

**STARZ**

C O N T E N T S

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03

B R A N D O V E R V I E W

BRAND STORY - BRAND ESSENCE - BRAND ATTRIBUTES  
BRAND LINE - BRAND VOICE - FANIFESTO

35

I D E N T I T Y O V E R V I E W

LOGO - COLOR PALETTE - BACKGROUNDS - FONTS - PHOTOGRAPHY

48

O N - A I R I D E N T I T Y

BRAND SIGNATURES - HERO RESOLVES - BRAND TOOLKIT

54

M U S I C

MUSIC CONCEPT

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BRAND  
OVERVIEW



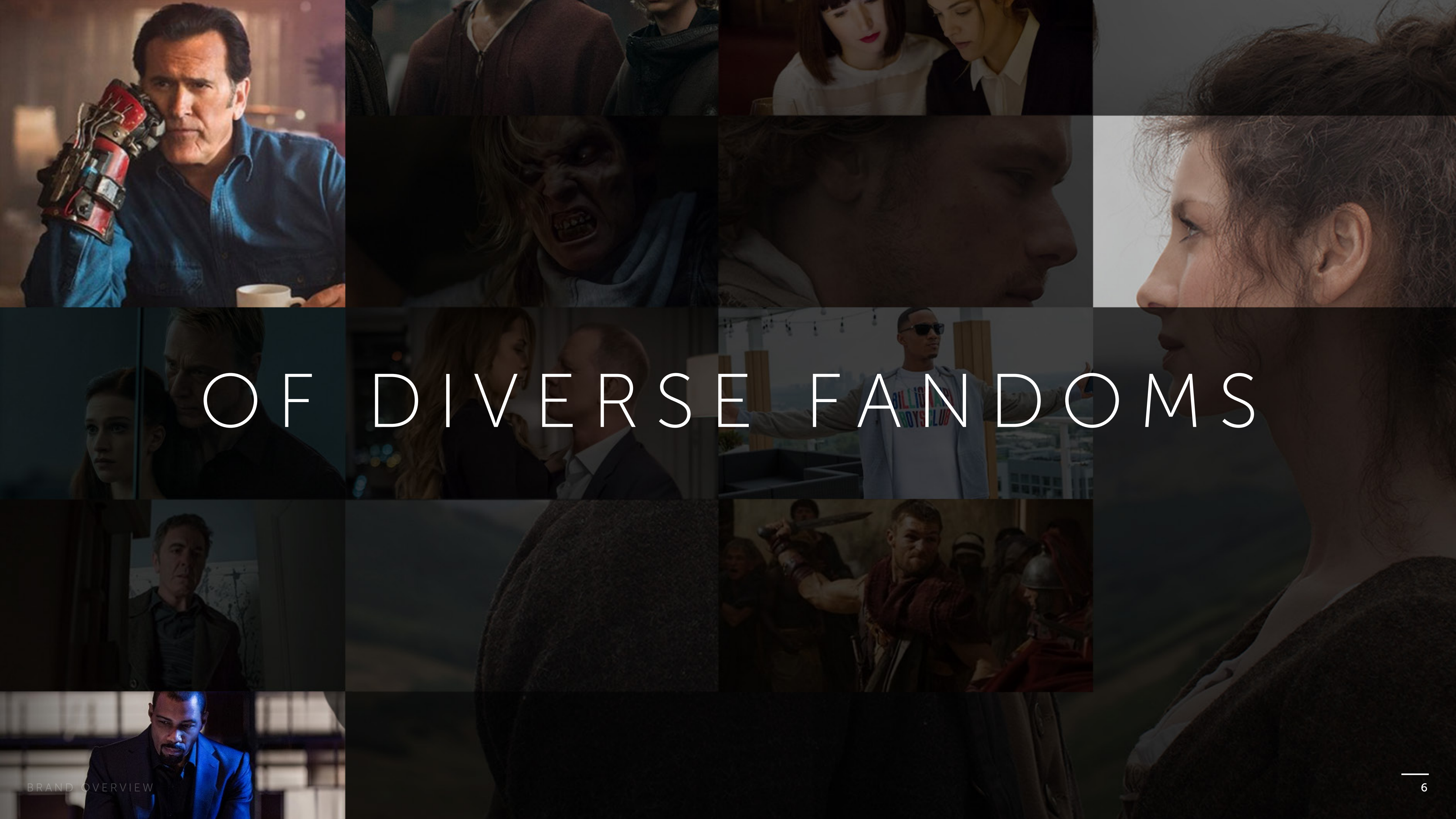
**STARZ** IGNITES...

