



SUTUDU
PICTURE FREEDOM

BRAND GUIDELINES



01	INTRODUCTION
02	MANIFESTO
03	BRAND POSITION
04	CONVICTIONS
05	PERSONALITY
06	IDENTITY
07	LOGO
11	COLOR
12	ICONS
13	TYPE
14	DESIGN
15	IMAGERY



01

INTRODUCTION

Sutudu is the fuel that seeks to keep the lantern of independent filmmaking lit.

The guidelines in this book exist to ensure that the fire of our brand identity burns consistently and impactfully.

They are meant as much to spark on-brand creativity as they are to establish foundational rules.



02 MANIFESTO

We are independent filmmakers.

We share your thrill in the craft and your frustration with the Hollywood status quo. We believe that film distribution should be as much in your control as is film creation. We were born from your struggle for artistic liberation and fight for real industry change.

Sutudu is Freedom.

03

BRAND POSITION

WE FIGHT

for the freedom of film
professionals to build
together outside of the
Hollywood establishment

WHO ARE OUR ADVOCATES?

They are producers, filmmakers, influencers, buyers and anyone else in the industry who is ready to break down the barriers established by the Hollywood Status Quo.

WHAT DO WE DO?

We create platforms that empower independent filmmakers and producers to seize control of the distribution and success of their films.

WHAT MAKES US REMARKABLE?

Our commitment to be true ambassadors for independent filmmakers/producers sets us apart.

WHAT DO WE FIGHT FOR?

We fight for the freedom of film professionals to build together outside of the Hollywood establishment.

WHAT ARE WE LIKE?

We are empathetically visionary. We fight for independent filmmakers and will never forget that their struggle is why we exist. This fight is the reason we will push boundaries, and at times act a little brash to bring about real change in the industry.

WHERE DO WE COME FROM?

We're independent filmmakers ourselves. We've lived through the nights fueled by ramen and Red Bull. We've battled through the rigors of distribution. It's this perspective that guides everything we do.

BRASH VISIONARY EMPOWERING INSPIRING REVOLUTIONARY



Sutudu unapologetically pursues a completely new reality for film distribution. Therefore we're not afraid to be brash in the face of outdated institutions, but we are first and foremost rebels **with a cause**. We seek always to inspire and empower filmmakers.

REVOLUTIONARY INSPIRING EMPOWERING VISIONARY BRASH



sự tự do

Vietnamese

freedom; liberation; emancipation

Our name comes from the East in an industry that was born in the West. Our brand identity embodies the spirit of freedom in a way that rings true for all filmmakers across cultures, and beyond the boundaries of verbal language. It was designed to be a beacon of universal creative liberation.

07

LOGO



SUTUDU
PICTURE FREEDOM

THE FILMMAKER'S FLAME

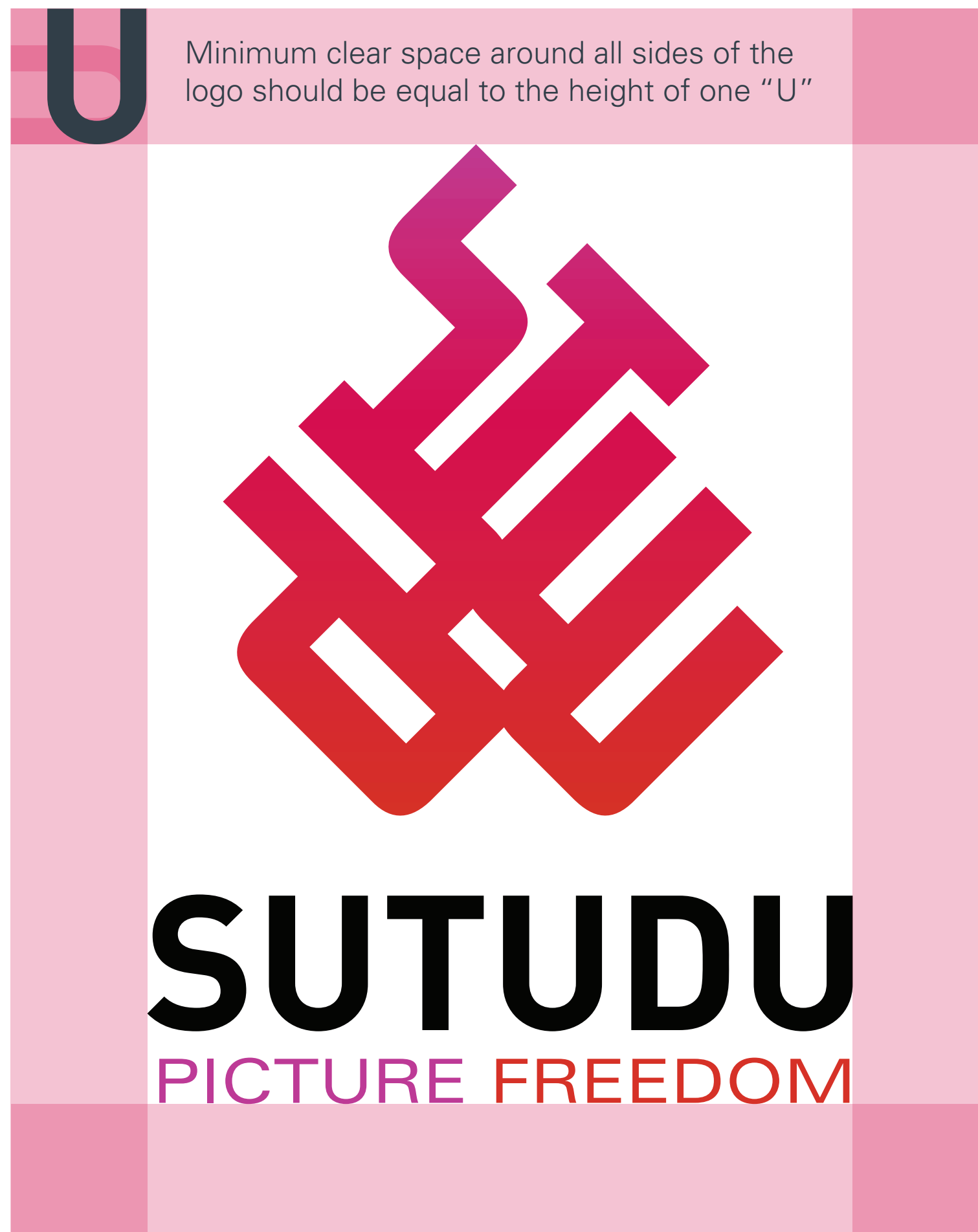
Our icon is an abstraction of the letters in "SUTUDU," meant to evoke in equal measure a flickering flame and modernized Asian calligraphy.

