To delight movie fans with engaging content, indispensable information, and innovative tools to best deliver their total movie experience - anytime, anywhere.
**Introduction**

This guide provides a framework for the consistent application of the Fandango identity. This guide captures the key elements of the brand so that it retains its unique appeal, as well as its legal status as a trademark of Fandango.

As the Fandango service and product offerings expand to meet the needs of consumers and partners, it is important that the Fandango brand, including all elements that make up Fandango’s visual identity, remain consistent.

We appreciate your commitment to these standards. If you have questions, please don’t hesitate to contact Fandango Marketing at marketing@fandango.com.

---

### The Fandango Brand

- **Who We Are** .......... 4
- **Our New Voice** .......... 5
- **Messaging** .......... 7
- **Audience** .......... 8
- **Tagline** .......... 9

### The Logos

- **Logos Overview** .......... 11

### The Fandango Logo

- **Overview** .......... 13
- **Clearspace** .......... 14
- **Usage** .......... 15
- **Trademark Usage** .......... 16
- **Partner Logos** .......... 17
- **Powered By** .......... 18
- **Usage Rules** .......... 19
- **Logo and Tagline** .......... 20
- **Logo and Tagline Clearspace** .......... 21

### The Fandango MOVIECLIPS Logo

- **Overview** .......... 23
- **Clearspace** .......... 24
- **Usage** .......... 25
- **Trademark Usage** .......... 27
- **Usage Rules** .......... 28
- **Logo and Tagline** .......... 29
- **Logo and Tagline Clearspace** .......... 30

### Typography and Color

- **Typography** .......... 32
- **Primary Typeface** .......... 32
- **Secondary Typeface** .......... 33
- **Color Palette** .......... 34

---

### Brand Extensions

- **Fandango App** .......... 36
- **Fandango MOVIECLIPS App** .......... 37

### YouTube

- **Channel Avatars** .......... 38
- **Channel Headers** .......... 39
- ** Thumbnails** .......... 40
- **Bug** .......... 41
- **Video Watermark** .......... 42
- **Video Title Card Examples** .......... 43

### Social Media

- **Fandango Examples** .......... 44
- **Fandango MOVIECLIPS Usage** .......... 45
- **Fandango Legal Guidelines** .......... 46
- **Contact** .......... 47
THE BRAND
THE FANDANGO BRAND WHO WE ARE

SIMPLE
We’re Refreshingly Easy and Remarkably Clear

We work hard to achieve simplicity. With an empathetic mindset and intuitive eye, we create experiences that are focused, effortless and elegant. We never settle until everything is just right.

MAGNETIC
We Draw People In

Our enthusiasm is infectious — customers enjoy spending time with us because we’re excited about making going to the movies better. Our communications make people look forward to hearing from us, engaging with us and sharing what we have to say.

DEFINITIVE
We’re the ‘Go-To’ for People Who Go to the Movies

We help people discover new movies, feed their anticipation and provide tools to plan and share the ultimate movie-going experience. Our thoroughness and insight leave audiences informed, relaxed, prepared and excited.

PLAYFUL
We Want Everybody to Have A Good Time

We love movies, and we want others to love them too. We’re always looking for ways to add a wink and a smile to our communications. We surprise and delight customers with our clever tone and crisp, engaging personality.
SIMPLE

Sounds
Clear
Smart
Fluid

Not
Basic
Bare
Rigid

Instead Of Saying
Check here to apply a Fandango code or gift card to this order.

Instead Of Saying
It’s show and tell time! Now’s your chance to play the role of movie critic. How did you like Amour?

Instead Of Saying
Although you redeem Mobile Tickets in the same way as conventional tickets, there is a difference in the way you will receive your Mobile Ticket if you’ve purchased it on a Fandango mobile app or from the Fandango website.

MAGNETIC

Sounds
Lively
Passionate
Upbeat

Not
Self-Absorbed
Insider
Frenetic

Instead Of Saying
Ticket Quantity

Instead Of Saying
Phase II: Mission Intel
Check out photo and video galleries.

Instead Of Saying
42 Hits Theaters + Movies Near You

Talk Like A Person
How many tickets do you need?

Dial Up The Energy
Phase II: Mission Intel
Are you fan enough?

