

# PREMO

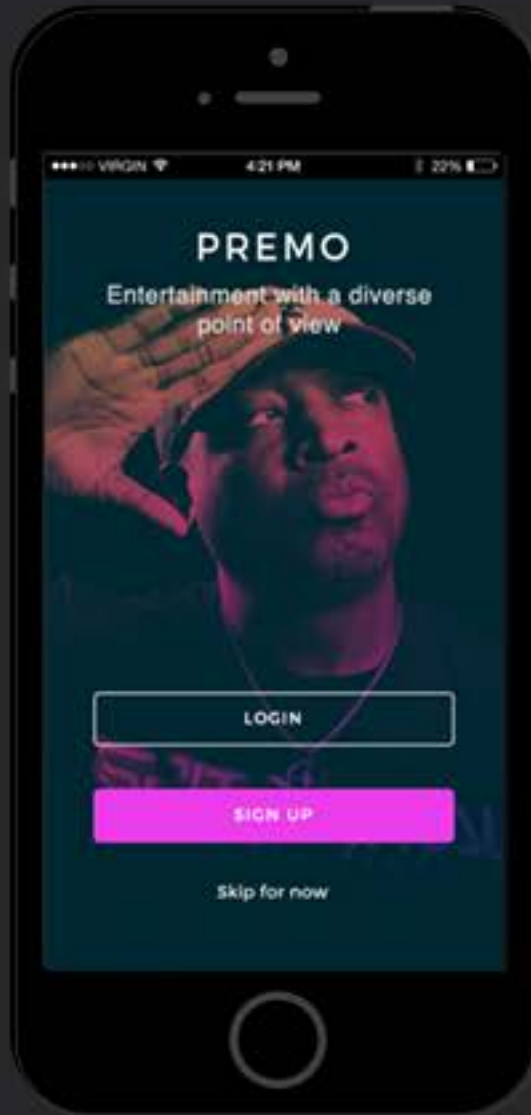
iPhone App UI Style Guide

January 27, 2016

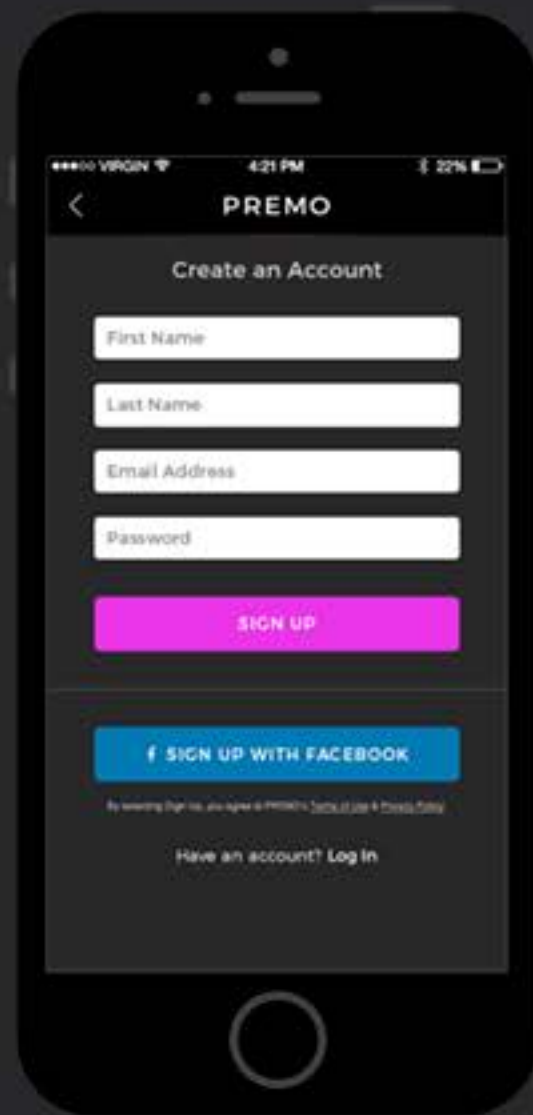
**V 1.0**

Layout

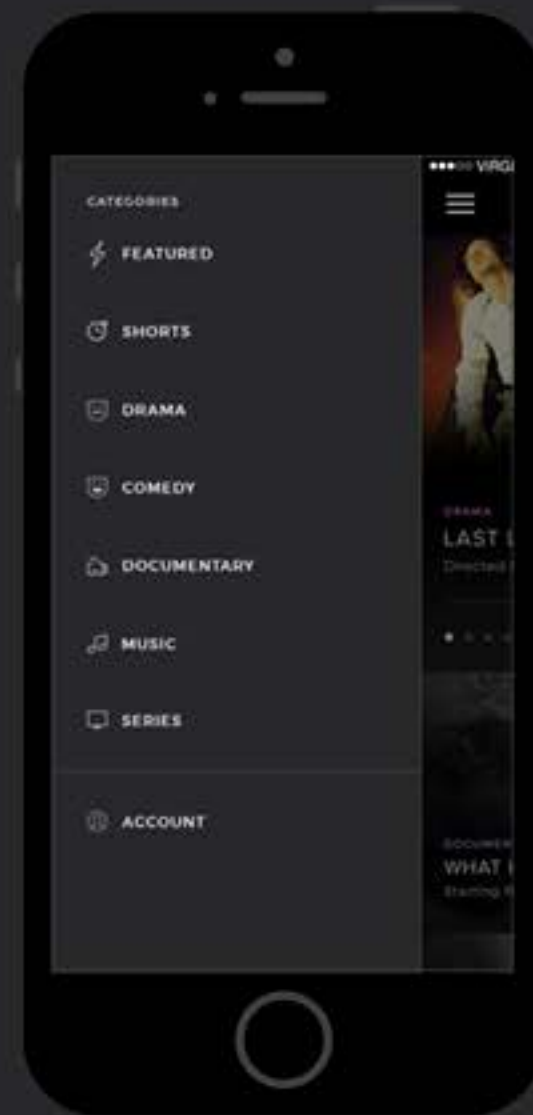
Welcome



Signup



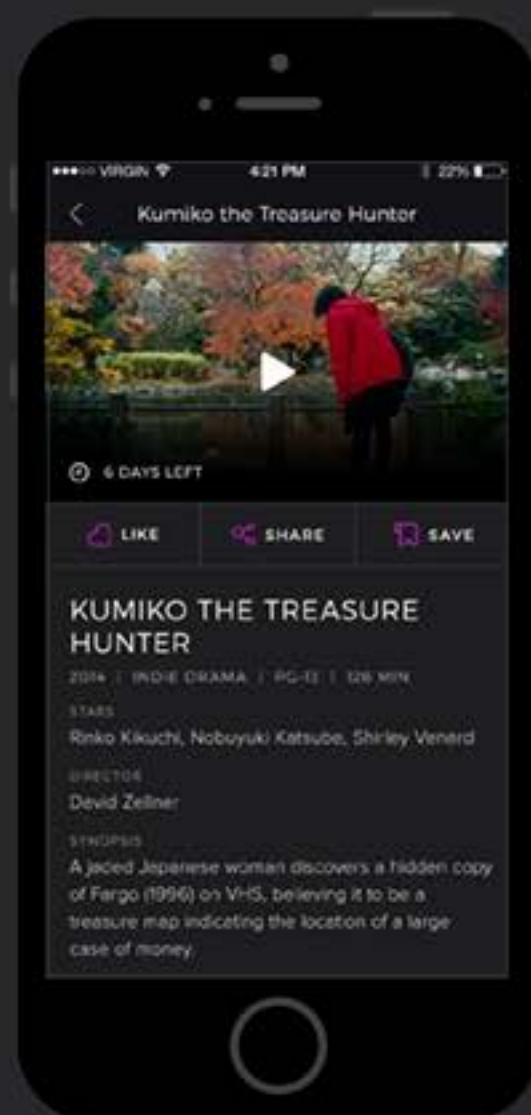
Menu



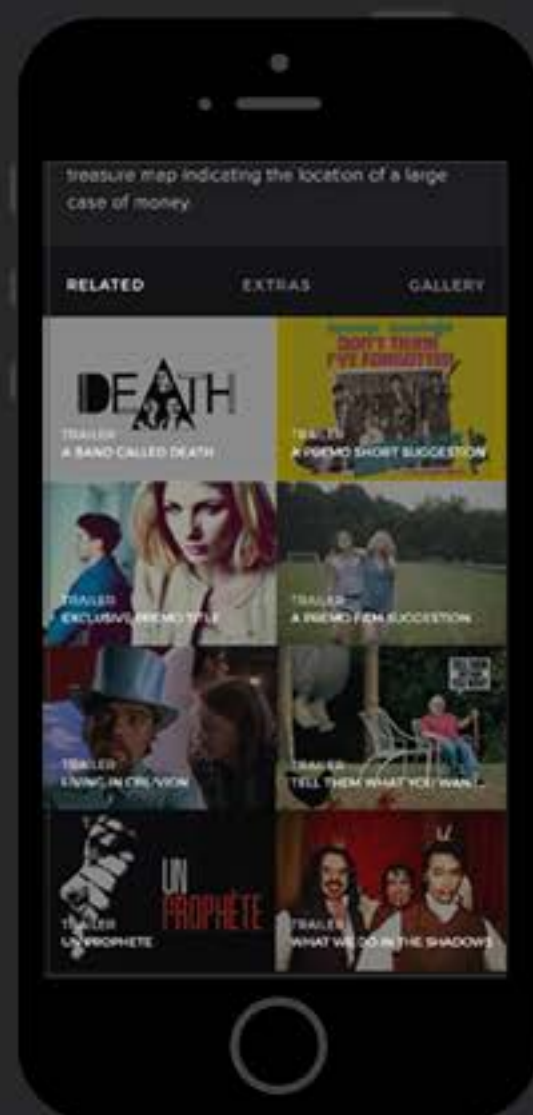
Featured



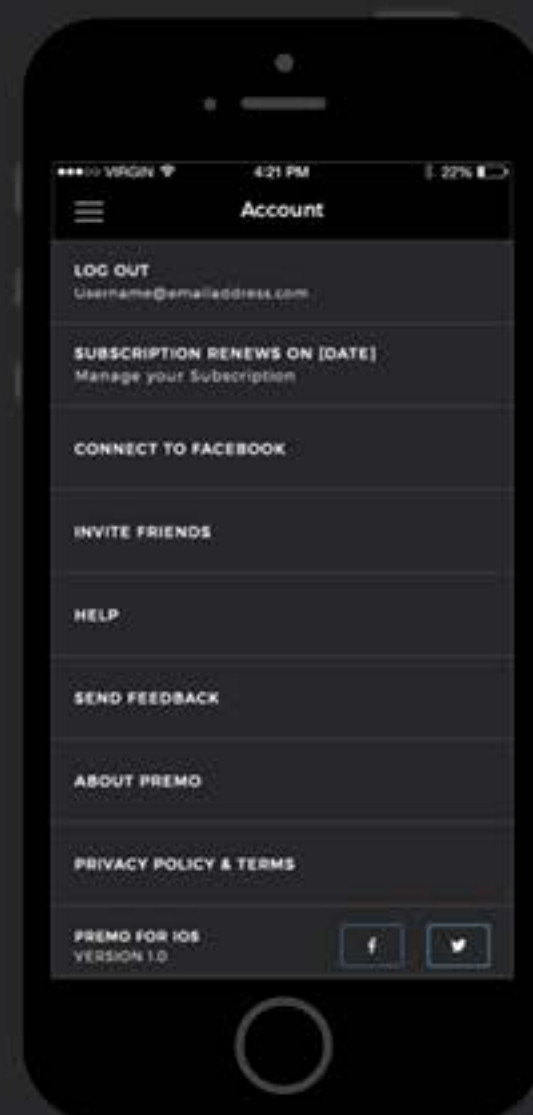
Video Detail (Top)



Video Detail (Bottom)



Account



Video Player



Colors



**Fuchsia**  
#E81BE8  
rgb 232, 27, 232

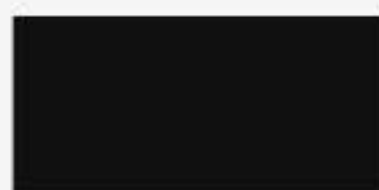


**Light Fuchsia**  
#EF5FEF  
rgb 235, 95, 235

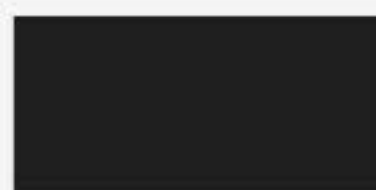
\* Only for use when Fuschia is illegible



**Black**  
#000000  
rgb 0, 0, 0