OUR WORD MARK

SUTUDU is stated plainly and boldly, the source from which the flame of creative and distributive freedom rises.

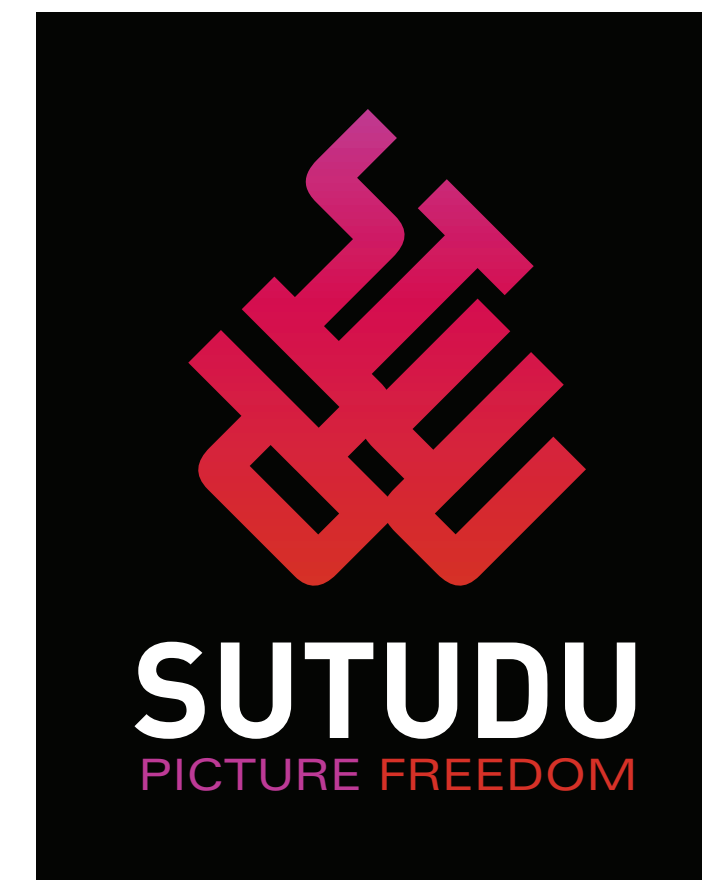
OUR TAGLINE

Both a call to arms and our promise to the filmmakers we advocate for, we challenge our audience to picture a future unshackled by the boundaries of the industry today.



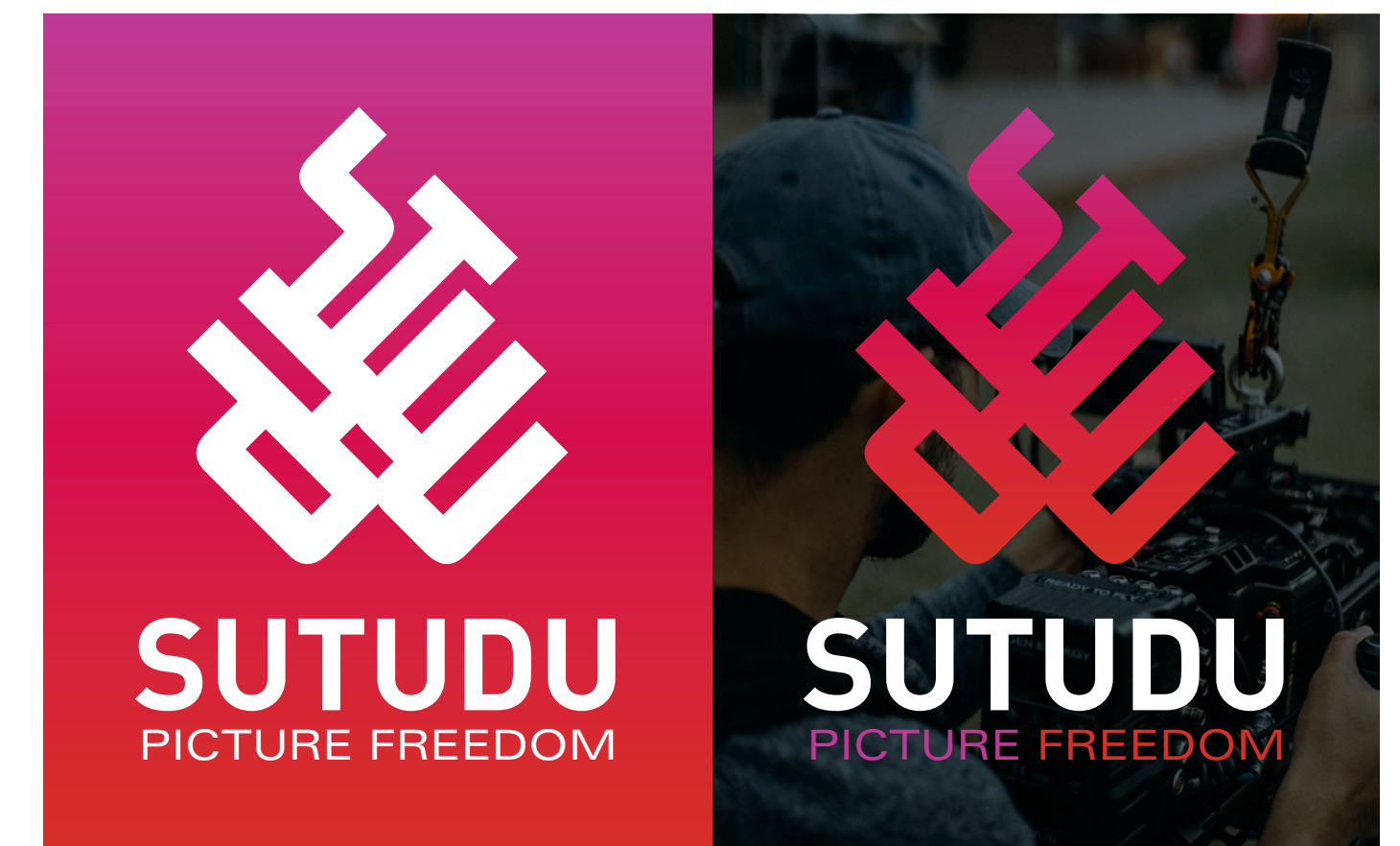
VERTICAL LOGO

The **vertical full color logo** is Sutudu's primary brand mark. It should be used in most executions, save for specific exceptions noted within these guidelines.



