Brand Guidelines

Reduce ambiguity and provide clear direction to your teams and partners on branded assets. A single source for brand and marketing guidelines to keep up-to-date on the latest trends.

Introduction.

Welcome to the world of ***Lookzoom.***
In these pages we've outlined the brand basics. It's everything you need to know.

Brand Logo.

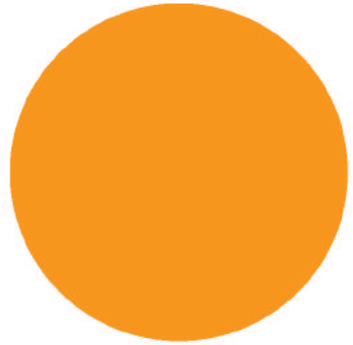
look zoom FILMPRODUKTION BERLIN

look zoom

look zoom

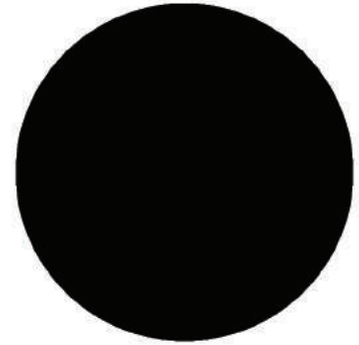
EXCLUSION ZONE

Brand Colors.



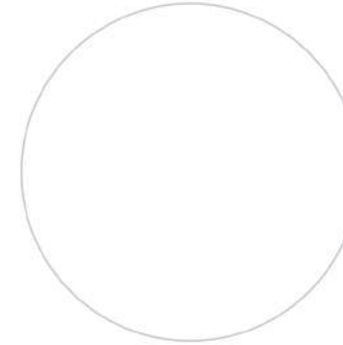
ORANGE

CMYK 00 / 48 / 100 / 00
RGB 255 / 152 / 0
HEX #ff9800



Black

CMYK 75 / 68 / 67 / 90
RGB 0 / 0 / 0
HEX #000000



WHITE

CMYK 00 / 00 / 00 / 00
RGB 255 / 255 / 255
HEX #FFFFFF

Typography.

Rubik

Regular
Italic
Bold
Bold Italic