T H E   W H I T E   H O T

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P A S S I O N S





# OF DIVERSE FANDOMS





THROUGH  
POWERFUL



# AUTHENTIC







# STORYTELLING



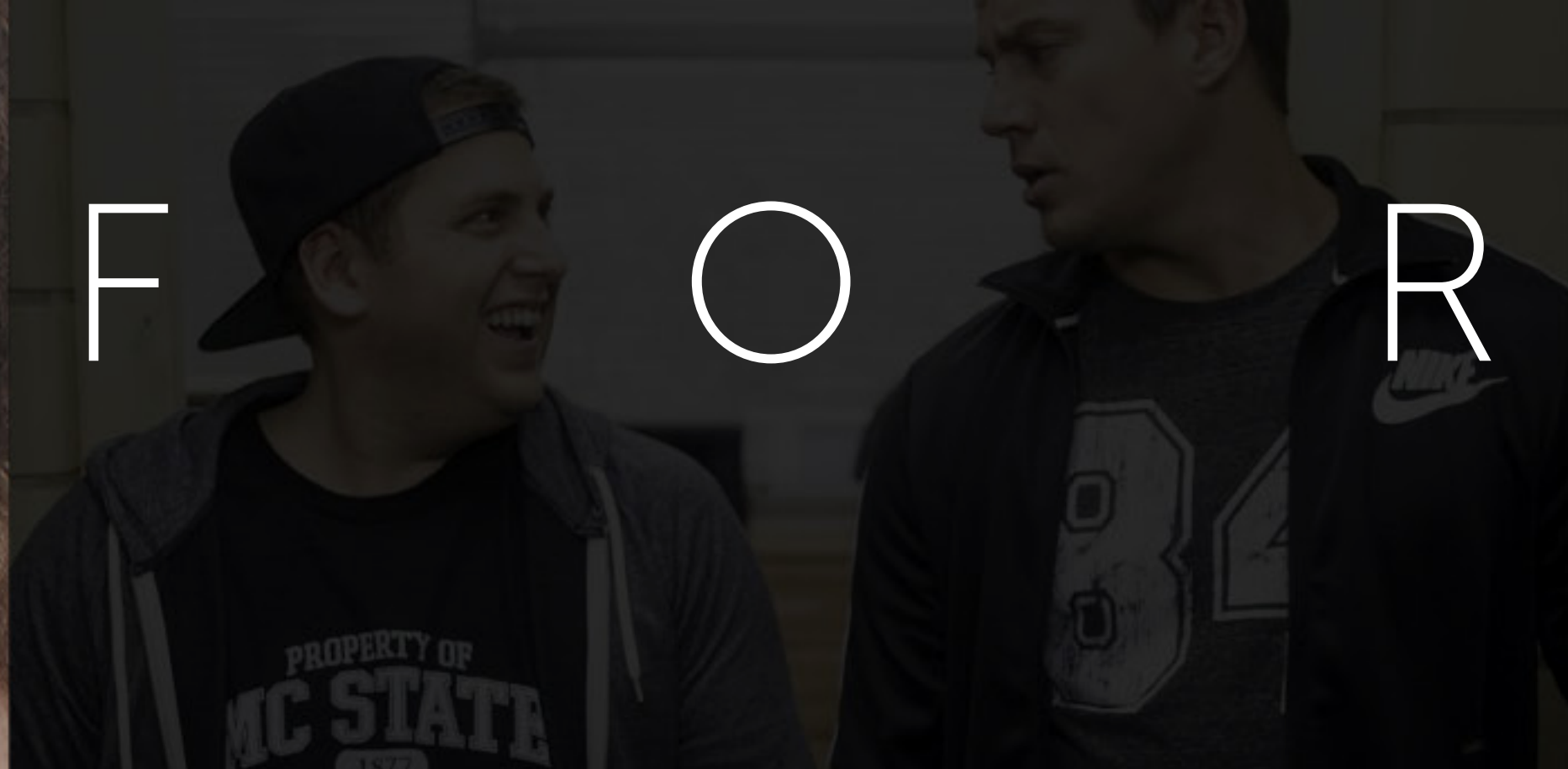
**STARZ** IGNITES THE **WHITE-HOT** PASSIONS  
OF DIVERSE **FANDOMS** THROUGH POWERFUL,  
AUTHENTIC **STORYTELLING**.

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## **B R A N D   S T O R Y**

OUR BRAND STORY IS THE COMPELLING PURPOSE THAT  
CREATES OUR UNIQUE VALUE IN THE MARKETPLACE.







FOR ALL FANKIND

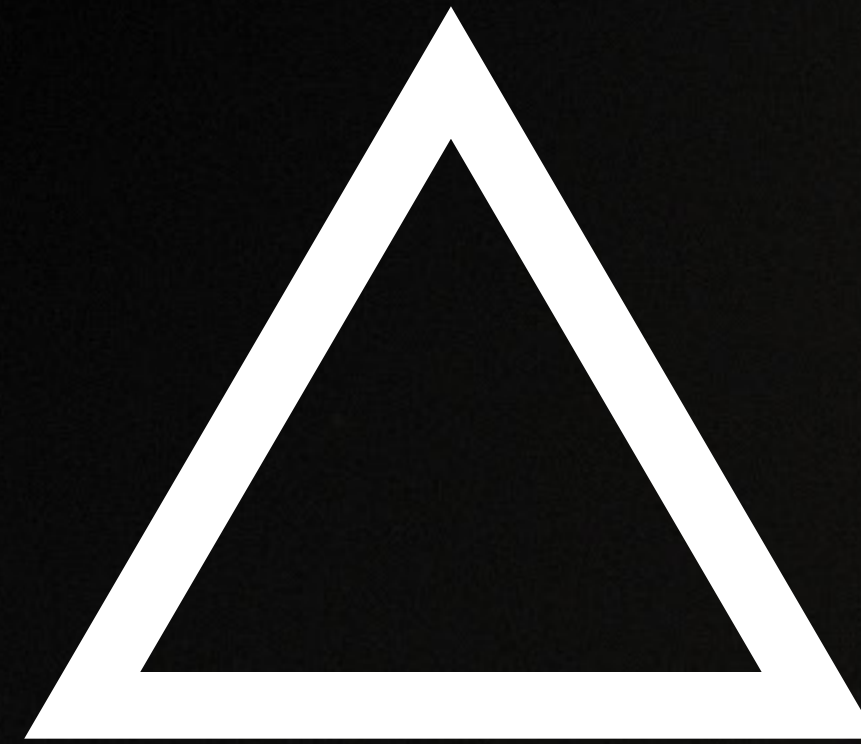
STARZ UNLEASHES THE FAN IN EVERYONE

---

**BRAND ESSENCE**

OUR BRAND ESSENCE IS THE CONCISE, ACTIONABLE IDEA  
THAT DRIVES OUR CREATIVE DECISION-MAKING.

