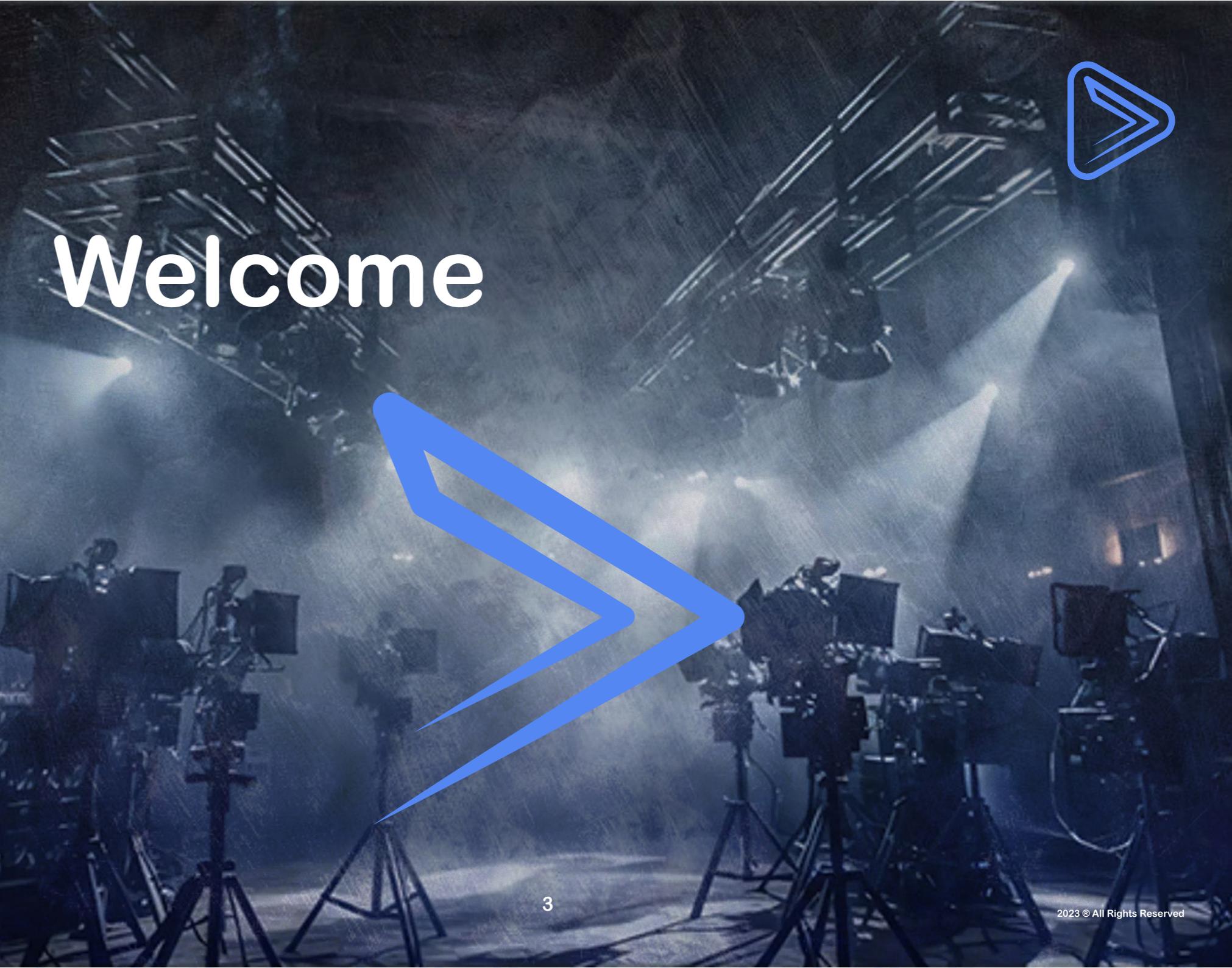




Brand Book

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Nemes Studio Mission



Nemes Studio's mission is to give people the opportunity to enjoy themselves favorite genres of movies, series and cartoons, which they choose themselves.

Nemes Studio creates only the best content for viewers without unnecessary deviations from the canon or changing important parts of the stories

At Nemes Studio, we create film productions that unite people based on interests, experiences, and more.

By doing this, we connect many people with a shared experience of the hero, or his discussion, and make their communication easier and more interesting.

By doing this, we see happy people and motivated to make more great movies, TV series or short films.

The Basics

Our logo is our most recognizable asset. That's why we love it, are protective of it and ask you to follow the rules when you use it.

Here's how:

- Only show the logo in Nemes Studio corporate blue or black. You can use white for certain exceptions (please reach out to us for approval).
- Don't alter, rotate, or change color of the logo.
- Don't animate the logo or make it talk, move, or fly.
- Don't use outdated versions of the logo.



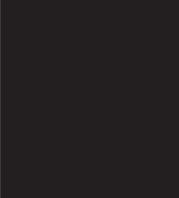
Who is this Brand Book for?

