hulu

TELL ME LIES

STYLE GUIDE

07.28.22

Sharing & Requesting Art

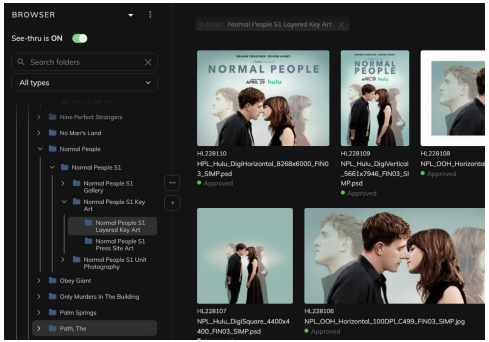
If you are sharing art with others at Hulu, they most likely have a Green Room staff user account. All you need is the link to the folder which can be pasted in an email, Slack or in a Style Guide.

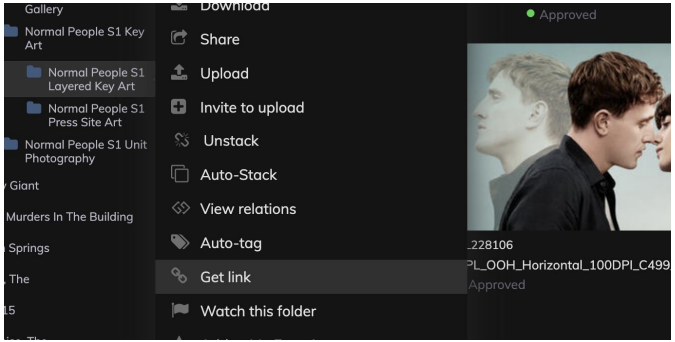
- Right click on the folder and select the “Get Link” option

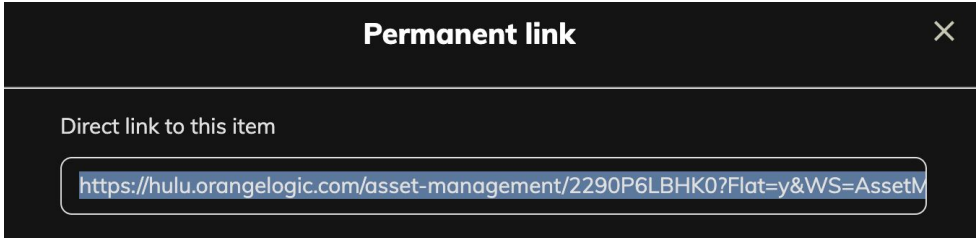
The link will bring the user directly to the assets if they are already logged in, or it will first prompt a Hulu SSO sign in via Okta.

Internal user links will not work for any external 3rd party looking to access Green Room. If you are outside of Hulu, or do not have a Green Room staff user account (this includes Disney team members who are not part of DMED) please request access via the “External User Request Form”.

For more information on this process please review the “Key Art Delivery and Sharing Workflow Deck”







EXTERNAL USER REQUEST FORM

KEY ART DELIVERY AND SHARING WORKFLOW

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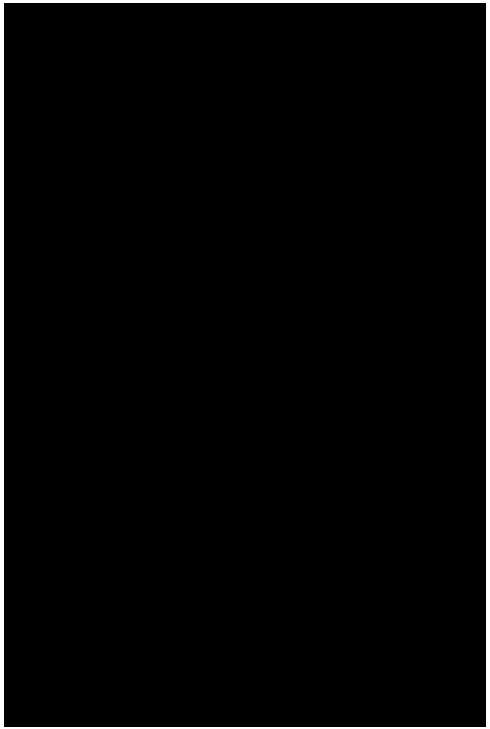
TABLE OF CONTENTS