Share Your Excitement
42 Hits Theaters + Our Picks for the Weekend

DEFINITIVE

Sounds
Complete
Authentic
Knowledgeable

Not
Overwhelming
Exclusive
Exhaustive

Instead Of Saying
Welcome to Fandango. Let’s get the show on the road.

Instead Of Saying
Featured Trailers + Clips

Instead Of Saying
Movie Times in 10011

Be More Confident
Go with Fandango. Download our mobile app now.

Be The Expert
We recommend

Be The Authority
Here’s what’s playing near you
PLAYFUL

Instead Of Saying
Not sure which movie to show the little ones? What is appropriate, and for what age? Our guide can help (and even you adults might be entertained).

Instead Of Saying
Time to complete your order before your tickets are released: [00:00]

Instead Of Saying
Iron Man 3 Rocks Marvel’s Universe with Explosive Final Trailer

Not
Flippant
Sarcastic
Cutesy
Zany
Silly

Reference Old School
Our Family-Friendly Guide can help you find the right movies for kids of all ages. No earmuffs, no problem.

Be Less Robotic
Don’t lose your ticket! They’ll be released when the countdown ends. [00:00]

Play With Language
Heavy Metal: Final ‘Iron Man 3’ Trailer Rocks Marvel Universe

TONE OF VOICE

Modulations

SIMPLE MAGNETIC DEFINITIVE PLAYFUL
Content and context change the tone of our voice. There are times to be clever and there are times to get to the point. When we understand audience needs and think about how we want people to feel, we communicate more effectively.

SIMPLE MAGNETIC DEFINITIVE PLAYFUL
When people expect information and guidance, we’re more definitive, but still enthusiastic.

Examples - blogs, movie reviews, exclusive content (Weekend Ticket), movie overview pages, showtimes/movies.guides, press releases, media appearances, sales

SIMPLE MAGNETIC DEFINITIVE PLAYFUL
When people have questions or want to take action, we keeps things simple and stay upbeat.

Examples - mobile, signing up, buying tickets, customer service, FAQs, instructions

SIMPLE MAGNETIC DEFINITIVE PLAYFUL
When we’re competing for people’s attention, our playful tone and engaging personality draw people in.

Examples - advertising, FanMail, promotions, gift cards, social media
Brand Positioning

Movie Content + Movie Access + Movie Fans = Love.

Alt.
The premier destination for everything movies.

Brand Story

Movies are a shared experience that goes beyond the traditional movieplex.

Fandango informs, inspires and enhances the movie experience through fan engagement in the theater, at home, online... wherever and whenever.

Core Messaging

Fandango is the one simple destination to find, purchase, share and explore your love of movies.

How It All Fits

Everything we say, says something about who we are. Messaging — intentional messaging — allows us to be meaningful and relevant while staying true to the brand. In the same way our voice shapes how we talk to people, our brand positioning, brand story and core messages guide what we say.
Our audience is everywhere and we engage them at every point of the movie-going experience.

**LEARN**
Get information, reviews and behind-the-scenes content

**EXPERIENCE**
Enjoy the best big screen event

**STAY CONNECTED**
Relive the best moments through clips, exclusive content and easily share your experience with others.

**MISSION STATEMENT**
To delight movie fans with engaging content, indispensable information, and innovative tools to best deliver their total movie experience - anytime, anywhere.
Everything we do, on every platform, reflects and spreads our passion for the magic of movies.
THE LOGOS
THE LOGOS OVERVIEW

Fandango Full Logo

Fandango MOVIECLIPS Full Logo

Fandango MOVIECLIPS Compact Logo

Fandango Brand Guidelines © 2015 Fandango Media, LLC. All rights reserved.
**Primary Logomark**

When situations call for the logomark to be used on its own (for example, when space is extremely limited), it is imperative to use the version of the mark with a trademark symbol.

**Primary Logos**

The Fandango logo is comprised of two elements:

- The logomark
- The logotype

Both elements must appear together when using the logo to identify the Fandango brand (e.g. letterhead, masthead for a website, bottom of an ad).

Both the vertical and horizontal versions are acceptable for general usage.

