



FILMBOX BRAND BOOK



HOME OF GOOD MOVIES

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“CINEMA IS A MATTER
OF WHAT’S IN FRAME
AND WHAT’S OUT.”
MARTIN SCORSESE



HOME OF GREAT ENTERTAINMENT

ABOUT SPI INTERNATIONAL

SPI International is a global media company operating a diverse portfolio of 42 linear channels and digital services on six continents. FilmBox being its flagship movie service, SPI is one of the biggest aggregators of native Ultra HD content in the world.

Working with over 700 operators worldwide, SPI provides its 90 million subscribers with access to SPI's linear and on-demand content including live streaming of UHD programming and FilmBox service on any Internet-connected device via major global streaming media players as well as local OTT providers.

For over 25 years, SPI International has been a leading distributor of theatrical films and television programming in the international market.



HOME OF GREAT ENTERTAINMENT

OUR MISSION

At SPI International, our goal is to cover the world with premium entertainment through innovative products and content solutions that shape future demands and cater to the ever-changing needs of the market. Designed with an agile mindset that embodies a focus on the consumer, SPI's customizable portfolio of content solutions aims to make quality content accessible on all available screens at all times through stand-alone products, key alliances with major platforms and content aggregators.

OUR VISION

We believe in a future where entertainment experiences converge and co-exist pushing viewers to look for more stimulating ways to discover quality content. In this future, SPI's Home of Great Entertainment will complement the service offerings and entertainment bundles of key aggregators by providing additional windows of premium content curation to enrich user experience and optimize the discovery of quality programming.





HOME OF GOOD MOVIES

ABOUT FILMBOX

FilmBox is SPI International's flagship movie service brand which operates in 25 countries reaching over 30 million households across Central & Eastern Europe, Ex-Yugo, Baltics, the Middle East, Africa, CIS, APAC and Western Europe. FilmBox's Home of Good Movies provides viewers access to a diverse catalogue of specially-curated content ranging from Hollywood blockbusters, favorite classics, world cinema gems and popular series through television operators, global streaming platforms and local OTT providers with its integrated content solutions.

FILMBOX VALUE PROPOSITION

FilmBox's Home of Good Movies brings a curated selection of Hollywood blockbusters, favorite evergreens, world cinema gems and local productions to all available screens through integrated content solutions at a competitive price.

FilmBox brands - including movie channels and FilmBox+ digital service - features a good curation of popular and internationally acclaimed movies spanning all genres, emphasizing our commitment to providing viewers with entertainment that's easily accessible, quality, enjoyable and varied.



ABOUT FILMBOX+

FilmBox+ combines the “lean-back” and on-demand viewing experiences by providing instant access to an extensive VOD catalogue and live channels on any Internet-connected device. FilmBox+’s well-curated selection of content from major global distributors and producers, ranges from Hollywood blockbusters with world-famous stars, independent world cinema gems, TV series and much more. In addition to its vast VOD library, FilmBox+ also offers a variety of smart collection channels* covering movies and thematic content that cater to all kinds of tastes to help viewers avoid the hassle of choosing what to watch.

*may vary depending on the region.

FILMBOX+ UNIQUE SELLING POINTS

- Available on all screens, anytime, anywhere.
- Extensive curation of content: Hollywood blockbusters, favorite evergreens, world cinema gems and local productions, and more.
- Linear and digital come together: Vast collection of linear channels and on-demand content.
- Localized in many languages.
- Combines state of the art technology with user friendly interface.
- Easy operator integration: Customized experience per partner and their customers.
- Competitive price when compared to the market standards.

FILMBOX PRESENTS ITS **30+ MILLION**
SUBSCRIBERS ACROSS **25 COUNTRIES** WITH A
SELECTION OF HIGH QUALITY, FUN, CLASSIC
AND POPULAR MOVIES, AND SERIES.

THIS CATALOGUE DETAILS THE
CHARACTERISTICS OF FILMBOX AS A BRAND, ITS
COMMUNICATION PRINCIPLES AND
PRODUCT VALUE

01 STRATEGY

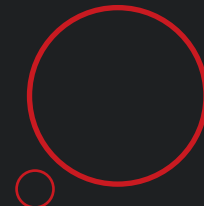
A LOOK INTO FILMBOX

INTRODUCING THE WORLD OF FILMBOX

OUR BRAND

WH QUESTIONS / FAQ (FREQUENTLY ASKED QUESTIONS)

A LOOK INTO FILMBOX



THE FILMBOX PHILOSOPHY

FilmBox's **Home of Good Movies** provides a wide variety of choices for all tastes, from popular movies and cult classics to thematic programming to ensure that the entertainment experience is always enjoyable, high-quality and varied.

Discovering quality programming to watch will always be *effortless* with the curated channels and on-demand content of **FilmBox and FilmBox+** that can be accessed anytime, anywhere.

INTRODUCING THE WORLD OF FILMBOX

INTRODUCING THE WORLD OF FILMBOX



FilmBox broadcasts Hollywood movies, favorite evergreens, local titles* and popular series: Hundreds of premieres a year, acclaimed Hollywood classics, from great action movies to independent world cinema titles. Entertainment for everyone!

*May vary depending on the region



FilmBox Premium is the flagship **FilmBox** channel that offers an exciting slate of premium content spanning **Hollywood blockbusters** with the most popular stars and award-winning productions from Europe!

INTRODUCING THE WORLD OF FILMBOX

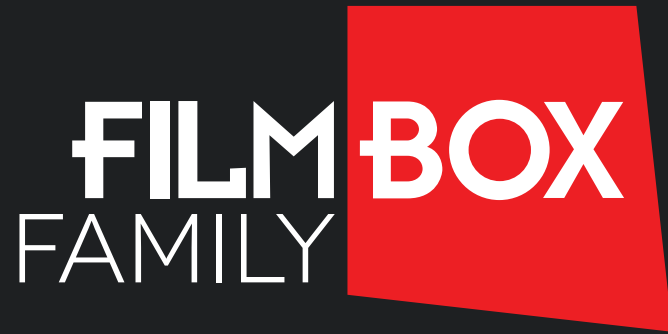


FilmBox Extra broadcasts premium content from the most famous Hollywood studios with excellent picture and sound quality!