This guide is for anyone who wants to use Facebook's brand assets in their marketing or advertising and briefly covers guidelines for the assets approved for use and available at the Facebook Brand Resource Center at nemesstudiobrand.com

These guidelines outline the general rules when using Nemes Studio brand assets and showcasing Nemes Studio content. Consistent use of these assets helps people easily recognize references to Nemes Studio and protect company trademarks.

It is important that your marketing materials use Nemes Studio standards and use Nemes Studio approved assets correctly. This guide will help you meet those standards.

You can review full guidelines and download assets at the Nemes Studio Brand Resource Center at nemesstudiobrand.com and make a permission request at nemesstudiobrand.com/requests

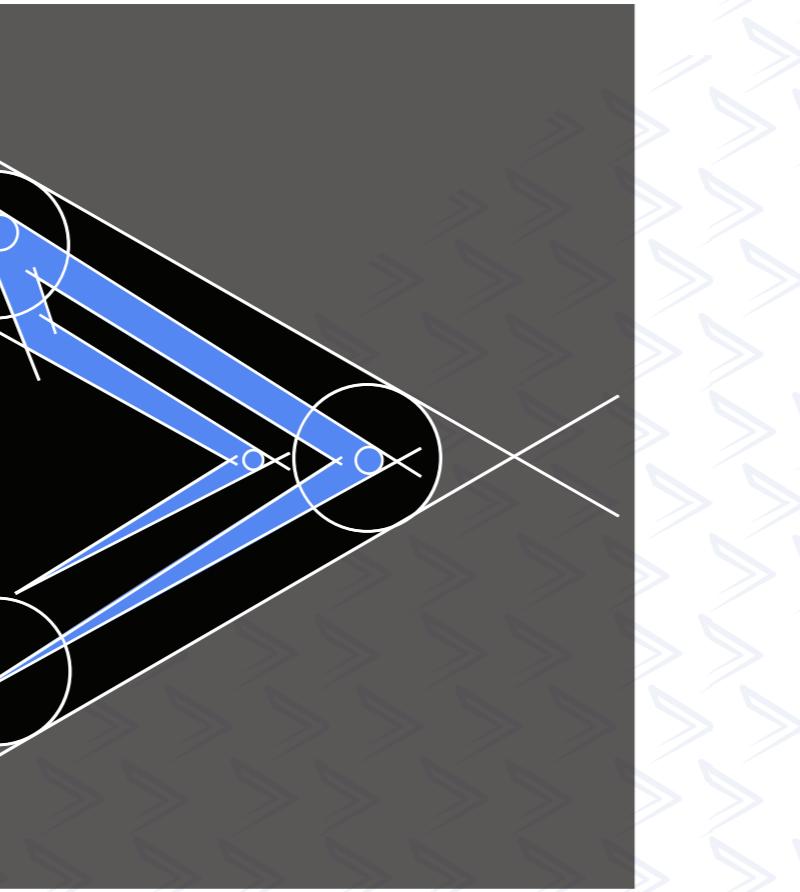


Visual standards



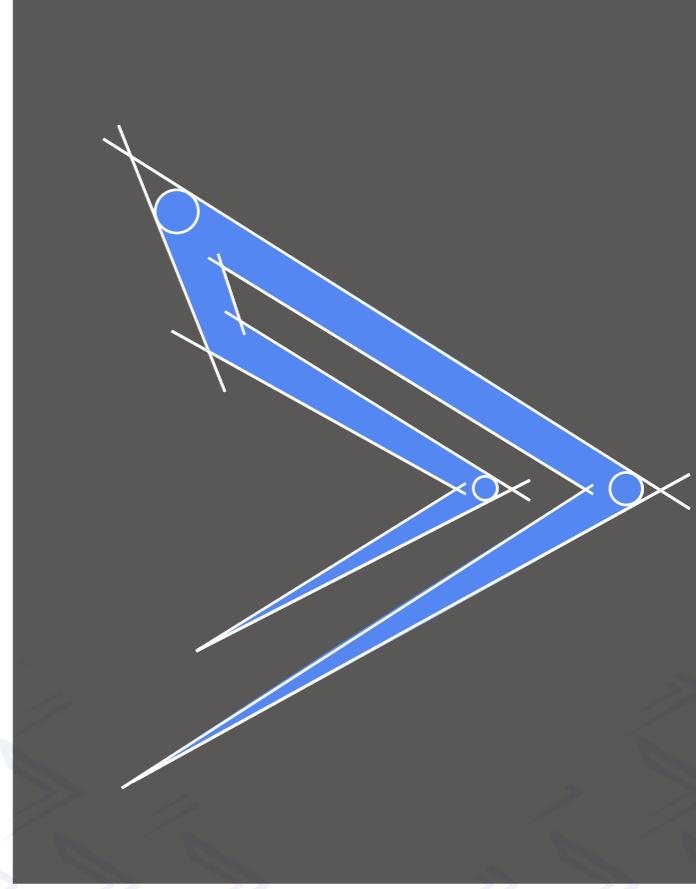
Logo Design

The idea of this logo is based on the design of the «play» button from various platforms and inside it a symbol that will symbolize the main character of Nemes Studio, also made in the form of a «play» button.
The construction of the logo consists of simple lines and of different diameters. This logo also has an alternate look.



