life IS MY MOVIE
ENTERTAINMENT

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INTRODUCTION

WHO WE ARE

Life Is My Movie Entertainment brings captivating topics to the documentary genre through the creative means of development, production and distribution.

WHAT WE DO

Life Is My Movie Entertainment marries images and reality by visualizing content for widespread discussion through non-fiction cinema. We believe each person has a role in a much bigger story and that it is our mission to connect people to the topics we bring to life through the stories we tell.

WHERE WE ARE GOING

We strive to become the leading entertainment company in the non-fiction genre by creating engaging and entertaining films that can be used to educate, engage and challenge today's audiences.

LOGO USAGE

Our logo is a very valuable asset to our brand. To ensure proper usage we have provided this easy to use guide.

The preferred way to use the logo is on a black, white or neutral background. Every attempt must be made to do this.

If the logo must be placed on a color background (*see limited color options**), the logo will be reversed out and used in one color.

Please observe the clearance (x) around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

1. Default CMYK logo on white.
2. Default CMYK logo on neutral.

**Reference to "Reverse Logo" page.*
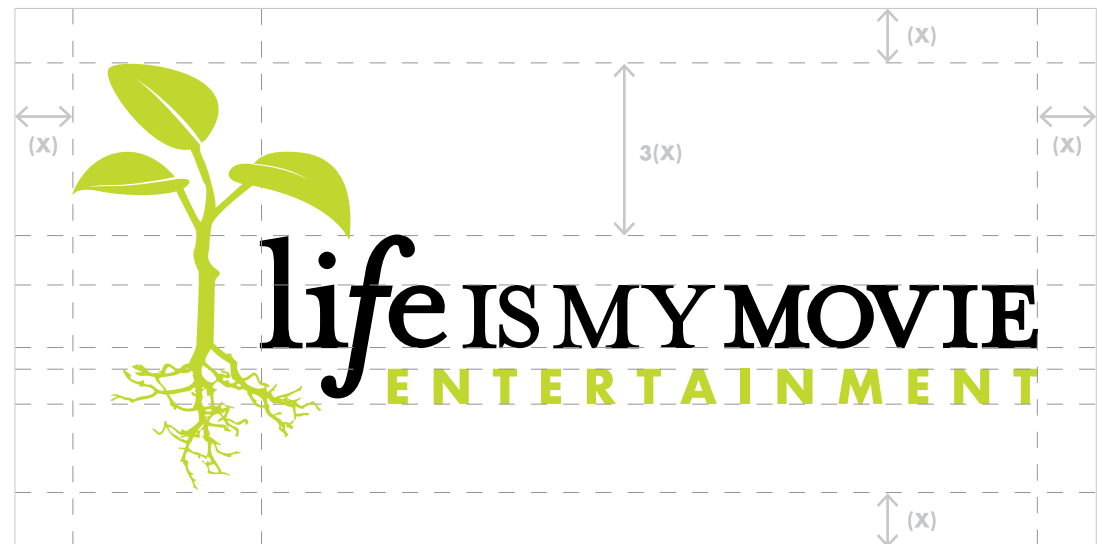
INCORRECT
LOGO USAGE

DON'T:

1. Change logo's orientation.

2. Add extraneous effect.

   This includes but is not limited to: bevel and emboss, lighting effects and drop shadows.

3. Place logo on busy background.

4. Scale and distort logo disproportionately.

5. Do not remove the word "Entertainment" from logo.

6. Change logo and icon colors.

7. Implement unapproved colors.

8. Change logo and icon positioning.
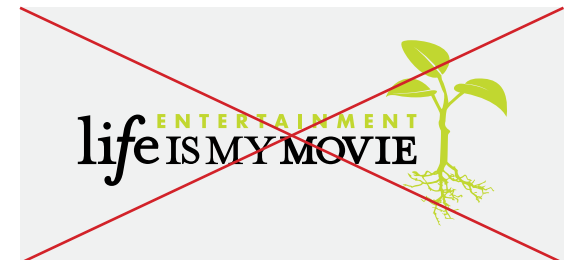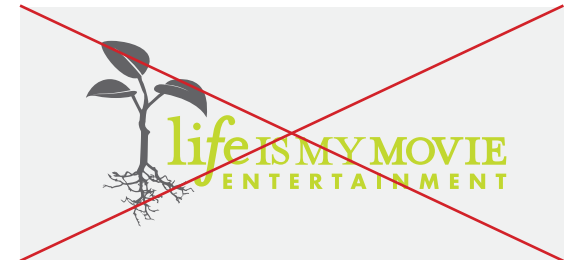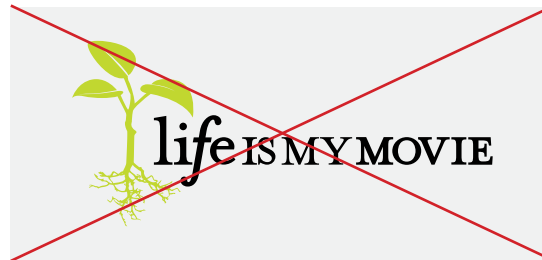
TREE ICON USAGE

The tree icon may be used on any marketing materials where social media icons are used.

