

# **Digital Brand Design**

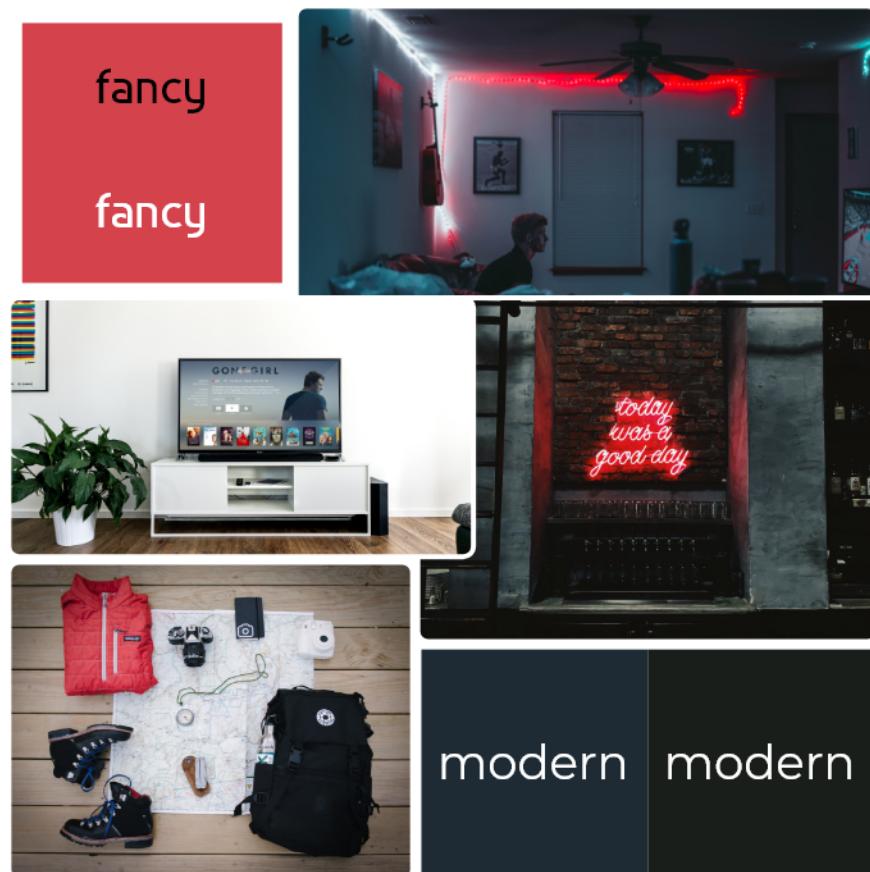


# Moodboards

## Urban - Fancy



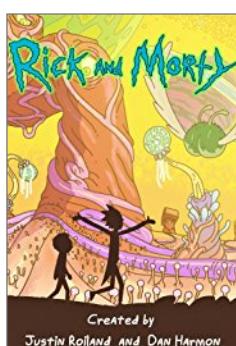
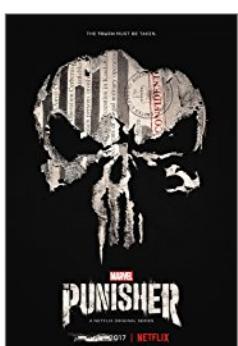
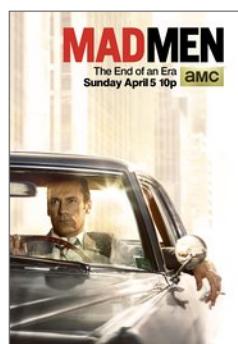
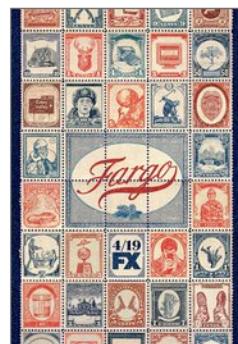
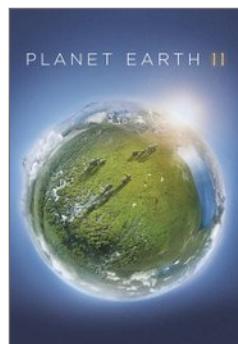
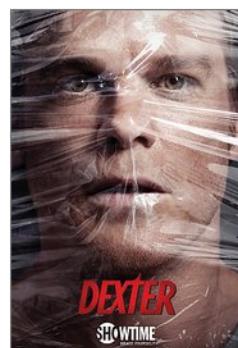
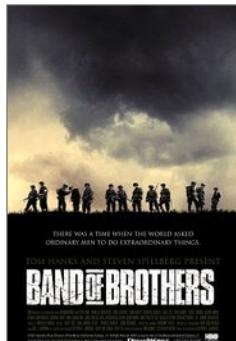
## Modern - Fancy