Alternative Logo

The alternative logo repeats the main logo, but it should be used only on black or dark surfaces



Monochromatic Logotype

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

Clearspace

The minimum clearspace around the Primary Logotype is equivalent to 1/3 of the width of the logotype.

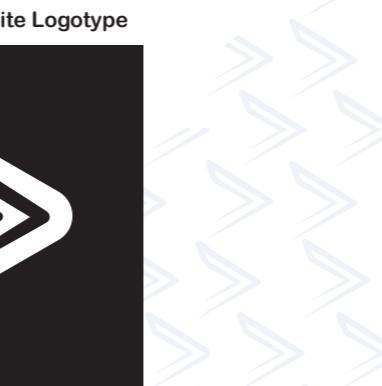
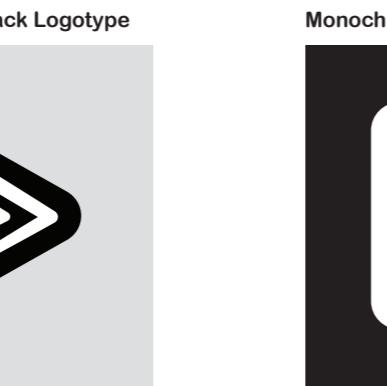
Smallest size use

Primary Logotype should never be smaller than .4" (10mm) wide. Include the registration mark for this measurement.

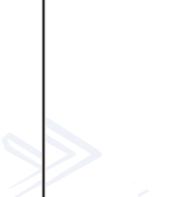
For digital applications, the Primary Logotypes' minimum size is 45 pixels wide.

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.



Minimum print size 0.4 inch (10 mm) wide.
Minimum digital size 45 pixels wide.



Spacing

The first way we signify the presence of Nemes Studio is with our Primary Logotype. It's the clearest way we can identify our company visually. We should be signing off all of our communications with the logotype; our partner messages must be identified as coming from us, and you!

Clearspace

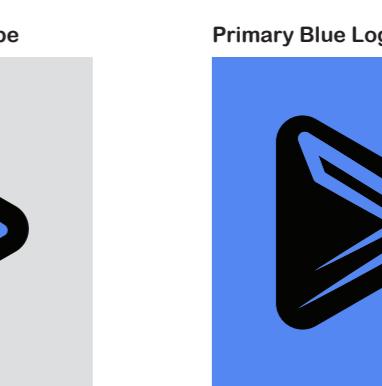
In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.

Smallest size use

The minimum size the Primary Logotype may be used for print applications is .4" (10mm) wide. Include the registration mark for this measurement.

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.



Minimum print size 0.4 inch (10 mm) wide.
Minimum digital size 45 pixels wide.



Color

Nemes Blue is our hero colour. We use Nemes Blue to clearly signify the presence of Nemes Studio in people's lives, and to help our users immediately identify us.

Use this colour generously for our type, charts and as a background.

We have a select set of supporting neutral colours which help Nemes Blue to dream.

In the majority of uses, we want strong contrast between all of the colours used. Solid colours work best in printed applications and for text.

The gradients are best applied in digital applications like our website and email.

Nemes Blue Solid

Pantone 2129 C
C92 M23 Y0 K0
R84 G135 B242

Nemes Black Solid

Pantone Black 6 C
C0 M0 Y0 K100
R0 G0 B0

Nemes White Solid

C0 M0 Y0 K0
R255 G255
B255

Nemes Sand Solid

Pantone
Warm Gray 1 C
C11 M8 Y7 K2
R226 G220 B218



Social icons

If you're looking to make it easier for people to connect with you on Nemes Studio, we've made a few different social icons for you to choose from.

Download them on our brand page.

- Keep the logo in blue or white only. You may, however, change the background of the icon to match your creative.
- Display it at equal size and height to other social icons.
- The minimum width of the Logo Social Icon is 32px.
- Whenever possible, take our logo out of its container.
- If a container is needed, feel free to use either a circle, square, or a square with rounded corners



Logo Social Icon



Circular Social Icon



Square Social Icon



Rounded Square Social Icon



Minimum width = 32px



Minimum width = 32px

Misuse

- Don't alter, rotate, or modify the logo.
- Don't animate the logo or make it talk, move, or fly.
- Don't surround the logo with other elements or creatures.
- Don't accessorize the logo with extra elements like speech bubbles.
- Don't anthropomorphize the logo.
- Don't overemphasize the logo.
- Don't use previous versions of the logo.
- Follow the clear space guidance.