1 Show Overview + Messaging
2 Show Logo
3 Typography
4 Show Color Palette
5 Key Art
6 AV
7 ShowPage Breakouts
8 Hulu Logo + Color

Show Overview + Messaging

Show Overview



- **Hulu Premiere Date -** September 7, 2022
- **Genre** - Drama, Coming of Age
- **Order -** 10 Episodes (Weekly, New Series)

Tune-In - New Series, Weekly (Finale Push)

Keyart / Digital Banner Keyart Resolves / DOOH Keyart Resolves / 9x16 Lower 3rd Paid Bugs

PRE LAUNCH	POST LAUNCH	FINALE	EVERGREEN
ORIGINAL SERIES PREMIERES **SEPT 7**	ORIGINAL SERIES NEW EPISODES **WEDNESDAYS**	SEASON FINALE **OCT 26**	ORIGINAL SERIES **NOW STREAMING**

AV

PRE LAUNCH	POST LAUNCH	FINALE	EVERGREEN
SERIES PREMIERE **SEPT 7**	NEW EPISODES **WEDNESDAYS**	SEASON FINALE **OCT 26**	ALL EPISODES **NOW STREAMING**

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Update Overview
Messaging Guide

This guide is for internal reference only.

Please reach out to:

heather.kim@disneystreaming.com
greg.kennerson@disneystreaming.com

for messaging questions.

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Hulu 2.0 Tune-In (FPO Language)

Anatomy

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Key Art

Hero Key Art

DIGISQUARE: This art has very strict crops (regarding likeness & nudity) that talent has approved, please adhere to the approved crops on the Vertical and Horizontal.

We advise you to work off the Vertical and Horizontal files. Only use/request the Digisquare when absolutely necessary. If you need to use/receive the Digisquare, please specifically request that size in the request form. Please send any deliverables you create to Elizabeth Blalock & Carey Billings for approval.

Vertical: 8100x12000 px sRGB (72 DPI)

Horizontal: 5879x14400 px sRGB (72dpi)

Digisquare: 4400x4400 px (minimum) sRGB (72 DPI)

KEYART REQUEST FORM

NOTE:

- **This art is not yet public. Until 8/4/22, only Hulu POCs can request keyart on behalf of themselves or their vendors.**
- **Once you click on the form, you will be asked to provide knowledge of your vendor's security clearance.**
- **Any questions on the security form, please reach out to your Operations Manager. Lead distro link. and CC: Raquel Muro**
- **If you don't know your vendor's security clearance status, go to this document (link)**

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Show Logo

Show Logo
Key Art

This logo should only be used on *Key Art*

Color

B&W

HULU INTERNAL ACCESS LINK

Hulu SSO or Green Room user account holders

EXTERNAL USER REQUEST FORM

Users who do not have access to Green Room. This includes Disney team members who are not part of DMED.

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Show Color Palette

Show Color Palette

The color palette retains influence from our key art, digital and on air campaigns. Please consider the following colors when creating additional marketing materials.