The logo is a registered trademark and therefore, the ® must be used when the signature appears unless scaled smaller than 350 px.
**Logomark Only**

![Logomark Only Diagram](image)

**Full Logo**

![Full Logo Diagram](image)
Fandango Logo

When choosing between Vertical and Horizontal Logos, use the Logo that best fills the allotted space.

Limited Color Logo

Only use the black and white version if creative requires limited color. The “F” in the F mark must always be white, never reversed.
These are the smallest sizes logos can be before removing the trademark symbol. For the web, anything below 350 pixels across should have the trademark symbol removed.

**Fandango Full Logo Horizontal**

- If logo is 3 inches or wider it must have trademark
- If logo is less than 3 inches wide it should not have trademark

**Fandango Full Logo Vertical**

- Minimum width before removing trademark: 3 inches

**Fandango Only**

- Minimum width before removing trademark: 3 inches

**F Mark Only**

- Minimum width before removing trademark: 1.25 inches
Partner Logos

When using the Fandango logo with corporate partners, one of three proportionate sizes are allowed. Space between the logo will equal half the width of the Fandango icon.

1. When Fandango is the dominant logo, the partner logo will be at 75% of the Fandango logo.
2. When equal size is allowed, then the height of the partner logo should equal the height of the Fandango logo.

Partner Logos: Stacked

When using the horizontal logo, right align the partner logo below or above from the “O” as shown.

When using the vertical logo, center align the partner logo below or above as shown.
**Powered by Fandango**

The logo must be used exactly as is. The elements of the logo should never be separated or manipulated in any way whatsoever.

1. Please use the appropriate version — horizontal or stacked — that best fits the space.
2. Please keep sufficient white space around the logo. Acceptable examples included.
3. The logo should be clearly visible. Acceptable examples included.
4. PLEASE NOTE: All implementations of the “Powered By” logo are subject to final approval by Fandango.

---

**Logo Example Applications**
Logo Usage Rules
Please do not do any of the following.

Never reverse or reconfigure the direction of the logo.
Never switch the placement of the icon or the logo.
Never switch the typeface of the icon or logo.
Never outline the icon or logo.
Never change the contrast of the logo.
Never change the logo to match the movie theme.
**Horizontal Full Logo with Tagline**

When choosing between vertical and horizontal logos, the horizontal version is the preferred one, but use the logo that best fills the allotted space.

**Vertical Full Logo with Tagline**

**Fandango Full Logo with Tagline for dark backgrounds**
**Horizontal Full Logo with Tagline**

```
fan_h_[use type]_tag
```

**Vertical Full Logo with Tagline**

```
fan_v_[use type]_tag
```
**Fandango MOVIECLIPS Full Logo**

When choosing between vertical and horizontal logos, the horizontal version is the preferred one, but use the logo that best fills the allotted space.

**Fandango MOVIECLIPS Compact Logo**

For small scale use or when content is highly complex.
Fandango MOVIECLIPS Logo Clearance

**Fandango MOVIECLIPS Full Logo**

- Minimum Clearance: 0
- Recommended Clearance: ½x

**Fandango MOVIECLIPS Compact Logo**

- Minimum Clearance: 0
- Recommended Clearance: ½x
**Fandango MOVIECLIPS Logo Usage**

**Fandango MOVIECLIPS Full Logo**

When choosing between Vertical and horizontal logos, the horizontal version is the preferred one, but use the logo that best fills the allotted space.

**Fandango MOVIECLIPS Compact Logo**

For small scale use or when content is highly complex.

**Watermark Logo**

Watermark should be placed at lower right corner of the artwork. Safety space should be added to ensure proper placement. For small scale use only.
Logo Example Applications

Halo Branding

In-App Use

Watermark
These are the smallest sizes logos can be before removing the trademark symbol.

**Fandango MOVIECLIPS Full Logo Horizontal**
- If logo is 4.5 inches or wider it must have trademark.
- If logo is less than 4.5 inches wide it should not have trademark.

**Fandango MOVIECLIPS Full Logo Vertical**
- Minimum width before removing trademark: 4.5 inches.

**Fandango MOVIECLIPS Compact Logo Horizontal**
- Minimum width before removing trademark: 3 inches.

**Fandango MOVIECLIPS Logo Compact Vertical**
- Minimum width before removing trademark: 2.5 inches.
Logo Usage Rules
Please do not do any of the following.