Don't Add drop shadows



Don't Add special effects



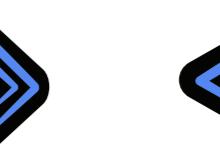
Don't Add gradients



Don't Add unapproved patterns



Don't Personify



Don't Skew, rotate, or stretch.



Don't Change orientation



Don't Add elements



Don't Add anatomy



Don't Multiply



Don't Stack multiple logos



Don't Fill with cascade typography



Don't Reduce the outline stroke



Don't Add color to the outline beside blue, black, or white.



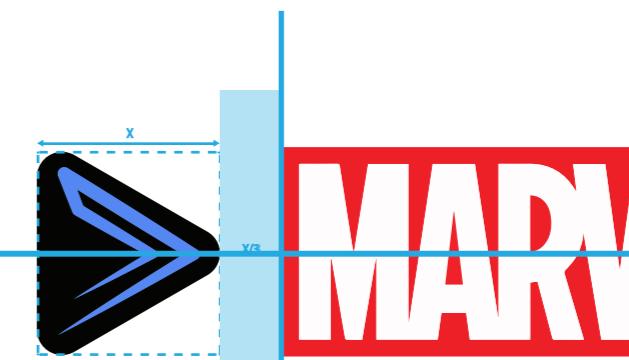
Don't Add color beside blue, black, or white.



Partner logos

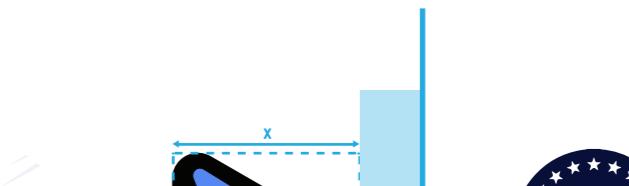
Size relationship—Primary Logotype

When partner logos are longer and more text-based, we prefer them to be at the same height as the logotype. For symbol-based logos, we prefer them to be 2X the height of the logotype.



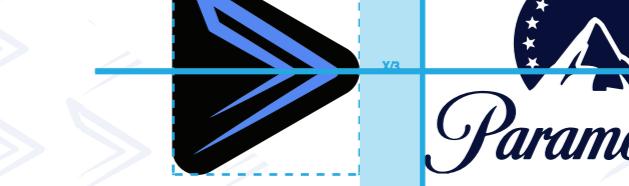
Size relationship—Alternate Logotype

When partner logos are longer and more text-based, we prefer them to be between 30 and 50% the height of the stroke. For symbol-based logos, we prefer them to be the same height as the logotype.



Alignment

We prefer our partner's logos to always be center aligned with either the Preferred or Alternate logotype.



Always consult the partner's company guidelines for logo usage, minimum size, etc.

Logo Text Drawing

This text design was invented on the basis of the Arial font and created independently by the film studio Nemes Studio.

This text is a reflection of the main character, his essence.

The use of this test is allowed only in the blue color in which it was created.

The distance from the logo to the text 2X should be 2 distances from the text X itself

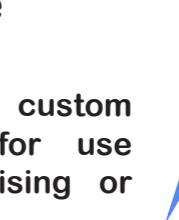
The use of this text in a language other than the original English language or the translation of this text into other languages is prohibited.



Recommended fonts for usage

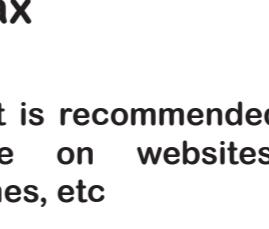
NEMES Type

Nemes Studio custom designed font for use in logos, advertising or posters



For the font part of the logo, a font based on open grotesque - Arial was specially developed. It is used in writing a logo or creating an advertisement or poster.

For use on the web, it is recommended to use Gothic style fonts, for example - Trickax



It is forbidden to use other fonts, for other situations you can contact nemesstudiobrand.com/fontquestions

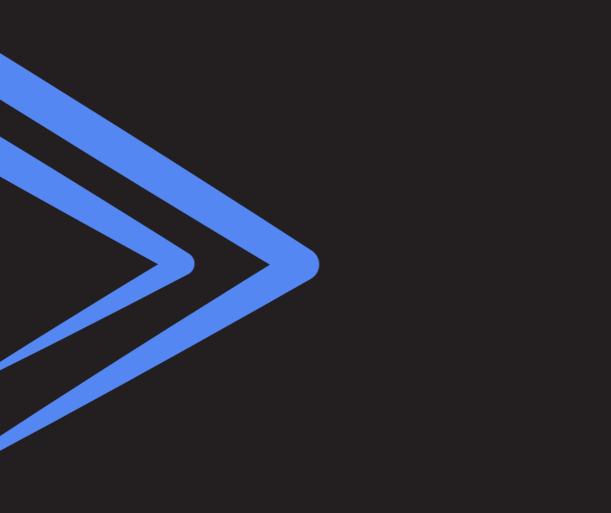
Use only in Nemes Studio colors.

