BRAND USAGE GUIDELINES

Below are detailed guidelines for using the Rotten Tomatoes logo, marks and content.

SECTION 1: ROTTEN TOMATOES LOGO

Two-Color Logo

One-Color Logo

Reverse Two-Color Logo

Reverse One-Color Logo

Clear Space

Clear space is based upon the letter "o" in the word Rotten. Horizontal space required is the full width of the "o" on either side. Vertical space required is the full height of the "o" above and below.

Size

The logo must be no smaller than .75 inches wide for print or 75 pixels on screen.

Colors

Black	Yellow	Green
Hex #000000	Hex #fdee00	Hex #fdee00
RGB 0/0/0	RGB 253/238/0	RGB 81/109/57
CMYK 0/0/0/100	CMYK 4/0/96/0	CMYK 69/37/92/25
Process Black	Pantone 102 U	Pantone 363 U

Do not alter the logo artwork in proportion or color. Below are some examples of unacceptable usage.

Do not change the color of the logo.

Do not distort the logo in any way.

Do not display the logo on a busy background. Solid background is preferred.

SECTION 2: ROTTEN TOMATOES ICONS

Critic Score	Fresh (Red Tomato)	
	Certified Fresh	
	Rotten (Green Splat)	
Audience Score	Positive (Red Popcorn Bucket)	
	Negative (Green Popcorn Bucket)	
Tomatometer®	Positive Meter (if Fresh or Certified Fresh)	
	Negative Meter (if Rotten)	

Minimum Display Sizes are below. Aspect ratios of original files must remain intact.
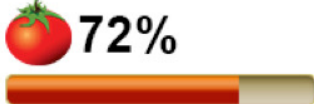
	TV	Web	Smartphone	Tablet	Print
	100 pixels wide	75 pixels wide	75 pixels wide	75 pixels wide	.5 inches wide
	25 pixels wide	15 pixels wide	15 pixels wide	15 pixels wide	.25 inches wide
	60 pixels wide	40 pixels wide	15 pixels wide	15 pixels wide	.5 inches wide
	25 pixels wide	15 pixels wide	15 pixels wide	15 pixels wide	.25 inches wide
	25 pixels tall	15 pixels tall	15 pixels tall	15 pixels tall	.25 inches tall
	25 pixels wide	15 pixels wide	15 pixels wide	15 pixels wide	.25 inches wide
	100 pixels wide	80 pixels wide	80 pixels wide	80 pixels wide	1 inch wide

▪ **Displaying only the score(s).** If you prefer to only display Score Detail, you may feature the Critic Score <u>and</u> the Audience Score, or just the Critic Score. We do not support only featuring the Audience Score. Icons must always be displayed to the left of the numerical score.

Fresh (Red Tomato)	Rotten Tomatoes® Scores 🍅72% 🍿86%	Rotten Tomatoes® Score 🍅72%
Certified Fresh	Rotten Tomatoes® Scores (FRESH)95% 🍿86%	Rotten Tomatoes® Score (FRESH)95%
Rotten (Green Splat)	Rotten Tomatoes® Scores ✳50% 🗑31%	Rotten Tomatoes® Score ✳50%

▪ **Displaying the meter graphic with score(s).** There are two options to display Rotten Tomatoes scores with the meter graphic.

Horizontal	Vertical
Rotten Tomatoes® Score TOMATOMETER® 🍅72% ▬▬▬	Rotten Tomatoes® Score TOMATOMETER® 🍅72% ▬▬▬
Rotten Tomatoes® Score TOMATOMETER® ✳50% ▬▬▬	Rotten Tomatoes® Score TOMATOMETER® ✳50% ▬▬▬

Requirements:

- The words "**Rotten Tomatoes® Score**" MUST precede the graphic icons, as shown above. Displaying visuals without attribution to the Rotten Tomatoes brand is prohibited.
- It is not sufficient to display brand attribution only upon hover. Attribution must be persistently visible.
- Brand attribution text must be easily legible, preferably in bold text.
- The ® mark must be included after the word "Tomatoes".
- Icons must be displayed to the left of the numerical score.
- Fresh/Certified Fresh/Rotten Distinctions:
  - Movies with a Critic score of 60% or higher with at least 5 Critic reviews are designated **FRESH** and must be accompanied by a Tomato icon.
  - Movies with a Critic score of 75% or higher with at least 40 Critic reviews (including at least 5 Top Critics) are designated **CERTIFIED FRESH** and must be accompanied by the Certified Fresh icon. Any film that is not designated by Rotten Tomatoes as Certified Fresh may not be accompanied by a Certified Fresh icon. This covers any promotional stunts using the Certified Fresh banner. All films included in such a promotion must be verified as Certified Fresh.
  - Movies with a Critic Score of less than 60% are designated **ROTTEN** and must be accompanied by a green splat icon.
- If you opt to label the icons, the Tomato, Certified Fresh Seal and Splat should be referred to as "Critic Score" and the Popcorn bucket as "Audience Score".
- Graphic icons may not be manipulated in any way.
- Use of RT marks beyond uses covered in the online license must be approved in writing by Rotten Tomatoes.
- Do not use any of our marks or misspellings of our marks in your domain name.
- Do not copy the look and feel of our websites or our logos as these are protected marks and doing so could create user confusion.
- Do not imply any affiliation, sponsorship, endorsement, or other false association with us.
- Do not use any of our marks or logos on any website that contains or displays pornography, promotes gambling, involves the sale of tobacco or alcohol to persons under the age of 21, or otherwise violates applicable laws.