Key Art

#B5AC81 #FFFFFF #99B9C2

AV

#CEBEB9 #09131E

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Typography

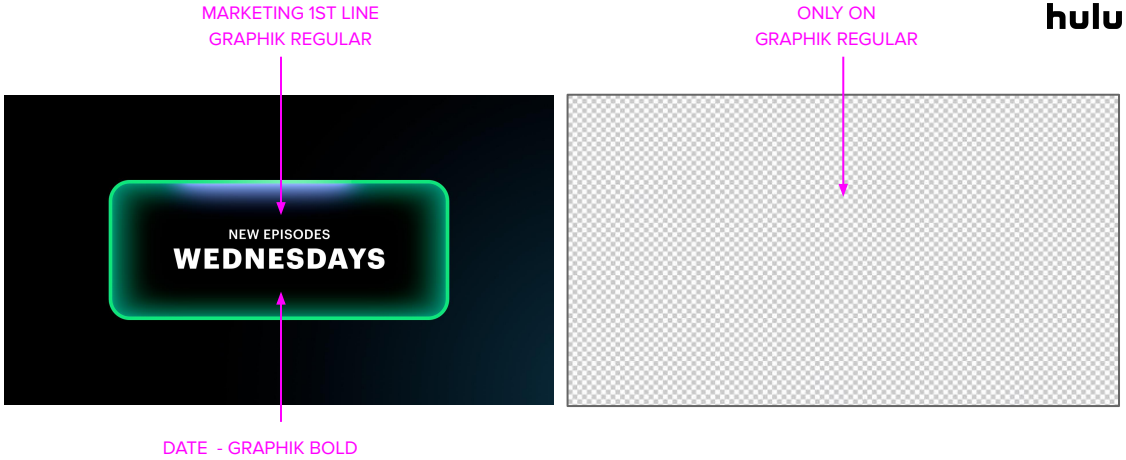
Brand Elements
Graphik

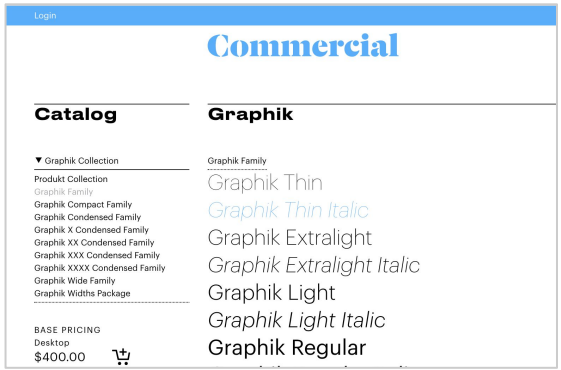
External Partners should license graphik. Hulu cannot share access to fonts outside of Monotype.

The Graphik Family Version $400 will cover branding needs.

You can also license graphik per weight.

DOWNLOAD GRAPHIK





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Typography
Show Logo

Font: Neue Plak Regular
Foundry: Monotype
Link:
https://enterprise.monotype.com/en/font/monotype/neue-plak/regular

The font can be downloaded via Monotype. To request access to the font, fill out the below form:

MONOTYPE FONT FORM

Neue Plak Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

hulu

Typography
AV - Show Logo

Font: Neue Plak Regular
Foundry: Monotype
Link:
https://enterprise.monotype.com/en/font/monotype/neue-plak/regular

The font can be downloaded via Monotype. To request access to the font, fill out the below form:

MONOTYPE FONT FORM

Neue Plak Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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Typography
AV - Interstitials

Font: Neue Plak Regular
Foundry: Monotype
Link:
https://enterprise.monotype.com/en/font/monotype/neue-plak/regular

The font can be downloaded via Monotype. To request access to the font, fill out the below form:

MONOTYPE FONT FORM

Neue Plak Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Typography
Key Art

Font: TT Ramillas Bold (faux bold applied) & Neue Plak Regular
Foundry: Monotype
Link:
https://enterprise.monotype.com/en/font/typetype/tt-ramillas/bold &
https://enterprise.monotype.com/en/font/monotype/neue-plak/regular

The font can be downloaded via Monotype. To request access to the font, fill out the below form:

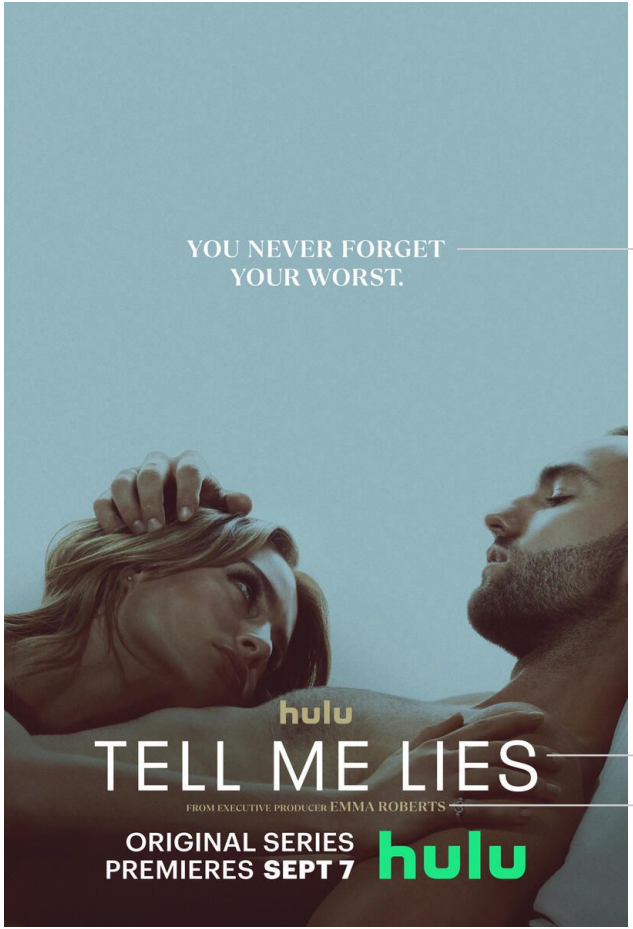
MONOTYPE FONT FORM

TT Ramillas Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Neue Plak Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



TT Ramillas Bold (faux bold applied)

Neue Plak Regular

TT Ramillas Bold (faux bold applied)

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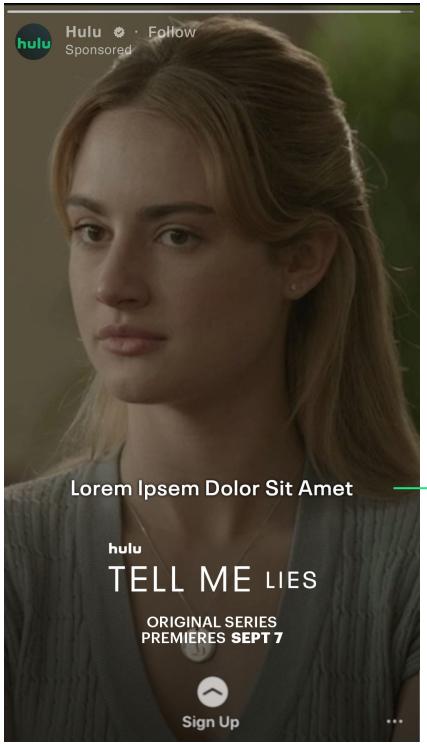
Typography
Captions



Neue Plak SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

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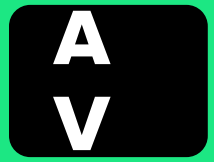

AV Sample

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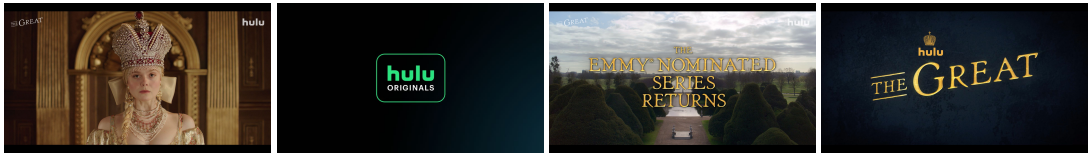
LongForm Sample