Arial Rounded MT

The font is recommended for use on documentation or in other types of documents



Studio Graphics



Pattern

A graphic element from the middle - an arrow («play» button), which is a symbol of Nemes Studio, was used to build the corporate pattern.

With its design, this arrow symbolizes the first hero from the film studio Nemes Studio, from which the studio began.

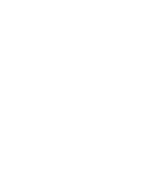
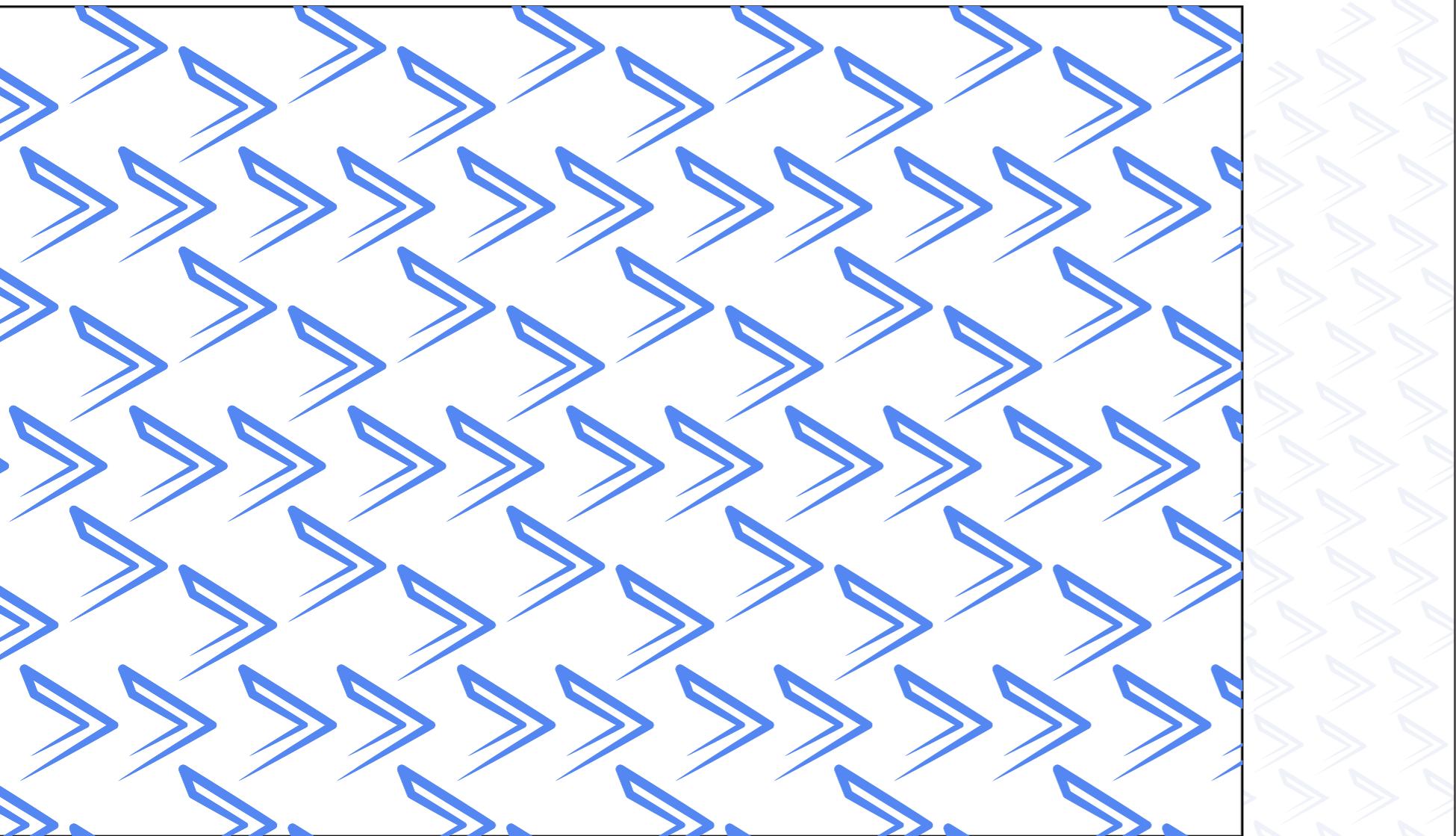
The signature pattern exists in two color solutions:

- a combination of a white graphic element on a blue background;
- a combination of a blue graphic element on a white background.

