



# SCREAM STREAM

BRANDING MANUAL





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# LOGO GUIDELINES

The Scream Stream Logo was inspired by a common horror monster: zombies. The device held by the severed hand could either be a Television remote or a cellular phone -- it works both ways, representing the service being accessed by mobile and stationary. The company wanted something creepy, simplistic and stylized. The sharpness of the nails bring in that terrifying, unnerving vibe like typical horror media. The bleeding bone represents the playful, unseriousness the horror genre occasionally provides.

The typeface chosen is to reflect the style of the graphic. The graphic has a thick, sharp and playful feel to it. To keep up the consistency of the whole logo, Scream Stream chose a typeface that is a thick sans serif with rounded edges to match that playful aesthetic.



## CLEARSPACE GUIDE

The minimum clearspace is defined by the height of the "H" in Horror. The space should be maintained as the mark increases in size.

# COLOR SCHEME



**SCREAM  
STREAM**  
HORROR ON DEMAND



PMS Black 6 C

C=0 M=100 Y=0 K=100



PMS Warm Red C

C=0 M=90 Y=85 K=0



PMS 7621 C

C=15 M=100 Y=90 K=29

When choosing the colors of the brand, it seems the most fitting to use rich red colors and black. These colors scream horror aesthetic. This color scheme is expected throughout the brand. However, a secondary palette consisting of dark blues, a typical alien-green, and black could also be appropriate in the brand.

# COLOR SCHEME



**SCREAM  
STREAM**  
HORROR ON DEMAND

The standard black & white company logo.



**SCREAM  
STREAM**  
HORROR ON DEMAND

The colored design of the original company logo.

# LOGO VARIANTS



Primary Logos.

Secondary Logos.

Tertiary Logos.

# TYPOGRAPHY

## WOOD STAMP

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Used for the main headers; the typeface of the brand.

## INKSTAMP DEMO

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Used for the logo's subheader typeface.

## Helvetica Neue (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Used for large headers

## Helvetica Neue (medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Used for secondary headers.

## Helvetica Neue (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Used for body copy.

# THE BIG NO'S



Do NOT rotate the logo.



Do NOT reflect the elements of the logo.



Do NOT stretch the logo.



Do NOT move the element to the opposite side of the logo.



Do NOT add elements to the logo.



