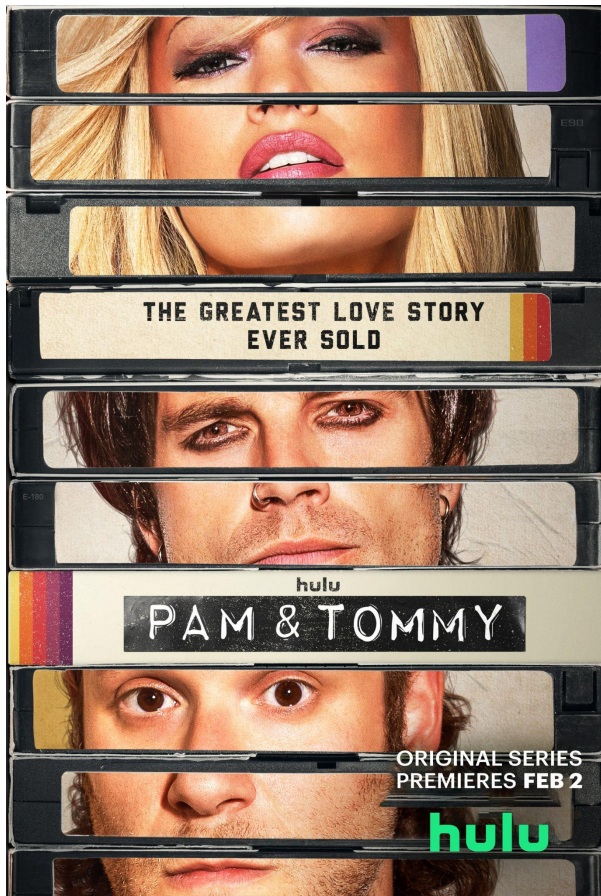
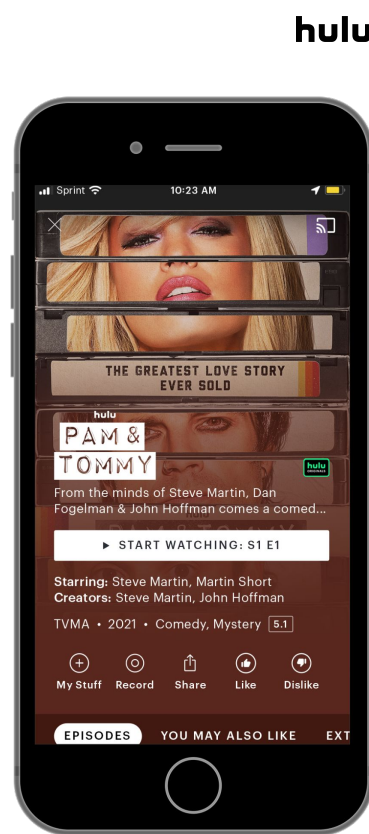


Key Art RECEIVED



Key Art REVISED



On Channel-Mobile

The image shows a screenshot of the Hulu website's home page. At the top, there is a dark blue navigation bar with a search icon on the left and the Hulu logo on the right. The navigation menu includes 'Home' (highlighted), 'Live', 'My Stuff', 'TV Shows', 'Sports', and 'Hubs'. Below the navigation bar is a large featured banner for a TV show. The banner has a dark blue background with a photo of a woman and a man smiling. The text on the banner includes 'START WATCHING' in small white letters, 'TITLE TREATMENT GOES HERE' in large white letters, a placeholder description 'Sed ut perspiciatis unde omnis iste natus error sit voluptate accusantium doloremque laudantium...', and metadata 'TVMA • Genres • TV Show • 2020'. At the bottom of the banner are two buttons: '▶ WATCH NOW' and '→ DETAILS'. Below the banner is a section titled 'TV FOR YOU' with five placeholder boxes for recommended content.