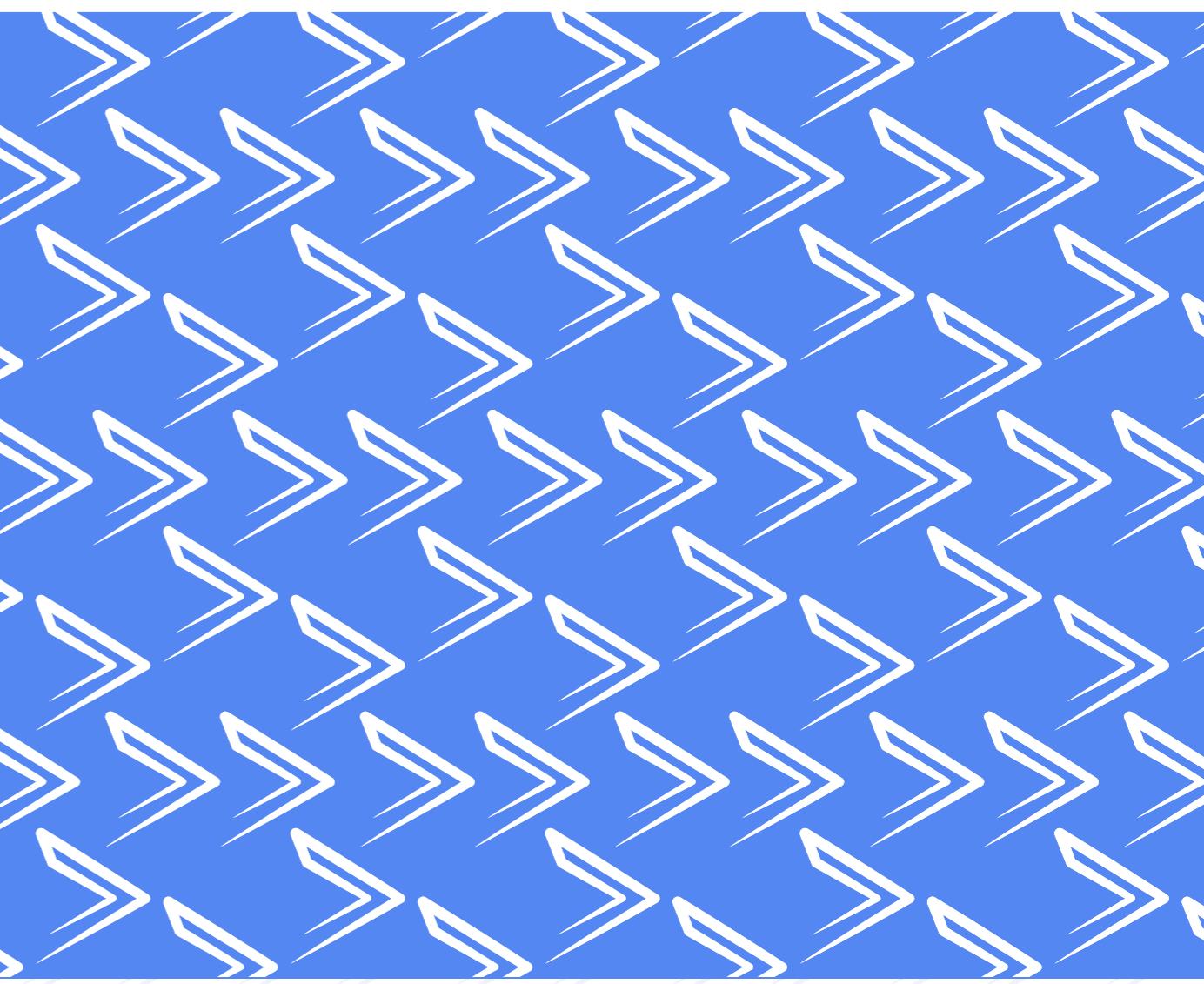
The corporate pattern can be used in the design of business documentation, souvenir products, advertising products, printed products, and interior design.



Pattern



Pattern



Business documentation



Business documentation

The business documentation of the business center includes: business card, letterhead and envelope.