**Near Black**  
#111111  
rgb 17,17,17



**Charcoal**  
#1E1E1F  
rgb 30,30,31



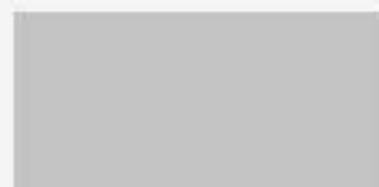
**Divs & Outlines 1**  
#494949  
rgb 73, 73, 73



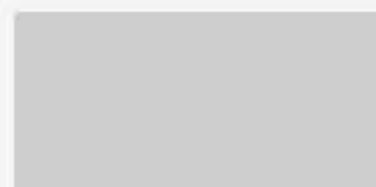
**Divs & Outlines 2**  
#494949  
rgb 73, 73, 73



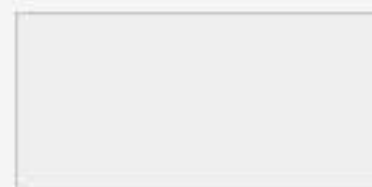
**Section Headers**  
#A6A6A6  
rgb 166,166,166



**Film Details**  
#C3C3C3  
rgb 195, 195, 195



**Icons (Inactive)**  
#CECECE  
rgb 206, 206, 206



**Descriptions**  
#EFEFEF  
rgb 239, 239, 239

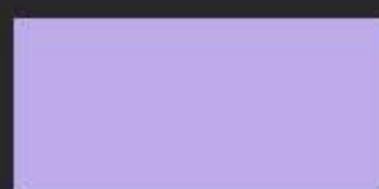


**White**  
#FFFFFF  
rgb 255, 255, 255

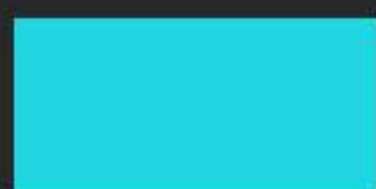
Genre / Category (These will be present as part of the catalog feed)