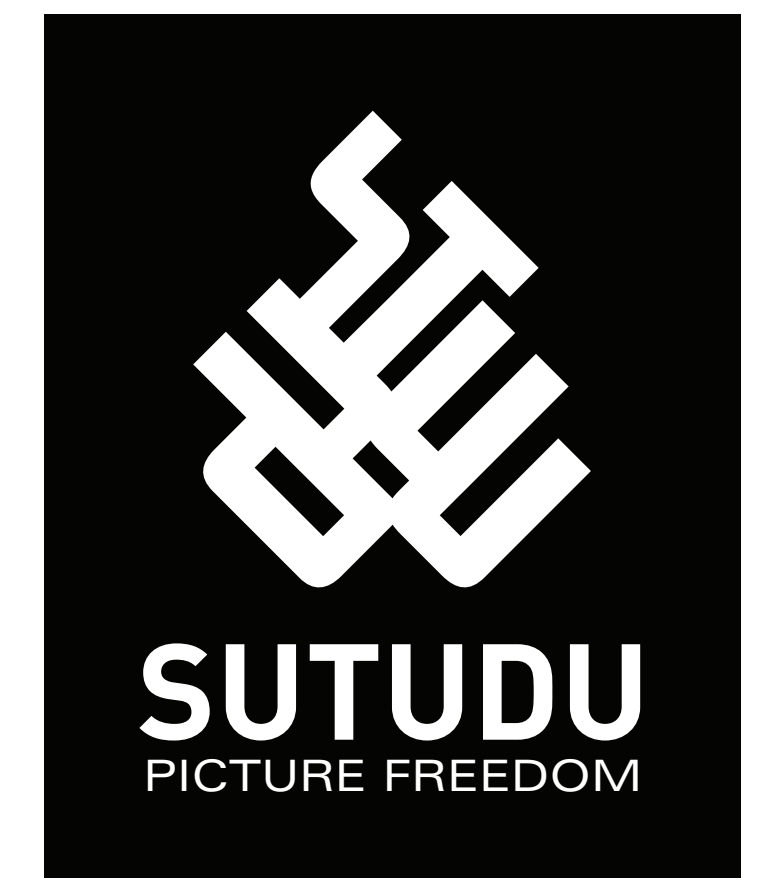
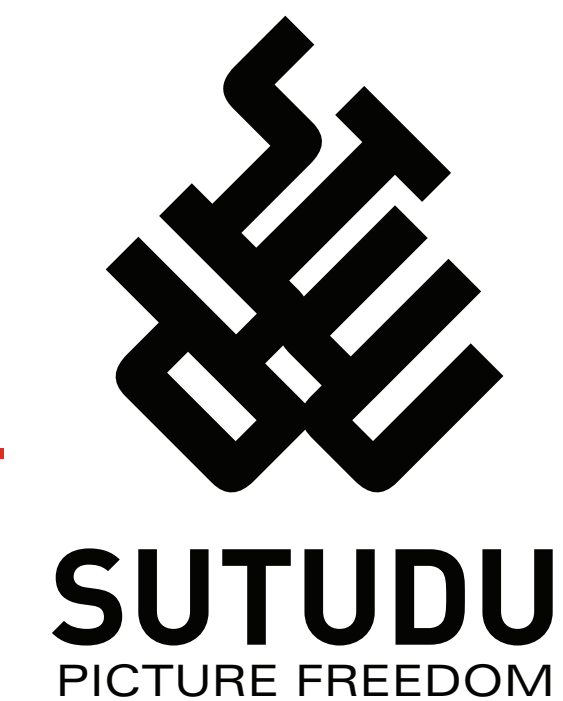
There are 2 versions of the **vertical full color logo**, designed for maximum legibility on light or dark backgrounds

The **solid black** version of the logo is only to be used in instances of single color printing (i.e. letterheads, apparel). The **solid white** version may be used in similar instances over a field of black or single brand color.



The **solid white** version of the logo may be used over fields of **brand gradient color**.