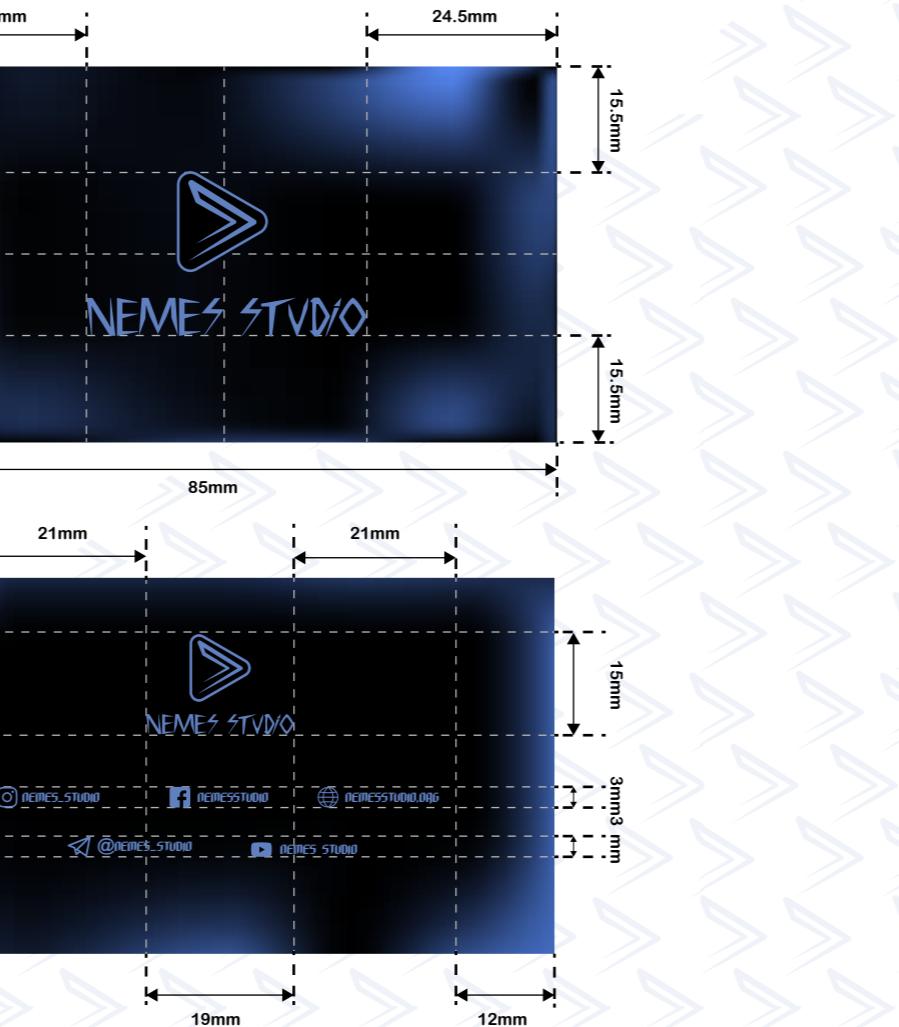
All elements of business documentation must be designed according to brand standards.

Business card

A corporate business card measuring 85x55 mm is made in corporate colors.

Font , drawing Regular, pin 7 pt, spacing 10 pt.

It is necessary to observe the deviations specified in the layout.



Business card



Letterhead

Company envelope in A4 format (210x297 mm) designed in corporate colors with the addition of a corporate logo.

It is necessary to observe the deviations specified in the layout.