**Shorts**  
#00B0F1  
rgb 0, 176, 241



**Docs**  
#BEABF2  
rgb 190, 171, 242



**Series**  
#22D6E1  
rgb 34, 213, 225



**Comedies**  
#E6E57C  
rgb 230, 229, 124



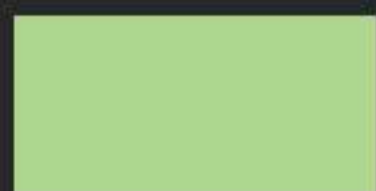
**Action**  
#50B493  
rgb 80, 180, 147



**Fantasy**  
#FF79C1  
rgb 255, 121, 193



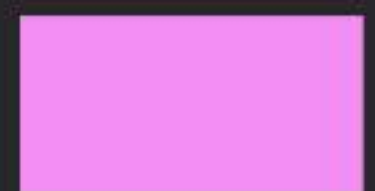
**Suspense**  
#F99857  
rgb 249, 152, 87



**New Titles**  
#AED78E  
rgb 174, 215, 142



**Leaving Soon**  
#EB5C57  
rgb 235, 92, 87



**Drama**  
#F38DF3  
rgb 243, 141, 243



## Typography

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### Titles, Headings, Actions & Navigation (Montserrat & Helvetica)

Title Bar - Montserrat Light, 17pt, Tracking 25pt, White

VIDEO TITLES - MONTSERRAT LIGHT, ALL CAPS, 18PT, TRACKING 50PT, WHITE

GENRE / CATEGORY - MONTSERRAT REGULAR, ALLCAPS, 10pt, TRACKING 50pt (Color Varies)

VIDEO DATA (DATE / MINUTES / RATING / GENRE) - MONTSERRAT REGULAR, ALLCAPS, 11PT, LEADING 22PT, TRACKING 75PT, #C3C3C3 / RGB ( 195, 195, 195 )

Link - Montserrat Regular & Light, 14pt, Tracking 25pt, White

BUTTON TEXT - MONTSERRAT REGULAR, ALLCAPS, 13PTS, TRACKING 100PT, WHITE

Paragraph - Helvetica Light, 15 pt, Tracking 15pt, Leading 22pt, #EFEFEF / rgb ( 239, 239, 239 )

FEATURED VIDEO TITLES - HELVETICA REGULAR, 16pt (18pt for carousel), Tracking 75pt, Leading 18pt, White

Video Subhead ("Directed by"/ "Starring") - Montserrat Light, 11 pt, Tracking 50pt, #C3C3C3 / rgb ( 195, 195, 195 )

## Buttons

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### Wide CTA Buttons

Round Corners (4 pt)

Text: Montserrat Regular, 13pt, Centered, White, Extra wide tracking (120 pt)



E81BE8 - RGB 232, 27, 232



BLACK



1PX - EFEFEF - RGB 239, 239, 239



PRESSED - 75% OPACITY



PRESSED - 75% OPACITY



PRESSED - 75% OPACITY

### Action Buttons

Inner outline # 494949 - rgb 73, 73, 73

Text: Montserrat Regular, 12pt, centered with icon, White, Extra wide tracking (120 pt)