Displaying Critic and/or Audience Review snippets is optional.   If you choose to do so, please refer to the guidelines below.   The layout can be customized to meet your UI needs/constraints, however approval must always be secured in advance from Rotten Tomatoes.

Critics Reviews

Critics and Audience Reviews

Movie Reviews From Rotten Tomatoes®

TOMATOMETER®

72%

Reviews Counted: 102
See all Black Swan Reviews

TOP CRITIC REVIEWS®

Practice makes perfectly insane in Black Swan, a tale of one ballerina's psychosexual freakout.
- Rafer Guzman, Newsday, January 3, 2011

At times, Black Swan verges on laughably old school. Still, what a brazen, bold riff on the cost - physical, emotional - of art.
- Lisa Kennedy, Denver Post, December 17, 2010

Director Darren Aronofsky builds an incredible atmosphere for an over-the-top story that doesn't deserve it.
- John Hanlon, Big Hollywood, June 20, 2013

Movie Reviews From Rotten Tomatoes®

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AUDIENCE

86%

TOP CRITIC REVIEWS®

Practice makes perfectly insane in Black Swan, a tale of one ballerina's psychosexual freakout.
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At times, Black Swan verges on laughably old school. Still, what a brazen, bold riff on the cost - physical, emotional - of art.
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- John Hanlon, Big Hollywood, June 20, 2013

AUDIENCE

I am completely blown away by the performances in this movie, not to mention the attention to detail.
- Janna McGregor

Gripping and horrifying, yet beautiful, but I couldn't shake the feeling that Mr. Aronofsky was trying to send me a message I wasn't getting.
- Lauren Venell

Requirements:
- The copy "**Movie Reviews from Rotten Tomatoes®**" must precede the Critic and/or Audience Reviews.
- Critic Reviews must be attributed to the source publication including the author's name (if provided in Rotten Tomatoes feed), publication name and the date.
- Every critic review must link back to the original source. (URL provided in Rotten Tomatoes feed)
- Audience Reviews must be attributed to the user's screen name.
- As shown above, there must be copy nearby the reviews that says "See all [insert movie name] reviews." The movie name must hyperlink to the corresponding page on rottentomatoes.com.
- Reviews must be clearly delineated as Critic and Audience, not co-mingled.
- The appropriate graphic icon (Tomato, Splat) must accompany the Review.
- You may choose how many Reviews to feature.
- Translating Critic Reviews into other languages is prohibited, unless prior written approval is granted by Rotten Tomatoes.

The following guidelines apply for all devices that support a web browser:

- Section headings such as "Rotten Tomatoes® Score" and "Rotten Tomatoes® Reviews" must hyperlink to the corresponding movie detail page on rottentomatoes.com.
- All Rotten Tomatoes graphic elements (Tomato, Certified Fresh, Splat) must hyperlink to the corresponding movie detail page on rottentomatoes.com.
- Each review must hyperlink to the source publication (URL provided in Rotten Tomatoes feed).
- As noted above, there must be copy nearby the reviews that says "See all [insert movie name] reviews." **The movie name must hyperlink to the corresponding page on rottentomatoes.com.**

Featuring Rotten Tomatoes content in NON browser-based environments requires special approval. Please contact a Rotten Tomatoes representative to discuss options.

The Rotten Tomatoes API is a RESTful service that provides access to Rotten Tomatoes' wealth of movie information, allowing you to enrich your website/platform, build applications and create widgets powered by Rotten Tomatoes data. If you abide by the preceding Brand Guidelines and agree to the Terms of Use found at http://developer.rottentomatoes.com/page/read/API_Terms_of_Use, Rotten Tomatoes will grant access to the API at no cost.

- All content is available in English language only. Localization to other languages is prohibited. If you are interested in localizing please contact Rotten Tomatoes to discuss.
- The API is intended for use in the U.S. Deploying content outside of this territory must be approved by the Rotten Tomatoes team.
- The API may NOT be sub-licensed to any third parties. If you are interested in such an arrangement, please contact Rotten Tomatoes.

The API includes the following endpoints, accessible via calls to the Rotten Tomatoes server. Complete documentation can be found at: http://developer.rottentomatoes.com/docs/read/Home.

1. Movies Search (includes key metadata including the Rotten Tomatoes critics' score)
2. Lists Directory
3. Movie Lists Directory
4. Box Office Movies
5. In Theaters Movies
6. Opening Movies
7. Upcoming Movies
8. DVD Lists Directory
9. Top Rentals
10. Current Release DVDs
11. New Release DVDs
12. Upcoming DVDs
13. Movie Info (more comprehensive metadata such as genre)
14. Movie Cast
15. Movie Clips
16. Movie Reviews (includes critic reviews only; no user reviews)
17. Movie Similar (beta lookup of similar movies to a particular movie)
18. Movie Alias (beta IMDb lookup)

SECTION 7: APPROVAL PROCESS

Below are the four steps involved in getting you up and running with the API and/or XML feeds.
RESTful APIs:

(1) Register for a user account http://developer.rottentomatoes.com/member/register
(2) Agree to Terms of Service and Brand Guidelines
(3) Apply for an API Key
(4) Browse documentation
(5) Implement

Each user key is granted a limited number of calls per second and per day. If increased call limits are needed, please contact us with screen grabs of your usage of Rotten Tomatoes to discuss other options.

Rotten Tomatoes reserves the right to request links and/or screen grabs of your usage of Rotten Tomatoes content twice per year. If you do not comply, Rotten Tomatoes reserves the right to terminate your API license(s).

SECTION 8: APPROVAL CONTACTS

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