INTRODUCING THE WORLD OF FILMBOX



FilmBoxStars lets you watch movies that feature your favorite actors including George Clooney, Johnny Depp, Jean Reno, Colin Firth, Gwyneth Paltrow, Kate Winslet, Cate Blanchett and many more! Movies and series from world renowned directors and an **expansive selection of Oscar winners and nominees** are here.



FilmBox Family is fun for the whole family: kids, teenagers and parents! **FilmBox Family** content appeals to both children and adult viewers with a selection of family movies, popular TV series for teens, educational programming and documentary films, cartoons and animated movies, comedies, fantasy, adventure and more...

INTRODUCING THE WORLD OF FILMBOX



FilmBox Action is the home to non-stop action entertainment! Watch blockbuster action movies, thrillers, westerns, martial arts and sci-fi titles starring the leading stars of action cinema: Bruce Willis, Jean-Claude Van Damme, Steven Seagal, Jet Li, Jackie Chan and many others.

OUR BRAND

OUR GOALS

Our business goal is simple:

Get more people to explore FilmBox's Home of Good Movies.

At **FilmBox** we aim to make entertainment experience more diverse, enjoyable and accessible for our audiences worldwide through a vast collection of curated content including **Hollywood** movies with A-list celebrities and more.

"Home Of Good Movies" is the founding principle and motto of **FilmBox**.

At **FilmBox**, we aim to be top of mind when it comes to providing quality entertainment.

WHO IS OUR AUDIENCE?

We think of our audience as everyone who loves a good movie.

FilmBox has quality content for everyone.

Family-oriented content for those who love spending time with their families.

World cinema classics for those who love feeling nostalgic and appreciate the art of cinema.

Popular films and **Hollywood blockbusters** for those who enjoy bringing the cinema to their homes.

Programming that has **drama, romance, action, adventure and more** at the forefront with A-list actors.

WHAT DOES FILMBOX OFFER?

Thousands of movies and series

Great curation of top-quality titles spanning all genres.

Hollywood blockbusters

Favorite evergreens

A-list celebrities

Thrilling series

Arthouse classics

Documentaries

WHAT DOES FILMBOX+ OFFER?

Over 1500 movies, series and thematic content ranging from documentaries, lifestyle, adrenaline sports, music and more available on-demand anytime, anywhere.

10+ channels* spanning movies and different entertainment genres, such as:



*May vary depending on the region

WHAT DOES FILMBOX+ OFFER?

FilmBox Arthouse, it offers the magna opera of master directors such as Hitchcock, Kurosawa, and Fellini.

DocuBox collection of award-winning documentaries about the wonders of our world and more.

FightBox presents the best of MMA, Kickboxing, Boxing, Judo, Karate, and other martial arts for fighting fans.

Fast&FunBox brings to those of extreme tastes, the thrill of motorsports, motocross, surfing, snowboarding, paragliding and more adrenaline filled spectacles.

FashionBox is the one-stop shop for all things style, featuring inspirational, educational and always highly entertaining content on shopping, lifestyle and new fashion trends.

360TuneBox brings new music from outstanding, breakthrough artists, independent selection of the newest and hottest videos, made by music trendsetters and more.

Gametoorn is the ultimate destination for gaming and esports fans. It features highlights from popular video games, entertainment content from gaming youtubers, video game tournaments (esports) with million dollar prize pools and much more.

Timeless Dizi Channel broadcasts record-breaking hit series for drama lovers all over the world.

WHAT IS OUR APPROACH AS A BRAND?

Movies describe us the best.

FilmBox is:

Thrilling like **Gone Girl**

Colorful like **Shrek**

Lively and fun like **My Dad's Christmas Date.**

Unforgettable like **Slumdog Millionaire.**

Driven like **John Wick.**

And enduring like the **Transformers** movies.

SPI AROUND THE GLOBE



SHORT WH QUESTIONS

Let's summarize!

WHO ARE WE, WHERE ARE WE, WHAT IS OUR PURPOSE?

Let us remember shortly at the end of the first part.

WHO?

FilmBox & FilmBox+

WHERE?

*On TV, on the web, on your mobile devices,
and wherever else you would like.*

WHEN?

24/7, whenever you want.

WHY?

So that anywhere can become a movie theatre.

HOW?

*Available through partner operators and platforms and as a standalone
digital (SVOD) product.*

SHORT WH QUESTIONS

FOR WHOM?

*From Gen Z to the Greatest Generation,
all who love cinema and series.*

WHAT IS OUR CONTENT?

*Cult, original, popular, and new movies,
series, documentaries, and programs...*