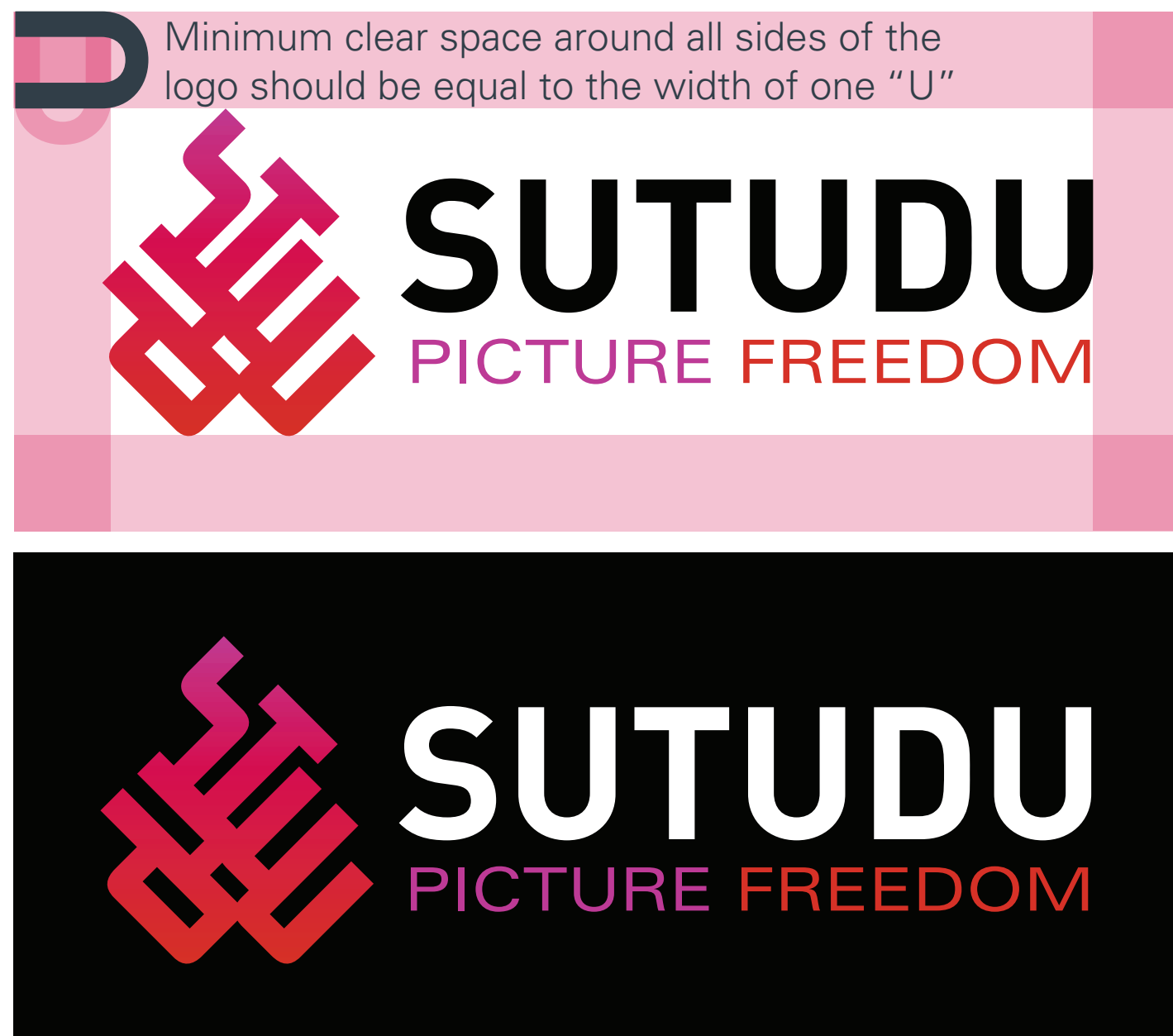
The **full color logo** may be used over imagery with a 75% film gray multiply transparency.



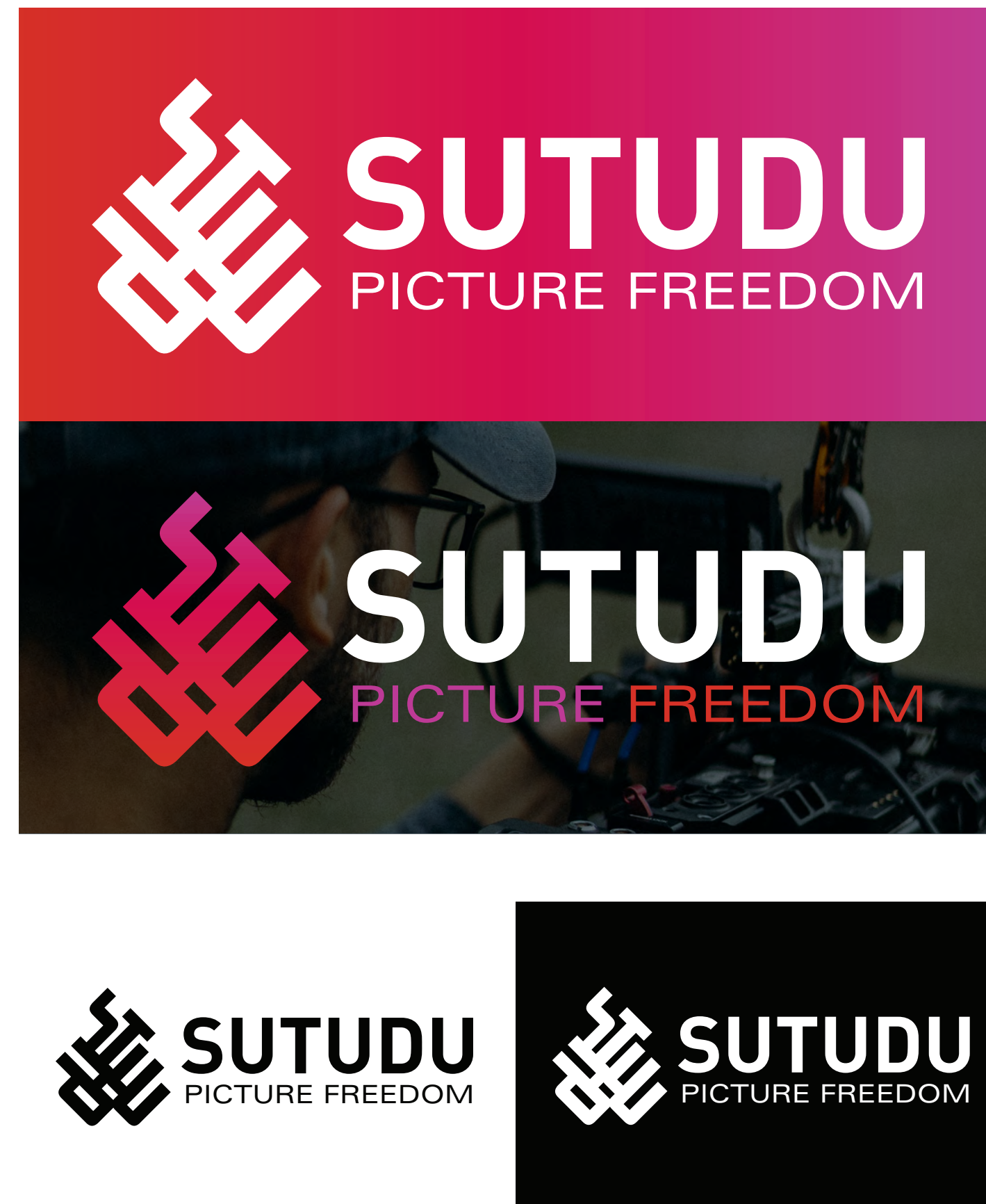
LOGO GUIDELINES

HORIZONTAL LOGO

The **horizontal full color logo** is an alternative primary brand mark. It should be used in executions where vertical space is limited based on creative dimensions.