# Bildwelt - Filme / Serien



# Bildwelt - Background + Poster



# Typographie - System

Es werden insgesamt 2 Schriftarten verwendet.

## Montserrat Alternates

Diese Schriftart wird ausschließlich für das Logo verwendet.

## Ubuntu

Standart Schriftart der ganzen Fancee - Website.

# Typographie - Typefaces

## Montserrat Alternates - Regular

abcdefghijklmnöööööööööööööööööö  
ABCDEFGHIJKLMNÖÖÖÖÖÖÖÖÖÖÖÖÖÖÖÖ  
1234567890

## Montserrat Alternates - Bold

abcdefghijklmnöööööööööööööööööö  
ABCDEFGHIJKLMNÖÖÖÖÖÖÖÖÖÖÖÖÖÖÖÖ  
1234567890

## Ubuntu - Regular

abcdefghijklmnöööööööööööööööööö  
ABCDEFGHIJKLMNÖÖÖÖÖÖÖÖÖÖÖÖÖÖÖÖ  
1234567890

## Ubuntu - Bold

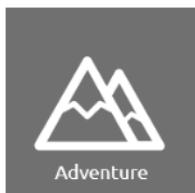
abcdefghijklmnöööööööööööööööööö  
ABCDEFGHIJKLMNÖÖÖÖÖÖÖÖÖÖÖÖÖÖÖÖ  
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# Grafische Elemente

## Genres - Icons



Action



Adventure



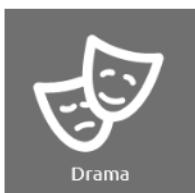
Anime



Comedy



Documentation



Drama



English



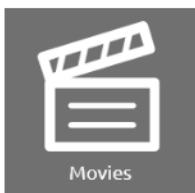
Horror



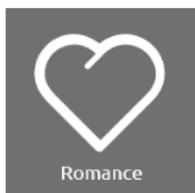
International



For Kids



Movies



Romance



Sci-Fi and Fantasy

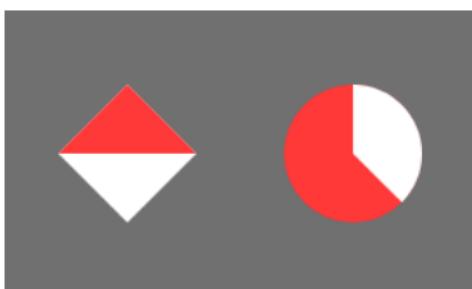


Series

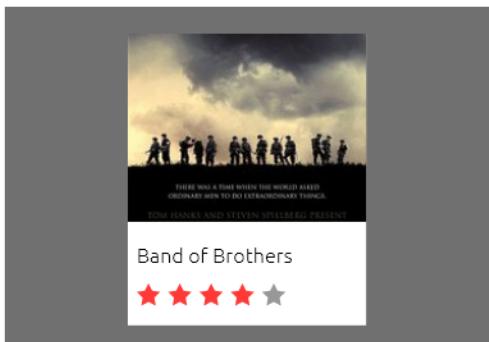


Thriller

## Symbole



Symbole zur Unterscheidung der Abooptionen.



"Karte" zum Anzeigen des Bilder einer Serie bzw Filmes, mit Namen und Bewertung.

# Buttons

START TRIAL

Auswählen der Trial-Option in der Landing Page

NEXT STEP

Zum nächsten Schritt in der Registrierung.

Login

LOGIN

USE YOUR FACEBOOK ACCOUNT

Buttons welche zum Einloggen in Fancee benutzt werden.