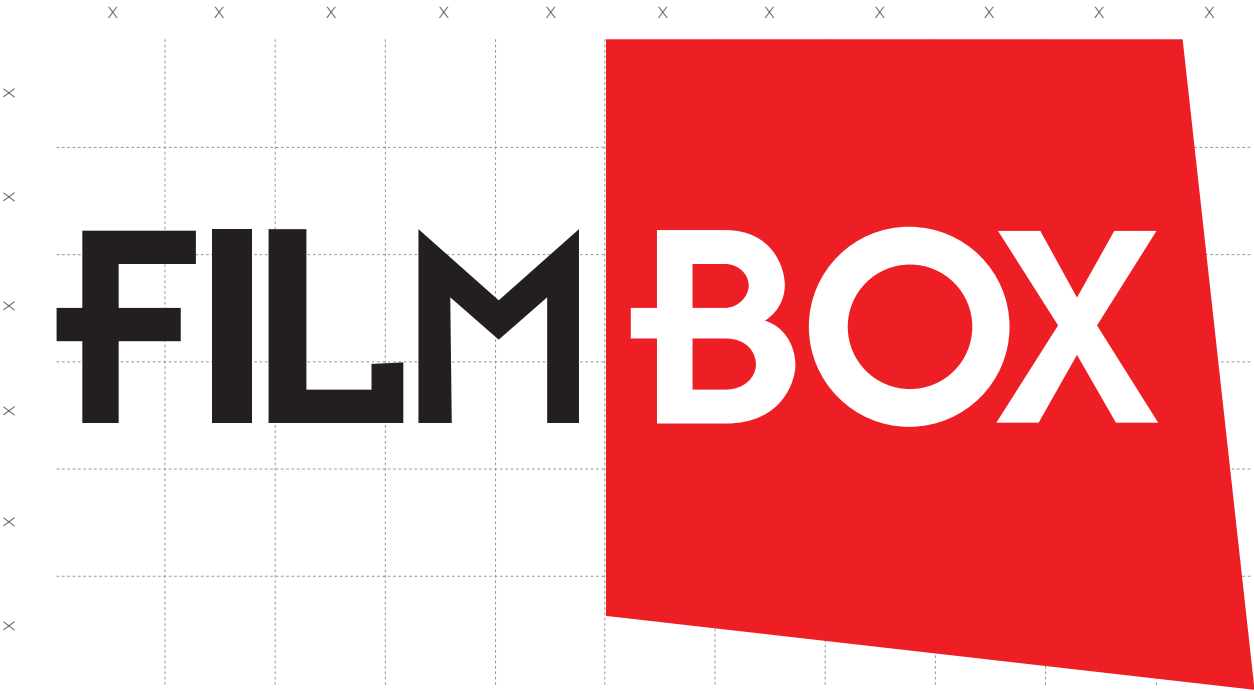
WHAT IS OUR APPROACH?