PAM & TOMMY BRANDING GUIDE



Updated 11.24.21

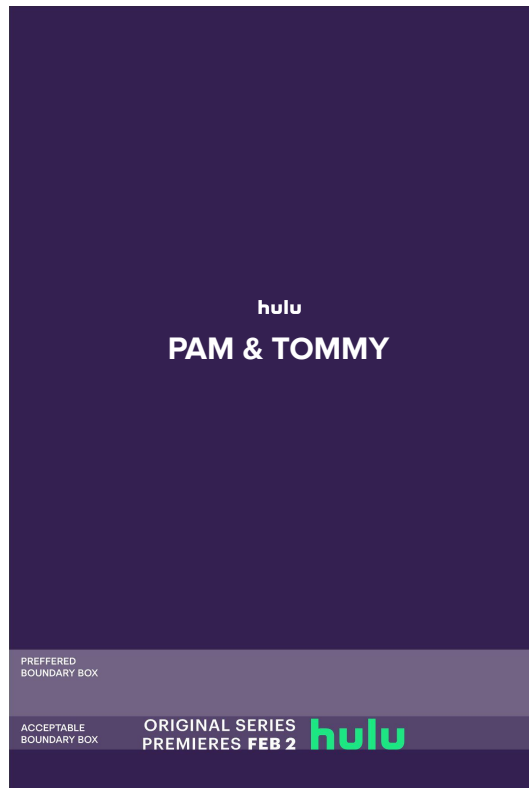
Keyart - 27x40 Template

Download template
and lockup Hulu logo with your
show title treatment.

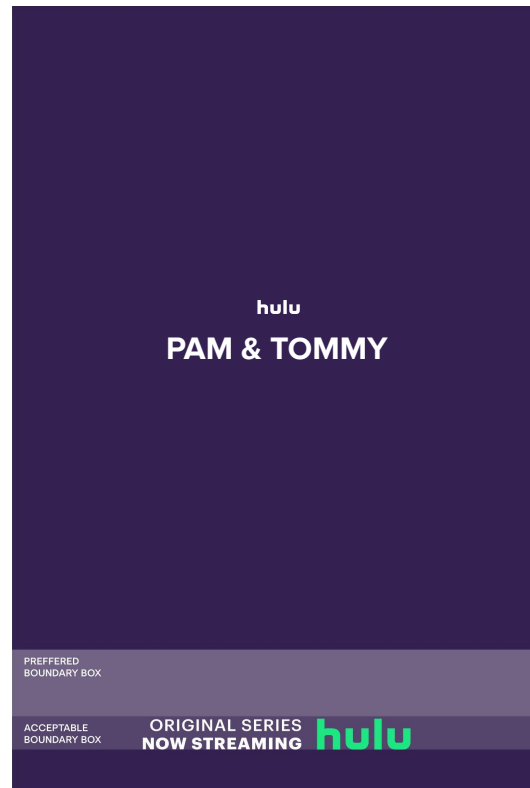
Use the scale relationship
shown here for visual ref.

**DOWNLOAD
KEY ART TEMPLATE**

hulu



Prelaunch



Post launch

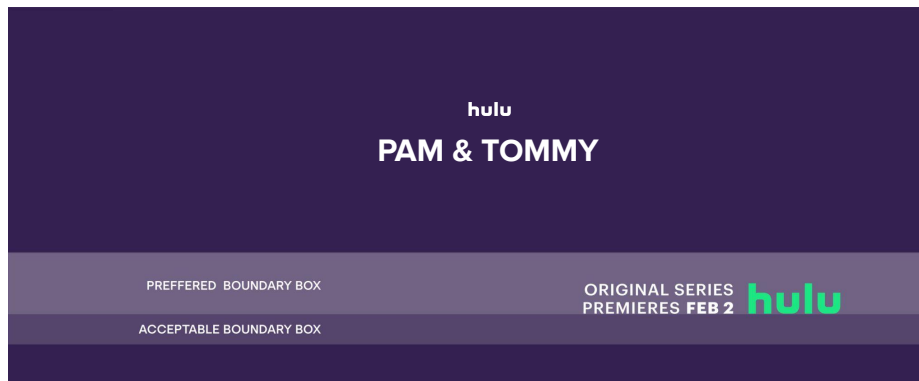
Keyart - 19.6x48 Template

Download template
and lockup Hulu logo with your
show title treatment.