INCLUSIVE  
IMMERSIVE, ENGAGING, POPULIST  
*STARZ DELIVERS COMPELLING  
FAN-CENTRIC EXPERIENCES*



AUTHENTIC  
TRUE, QUALITY, INSIDER  
*STARZ STAYS TRUE TO FANS, CREATORS  
AND THE POWERFUL STORIES THEMSELVES*

INTREPID  
BOLD, SPIRITED, PASSIONATE  
*STARZ TAKES FANS WHERE THEY  
WANT TO GO - ALL THE WAY*

---

**BRAND ATTRIBUTES**

OUR BRAND ATTRIBUTES INFORM THE BRAND EXPRESSION. EACH OF THE THREE DESCRIPTORS AFFECT EACH OTHER'S MEANING – THERE'S AN INHERENT RELATIONSHIP AND TENSION BETWEEN THEM.



**STARZ** | S . . .





THE THRILL OF SOMETHING NEW





OLD FAVORITES THAT  
DIE HARD

A man with a goatee, wearing a dark suit, white shirt, and dark tie, stands in a dimly lit room. He has his hands clasped in front of him and is looking slightly to the left. The background is blurred, showing what appears to be a bar or restaurant setting with warm lighting. The text "EVERYTHING YOU WANT..." is overlaid in the center of the image in a white, sans-serif font.

EVERYTHING YOU WANT...





# ONLY YOUR TERMS



A romantic close-up of a man and a woman about to kiss. The woman has long, dark, curly hair and is wearing a dark, textured shawl. The man has curly brown hair and is wearing a dark, textured jacket. They are both looking at each other with soft expressions. The background is a soft, out-of-focus green, suggesting an outdoor setting. The text "ABOVE ALL THE SPARK..." is overlaid in white, sans-serif capital letters across the center of the image.

ABOVE ALL THE SPARK...



A woman with dark, curly hair, wearing a blue coat and a black hat, stands next to a vintage car. She is looking off to the side with a thoughtful expression. The background shows a city street with buildings and a blurred car.

THAT MAKES GOING BACK  
IMPOSSIBLE



**STARZ** | S . . .



# *OBSESSABLE*

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## BRAND LINE

OUR BRAND LINE IS THE IMPACTFUL, OWNABLE EXPRESSION  
THAT MAKES A VISCERAL CONNECTION WITH CONSUMERS.







# WHAT DOES **OBSESSABLE** MEAN?

---

## WHO WE ARE

FUN, BOLD, OWNABLE PHRASE THAT CAPTURES THE ENERGY AND EMOTION OF FANDOM – AN UNCLAIMED POSITION IN THE MARKET.

## WE FAN DEEPER

OBSESSABLE IS FULLY EXPERIENTIAL. IT LIVES BEYOND THE SCREEN AND ENCOMPASSES DISCOVERY, ANTICIPATION, THE AFTERGLOW. WHETHER YOU'RE A BINGER OR AN APPOINTMENT VIEWER OR BOTH, OBSESSABLE CONTENT LINGERS, MAKING IT IMPOSSIBLE TO STOP THINKING, TALKING, OBSESSING ABOUT IT.

## OUR PROMISE

IMMERSIVE, PASSION-WORTHY CONTENT THAT HOOKS YOU FROM THE START AND NEVER LETS GO.

## WE'RE FANS, TOO

STARZ KNOWS WHAT IT FEELS LIKE TO BE A FAN – TO EAT, SLEEP, AND BREATHE THE ENTERTAINMENT YOU LOVE. WE KNOW THERE'S NO SUCH THING AS "TOO MUCH," AND WE'LL STOP AT NOTHING TO GET YOU YOUR NEXT OBSESSABLE.

## WHAT *OBSESSABLE* DOES FOR STARZ

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POSITIONS STARZ AS A LEADER IN TODAY'S ENTERTAINMENT LANDSCAPE.

WITH THIS LINE, STARZ CLAIMS FANDOM AND VIEWER PASSION – AN UNOWNED, INCREASINGLY DESIRABLE SPACE IN THE MARKET – AHEAD OF THE COMPETITION.

OBSESSABLE ALIGNS THE STARZ BRAND WITH THE WAY TODAY'S VIEWERS RELATE TO CONTENT – VIA DEEPLY MEANINGFUL CONNECTIONS WITH STORIES AND CHARACTERS THAT LEAD TO HIGHLY-ENGAGED VIEWING, RELATIONSHIPS WITH OTHER FANS, EVEN FULL-ON FANDOM.





# THE INSURGENT

## THE OBSESSIVE FAN

FIERCELY PASSIONATE, INSIDER, "PARTNER IN CRIME"  
FAN-FORWARD. BOLD, UNMISTAKABLE AND OWNABLE PERSONALITY.

---

### BRAND VOICE

OUR BRAND VOICE IS THE UNMISTAKABLE  
WAY WE TALK TO THE AUDIENCE.



## PASSIONATE INSIDER

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OBSESSIVE ABOUT ENTERTAINMENT. RESPECTS IT, CHAMPIONS IT, HAS FUN WITH IT. LOW BROW, HIGH BROW, DOESN'T MATTER.

## PROVOCATEUR

---

AT TIMES, UNCONVENTIONAL, EDGY, LOVES TO STIR IT UP.

# BRAND VOICE

## FANDOM FLUENT

---

CAN DIVE INTO DIFFERENT FANDOMS AND EMBRACE THEIR UNIQUE SPIRIT.

## RELATABLE

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CONVERSATIONAL, FRIENDLY, ANTI-ELITIST, WELCOMES ALL.



# BRAND-LEVEL VOICE

WHEN WE TALK TO BROAD CONSUMER AUDIENCES

STAY TRUE TO THE **INSURGENT VOICE** WITHOUT  
GETTING TOO SPECIFIC OR FAN-CENTRIC.





## CONTENT-LEVEL VOICE

---

WHEN WE TALK TO ORIGINALS, MOVIE, AND GENRE FANS

LET YOUR **FAN FLAG** FLY WITHOUT GOING TOO FAR – CASUAL FANS SHOULD FEEL **INTRIGUED**, NOT CONFUSED.







## B2B VOICE

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WHEN WE TALK TO AFFILIATES, PARTNERS, TALENT, AND THE INDUSTRY

DO THE **BUSINESS**, BUT ADD THE **INFORMAL**  
EDGE OF THE **INSURGENT**.