The Life Is My Movie Entertainment tree icon can be more versatile in its usage than the full logo. The background for the tree icon can be used with or without rounded corners. The icon can be used on most any color background or reverse out.

INCORRECT
TREE ICON USAGE

DON'T:

1. Change icon's background color.

2. Change the angle and positioning of the icon.

3. Place icon in a circular background.

4. Scale and distort icon disproportionately.

5. Add additional typography onto the icon.

6. Change icon color to fit your campaign colors.

FILMS

REVERSE LOGO

For applications where only one color option is permitted, logo will be reversed out.

White areas indicates no ink. The preferred way to reverse the logo out of PMS 382 lime green, PMS Cool Gray 10 or solid Black background.

PANTONE 382
CMYK 29C 0M 99Y 0K
RGB 193R 216G 49B
HEY C1D82F

PANTONE Cool Gray 10
CMYK 0C 2M 0Y 60K
RGB 128R 127G 131B
HEY 807F83

PANTONE Black C
CMYK 0C 0M 0Y 100K
RGB 0R 0G 0B
HEY 000000

To download any form of our logo please visit: www.lifeismymovie.com/logo
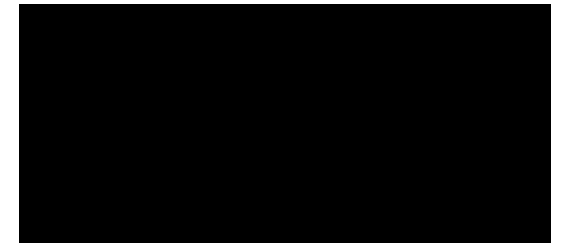
COLORS

Our colors represent our brand.

1. LOGO COLORS
These are our logo colors. Use these sparingly so as not to outshine our logo.

LIFE IS MY MOVIE LOGO GREEN

PANTONE 382
CMYK 29C 0M 99Y 0K
RGB 193R 216G 49B
HEY C1D82F

LIFE IS MY MOVIE LOGO BLACK

PANTONE Black
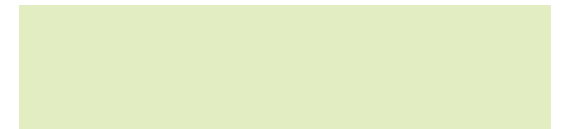CMYK 0C 0M 0Y 100K
RGB 0R 0G 0B
HEY 000000

2. ACCENT COLOR PALETTE
These make up our core color palette.

GRAY

PANTONE Cool Gray 10
CMYK 0C 2M 0Y 60K
RGB 128R 127G 131B
HEY 807F83

PALE GREEN

PANTONE 365
CMYK 12C 0M 29Y 0K
RGB 226R 237G 196B
HEY C9E39C

TYPOGRAPHY: PRINT

Typography is a key element to communicate a unified personality for our brand. We have selected FUTURA as our font.

FUTURA is strong, yet it is not overbearing. When writing headlines use FUTURA CAPS. When using FUTURA for body copy use sentence case. Mixing weights in headlines is okay too.

FUTURA BOOK

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

FUTURA BOLD

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

TYPOGRAPHY: WEB

Use Helvetica regular and Times New Roman bold on web and in mobile apps.

TYPOGRAPHY: DOCUMENTATION

Use Verdana font family for all company correspondence and documentation. Suggested font size for body copy is 11/12 pt.

HELVETICA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

TIMES NEW ROMAN BOLD

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

VERDANA

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

A FINAL THOUGHT

If you're ever in doubt, just refer back to this document. We don't ask for much, just a little love and respect for our brand.

We think it's a pretty flexible system that allows creativity, so give it your best shot, and make us proud.

CONTACT US
info@lifeismymovie.com

DOWNLOAD OUR LOGO FROM OUR WEB SITE
www.lifeismymovie.com/logo

**VISIT OUR WEB SITE
FOR MORE LATEST INFORMATION**
www.lifeismymovie.com