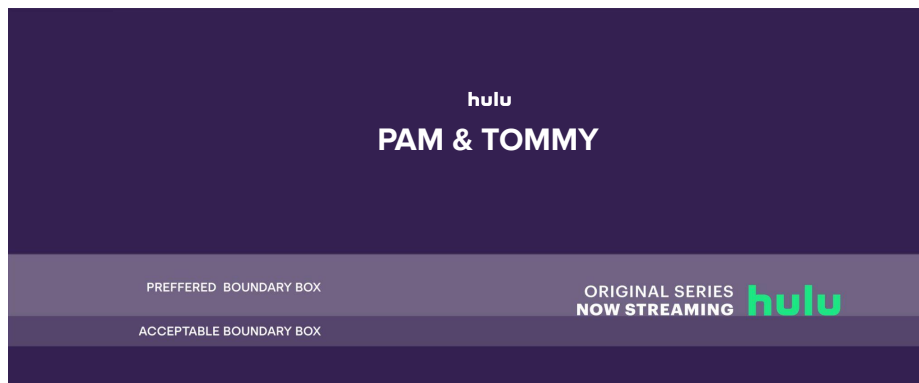
Use the scale relationship
shown here for visual ref.

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hulu



Prelaunch



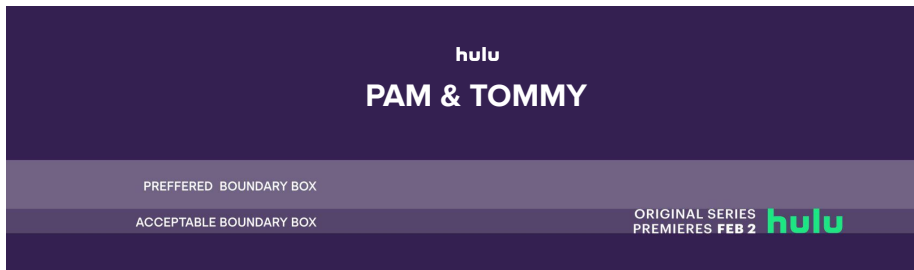
Postlaunch

Keyart - 14x48 Template

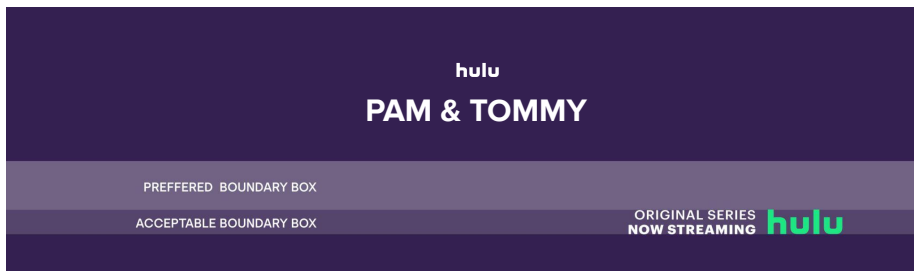
Download template
and lockup Hulu logo with your
show title treatment.

Use the scale relationship
shown here for visual ref.

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KEY ART TEMPLATE**



Prelaunch



Postlaunch

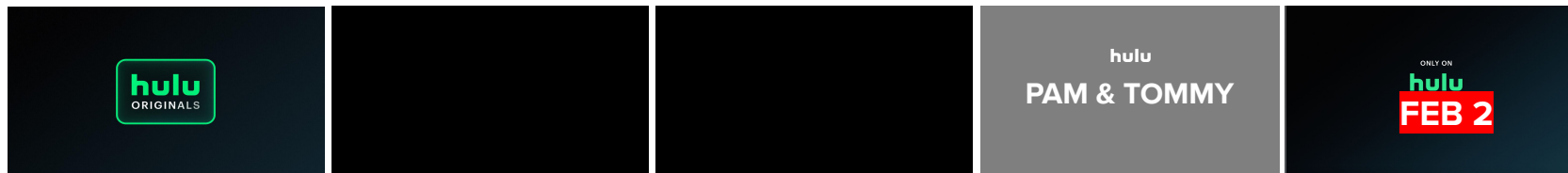


AV Branding Structure / Tunein Ref

Preferred Structure for Longer Forms (:30, :60 and Longer)