# INTERNAL VOICE

WHEN WE TALK TO INTERNAL TEAMS

SPIRITED, **PASSIONATE**, INTENSE – INSPIRES EACH  
MEMBER OF OUR DYNAMIC TEAM TO IGNITE FANS' **WHITE-HOT PASSION**.







EVERY FAN DESERVES A STORY





STARZ

# FANIFESTO

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**EVERY FAN** DESERVES A **STORY**. BURN **WHITE HOT**. LOVE **WHAT YOU LOVE**, LOUD AND PROUD. STAY **TRUE**, NEVER PANDER. GEEK OUT. GET **OBSESSABLE**. **SPEAK TO THE FANS** AND THE REST WILL FOLLOW. **EXCITEMENT IS CONTAGIOUS**. GO WHERE THEY'RE GOING. **RESPECT** THE CONTENT. **BE MODERN**, NOT TRENDY. THERE'S **NO SUCH THING AS A GUILTY PLEASURE**. **SHARE** BECAUSE YOU CARE. **PREMIUM FOR ALL**. YOU ARE WHAT YOU WATCH. **FOR ALL FANKIND**.

WHAT IS

# FANITUDE?

---

**OUR DISTINCTIVE PROMO CONCEPT THAT UNLEASHES THE FAN IN EVERYONE –**

AN ATTITUDE OR SPIRIT INSPIRED BY WHITE HOT PASSION FOR TV AND MOVIES.

PROUDLY OBSESSABLE, FANITUDE NEVER HOLDS BACK. INVITING, INCLUSIVE AND SOCIAL, FANITUDE WELCOMES ALL. AUTHENTIC TO THE CORE, FANITUDE STAYS TRUE TO THE CONTENT AND RELATES TO IT LIKE A FAN.

AS A CREATIVE STRATEGY, FANITUDE USES FAN-INSPIRED, INSIDER CREATIVE TO SHOWCASE THE ESSENCE OF A PIECE OF CONTENT AND ITS FANDOM, APPEALING TO FANS AND NON-FANS ALIKE.

WHILE PROMO STYLE WILL VARY FROM ORIGINALS TO MOVIES, FANITUDE IS THE THROUGH-LINE THAT UNITES ALL CREATIVE UNDER THE STARZ POV.



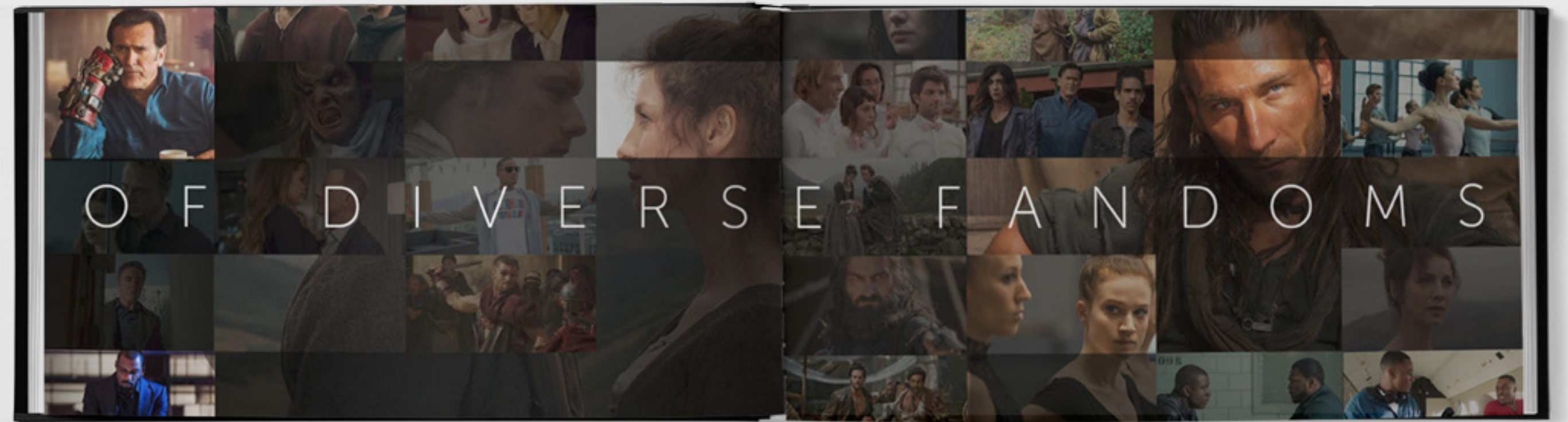


I D E N T I T Y  
O V E R V I E W





IDENTITY OVERVIEW





STARZ IDENTITY

# GUIDING PRINCIPLES

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## SIMPLE

CLEAN, STREAMLINED IDENTITY INSPIRED BY FANS' WHITE HOT PASSION

## CONSISTENT

UNITY ACROSS ALL TOUCH POINTS DRIVES ATTRIBUTION AND HELPS CONSUMERS FIND US

## SOPHISTICATED

ELEVATES THE BRAND TO THE LEVEL OF ITS PROGRAMMING



# STARZ

TRUE PASSION

---

ICONIC SYMBOL OF ENTERTAINMENT

THERE IS A POWER TO FANDOM, A CONFIDENCE IN DIE-HARD PASSION. THIS LOGO IS STRONG, BOLD, AND EXPANSIVE. TIMELESS LETTERFORMS SHARE A SENSE OF GRAVITAS AND STATURE – A MARK THAT MAKES AN IMPACT.