*We are eager, young, qualified,
and sincere, we are one big family.*

02 BRAND LOGO

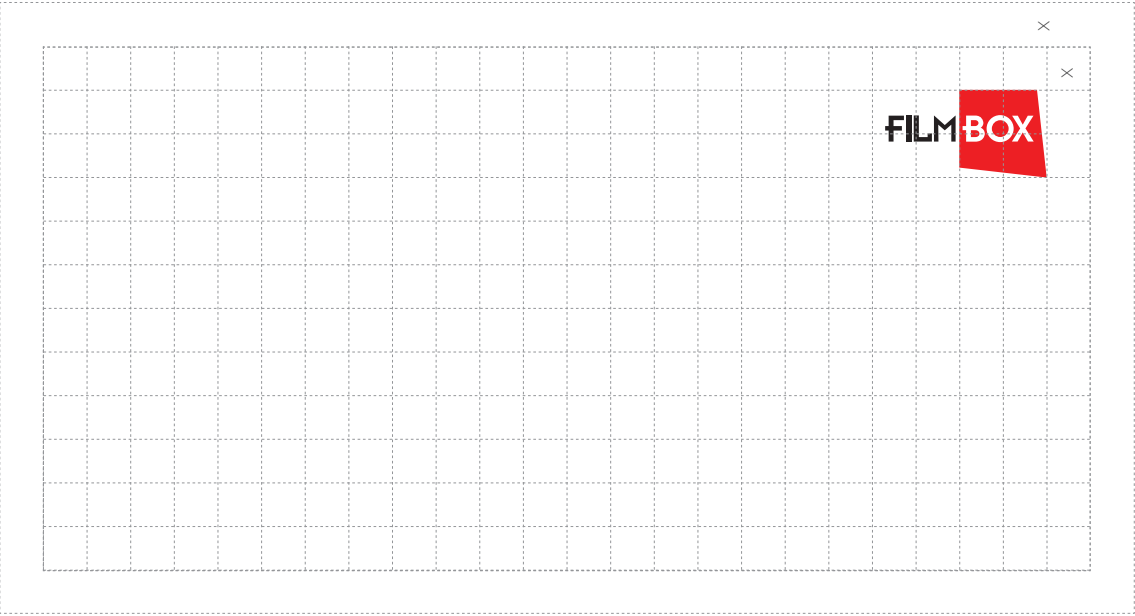


LOGO RATIO

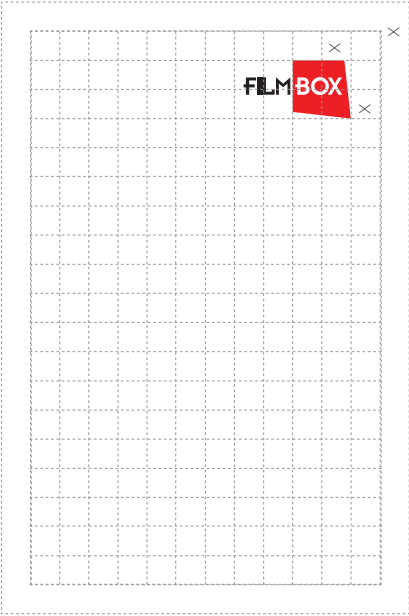


LOGO CLEAR SPACE

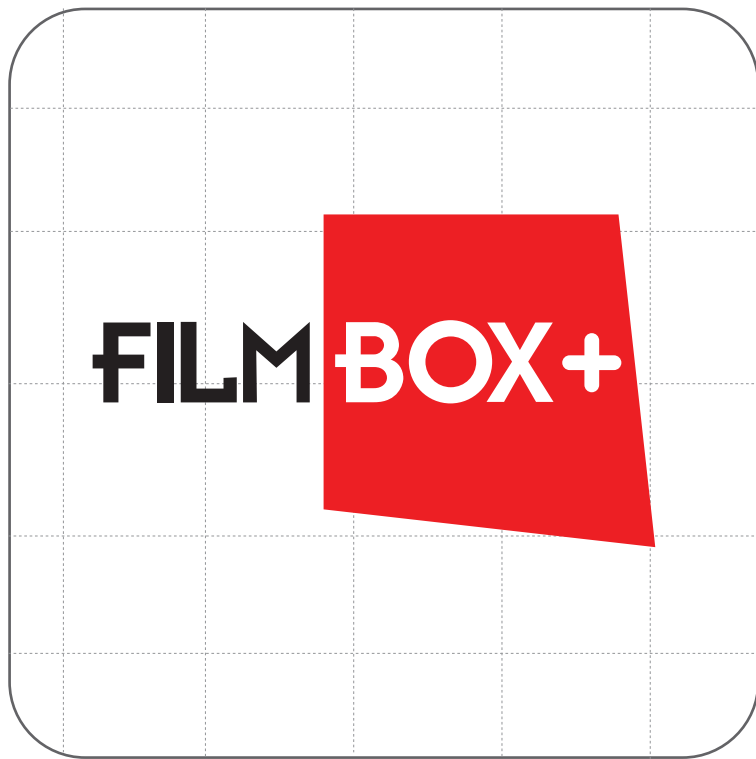
Landscape



Portrait



APP ICON



03 TYPOGRAPHY

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

The old posters and signs in the traditional neighborhood of NOVECENTO inspired to design a typeface that rescues the beauty of urban typography from the first half of the twentieth century.

NOVECENTO

PRIMARY FONT
NOVECENTO
WIDE FAMILY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Bold

-

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Light

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES
NOVECENTO

! “ § \$ % & / () = ? ` ; : i “ ¶ ¢ [] | { } ≠ ¿ ‘
« » € ® † Ω ⁂ / Ø Ƶ • ± ‘ Æ Œ @ Δ ° ▲ © f ∂ , Å ¥ ≈ Ç

Special Characters

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO

Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms. A few condensed styles are also available.

SECONDARY FONT
OPEN SANS

OPEN SANS

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

TYPE EXAMPLES
OPEN SANS

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; : ; " ¶ ¢ [] | { } ≠ ¿ ' « »
Σ € ® † Ω ¨ / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

CONTEXT TEXT
AND INNER HEADLINES

Caption Text	FILMBOX Typo - Open Sans Regular 6 pt Type / 9 pt Leading
Copy text	FILMBOX Typo - Open Sans Regular 8 pt Type / 11 pt Leading