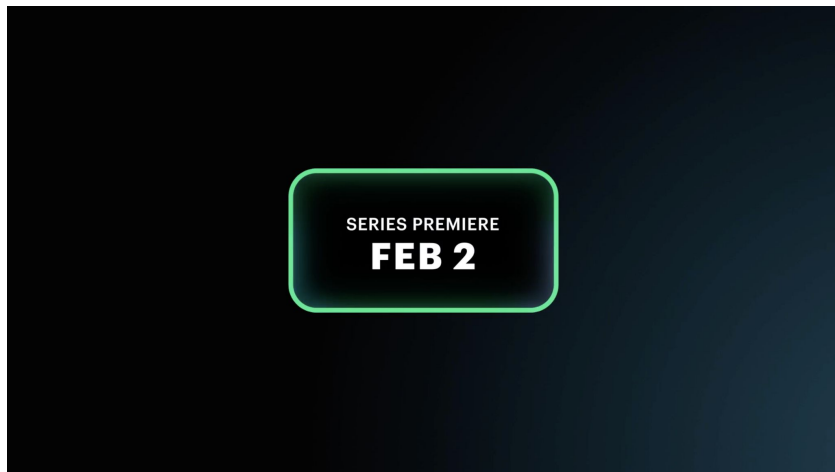
Structure for Shorter Promos (:15, :10)



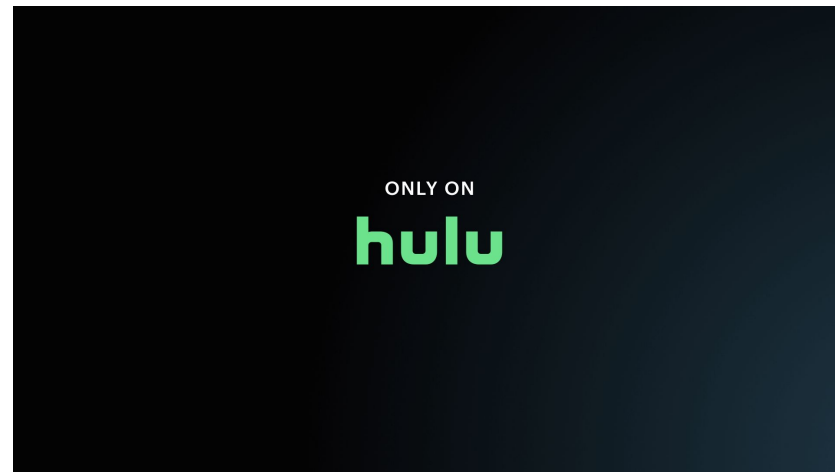
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Preferred 2 card system for :30s, :60s and longer forms.

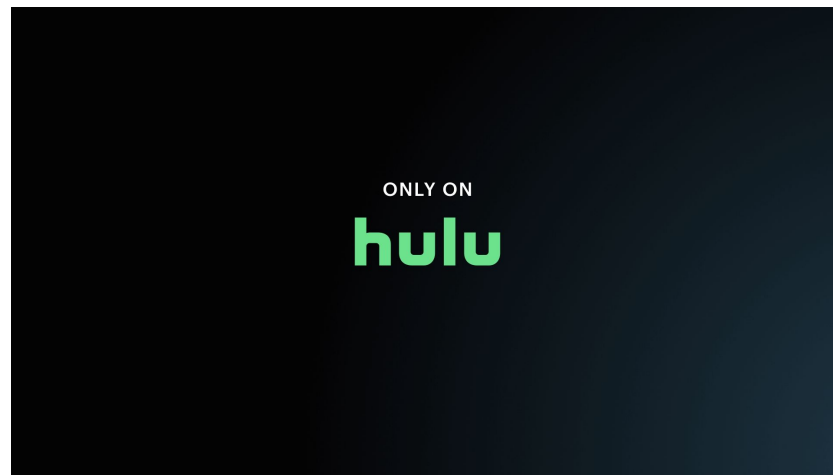
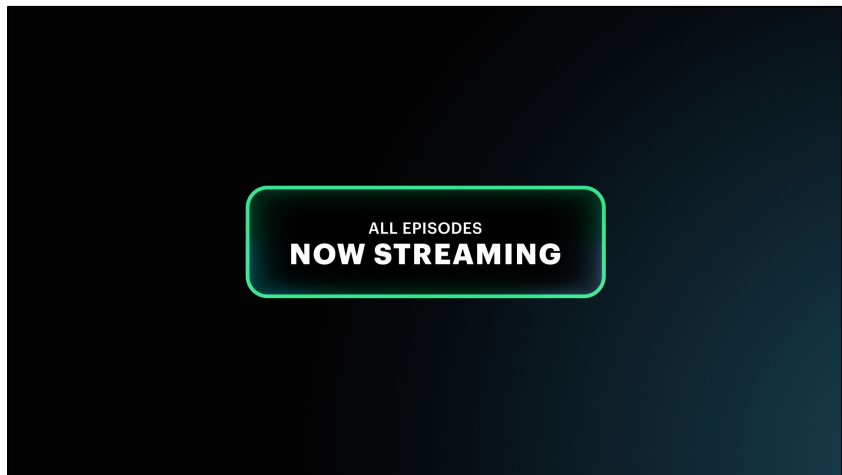