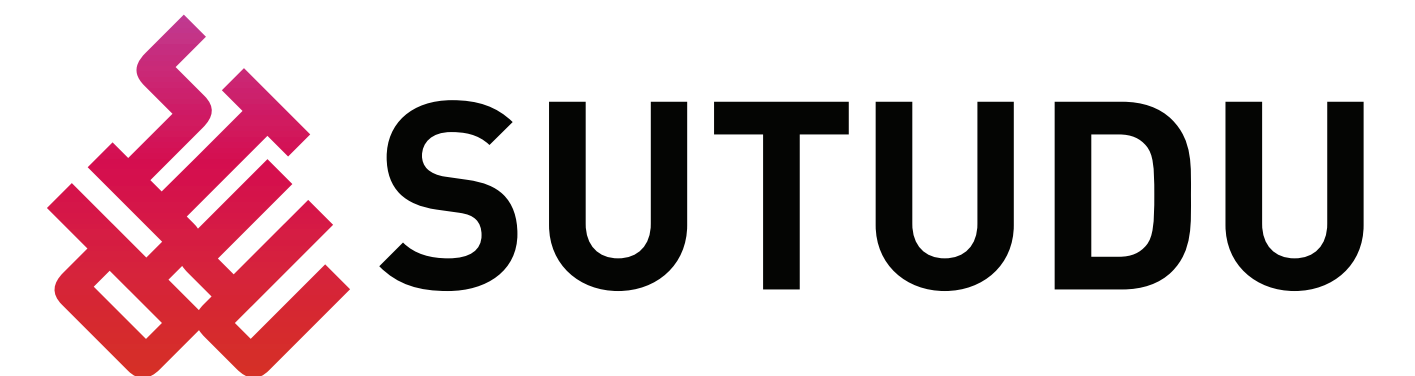
There are 2 versions of the **horizontal full color logo**, designed for maximum legibility on light or dark backgrounds



The same rules apply to each of these versions of the **horizontal logo** as the **vertical logo** as noted on the previous page.

NO TAGLINE LOGO

The **full color no tagline logo** is to be used only in instances where the **full color vertical or horizontal logo with tagline has already been prominently introduced within the same piece of creative**. The best example of appropriate use would be in multi-page documents such as presentations or brochures, as an omnipresent small branding element. *(i.e. as used in this brand book as a footer design)*



LOGO RESTRICTIONS

Any use of official brand logo marks that does not comply to the approved variations illustrated in this book will weaken our brand impact and consistency. See examples of logo violations here.



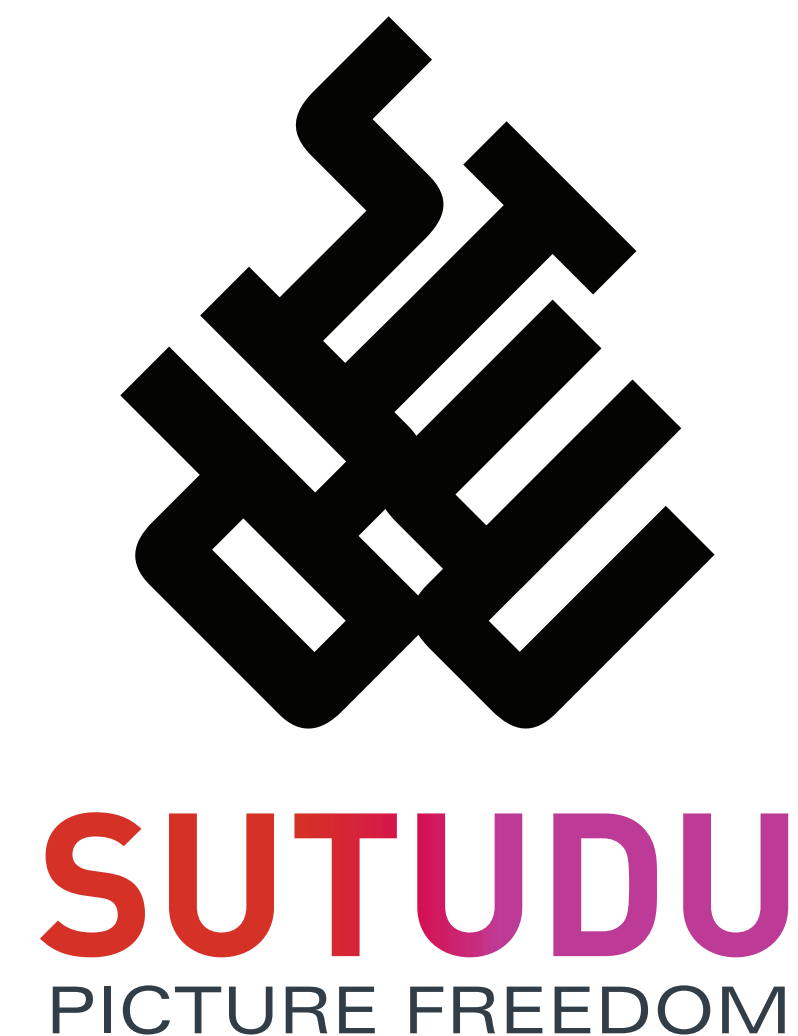
DO NOT tilt, rotate, flip, or change the orientation any logo mark.



DO NOT omit any element of the logo mark outside of permissions explicitly allowed in this book.



DO NOT warp or change the size or space relationships between any elements of the logo.



DO NOT alter the assigned colors of any element of the logo.

EMBER ORANGE

HEX: D43227

R - 212

G - 50

B - 39

C - 11

M - 95

Y - 100

K - 2

REVOLUTIONARY RED

HEX: D50E50

R - 213

G - 14

B - 80

C - 0

M - 100

Y - 51

K - 11

VISIONARY VIOLET

HEX: BE3D96

R - 190

G - 61

B - 150

C - 24

M - 90

Y - 0

K - 0

FLAME GRADIENT

Sutudu's color gradient is composed of all 3 bright brand colors evenly spaced.

Vertical applications always go in the same order from the ground up, like a flame, from Ember Orange, to Revolutionary Red, to Visionary Violet.

Horizontal applications always follow the same order, only reading from left to right.



FILM GRAY

C - 79

R - 50

G - 62

B - 72

M - 64

Y - 52

K - 44

HEX: 323E48

CINEMATIC BLACK

C - 75

R - 0

G - 0

B - 0

M - 68

Y - 67

K - 90

HEX: 000000

THE FLAME BURNS ALONE

Our brand seeks to light the way into a dynamic future, and so our visual brand components are designed to be equally dynamic. In instances where minimal branding is necessary, the **full color flame icon** can represent the brand by itself.