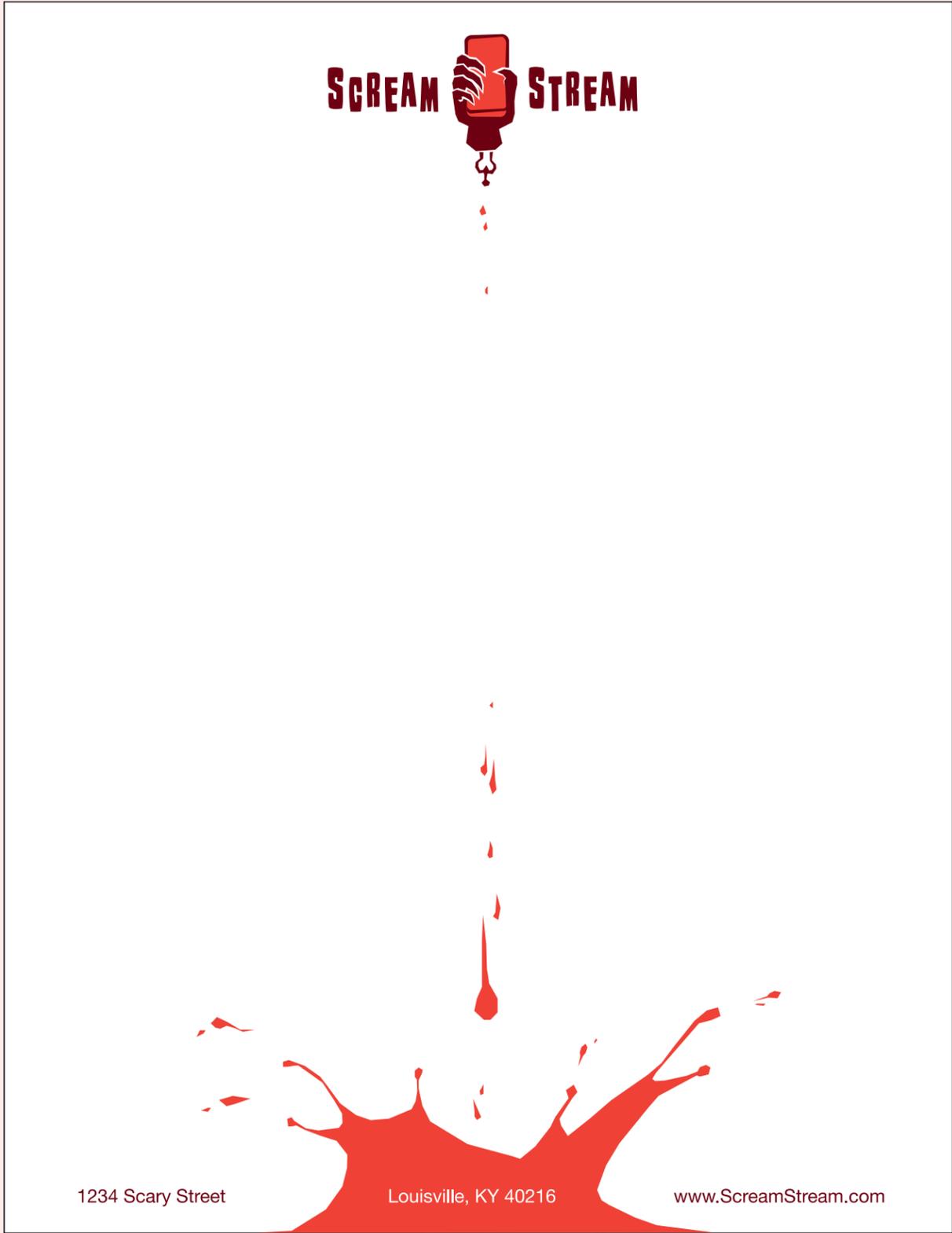
Do NOT rearrange elements of the logo.



Do NOT mix the colors of the logo.

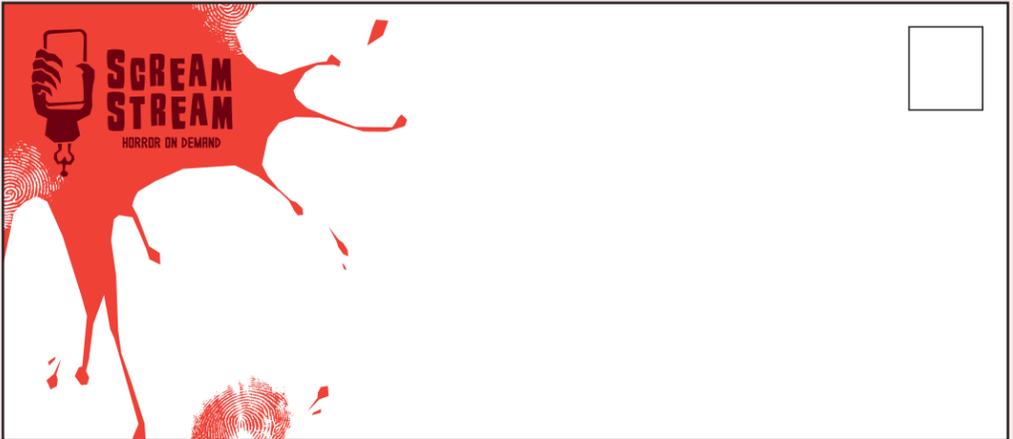


Do NOT size down elements of the logo.