:15, :30 Sample



2 Card Close: Allows for marketing info on returning or special series

1 Card Close: Used on standard new series launches for quick date read.

SHOW SPECIFIC MGFX TOOLKIT

HULU OPEN PRE RENDERS

HULU ENDTAG AE TOOLKIT

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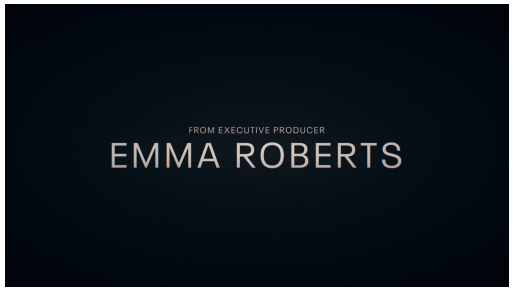
AV
Interstitials

Interstitials should be on screen for a **minimum of 1 second (23.97 fps)**

16x9

16x9



DOWNLOAD PRE RENDERS

DOWNLOAD AE FILE

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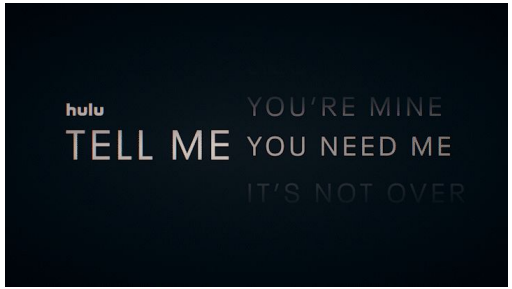
AV
Title Close

Title Close should be on screen for a **minimum of 1 second (23.97 fps)**

Transitions are not included in the minimum frame count.

16x9



9x16

1x1

4x5

DOWNLOAD PRE RENDERS

DOWNLOAD AE FILE

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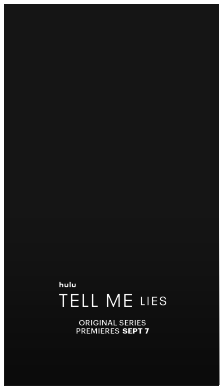
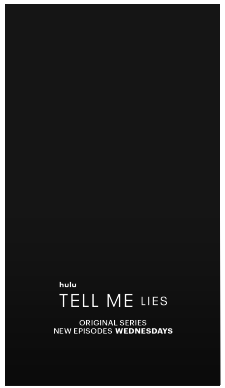
Bug System

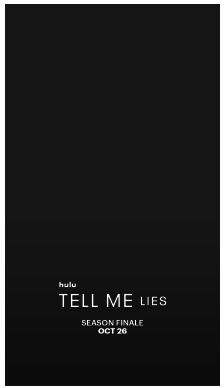
Paid Social 9x16 Bug PreLaunch



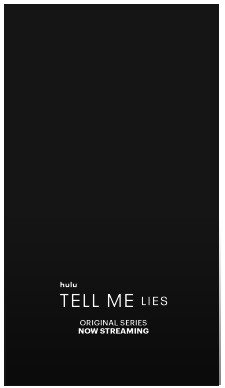
Paid Social 9x16 Bug PostLaunch



Paid Social 9x16 Bug Finale

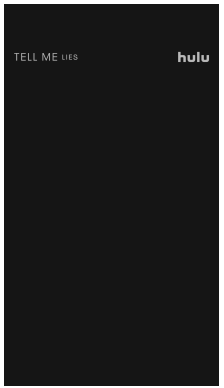


Paid Social 9x16 Bug Evergreen



Center bugs should follow tune in format (language and weights) of Key Art

Social 9x16

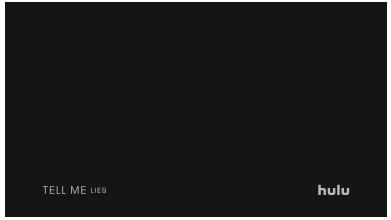


Social 4x5

Social 1x1

Social 16x9

Broadcasting 16x9



DOWNLOAD BUGS

AV Thumbnail Template

Use this show specific thumbnail template, when creating AV thumbnails. This will provide consistency across all our thumbnails (to avoid inconsistencies in show title sizing etc).