Headlines Copytext	FILMBOX TYPO - NOVECEN TO WIDE MEDIUM-Capital Letters 10pt Type / 10pt Leading

HEADLINES AND
TYPOBREAKS

Sublines Sections	FILMBOX TYPO - NOVECEN TO WIDE BOLD - Capital Letters 16pt Type / 16pt Leading
Big Headlines and Title	FILMBOX TYPO - NOVECEN TO WIDE BOLD - Capital Letters 34pt Type / 30 pt Leading
Sequencer and Title	FILMBOX TYPO - NOVECEN TO WIDE BOLD - Capital Letters 48pt Type / 48 pt Leading

04 BRAND COLORS



PRIMARY COLOR
RED

-

COLOR CODES

CMYK : C000 M020 Y100 K000
Pantone : 297C
RGB : R237 G31 B36
Web : ed1f24



RED Gradient

THE GRADIENT



PRIMARY COLOR
BLACK

-

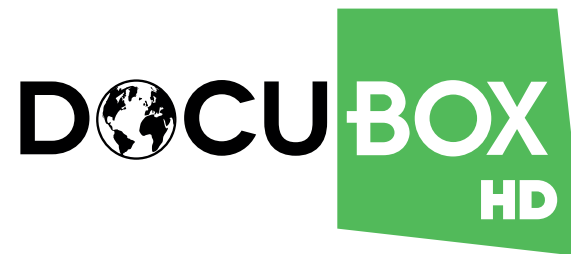
COLOR CODES

CMYK : C000 M000 Y000 K100
Pantone : 442C
RGB : R000 G000 B000
Web : #000000



Grey Gradient

THE GRADIENT



Color 1

Color Codes

CMYK : C 20 M 96 Y 11 K 1
Pantone : 675C
RGB : R 196 G 41 B 130
Web : c42982



Color 2

Color Codes

CMYK : C 0 M 0 Y 0 K 100
Pantone : 297C
RGB : R 34 G 31 B 32
Web : 231f20



Color 1

Color Codes

CMYK : C 68 M 0 Y 88 K 0
Pantone : 297C
RGB : R 112 G 182 B 101
Web : 70b665



Color 2

Color Codes

CMYK : C 0 M 0 Y 0 K 100
Pantone : 297C
RGB : R 34 G 31 B 32
Web : 231f20



Color 1

Color Codes

CMYK : C 97 M 71 Y 0 K 0
Pantone : 7455C
RGB : R 31 G 90 B 164
Web : 1f5aa4



Color 2

Color Codes

CMYK : C 0 M 0 Y 0 K 100
Pantone : 297C
RGB : R 34 G 31 B 32
Web : 231f20



Color 1

Color Codes

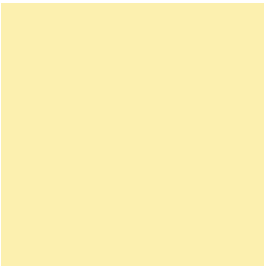
CMYK : C 0 M 58 Y 91 K 0
Pantone : 297C
RGB : R 231 G 139 B 69
Web : de5b34