ACTION

Fill: # 1E1E1F - rgb 30, 30, 31



PRESSED

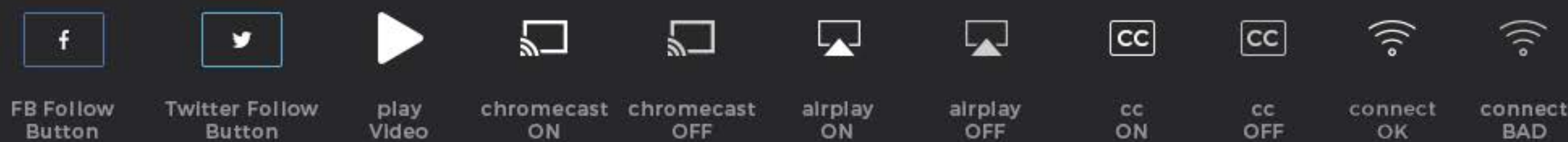
75% Opacity

# Iconography

## GENRES / CATEGORIES



## USER INTERFACE



# PREMO

Roku App UI Specs

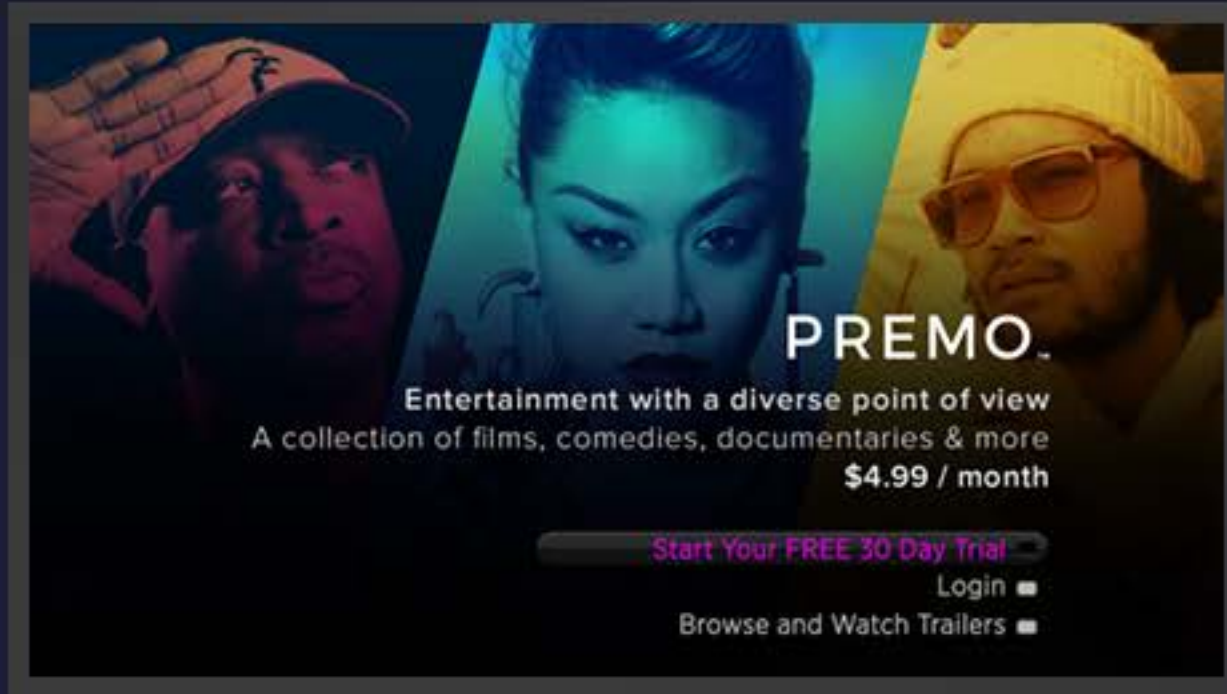