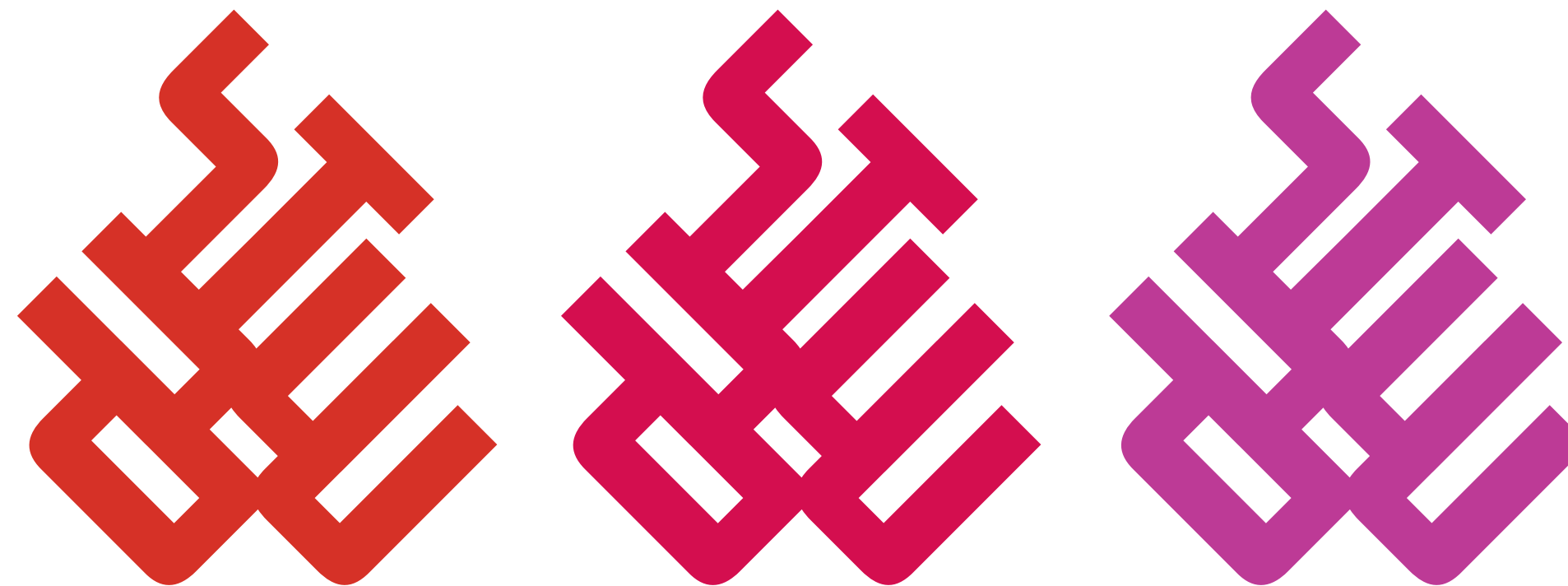
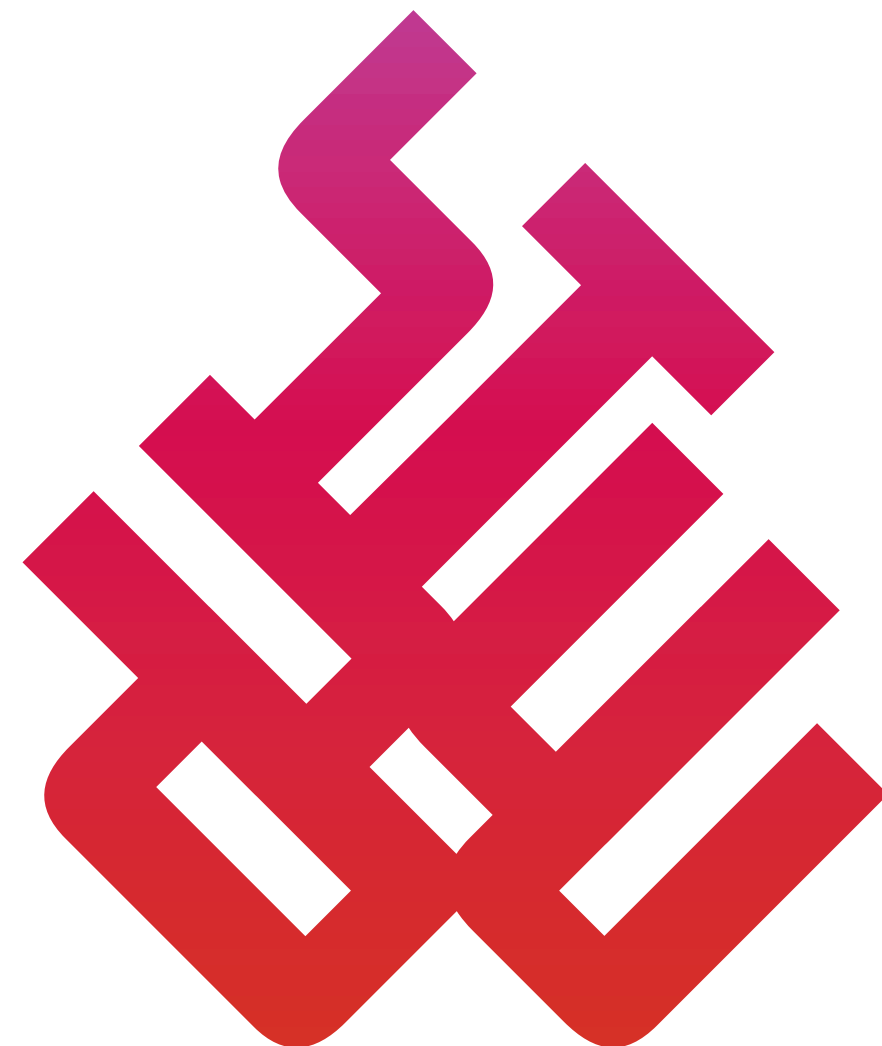
Such occasions include favicons and application buttons, as shown here.



Favicons are very small in web browsers and applications. Our full color logo over black reads best at these miniature sizes.



To stand out on the App Store and other application marketplaces, our **App Icon** utilizes the full color flame gradient.