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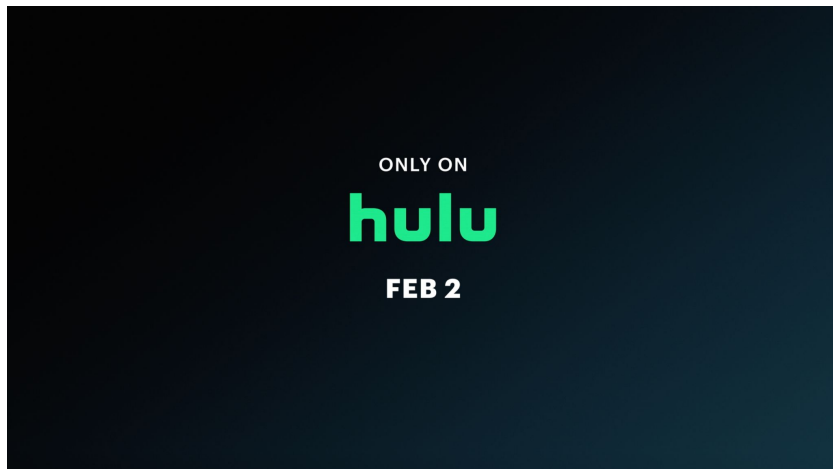
Preferred 2 card system for :30s, :60s and longer forms.



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1 card system for :15s and :10 bumpers



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Hulu Brand Elements

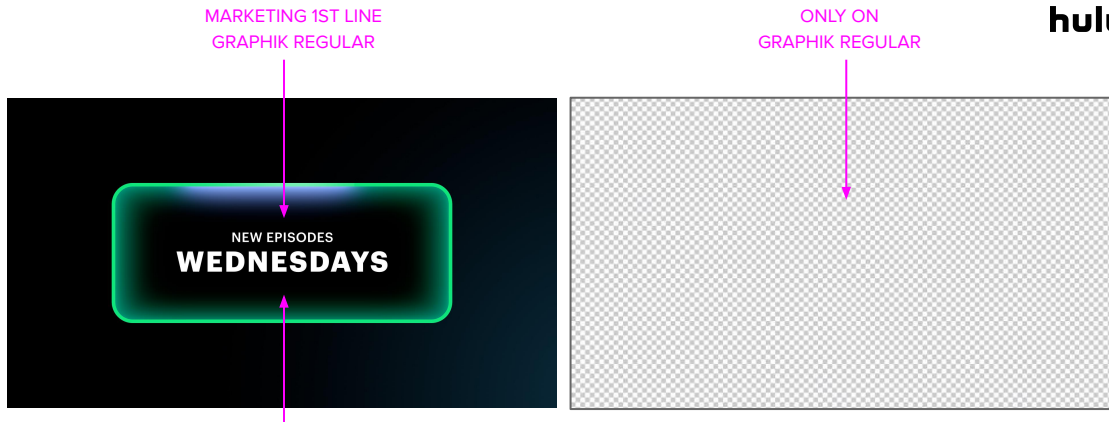
Brand Font - Graphik

Our new brand font is Graphik.

External Partners should license graphik. Hulu cannot share access to fonts outside of Monotype.

The Graphik Family Version \$400 will cover branding needs.

DOWNLOAD GRAPHIK



DATE - GRAPHIK BOLD



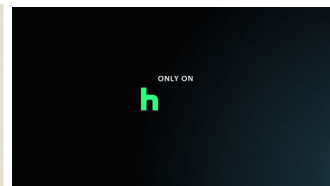
AV Structure

Bumpers (:10s and :06s)

Green Vessel Frame Open



Combo Card



Use prerender as provided.

1 second minimum duration.
1.5 recommended.

1 second minimum duration.

Green Vessel Frame Open



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[DOWNLOAD COMBO CARD PSD](#)