



BRAND GUIDELINES

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Changing the way you watch TV

ExRey is a product of start-up Beyond Seen Screen that is basing its vision on the basis of the information age, fast and easily accessible information.



BRAND GUIDELINES

02 LOGO



EXPREY

Primary



EXPREY

Dark



EXPREY

Light

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03 LOGO SPACING



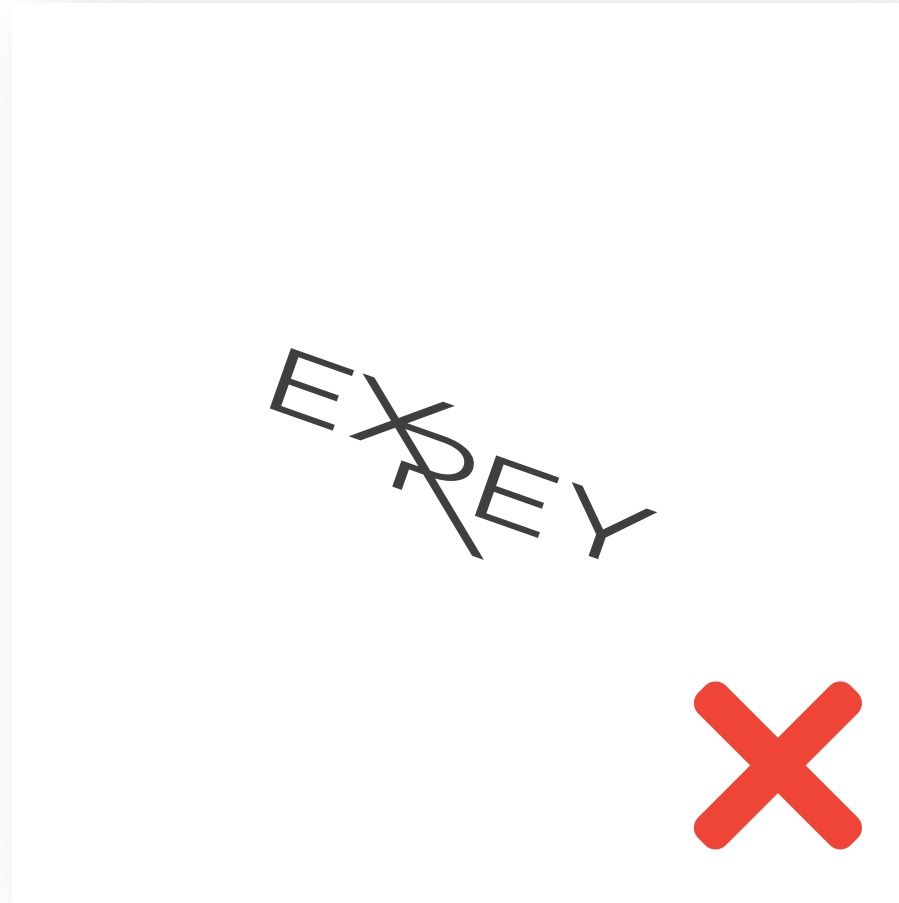
Please allow spacing of at least 1/2 height.

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04 LOGO MISUSAGE



Allow adequate contrast. When overlaid use the appropriate dark / light version.



Never apply rotation, skew or stretch effects.



Don't create your own versions.

POPPINS

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Apparently we had reached a great height in the atmosphere, for the sky was a dead black.

Italic

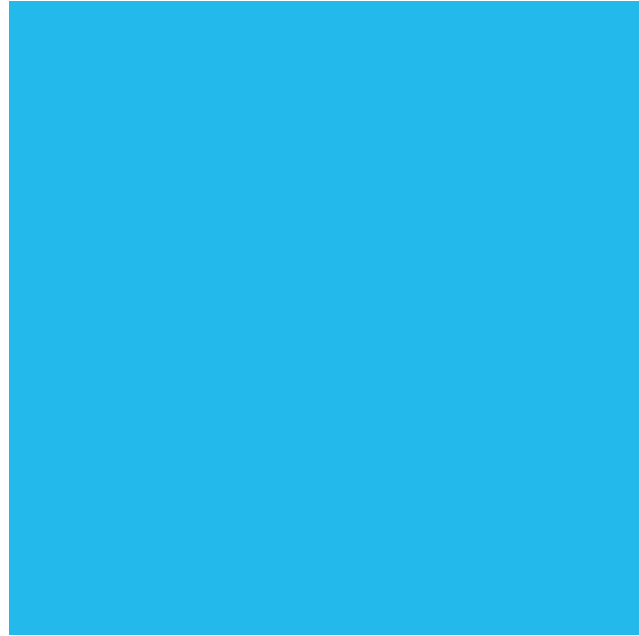
Apparently we had reached a great height in the atmosphere, for the sky was a dead black.

Medium

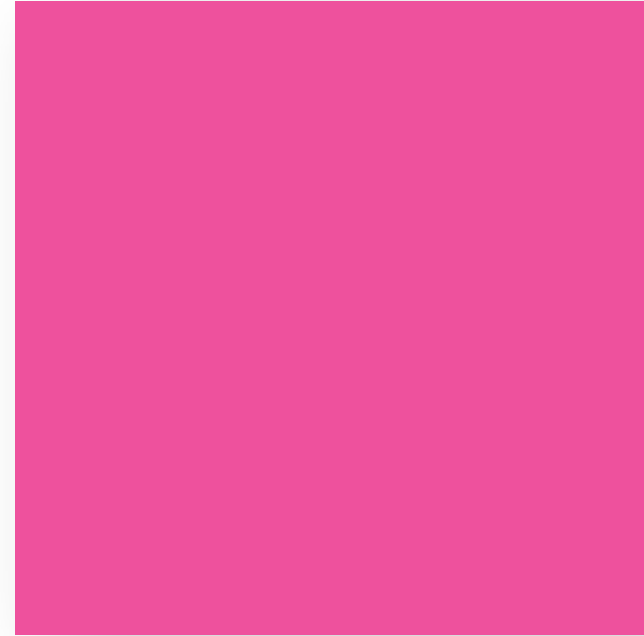
Apparently we had reached a great height in the atmosphere, for the sky was a dead black.

BRAND GUIDELINES

06 COLOR



Neon blue
HEX 00b9f1
R0 G185 B241



Hot pink
HEX ee529c
R238 G82 B156



Gradient
From neon blue to hot pink

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07 CONTACT



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