**STARZ**

**STARZENCORE**



TAGLINE

**STARZ**  
*OBSESSABLE*

CORPORATE

**STARZ**  
WORLDWIDE

**STARZ**  
DIGITAL

FRANCHISE

**STARZ**ORIGINALS

THE NEW STARZ LOGO MARK IS CLEAN, BOLD AND TIMELESS. THE LOGO SYSTEM IS CONSISTENT THROUGHOUT, PAIRED WITH MUSEO SANS FOR THE DIVISION OR FRANCHISE IN ALL CAPS AND ALWAYS WITH AN EMPHASIS ON THE STARZ BRAND IN EITHER SIZE OR WEIGHT. THE OBSESSABLE TAGLINE IS THE ONLY OPTION THAT USES AN ITALIC VERSION OF THE MUSEO SANS FONT FAMILY.



STARZ THEMATICS

**STARZ**  
COMEDY

**STARZ**  
CINEMA

**STARZ**  
KIDS & FAMILY

**STARZ**  
IN BLACK

**STARZ**  
EDGE

**STARZ**  
ON DEMAND

STARZ ENCORE THEMATICS

**STARZENCORE**  
ACTION

**STARZENCORE**  
BLACK

**STARZENCORE**  
CLASSIC

**STARZENCORE**  
FAMILY

**STARZENCORE**  
SUSPENSE

**STARZENCORE**  
ESPAÑOL

**STARZENCORE**  
WESTERNS

FOR THE STARZ THEMATIC LOGOS AND THE STARZ ENCORE THEMATIC LOGOS, THEY FOLLOW SIMILAR RULES TO ONE ANOTHER TO CREATE A COHESIVE SYSTEM. ALL THE THEMATICS ARE RIGHT JUSTIFIED TO STARZ OR STARZ ENCORE, SET IN ALL CAPS MUSEO SANS 500 AND IN A STACKED CONFIGURATION. TO COMPENSATE FOR THE WIDE ASPECT RATIO OF THE STARZ ENCORE LOCKUP, THE RULE OF '60% THE SIZE OF THE STARZ LOGO' IS APPLIED BEFORE ADDING THE THEMATIC.



# COLOR PALETTE

THE STARZ COLOR PALETTE IS THE FOUNDATION FOR THE CLEAN AND BOLD AESTHETIC. STARZ IS BASED IN A BLACK AND WHITE ENVIRONMENT, ELEVATED WITH SUBTLE LIGHTING, GRADIENTS AND A TOUCH OF WARMTH. THIS UNDERSTATED, MONOCHROMATIC WORLD ALLOWS FOR STARZ CONTENT TO ALWAYS BE FRONT AND CENTER AND FOR THE BRAND'S WHITE HOT PASSION TO COME FORTH. GENERALLY, THE BRAND IS GROUNDED IN THE DARKER WORLD USING WHITE FOR TYPOGRAPHY OR LIGHT. IT'S A HIGH CONTRAST WORLD, BUT A RANGE OF GRAYSCALE COLORS, AS INDICATED WITH THE SECONDARY PALETTE, CAN BE USED ACROSS DIFFERENT MEDIA AND APPLICATIONS.

## PRIMARY COLORS

**DARK GRADIENT**  
(Use primarily for backgrounds)

**LIGHT GRADIENT**  
(Use primarily for type)

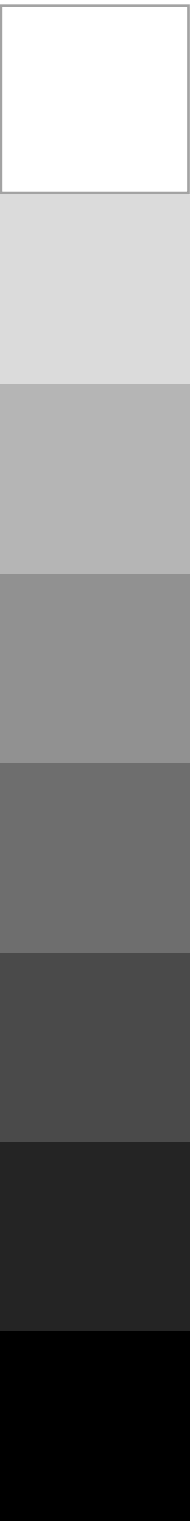
RGB 49, 45, 42  
CMYK 66, 63, 65, 64  
PANTONE 2336 C