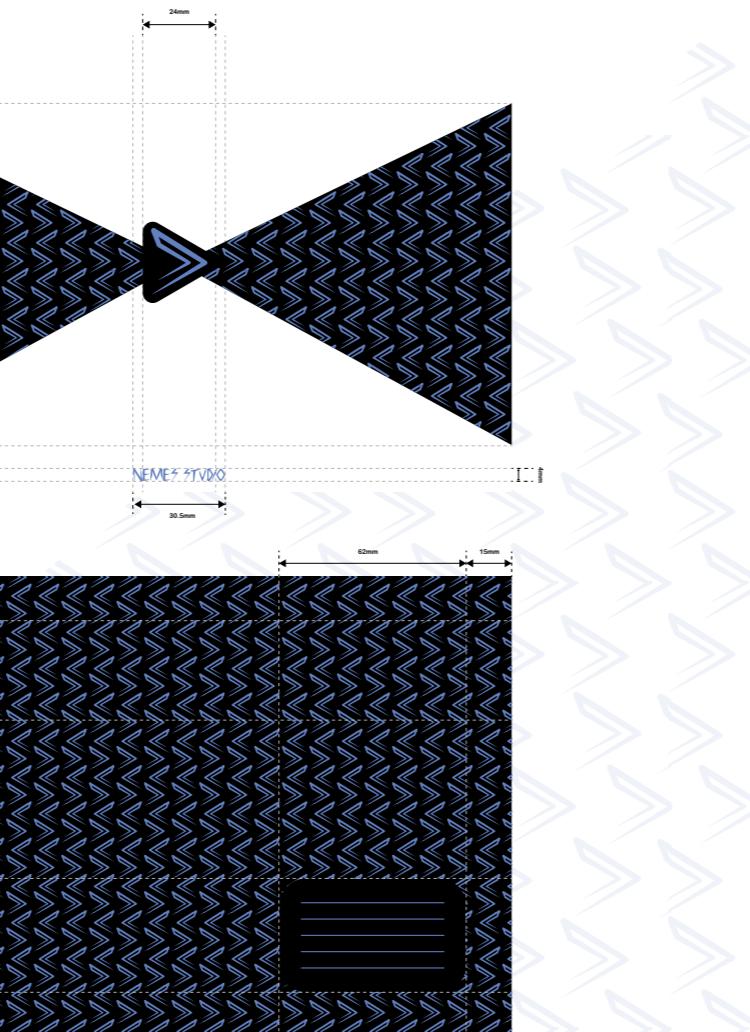
Letterhead



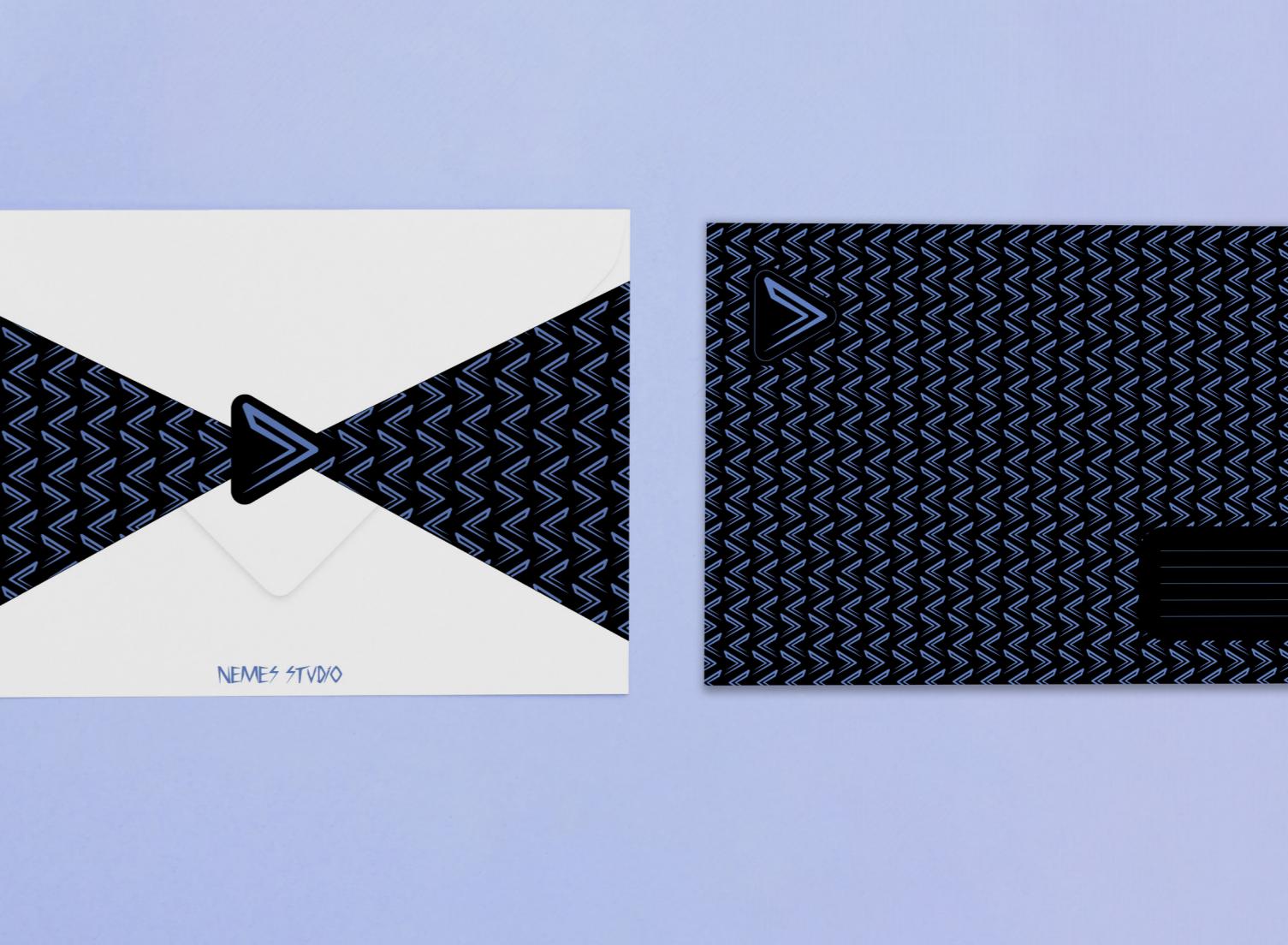
Company envelope

The company envelope measuring 220x150 mm is designed in corporate colors. The outer part of the envelope has a branded pattern on a black background.

It is necessary to observe the deviations specified in the layout



Company envelope



Souvenir products



Company envelope

Souvenir products have the function of a «reminder» of the company. Therefore, it must be constantly in front of the eyes. We offer to use as souvenir products, items that are often used in the office or everyday life.

T-shirt - made in corporate black and blue colors with an interesting option of placing a corporate pattern.

Cup - the cup is made in corporate black and blue color with logos applied on the surface.

Phone cover - made in corporate black and blue colors with a patterned logo.

T-Shirts



32



Cups



33



Phone Covers



34

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Interior



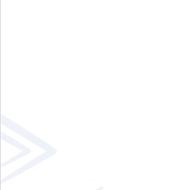
35

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Interior

We suggest using a branded pattern days of wall decoration, or paint over without a pattern signature black wall color.



Interior design



Exterior design



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Reception design



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Signboard at the entrance



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NEMES STUDIO