Color 2

Color Codes

CMYK : C 0 M 0 Y 0 K 100
Pantone : 297C
RGB : R 34 G 31 B 32
Web : 231f20



Color 1

Color Codes

CMYK : C 1 M 3 Y 38 K 0
Pantone : 297C
RGB : R 252 G 239 B 182
Web : fcefb6



Color 1

Color Codes

CMYK : C 0 M 20 Y 87 K 0
Pantone : 1788 C
RGB : R 248 G 205 B 89
Web : f8cd59



Color 1

Color Codes

CMYK : C 15 M 52 Y 100 K 1
Pantone : 297C
RGB : R 222 G 139 B 62
Web : ca8b3e



Color 2

Color Codes

CMYK : C 0 M 0 Y 0 K 100
Pantone : 297C
RGB : R 34 G 31 B 32
Web : 231f20

Gradient





Color 1

Color Codes

CMYK : C 0 M 85 Y 100 K 0
Pantone : 297C
RGB : R 222 G 91 B 52
Web : de5b34



Color 2

Color Codes

CMYK : C 4 M 100 Y 90 K 0
Pantone : 1788 C
RGB : R 210 G 57 B 57
Web : d23939



Color 3

Color Codes

CMYK : C 0 M 0 Y 0 K 100
Pantone : 297C
RGB : R 34 G 31 B 32
Web : 231f20

Gradient



05 CHANNEL LOGOS



LOGO POSITIVE VERSION



The Logo Light Version

LOGO NEGATIVE VERSION



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION



The Logo Light Version

LOGO NEGATIVE VERSION



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION



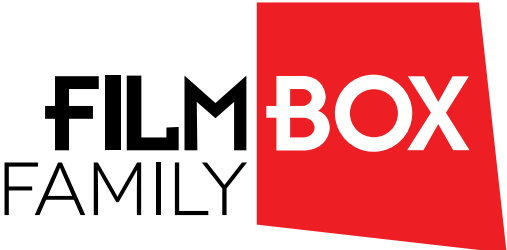
The Logo Light Version

LOGO NEGATIVE VERSION



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION



The Logo Light Version

LOGO NEGATIVE VERSION



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



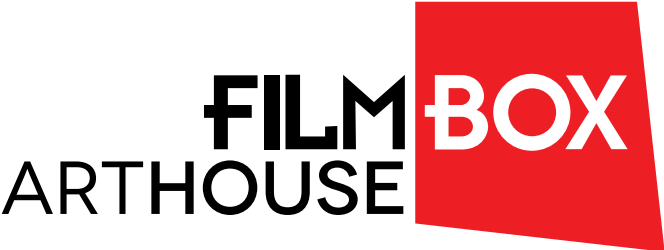
The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION



The Logo Light Version

LOGO NEGATIVE VERSION



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION



The Logo Light Version

LOGO NEGATIVE VERSION



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION



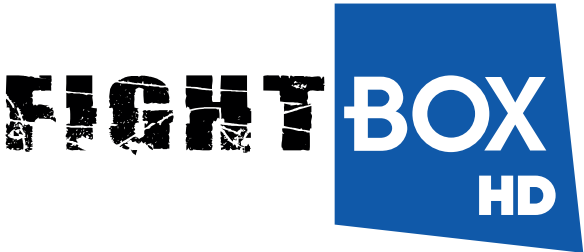
The Logo Light Version

LOGO NEGATIVE VERSION



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION



The Logo Light Version

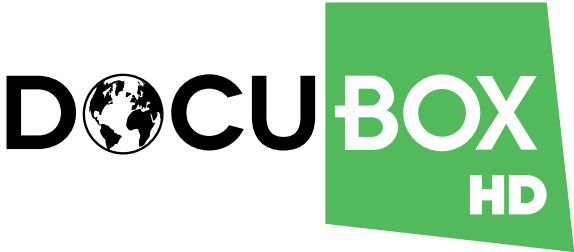
LOGO NEGATIVE VERSION



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION





LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

LOGO WHITE VERSION



LOGO POSITIVE VERSION

LOGO NEGATIVE VERSION



The Logo Light Version



The Logo Dark Version

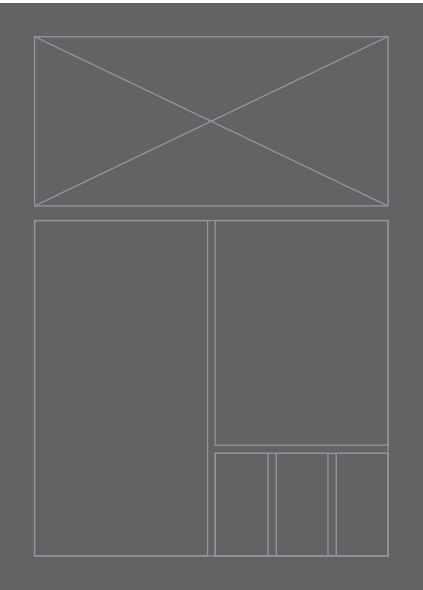
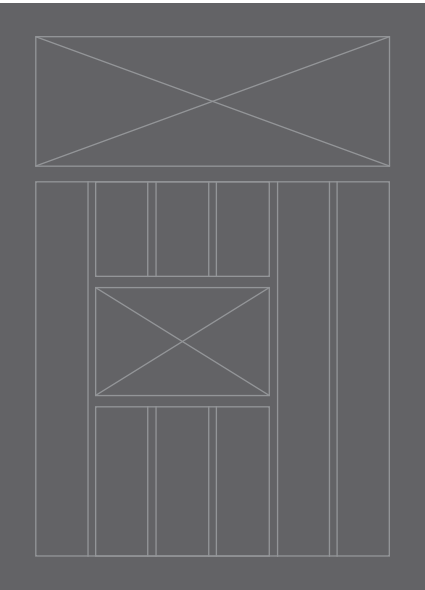
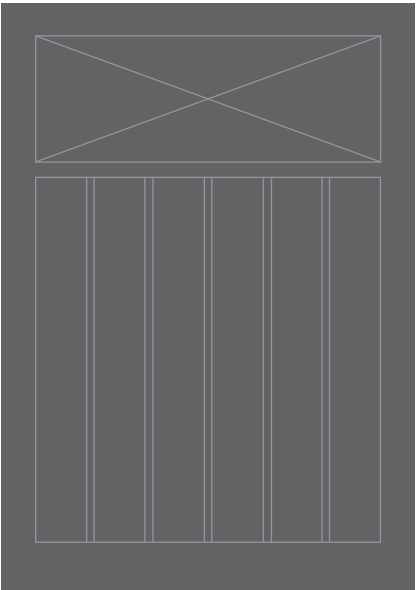
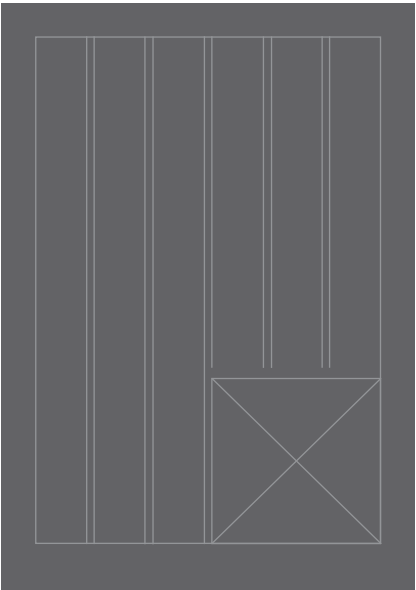
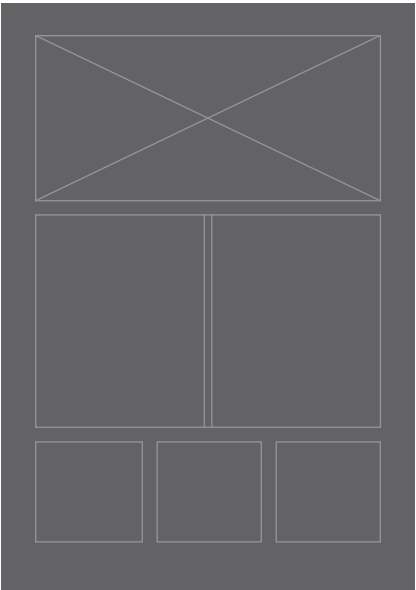
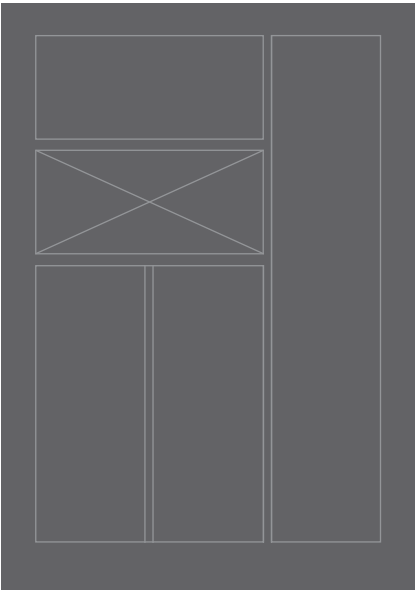
LOGO WHITE VERSION