**Please Don't**

Never change the logo to match the movie theme.

Never stretch or distort the proportions of the icon or logo.

Never apply the icon or logo on a heavily patterned background, as its legibility will be impaired.

Never change the color of the icon or logo, even in grayscale.

Never switch the placement of the icon or the logo.

Never reverse or reconfigure the direction of the logo.

Even if it is your fav color, never change the color of the icon or logo.

Never switch the typeface of the icon or logo.

Never add any effects to the icon or logo, including bevels and drop shadows.

Never outline the icon or logo.

Never change the contrast of the logo.

Never change the logo to match the movie theme.
Fandango MOVIECLIPS Full Logo with Tagline

Fandango MOVIECLIPS Compact Logo with Tagline
**Fandango MOVIECLIPS Logo Tagline Clearspace**

**Fandango MOVIECLIPS Full Logo with Tagline**

![Full Logo with Tagline](image)

**Fandango MOVIECLIPS Compact Logo with Tagline**

![Compact Logo with Tagline](image)
TYPOGRAPHY AND COLOR
FANDANGO TYPOGRAPHY Primary

Proxima Nova Regular

Fandango

Proxima Nova

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(

Proxima Nova Bold

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*(

Tertiary Headlines
**FANDANGO TYPOGRAPHY SECONDARY**

*Times New Roman Italic*

Always title case
 Equals approx. half the x height of the primary typeface

---

**Fandango**

*Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

---

*Alternate Gothic No1*

Always UPPERCASE

---

**FANDANGO**

No1

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()
**FANDANGO BRAND COLORS**

**RGB & Web Colors**
RGB is used for on-screen images consisting of red, green and blue. It is the basic color model on computers and is used for web graphics or Microsoft word applications, but it is not used for print production.

Best for web, eMarketing, email and some Microsoft Office applications.

**CMYK Colors**
CMYK is a four color print process consisting of cyan, magenta, yellow and black.

Best for print collateral containing photos.

**PMS Colors**
(Pantone Matching System) is a solid color matching system. It is a purchased color/ink, which is blended to provide a consistent and perfect match to the colors specified in the Pantone color guide.

Best for offset printing, stationery, packaging, branding.

**Secondary Colors**
BRAND EXTENSIONS
FANDANGO APP ICON

Icon

Android Template

iOS Template
Icon

Android Template

iOS Template
Avatars

Build as 800x800 pixels.
Font: Alternative Gothic, no greater than 216 pixels.
From the top, gradient should be light to dark.
Use watermark logo (pg. 12) at 100% opacity.
Content Foundation

YOUTUBE CHANNEL HEADERS

Genre Specific
Fandango Thumbnails

Licensed Thumbnails
HD Font: Proxima Nova Black
Copy Font: Proxima Nova Extra Bold
Left justify copy and the Fandango logomark.

Originals Thumbnails
Left justify Fandango MOVIECLIPS logomark and copy underneath.

Show Thumbnails
Bug

Example

![Example Image](image-url)
Fandango MOVIECLIPS Watermark

Watermark should be placed at lower right corner of the artwork. Safety space should be added to ensure proper placement.

For small scale use only.

Blending mode: Normal
Opacity: 50%
Video Title Card Examples

Video Assets

**Hero Intro Presents**
Use for misc. original pieces (not mashups)

**Hero Intro Mashups**
Use for mashups, supercuts, Ultimate Trailers, and Best New Trailers

**Hero Outro**
Use as an outro for any video content

**Classic Outro**
Use as an outro only as a special use case to better reflect the tone of a show or original
SOCIAL MEDIA  FANDANGO EXAMPLES

Fandango

Fandango Family

Fandango Brand Guidelines © 2015 Fandango Media, LLC. All rights reserved.
SOCIAL MEDIA FANDANGO MOVIECLIPS EXAMPLES

Facebook

Facebook Mobile

Facebook Desktop

Twitter

Twitter Mobile

Twitter Banner

Google+

Google+ Mobile

Google+ Desktop
If you are talent, an influencer, partner, or employee
Use the following tagging for social media platforms:

VIDEO TOUTS:
@Fandango @MOVIECLIPS #SeriesName (optional #MovieName)

