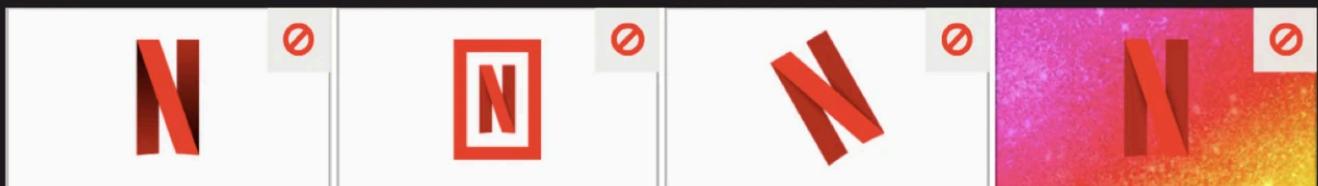


Avoid substituting the N from the wordmark for the symbol.

Avoid substituting the N from the wordmark for the symbol.

Avoid locking up the symbol and the wordmark.

Avoid using the symbol on a red background.



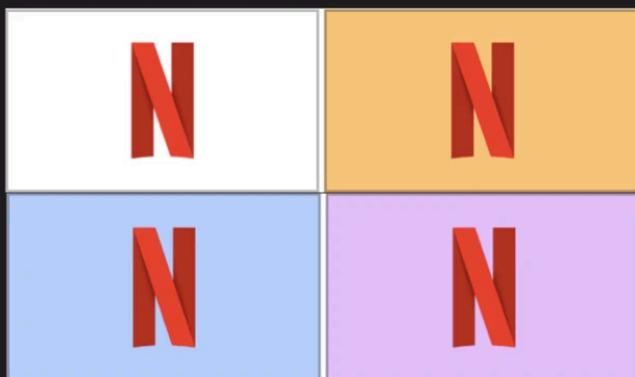
Avoid altering the symbol's shadow or adding other dimensional effects.

Avoid placing the symbol in a shape or container.

Avoid rotating the symbol.

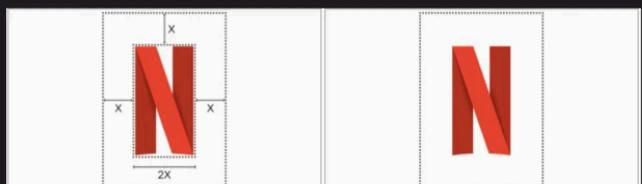
Avoid using the symbol on busy backgrounds.

Symbol on colour



In certain situations, the N symbol can also be used on a white or contextually colored background, as long as there is a 3:1 contrast ratio. Anything less may compromise visibility and is not recommended.

Clearing space



The minimum clear space of the N symbol is half the width of the N ($X = \text{N width} \times 0.5$)

|Font

Typography is a key component to ensuring a recognizable Netflix brand identity. Selected for its simple and modern cues, the Gotham font should be used in all of our communications except business communications. AGaramond has been selected for business communications due to its legibility and styling.

Below are the various Gotham and AGaramond typefaces that you may use. Please note that this type is not to be stretched or distorted in any way.

Garamond

Garamond

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
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 : ; < = > ? @ ! “ # \$ % & ' () * + , - . /

Garamond bold

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
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 : ; < = > ? @ ! “ # \$ % & ' () * + , - . /

Garamond semibold

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
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 : ; < = > ? @ ! “ # \$ % & ' () * + , - . /

Gotham

Gotham Black

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
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 : ; < = > ? @ ! “ # \$ % & ' () * + , - . /

Gotham light

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
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 : ; < = > ? @ ! “ # \$ % & ' () * + , - . /

Gotham book

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
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 : ; < = > ? @ ! “ # \$ % & ' () * + , - . /

Gotham Medium

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
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 : ; < = > ? @ ! “ # \$ % & ' () * + , - . /