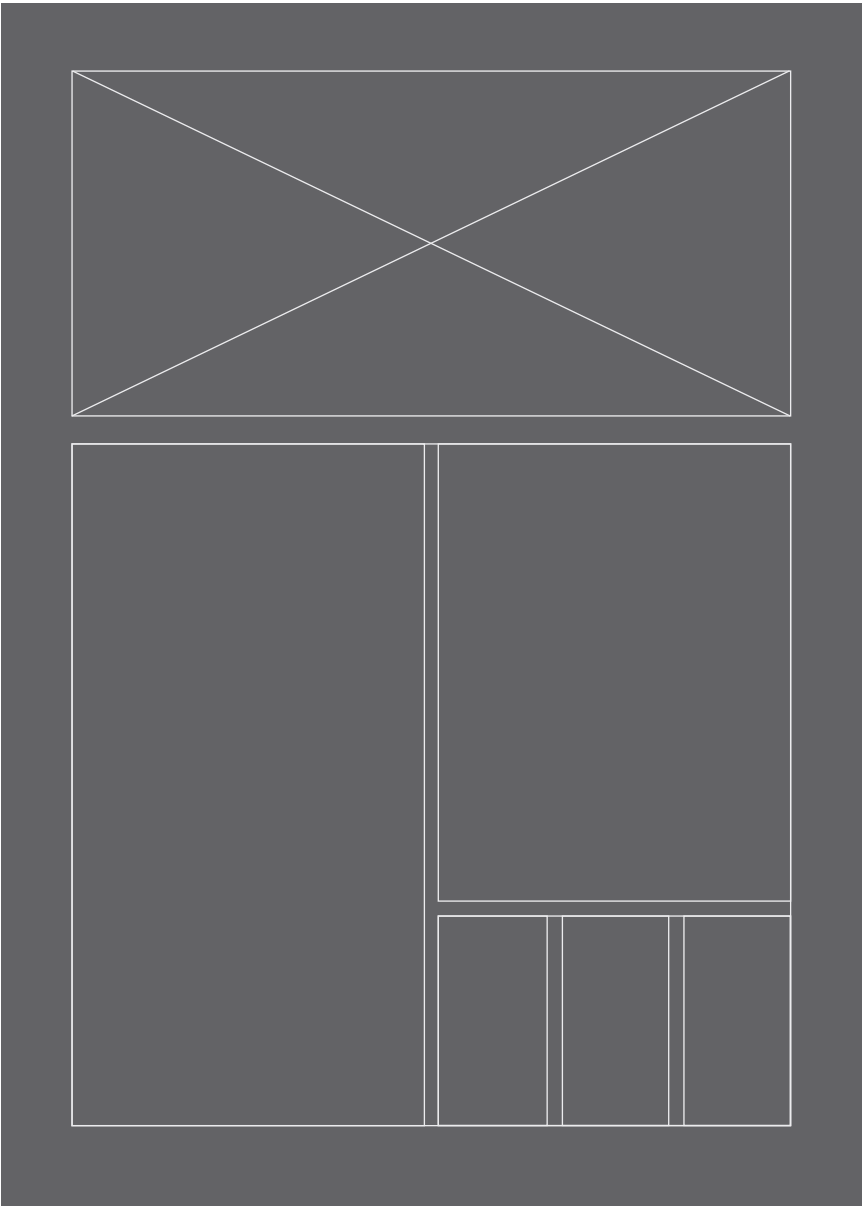


06 GRID SYSTEMS

FILMBOX
CUSTOMIZED GRID
SYSTEMS

A4 VERTICAL GRID
SYSTEM EXAMPLES

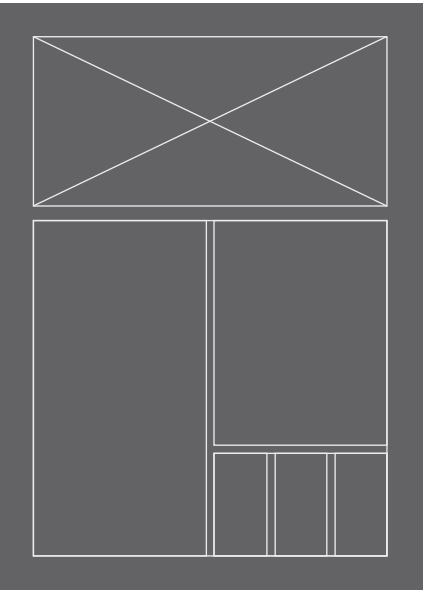




FILMBOX
CUSTOMIZED GRID
SYSTEMS

—

Example:
Poster A3



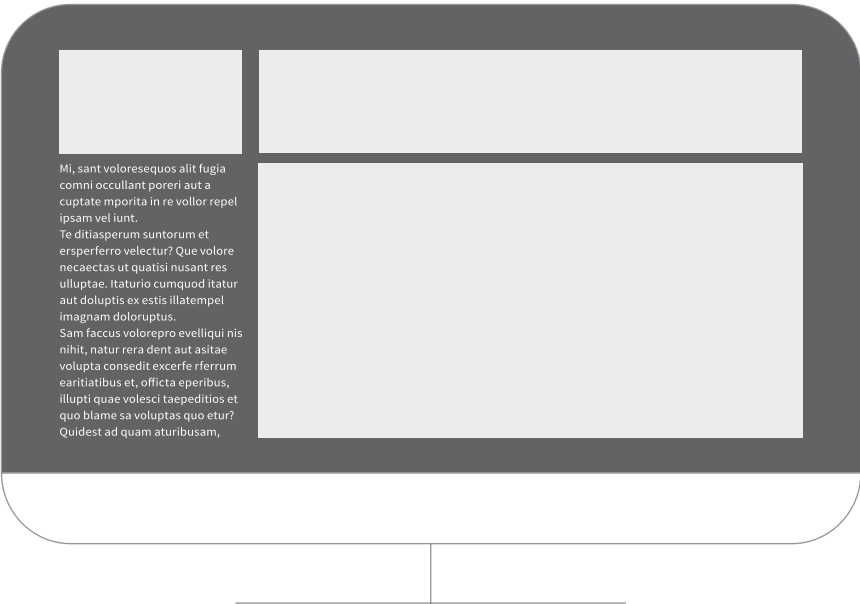
A3 VERTICAL GRID
SYSTEM EXAMPLES

—

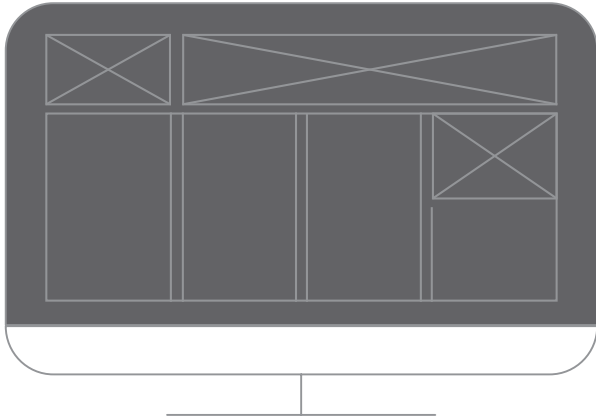
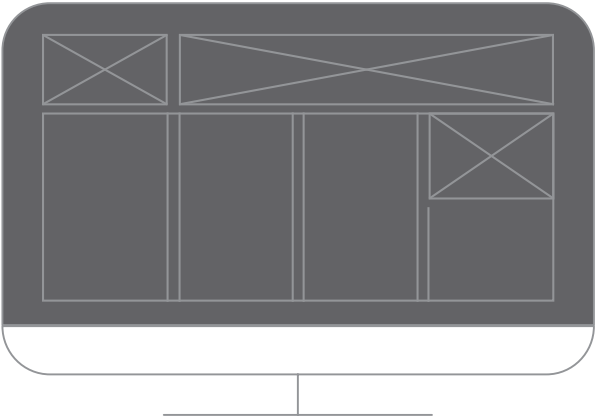
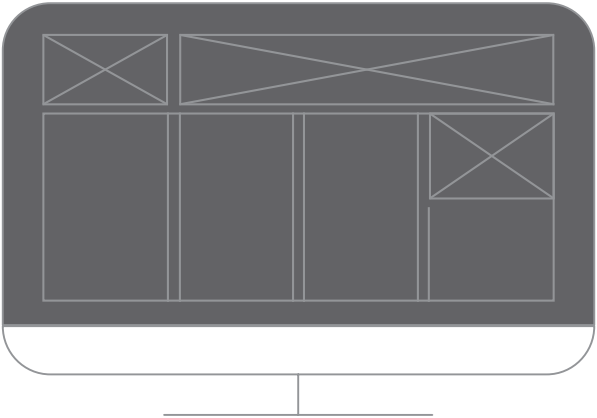
Explanation:
This shows an approved layout with
a typography grid for a A3 Poster of
Design.Inc.

