

RokuFlashback

STYLEGUIDE

Colour

The colour palette for Roku Flashback is a sampling of classics from consumers' childhoods that will have them feeling both nostalgic and wanting more. Roku Flashback's colour palette can be used interchangeably throughout the brand, as the colours are all complimentary to each other. Bright, simple hues attract and keep the attention of the viewer.

Hex Codes

Tomato Orange – #ff6600

Crimson Red – #bd0048

Green-Yellow – #e0f30e

Medium Sea-Green – #04a47a

Medium Turquoise – #24c2cb

Typography

User experience is always at the heart of Roku Flashback's branding, therefore we like to keep it simple with everything we do. That's why Arial is our typeface of choice. It is easy to read for both our older and younger users, and has a welcoming, friendly vibe. You will find this font used for everything besides our logo throughout our Flashback brand.

Arial Typeface

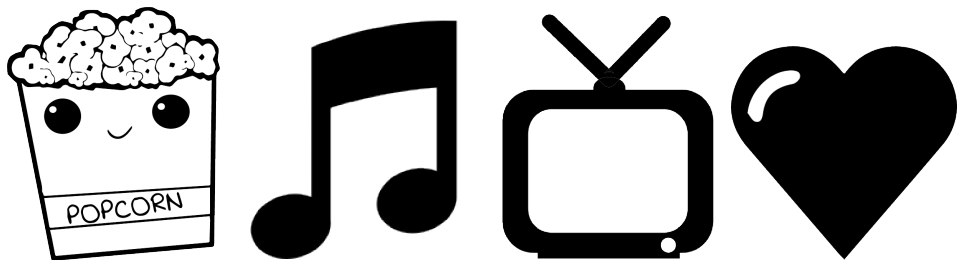
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Design Justification

When working on Flashback's iconography designs, we wanted to keep them as user-friendly as possible. We knew that our product would be used by children and therefore needed to communicate without many (if any) words at all. Our app needed to have a simple, bright feeling and our design needed to be able to reach our youngest audiences. By using plain, universal symbolism and easy-to-interpret pictures, we were able to come up with iconography that we believe can truly communicate to the consumer without saying a single word.

Iconography

Roku Kids



Roku Movies