ORIGINAL ARTWORK:
@Fandango @MOVIECLIPS @ArtistName (optional #MovieName)

LIVE EVENTS / BTS:
@Fandango @MOVIECLIPS #EventHashtag #MovieName #SeriesName (optional: geotagging)

Internal use: Fandango and Fandango MOVIECLIPS platforms
Use the following tagging for social media platforms:

VIDEO TOUTS:
#SeriesName (optional #MovieName)

ORIGINAL ARTWORK:
@ArtistName (optional #MovieName)

LIVE EVENTS / BTS:
#EventHashtag #MovieName #SeriesName (optional: geotagging)
SOCIAL MEDIA POST TYPES

Facebook

FANDANGO
- Ticketing touts
- Engagement / Meme posts
- Offers & promotions (sweepstakes, contests, partnerships)
- Original artwork (blog content)
- Native video uploads (exclusives, Mom’s Movie Minute, Reel Kids, Weekend Ticket, I Love Movies, Frontrunners)

FANDANGO MOVIECLIPS
- Trailers
- Native uploads and/or YouTube videos (Originals, Movie3some, Miscast, Tag, Mashups)
- Original artwork (blog content)
- Engagement / Meme posts
- Archival throwbacks
- Film facts
- Behind the scenes images
- Versus posts
- Movie swag post

Twitter

FANDANGO
- Ticketing touts
- Engagement / Meme posts
- Offers & promotions (sweepstakes, contests, partnerships)
- Original artwork (blog content)
- Native video uploads (exclusives, Mom’s Movie Minute, Reel Kids, Weekend Ticket, I Love Movies, Frontrunners)
- Live events coverage
- Periscope streaming
- Chats, Q&As, takeovers
SOCIAL MEDIA POST TYPES

Twitter cont.

FANDANGO MOVIECLIPS

- Trailers
- Native uploads and/or YouTube videos (Originals, Movie3some, Miscast, Tag, Mashups)
- Original artwork (blog content)
- Engagement / Meme posts
- Archival throwbacks
- Movie posters
- Events / Cons / Festivals / Conventions

Instagram

FANDANGO

- Live events coverage (premieres, sponsorship activations, screenings, BTS)
- Takeovers (talent or movie/character)
- Original artwork
- Offers & promotions
- UGC and fan engagement
- :15 video highlights from original series
- Studio exclusives (posters, :15 cutdowns of clips)

FANDANGO MOVIECLIPS

- BTS from production
- Film facts
- Original artwork
- Archival movie imagery
- Original show promotion
- Events / Cons / Festivals / Conventions (not marketing or premieres)
SOCIAL MEDIA POST TYPES

Vine

FANDANGO MOVIECLIPS
- Movies in 6 seconds
- Mini movie mashups
- Movie remixes
- Celebrity impressions
- Oscars coverage

Tumblr

FANDANGO MOVIECLIPS
- Movie GIFs from newly released trailers

Pinterest

FANDANGO MOVIECLIPS
- Trailers
- Original artwork
- Movie swag
- Film facts
- Film food
- Movie party inspiration
- Movie posters
- THG fandom
- Movie costumes

Google+

FANDANGO MOVIECLIPS
- Film facts
- Licensed clips
- Behind the scenes images
- Infographics / Original artwork
Copyright and Trademarks

The Fandango copyright legal line should be included whenever Fandango’s proprietary works appear, as follows:

Copyright © <YEAR> Fandango, LLC. All rights reserved.

Example: Copyright © 2014 Fandango, LLC. All rights reserved.

The Fandango logo should always include the ™ symbol as follows:

The word Fandango should always include the ® symbol as follows:
WHO TO CONTACT

Brand Specialist

If you’ve just read these guidelines, you have our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all of our Fandango communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don’t hesitate to contact Fandango Marketing at marketing@fandango.com

Thank you.

Brand Strategy, Copy Style in Advertising and Promotion Channels, Brand in Advertising and Campaigns, and General Branding

Melinda Petrow
Senior Manager, Marketing
mpetrow@fandango.com
(310) 954-0278 x231

Visual Brand Identity, Guidelines, Logo Usage and Visual Brand Expression

David Gonzalez
Senior Director, Creative
dgonzalez@fandango.com
(310) 954-0278 x282