All three of our brand bright colors carry equal weight, and give us flexibility to create a wide variety of solid color designs for brand extras like team gear and merchandise. These variations are **limited only to such printed materials** so to keep our branding consistent with the gradient and solid white versions across web and product executions.





13 TYPOGRAPHY

UNIVERS LT Std Font Family

73 BLACK EXTENDED

primary headlines and titles (kerning at 100 pts)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! \$ % & ()

65 BOLD

secondary headlines and highlighted body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! \$ % & ()

53 EXTENDED

logo tagline, large numbers and claims

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! \$ % & ()

45 Light

body copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 ! \$ % & ()

COLOR, SIZE, CLEAR SPACE, & BALANCE

Contrast is key to maintaining an impactful and dynamic visual system, both in color and size. Here are dark and light balance examples to help build engaging and consistent design treatments. Experimentation with the color, font, and size relationships is encouraged, but these tips should be kept in mind

CHARLI ELISABETH

DIRECTOR

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud.



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Use dramatic contrast in size to highlight important elements, like the names of filmmakers. Cropping off text and cropping tightly into images in interesting ways gives a sense of a directorial eye. The freedom to control a composition reflects the freedom to control distribution.

All of the brand colors are designed to be striking on opposite ends of the value spectrum, from clean white (#ffffff) to **cinematic black** (#000000)

When used on black, film gray should be a secondary element meant to recede in the hierarchy, but any gray text should still be bold enough to be read easily

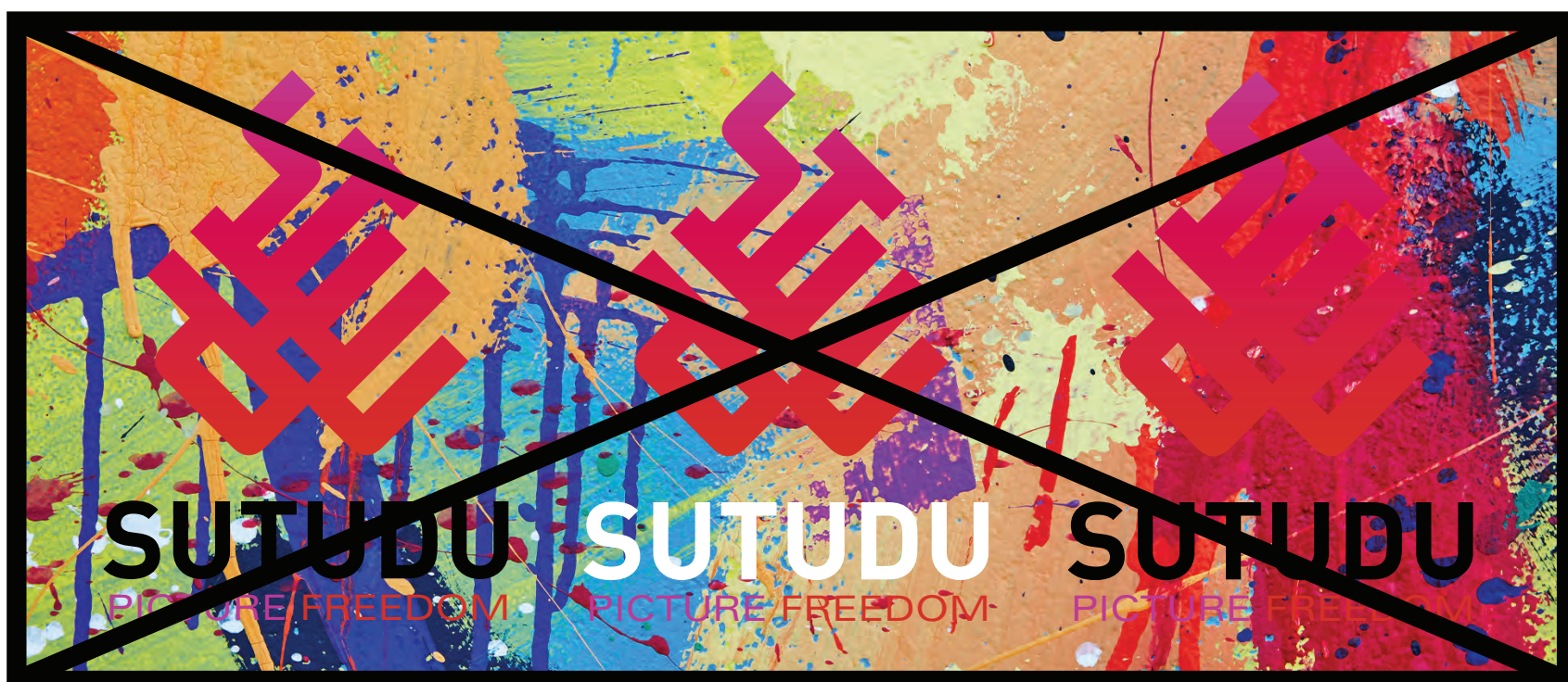
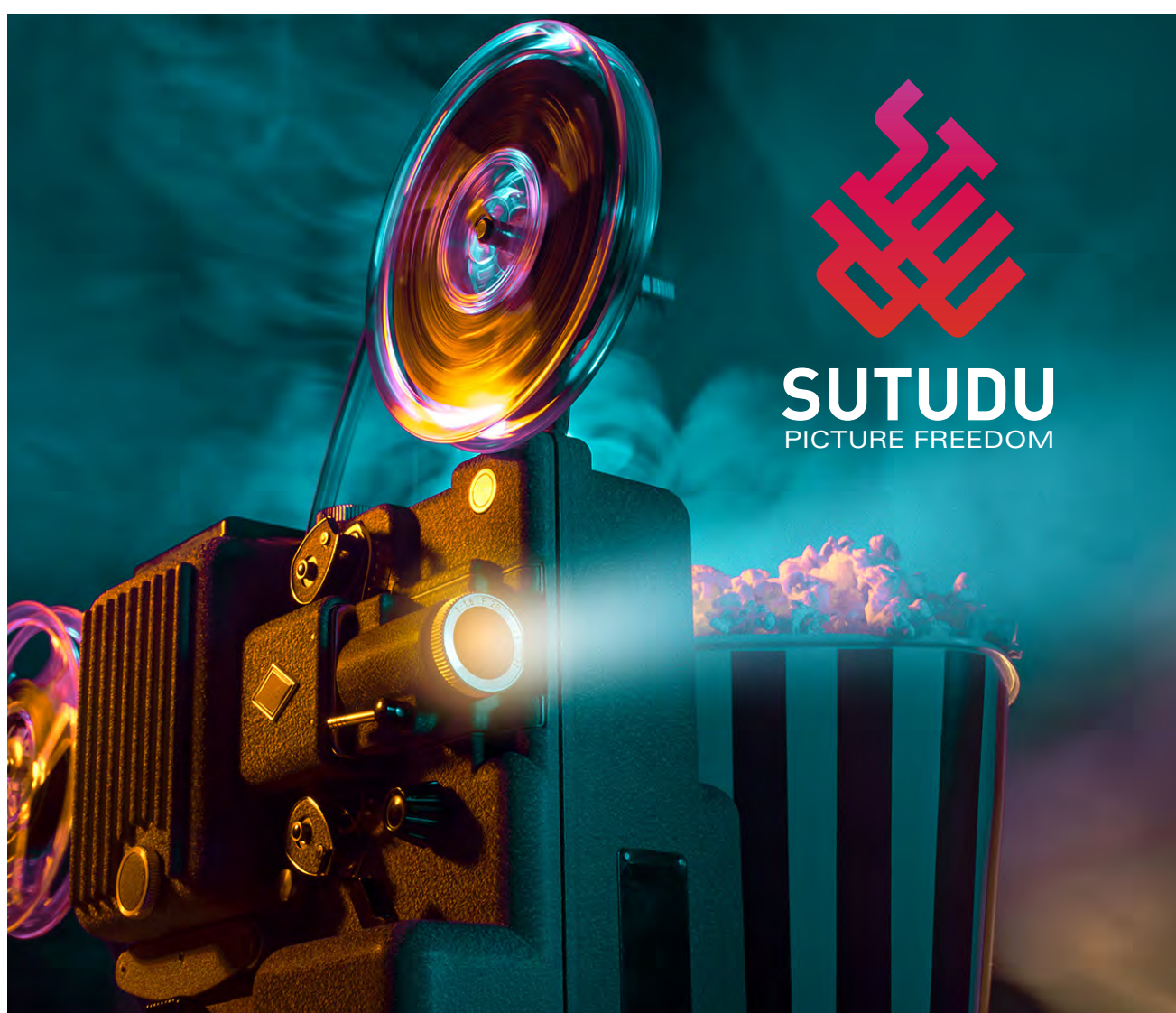
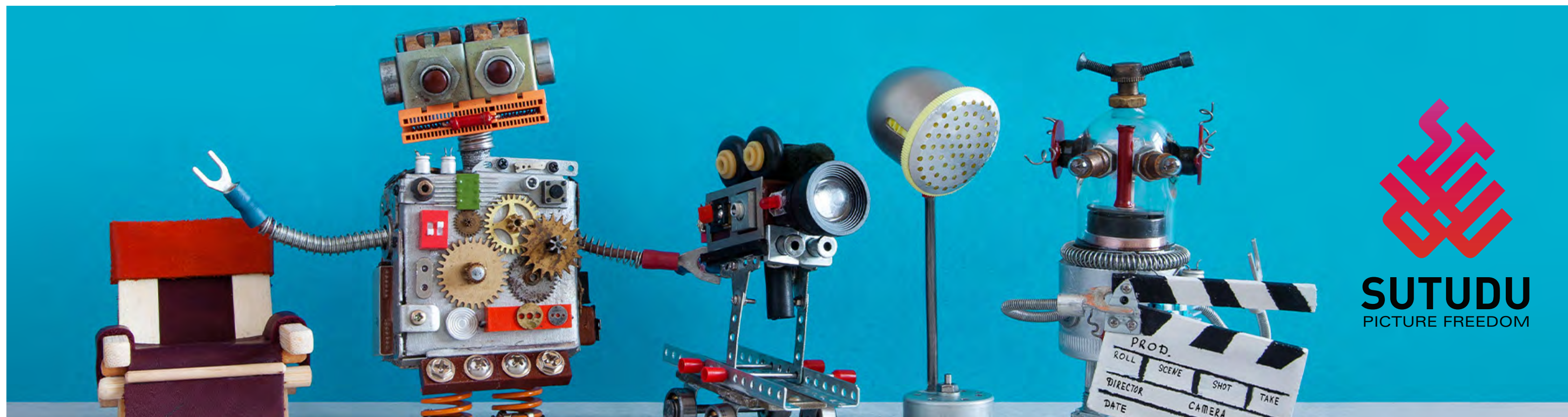
COLOR AT FULL VOLUME