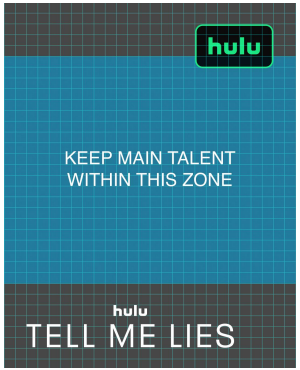
DOWNLOAD SHOW THUMBNAIL TEMPLATE

16x9

1x1

9x16

4x5 (1080x1350)



360x600

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ShowPage BreakOuts

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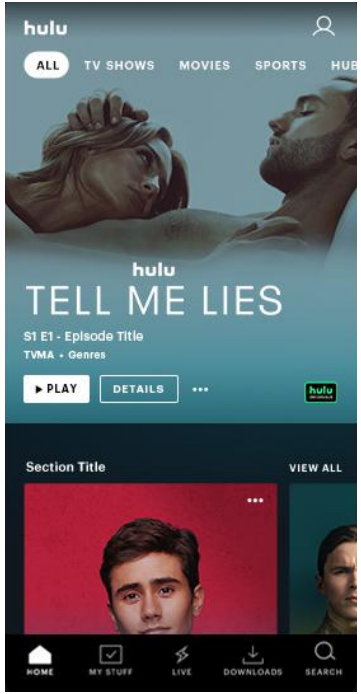
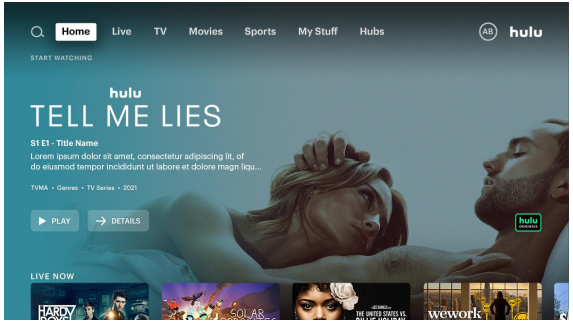
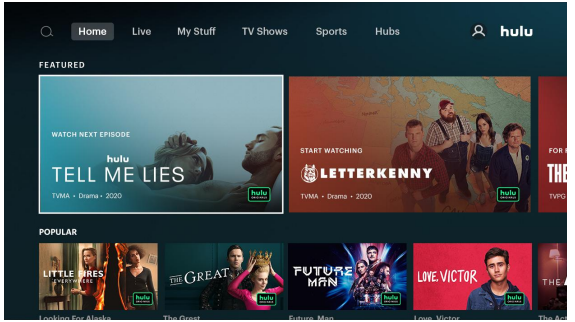
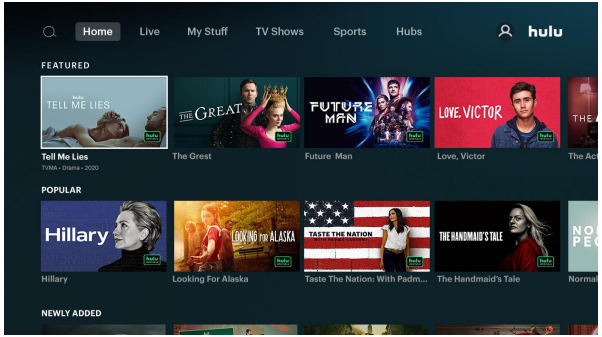
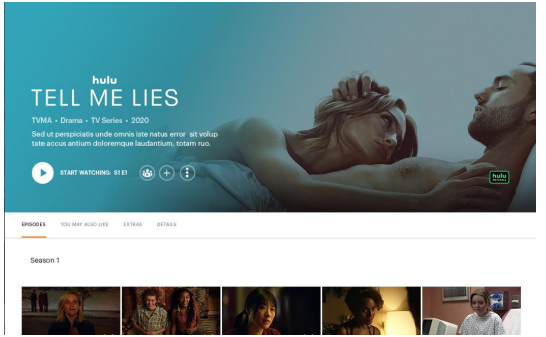
On Channel Breakouts