FILMBOX
CUSTOMIZED GRID SYSTEMS

SCREEN HORIZONTAL GRID SYSTEM EXAMPLES

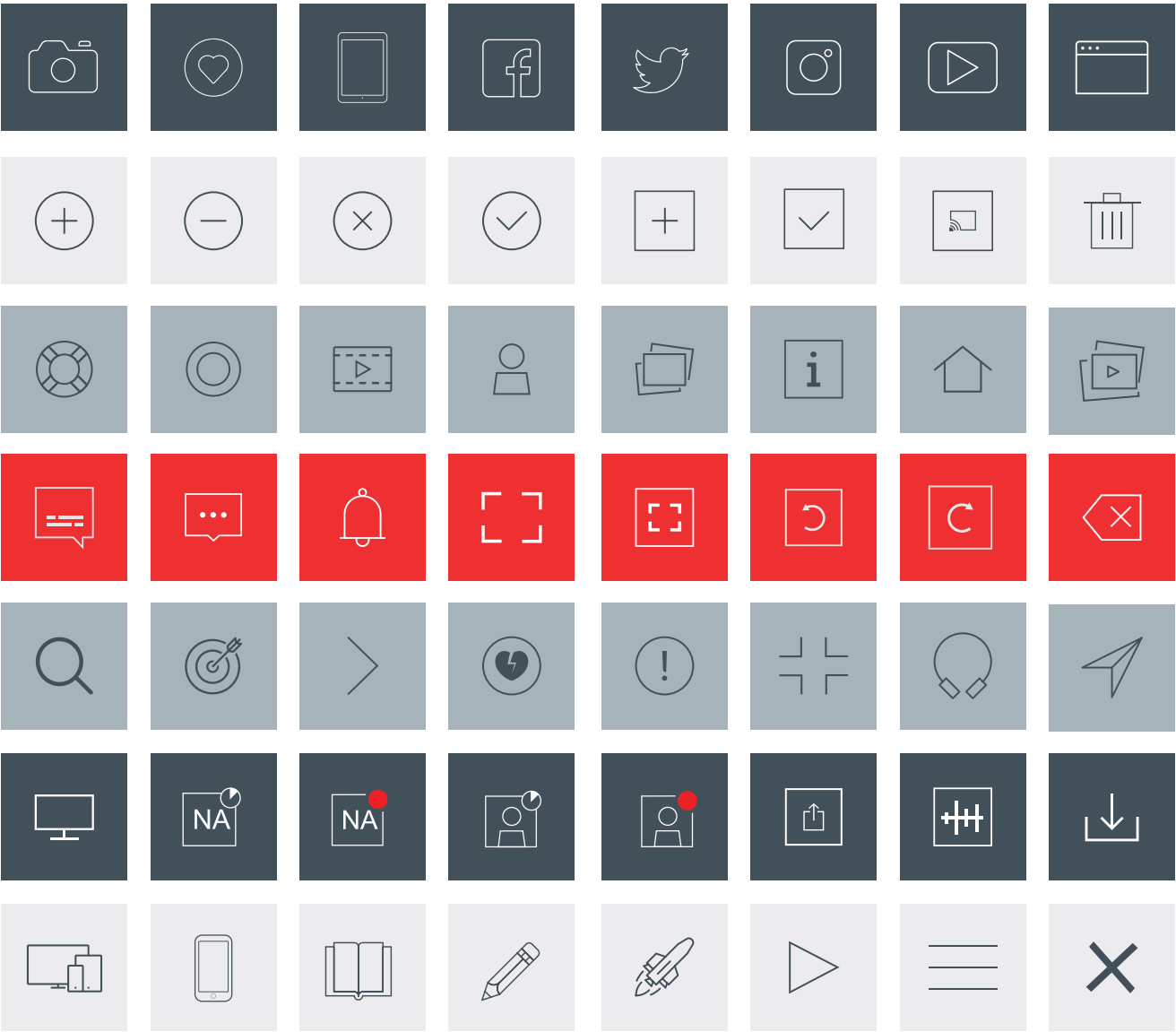


Examples:
Screen Grids



07 ICONOGRAPHY

ICONOGRAPHY



EXAMPLES FOR FILMBOX CORPORATE ICONOGRAPHY SYSTEM

- How to:**
- only use icon with a background
 - minimum stroke size: 1 pt
 - upscale only proportional

08 PROMO GUIDELINE



ANIMATION

Ident starts with a simple logo appear animation. Followed by light tracking and its shadow below. As the music finishes, “Home of Good Movies” slogan appears and the screen is inverted.



21:00 SUNDAY

ATOMIC BLONDE



 **21:00** SUNDAY
ATOMIC BLONDE

On air promos have a lowerthird date-time and title on.



NEXT starts with a simple screen.
Followed by lower third “**NEXT**” and the title.
As the music finishes, “Home of Good Movies” animation appears as an endboard.



Menu starts with “**TONIGHT**” and presents 3 titles for the day.
Between each transition, footage from each movie will be shown.
Ending animation is similar with the ident.



Other various promos emulate the same format.

9 APPLICATIONS



APPLICATIONS

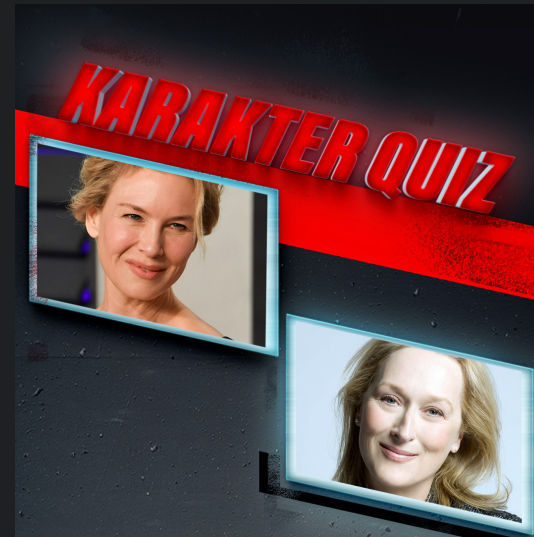
SOCIAL MEDIA



1080x1920 instagram story / 1080x1080 instagram post

APPLICATIONS

SOCIAL MEDIA



1080x1920 instagram story / 1080x1080 instagram post

APPLICATIONS

SOCIAL MEDIA



1080x1920 instagram story / 1080x1080 instagram post

APPLICATIONS

OUTDOOR



City Light

APPLICATIONS

OUTDOOR



Billboard



FILM BOX