RGB 0, 0, 0  
CMYK 50, 50, 50, 100  
PANTONE BLACK CP

RGB 255, 255, 255  
CMYK 0, 0, 0, 0

RGB 198, 198, 198  
CMYK 13, 9, 13, 0  
PANTONE 2330 C

## SECONDARY COLORS



## WARM LIGHT

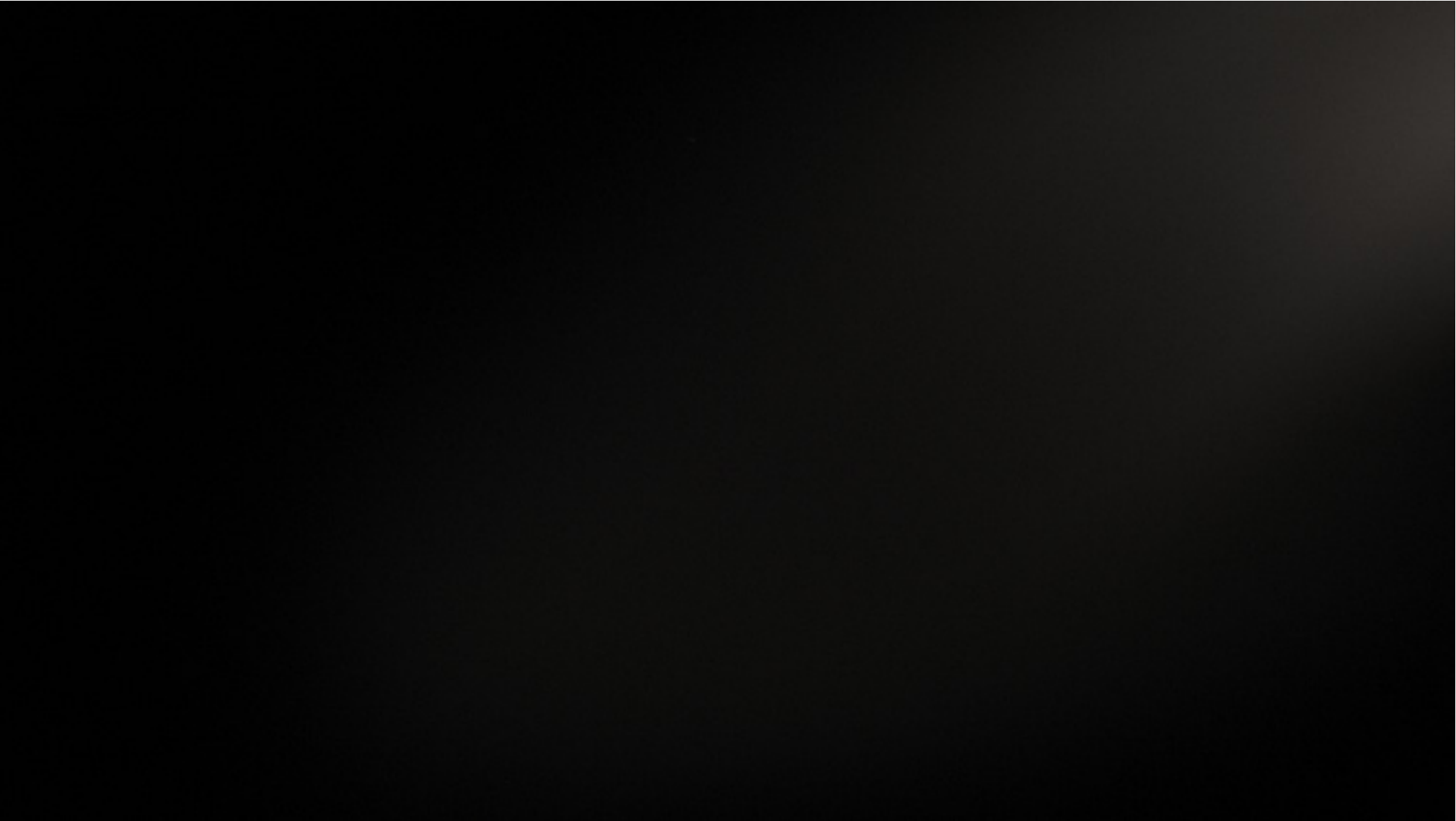
RGB 128, 113, 89  
HEX 807159

**NOTE:**  
This is not a color swatch and should never be used as a standalone color. This color is only used to add overall warmth to the environment.

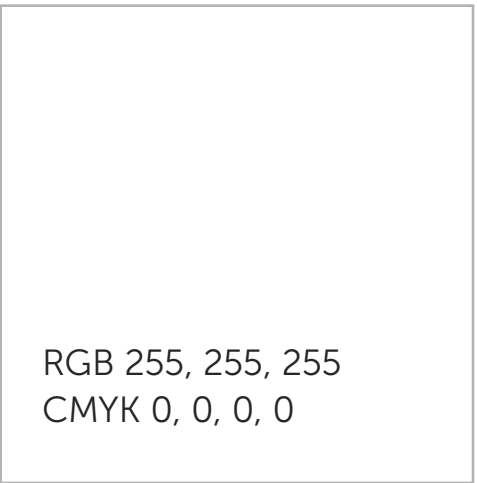


# BACKGROUNDS & ENVIRONMENT

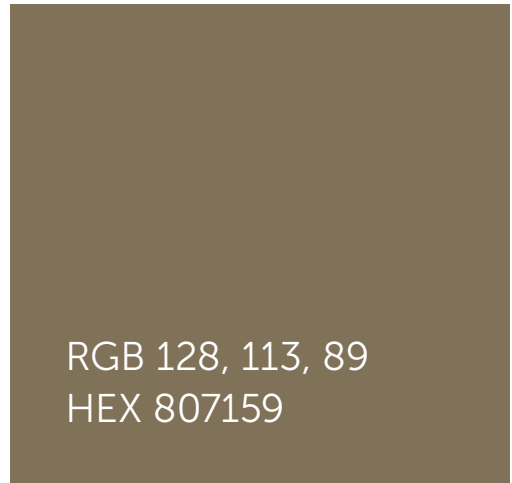
THE OVERALL PALETTE OF STARZ IS MONOCHROMATIC. THERE IS A LIVING LIGHT SOURCE, IN THE TOP RIGHT CORNER OF THE FRAME, THAT EMANATES LIGHT AND IMPLIES THE PRESENCE OF WHITE-HOT PASSION. ADDITIONALLY, THERE IS AN ADDED WARM LIGHT LAYER IN THE ENVIRONMENT. THIS WARM LIGHT SOURCE MAKES IT FEELS APPROACHABLE, ACCESSIBLE AND HUMAN. THE ATMOSPHERE HAS LIVING PARTICLES OF DUST EMPHASIZING THE CINEMATIC QUALITIES. WE RESERVE THE LIT FLOOR BACKGROUND FOR LOCK-UPS THAT SHOWCASE A HERO LOGO OR A SCREEN OF CONTENT.



### BASE GRADIENT



### ADD WARMTH



**NOTE:**  
This is not a color swatch and should never be used as a standalone color. This color is only used to add overall warmth to the environment.



# SIGNATURE BRAND FONT

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# MUSEO SANS

100      300      500      700      **900**

---

MUSEO SANS IS OUR UNIQUE, STARZ SIGNATURE BRAND FONT. WE USE IT AS MUCH AS POSSIBLE TO CONVEY THE STARZ BRAND AESTHETIC THAT IS CLEAN, MODERN, AND ELEGANT. TYPE IS GENERALLY SET IN ALL CAPS. WHILE WE PREFER TO USE A WIDER TRACKING WITH THE THINNER WEIGHTS, THE BOLDER OPTIONS ARE INCLUDED FOR IMPACT AND VARIETY. COMBINING FONT WEIGHTS AND THOUGHTFUL USE OF A VARIETY OF SCALES IS ENCOURAGED. IN DOING SO, ALWAYS MAINTAIN THE SIMPLICITY OF THE VISUAL LANGUAGE.