DOWNLOAD PDF

Archive Page

Digital Banners

DOOH

OnChannel PDF

hulu

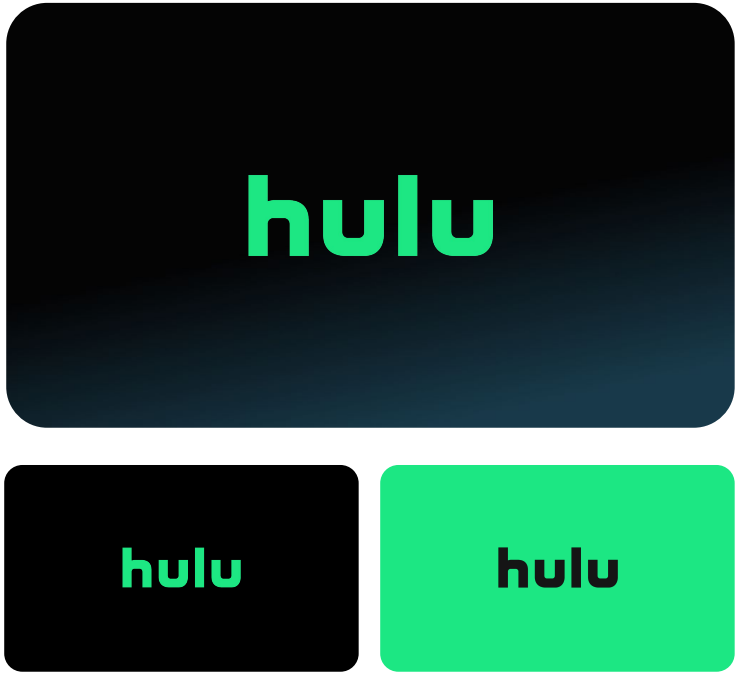
Hulu Logo + Color

Hulu Brand Elements
Logos

Whenever possible, the Hulu logo should be green.

In cases where we want to make an impact by using a green background, the logo can be black.

Color combinations are shown in order of priority.



DOWNLOAD LOGO ELEMENTS

Hulu Brand Elements

Logo & Background Color Combos

Dynamic Gradient is used to create depth and bring a cinematic quality to designs. This is the hero color impression of One Hulu.

Black is secondary color and is used for print pieces where the subtle gradient may not turn out well.

Hulu green this color combo should only occur in transitional moments.

DOWNLOAD LOGO ELEMENTS

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Hulu Brand Elements
Color Palette

#1CE783
PMS 7479c over dark
PMS 7480c over light

Hulu green is Hulu's primary brand color. It represents the fresh distinctiveness of our brand and stands out from more traditional entertainment palettes.

Dynamic Grad
#040405 > #183949

Dynamic Gradient is used to create depth and bring a cinematic quality to designs.

#040405
Rich Black

Black is secondary color and is used for print pieces where the subtle gradient may not turn out well.

Hulu Brand Elements

Hulu Green

We have a Spot Color that is unique to Hulu.
It's kind of like a custom Pantone color just for us.

We print with this custom spot green whenever possible and many of our preferred vendors have a pre-mixed custom ink for Hulu Green.

If printing a custom spot color isn't possible, the next option is to use **Pantone 7479c over dark and 7480c over light** as an acceptable substitute.

If neither of the previous options are available, we can print a CYMK green as a last resort.

If being printed digitally, the green may print brighter if we deliver RGB files instead of CMYK. Please check with the print vendor on this.

HULU CUSTOM SPOT (LAB MODE)
L 74 **A** -65 **B** 28
(Device independent)

PANTONE
Over Dark BG 7479C
Over Light BG 7480C

CMYK
C 76 **M** 0 **Y** 70 **K** 0

HEX
Over Dark BG #1CE783
Over Light BG #00BF6F

RGB
R 28 **G** 231 **B** 131

Post Keyart launch