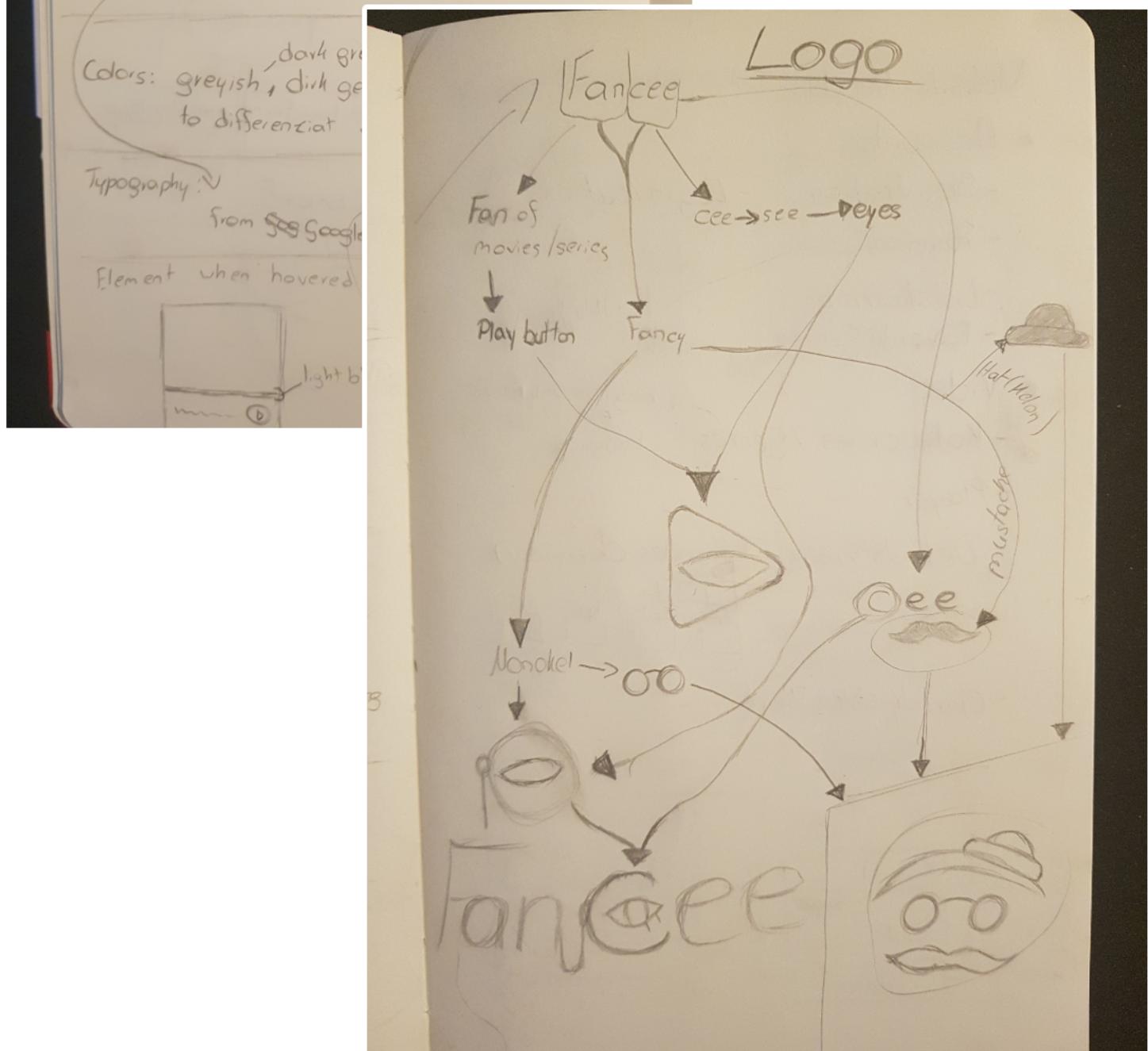
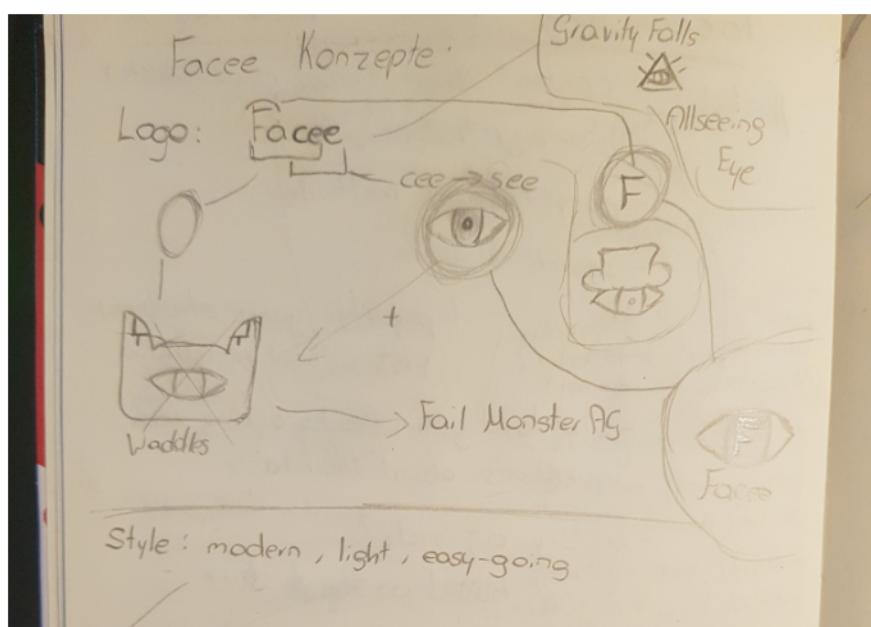
CONTINUE WATCHING