## MUSEO 100

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()

## MUSEO 300

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()

## MUSEO 500

ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()

## MUSEO 700

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()**

## MUSEO 900

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()**

## MUSEO 100 ITALIC

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()*

## MUSEO 300 ITALIC

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()*

## MUSEO 500 ITALIC

*ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()*

## MUSEO 700 ITALIC

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()***

## MUSEO 900 ITALIC

***ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
abcdefghijklm  
nopqrstuvwxyz  
123456789!@#%^&\*()***



FONT USAGE SAMPLE

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MUSEO SANS  
100

SATURDAY

MUSEO SANS  
500+100

MON 10:30PM E/P

MUSEO SANS 500  
ITALIC

*OBSESSABLE*

MUSEO SANS  
900

**THIS FALL**

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## SECONDARY BRAND FONT

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HELVETICA  
NEUE LT STD

### 55 Roman

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WHILE MUSEO CAN BE USED LARGE, SMALL AND ON EVERY TOUCHPOINT, THERE MAY COME A TIME WHERE VERY DENSE COPY NEEDS ANOTHER CLEAN AND SIMPLE FONT OPTION. EVEN THOUGH MUSEO HOLDS UP WELL IN SMALL FONT SIZE USAGES, HELVETICA NEUE LT STD IS AN OPTION FOR BODY COPY AND THE LIKE. IT IS ONLY INTENDED FOR USE AS A BODY COPY FONT AND NEVER FOR HEADLINES.

55 ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
123456789!@#\$%^&\*()



# PHOTOGRAPHY

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PART OF THE AUTHENTICITY WE TALK ABOUT HOLDS TRUE FOR THE FOOTAGE. THE "FRONT & CENTER" CONCEPT PUTS THE SHOW AT THE CENTER OF THE BRAND - THE SHOW IS WHAT FANS OBSESS OVER, NOT THE BRAND.

AS A BRAND, WE'RE STEWARDS OF THE CREATIVE VISION OF THE SHOW WORLDS. WE DON'T TREAT FOOTAGE. WE DON'T ADD GRAIN OR GRADS, WE DON'T TWEAK THE COLOR.







ON-AIR  
IDENTITY



# FRONT & CENTER

CINEMATIC / RESPONSIVE / IMMERSIVE

---

BEAUTIFUL SIMPLICITY PUTS THE FAN FRONT AND CENTER WITH THIS PACKAGE THAT REINTERPRETS THE FUNCTIONALITY OF DIGITAL NAVIGATION FOR A RICH, ILLUMINATED ON-AIR EXPERIENCE THAT COMPELS THE VIEWER TO DIVE DEEPER INTO FANDOM.



**STARZ** ORIGINALS

# OUTLANDER

NEW EPISODE  
APR 10 9PM E/P

**STARZ**



# BIG HERO 6

PREMIERES  
SUN 9PM E/P

**STARZ**



# SUNDAY NIGHT

# THE WAIT IS OVER

# ASH vs EVIL DEAD

SEASON PREMIERE  
OCT 31 9PM E/P

**STARZ**

# THE GIRLFRIEND EXPERIENCE

SERIES PREMIERE  
NOV 13 8PM E/P



# BRAND SIGNATURES OVERVIEW

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BRAND FONT

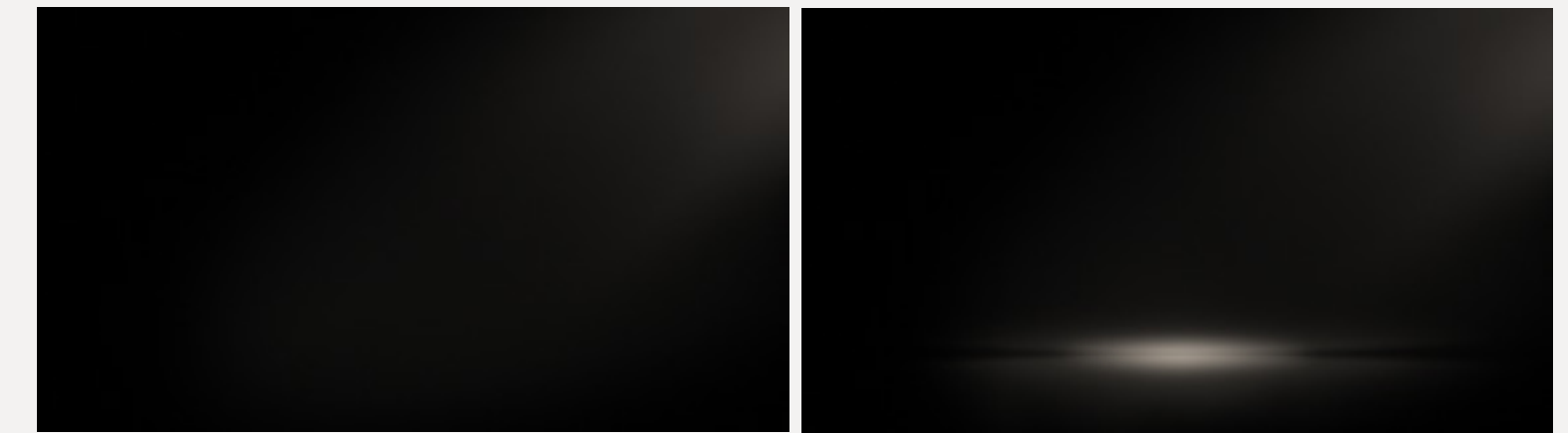
MUSEO SANS

100 300 500 700 900

CENTERED LAYOUT (LOCKED CAMERA)