January 12, 2016

**V 1.0**

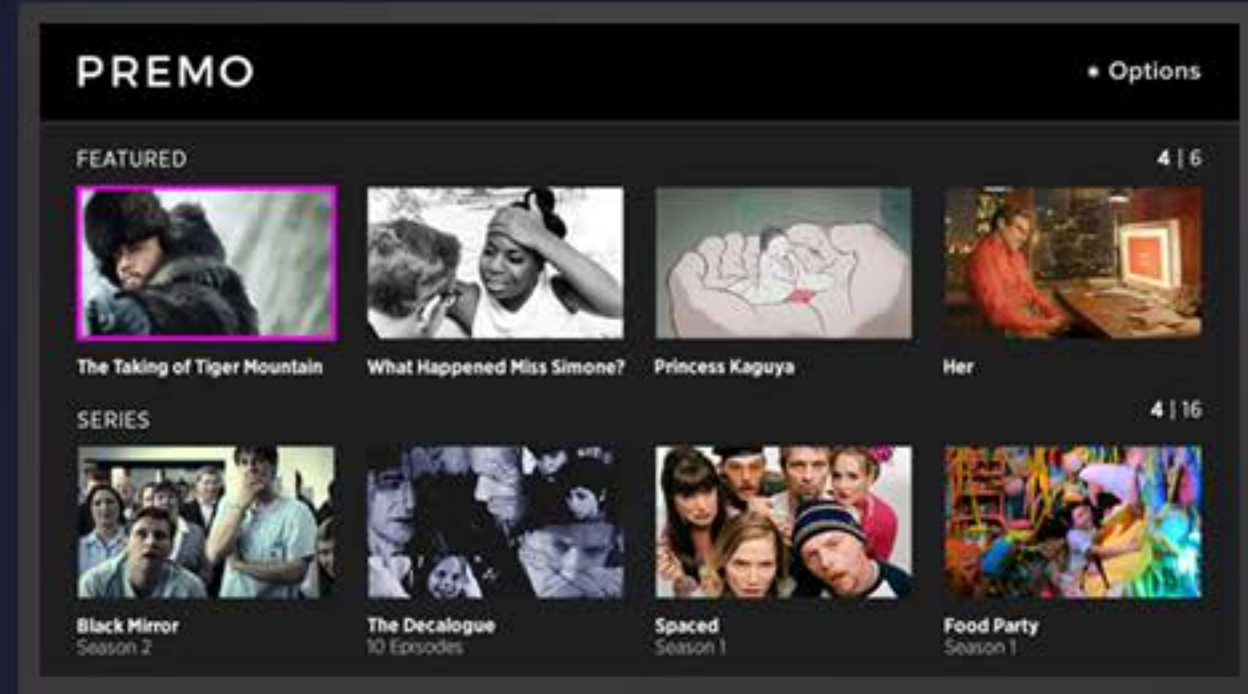


# Layout

## Splash



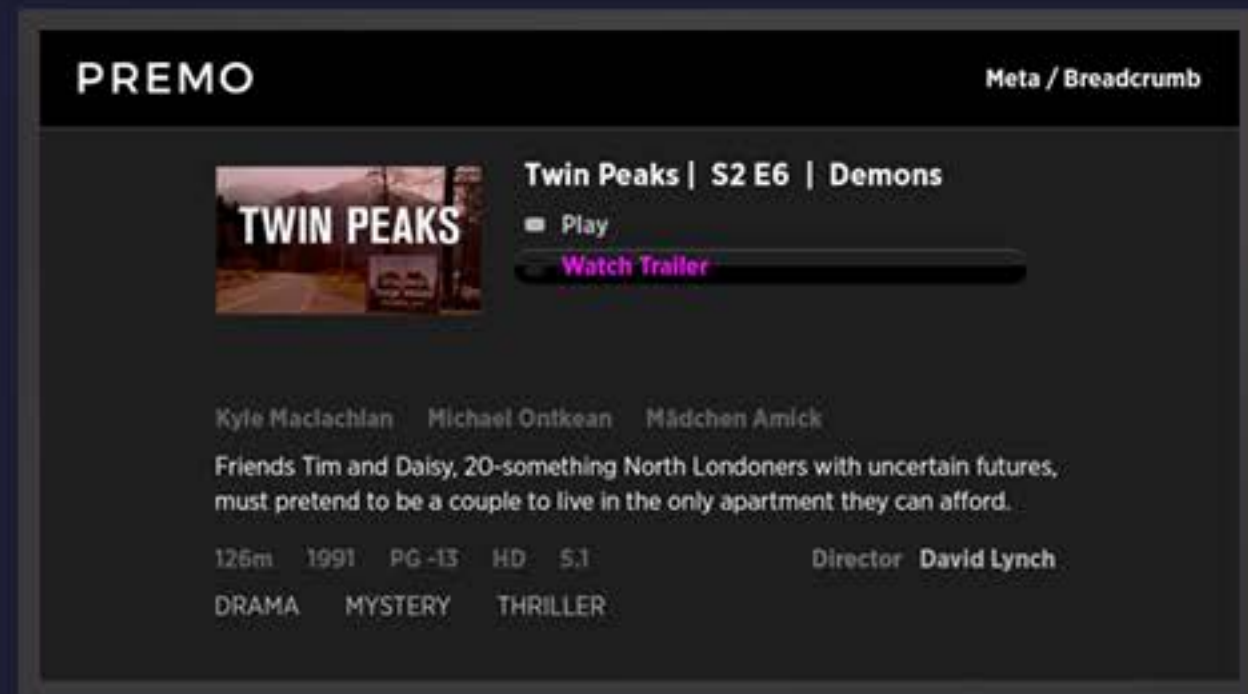
## Main Grid



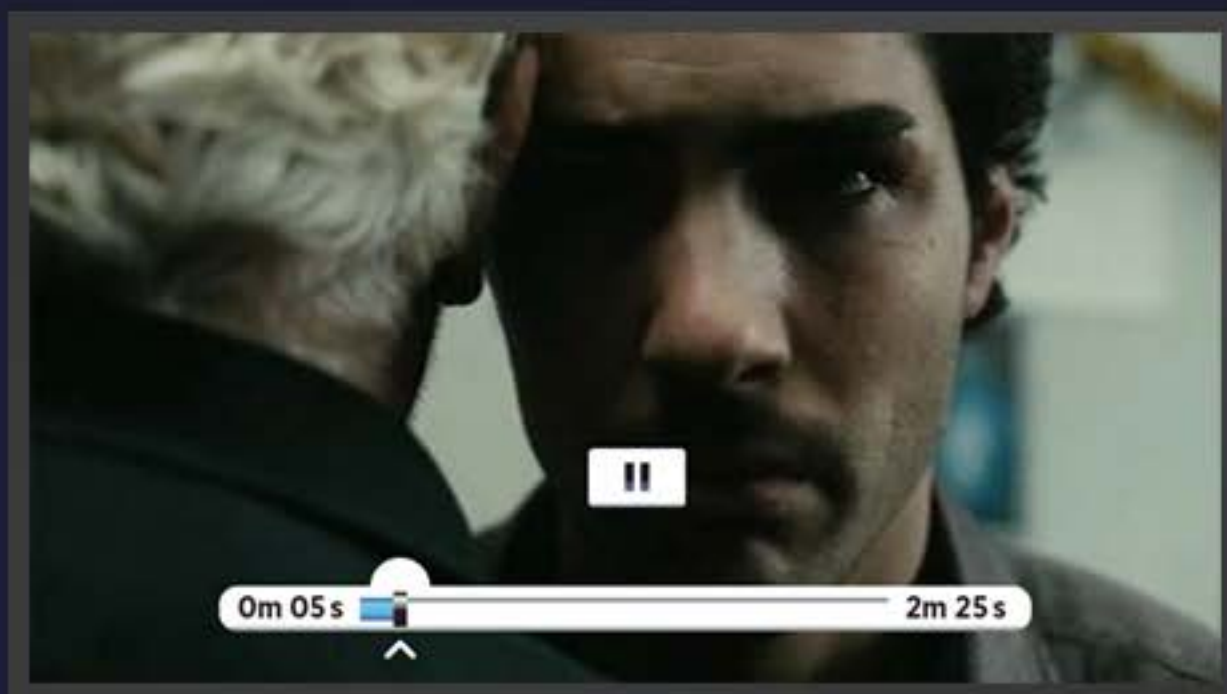