Freedom takes form with striking colors.

In our communications about ourselves, such as in advertising, promotional and explainer videos, or industry events, our imagery is bright, vibrant, and expressive.

Possibilities are wide open as the joy of creative expression is at the heart of our brand, but the guidelines established on this page should be closely followed as they ensure the continuity and impact of our brand across channels.

Solid colors in images can serve as a backdrop to the logo, but they must be relatively seamless in value as the blue example shown below. Never use solid colors that are close to the hues of our brand palette.



DO NOT place any version of the brand logo over multi-color areas of textures, patterns or photography. Likewise, any placement of the brand logo over similar colors to our warm color palette are prohibited as they weaken legibility and brand presence.

Over full-frame scenes or textures, the logo should always be placed on the darkest or lightest area of the image, clear of any overlapping objects or figures. In any such case, either solid white(#ffffff) or cinematic black(#000000) should be applied to the tagline **PICTURE FREEDOM** for legibility.

TURNING THE LENS ON OUR FILMMAKERS

Striking portrait photography is a key piece of our brand, as we seek to turn the lens back onto the brilliant filmmakers whose work we amplify.

Close intimate cropping around subjects in the midst of their creative process brings the viewer into their world, and their minds.

Using color overlays as defined on this page will open up possibilities in any design created for the brand.

This more raw and moody portrait style is to be employed whenever we are featuring the real people who make the Sutudu community so powerful.



Film gray can be set as a 75% Multiply transparency over photography to darken images enough for a highly legible full color logo placement.



The **flame gradient** can be set as a 100% Overlay transparency over photography to create a dramatic warm filter effect.



The **full color flame icon** can be set as an overlay or multiply transparency layer in various ways for subtle graphic branding across images.