WATCH MOVIE

Weiterschauen oder starten einer Serie bzw einem Film.

Searchbar um nach Filmen oder Serien zu suchen.

# Scribbles



# Facee VoD - Website Visual Design

- Needed:
- content view (what can I watch)
  - User registration
  - easy Payment methods
  - search + genre

popular genre shown first without registration

> standard genre ~~less~~ by asking user questions about their taste.

- history of vids?

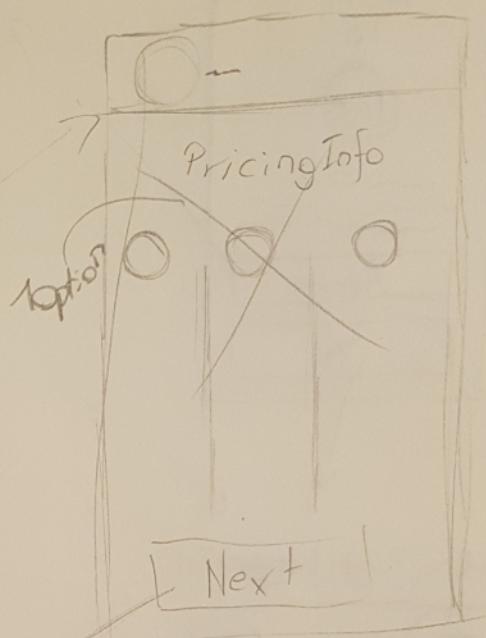
↳ list

## Mobile Smartphone:

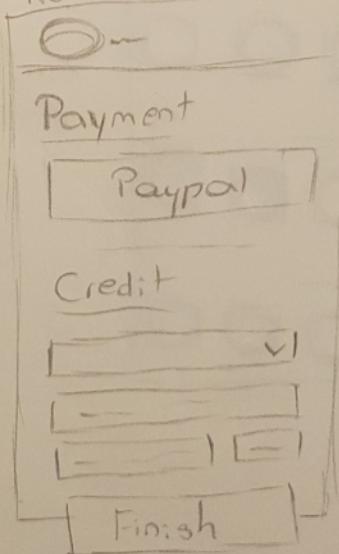
### Landing Page:



### New User: Pricing

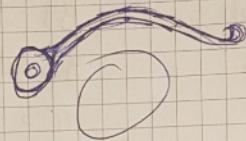


### New User: Payment

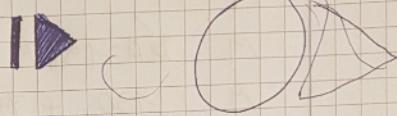


information design:  
Personal info: name  
job title  
organization  
Address info: street  
city  
state  
zip code  
other contact info: phone  
email

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