## Series Navigation



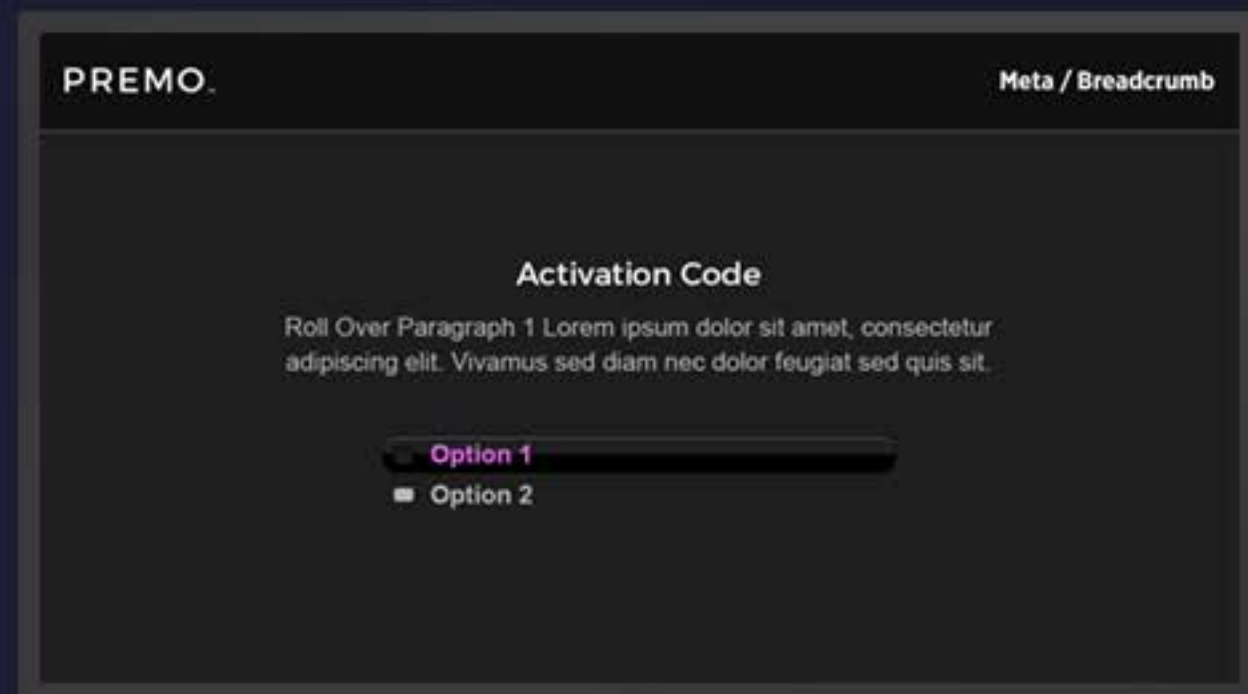
## Episode Detail



## Video Playback (Roku default)



## Linking



# PREMO

Web Onboarding Mockups

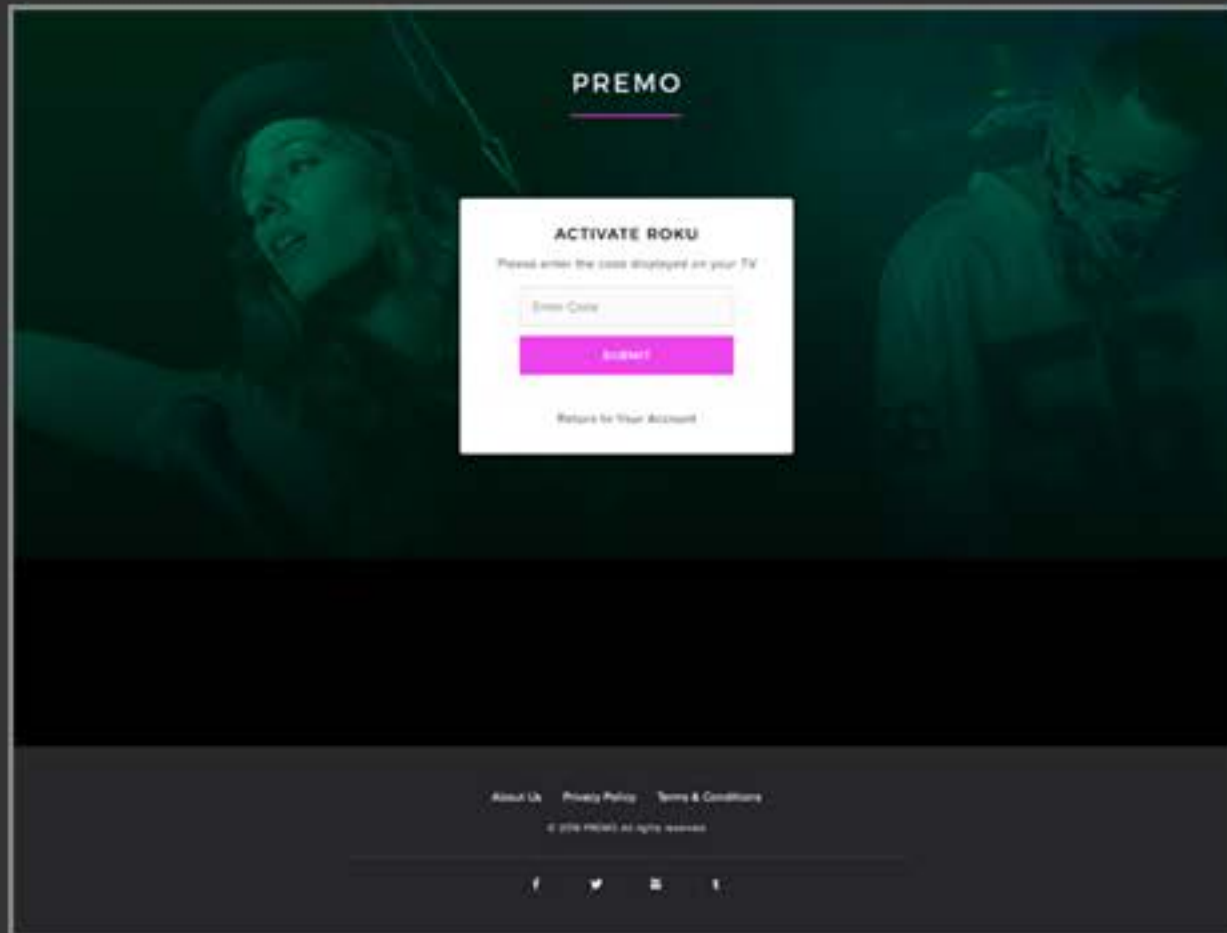
December 5, 2015

V 1.0