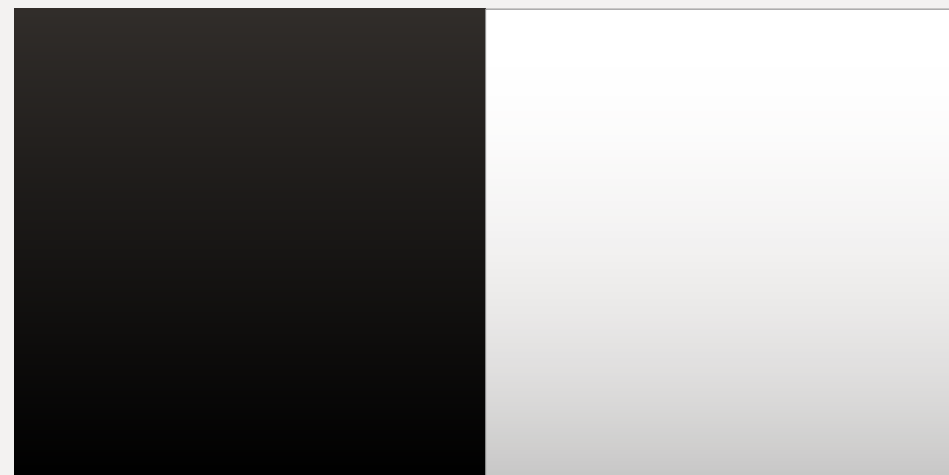


BRAND BACKGROUNDS



BRAND PALETTE

PRIMARY GRADIENTS



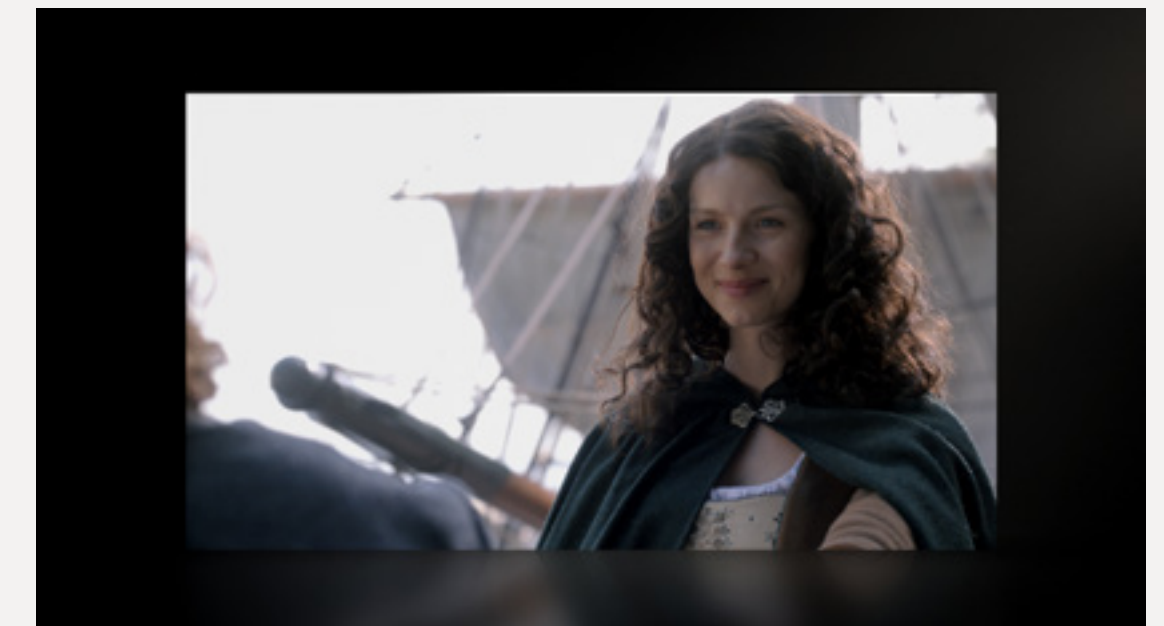
SECONDARY COLORS



WHITE HOT PASSION



16:9 FRAMING DEVICE







## HERO LOGO RESOLVES

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THE STARZ AND STARZ ENCORE LOGOS, AND THEIR RESPECTIVE THEMATIC CHANNELS, ALL ANIMATE AND RESOLVE IN THE SAME MANNER. THIS IS IN LINE WITH THE CONSISTENCY OF THE STARZ BRAND ACROSS ALL THE CHANNELS. THE WHITE HOT BURST OF ENERGY IGNITES AND LIGHTS UP THE LOGO IN THE BRANDED ENVIRONMENT. AS THE CAMERA PULLS BACK, THE LOGO SETTLES INTO PLACE, ACCENTUATED BY THE LIT FLOOR BELOW.





## OBSESSABLE



## BRAND TOOLKIT

THE COVER ART FOR FACEBOOK AND TWITTER EXPRESSES THE BREADTH AND DEPTH OF ONE STARZ, INCORPORATES OBSESSABLE, AND SPEAKS TO FANDOM. THE PHOTOGRAPHY IS A COMBINATION OF KEY ART AND SHOW FOOTAGE.

THE COVER ART FOR SHOW FACEBOOK PAGES USE KEY ART. KEYART IS WHAT FANS RECOGNIZE AND RALLY AROUND. IT SHOULD BE KEPT MINIMAL AND CLEAN TO ACCOMMODATE FOR MOBILE CROPPINGS, ETC.





MUSIC



MUSIC CONCEPT

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## IMMERSIVE MOMENTS

A BLENDING OF MODERN FILM SCORE WITH A HINT OF POP SENSIBILITY. THE NEW STARZ THEME UTILIZES ELEMENTS FROM MODERN CINEMATIC SCORES, EPIC KETTLE DRUMS AND TOMS, TREMOLO STRINGS WITH A CELLO LEAD ON TOP WITH A PIANO WHICH CREATES THE OVERALL MOTIF.



# STARZ

FOR QUESTIONS REGARDING THE USAGE GUIDE,  
CONTACT STARZ:

[help@starz.com](mailto:help@starz.com)



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