# LETTERHEAD PACKAGING

**Paper Specifications:**  
GILBERT COVER Ultra White 80C



# POSTCARD DESIGN



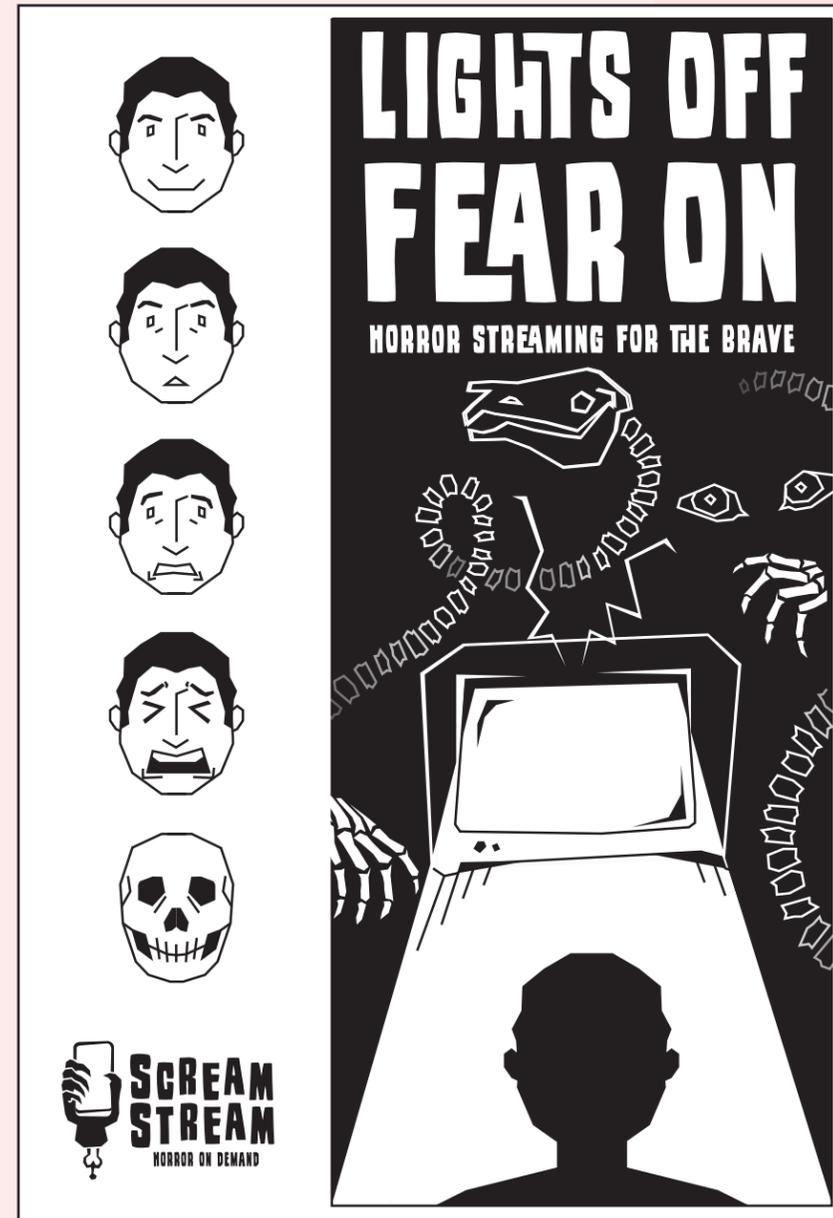
Ready to face your fears?  
Start streaming the creepiest, most  
twisted horrors now — only on  
ScreamStream.



# ADVERTISEMENT DESIGNS



Magazine Advertisement.



Newspaper Advertisement.