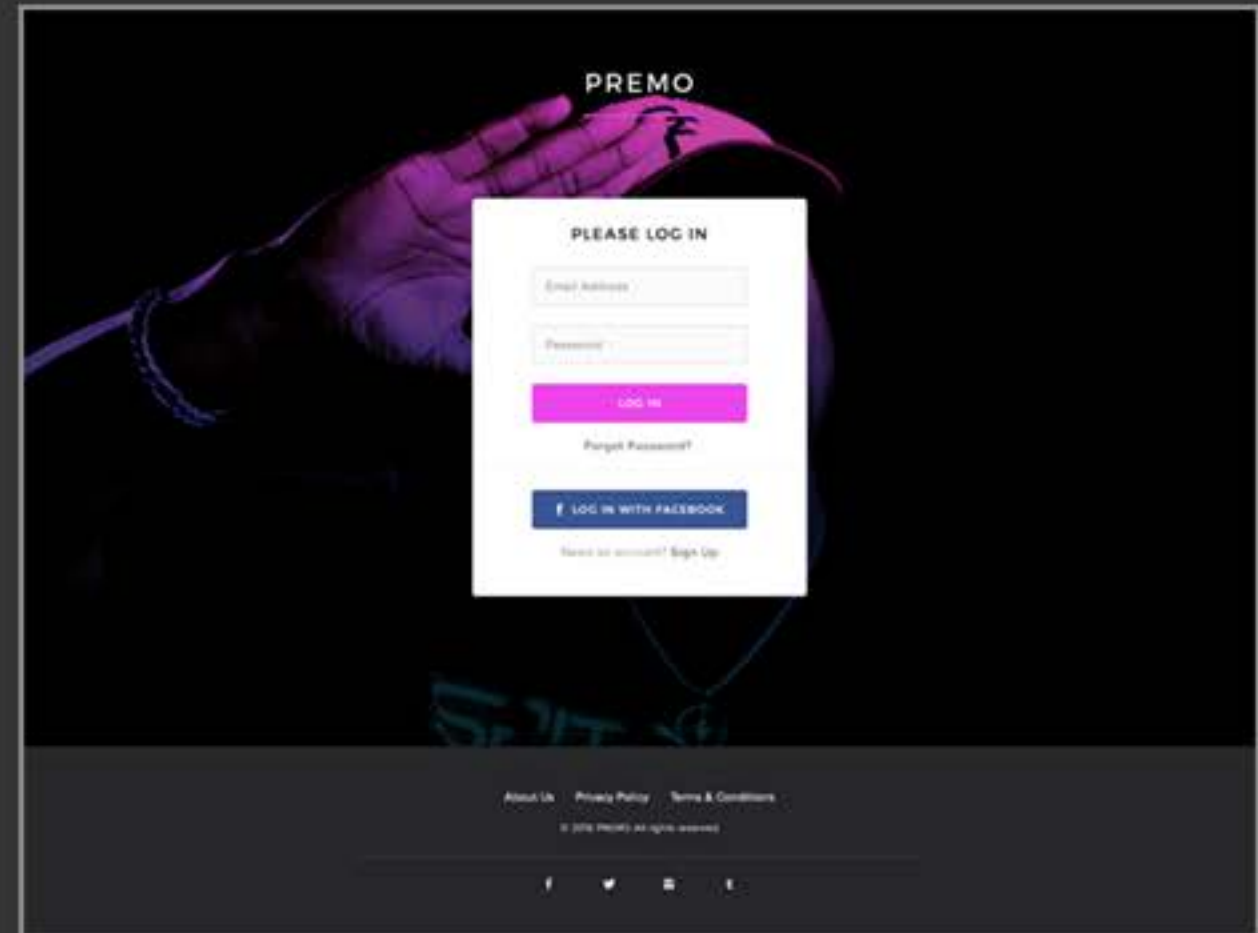


## Onboarding (Desktop)

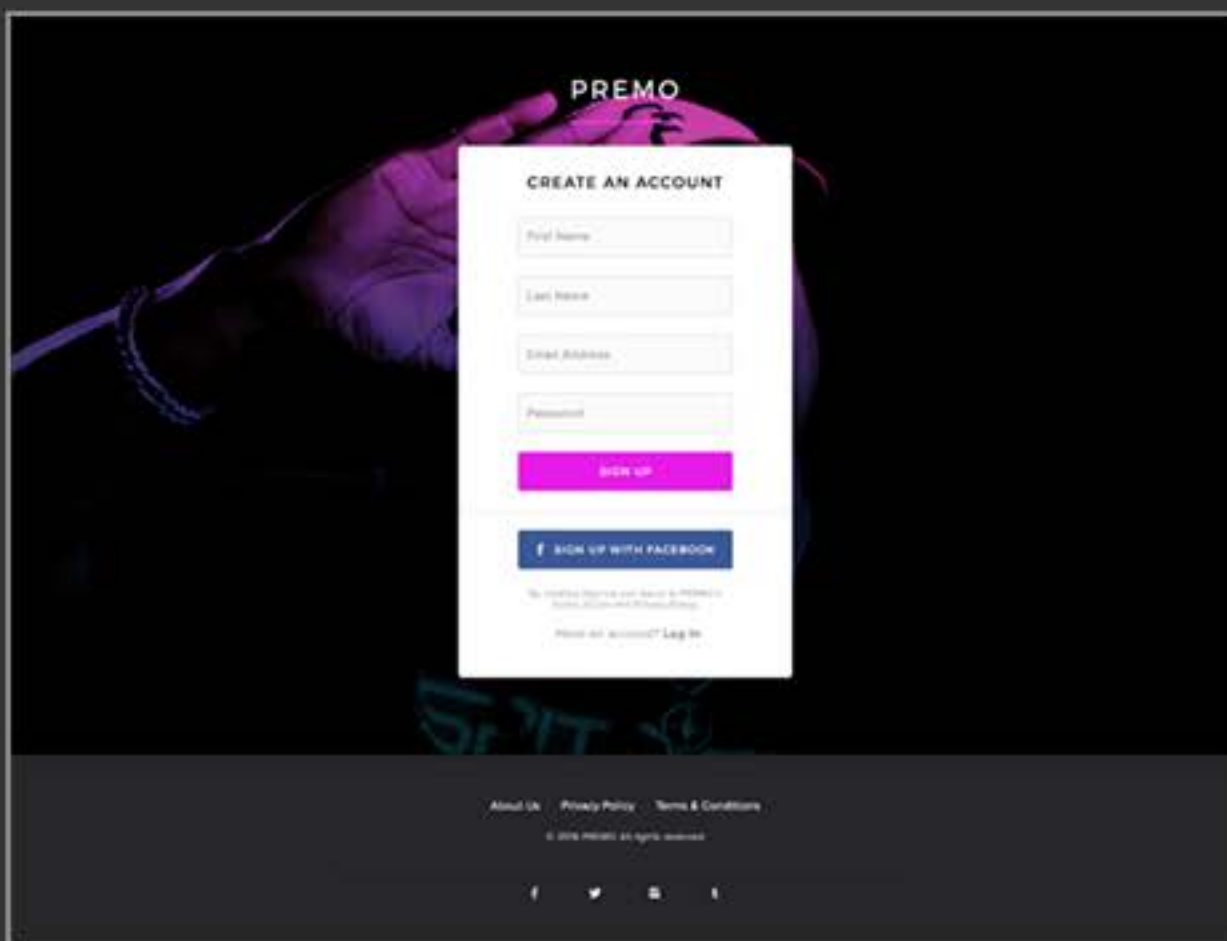
### Roku Linking



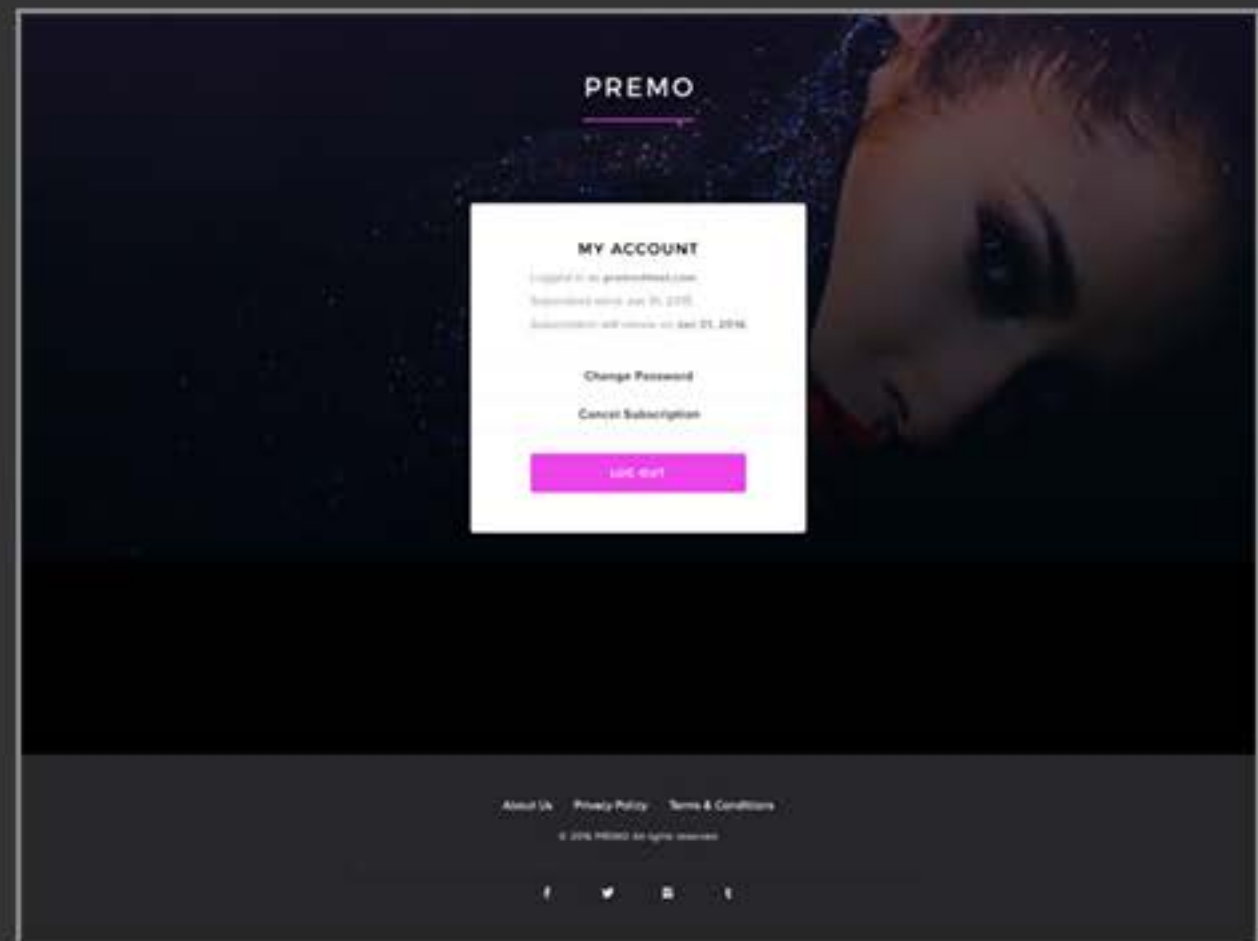
### Log In



### Create Account



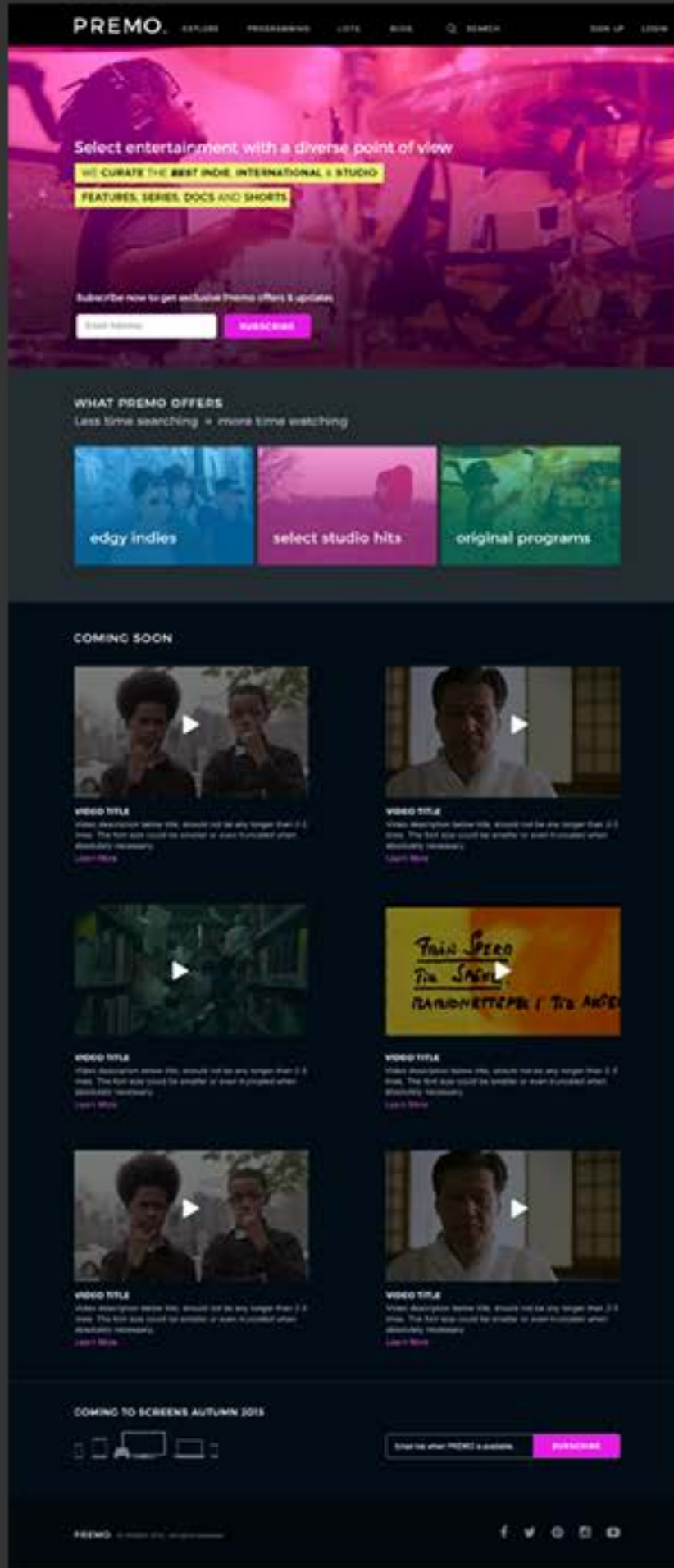
### My Account



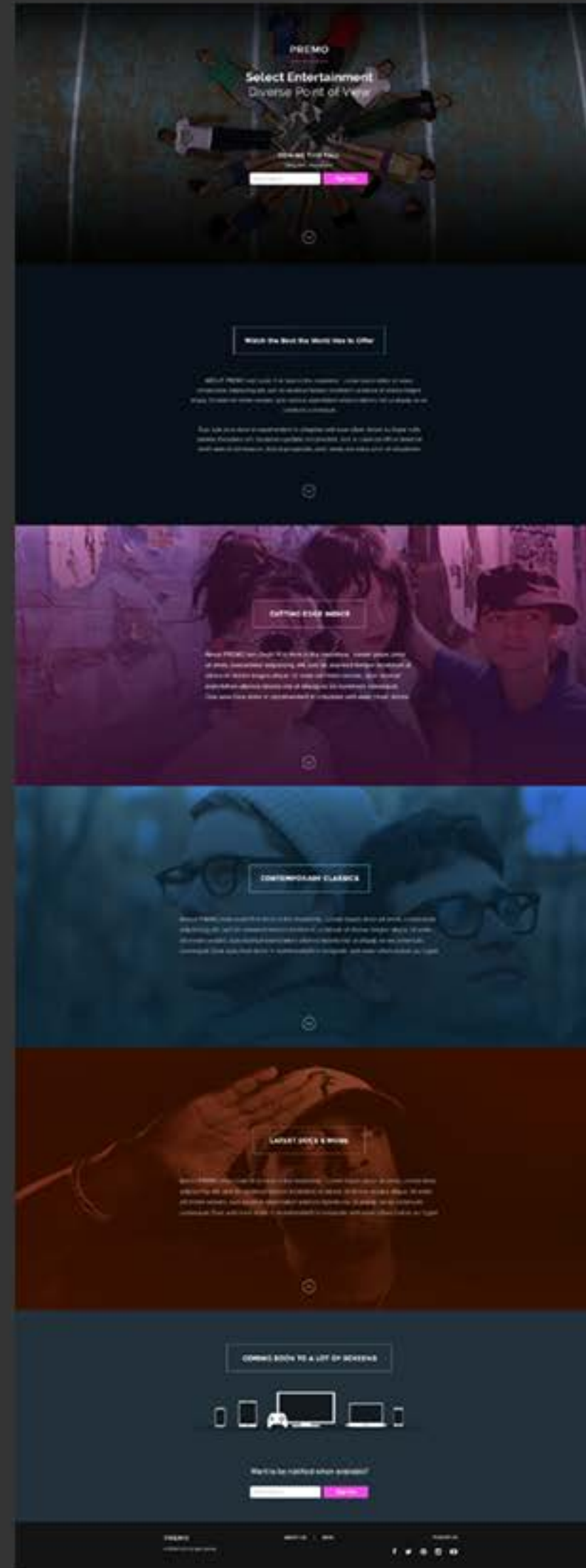


Web App (Desktop)

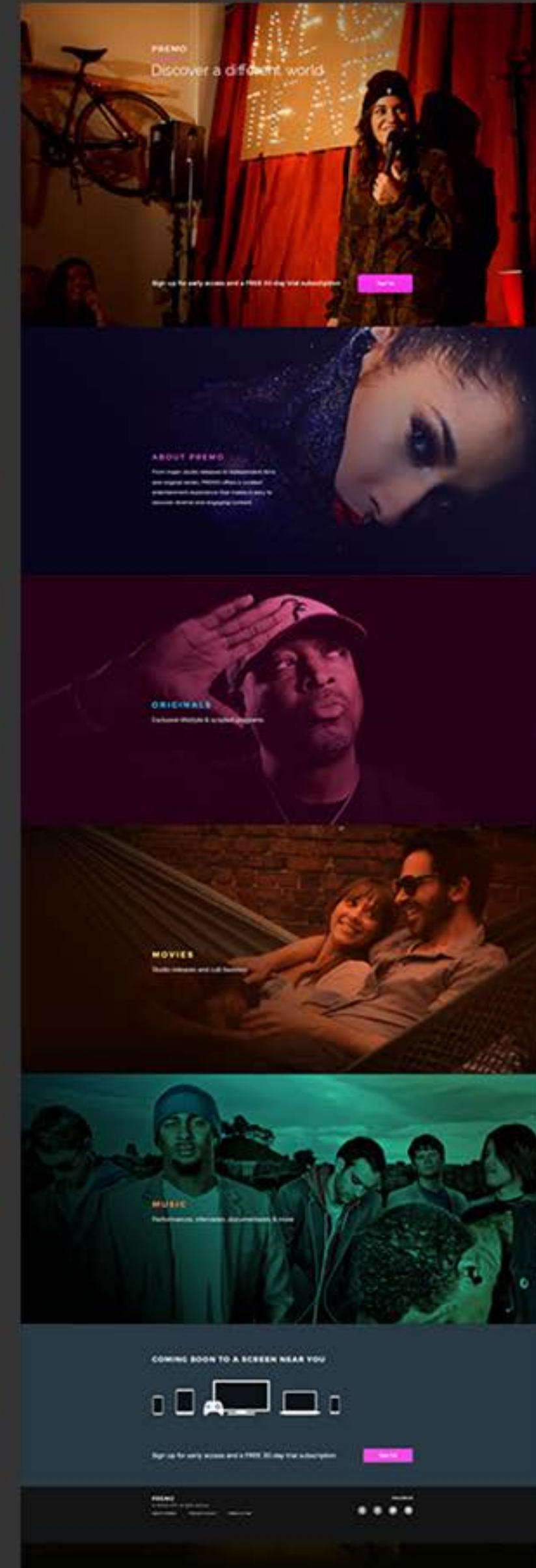
Landing Page v1



Landing Page v2



Landing Page v3



That's all folks / Thank you