# SOCIAL ADVERTISEMENT



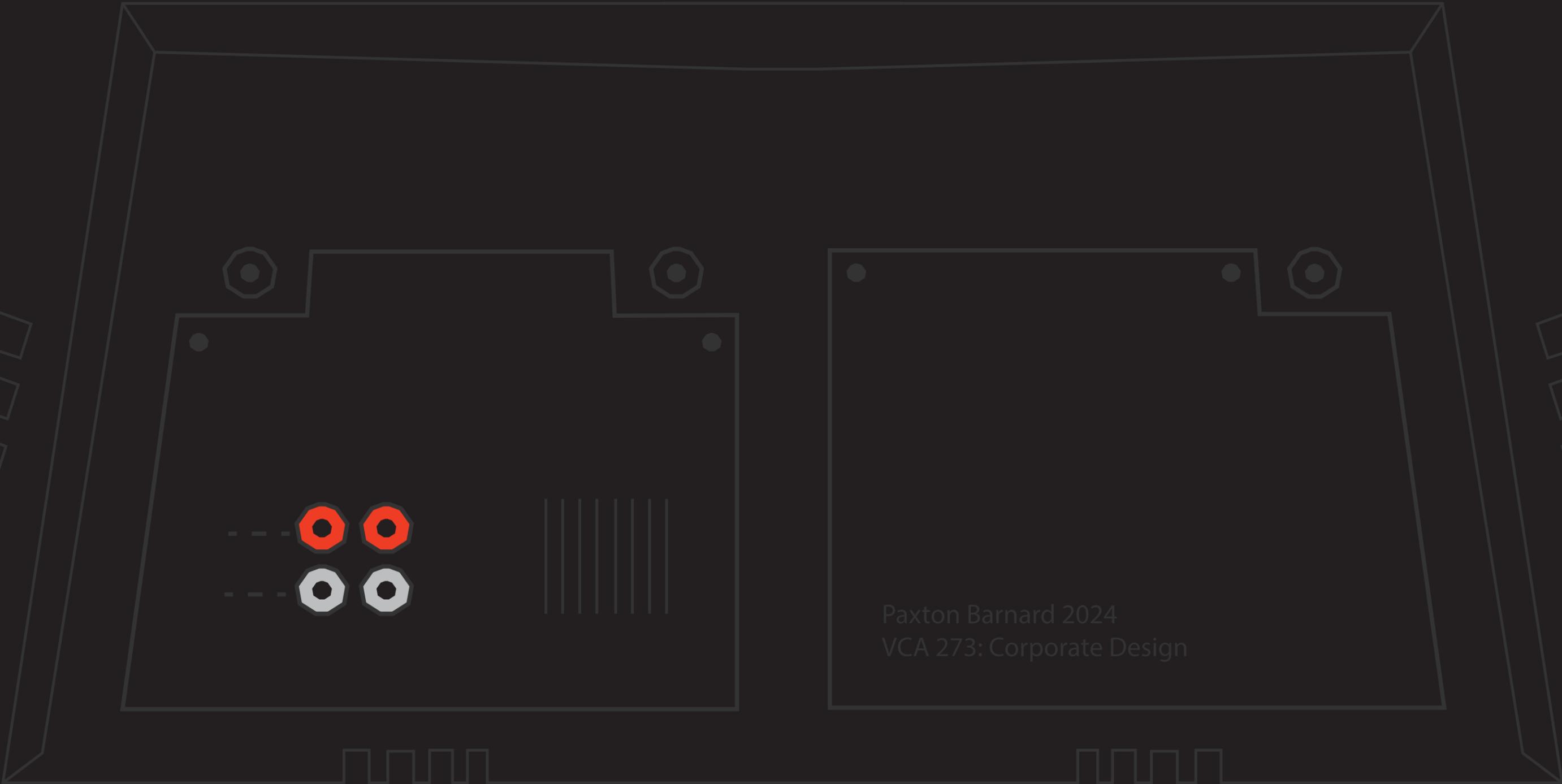
Designed specifically for Instagram 540 x 512 pixel formatting. Expressing the service's playful brand through a variety of color and a fun artstyle with a clever and eye-catching header.



# WEBPAGE DESIGN

Showcasing the service's Film Spotlight page. Monthly rotation of selected horror films based on current trends, time era, or user preferences.





Paxton Barnard 2024  
VCA 273: Corporate Design