

# SUPERSPECIAL

STYLE GUIDE | V3

## INSPIRATION

Moodboard

Creative Thinking

## VISUAL

Logo

SS Exploration

Icon/Graphic Elements

Color Palette

Typography

Patterns

Photography Style

## ACTIVATION

Production Logo

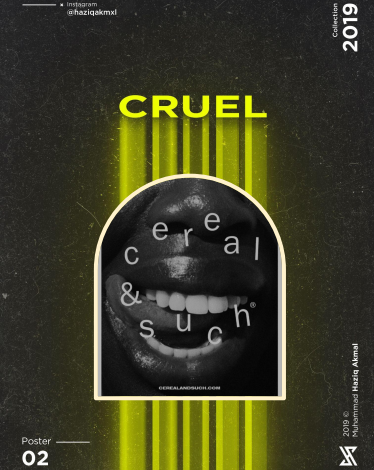
Social Media

Posters

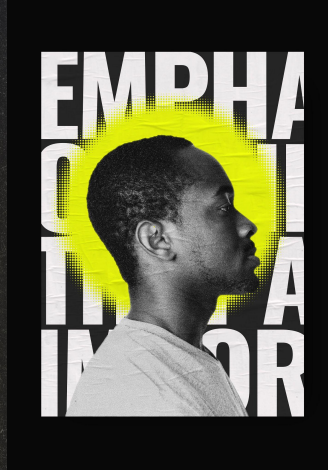
Website

Download Files

# INSPIRATION



Minimal



Neon



Contrast



Glow



Linear



Graphic







## Super Glowed Up

This direction takes direct inspiration from what you wrote: “We are good at highlighting what’s always been there and making it glow; shining a light on a world we know and going deeper.” For imagery, we would utilize an unique almost black and white approach, that stills maintains a subtle amount of color saturation. We would use glow effects as design elements for the pop of color.

# VISUAL

VISUAL

SS SYMBOL | SLASH OPTION | COLORS

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CLAY GRAY

#A9A582

168, 164, 129

INK BLACK

#1C151A

28, 21, 26

PAPER WHITE

#EAEAEA

234, 234, 234

NEON GREEN

#CAFF00

201, 255, 0

HIGHLIGHTER AQUA

#46F7C9

70, 246, 200



**YOUR HEADLINE FONT  
IS LOSTA FRIDA BLACK.**

Primary Font

**YOUR SUBHEAD FONT IS  
GOTHAM MEDIUM.**

Secondary Font

Your body font is Gotham Medium.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed  
diam nonummy nibh euismod.

Body Font

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

Uppercase

PRIMARY FONT

Losta Frida  
Black

Primary Font

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

Lowercase

1 2 3 4 5 6 7 8 9

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

Uppercase

SECONDARY  
& BODY

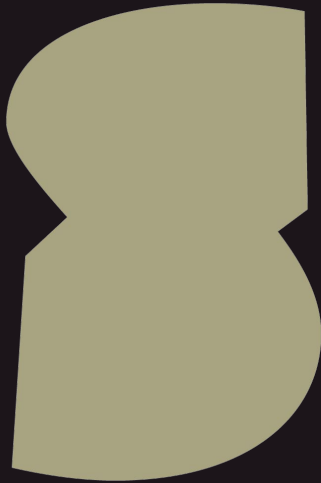
Gotham  
Medium

SECONDARY | BODY

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

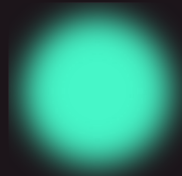
Lowercase

1 2 3 4 5 6 7 8 9



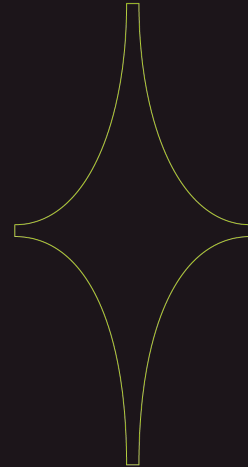
S-Shape Container

Mostly to be used a photography or video container element. Preferably cropped in some way in the layout.



Glow Elements

Only use green and teal colors as glow elements. These look best when created directly in photoshop by using a soft brush with 0% hardness.



Line Diamond

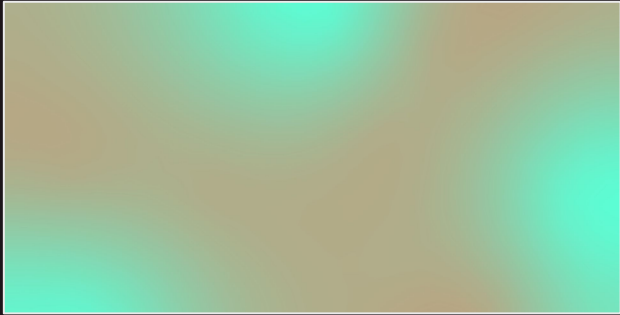
The line diamond can be used in tandem with any border elements or as a nice pop of color on an image.

VISUAL

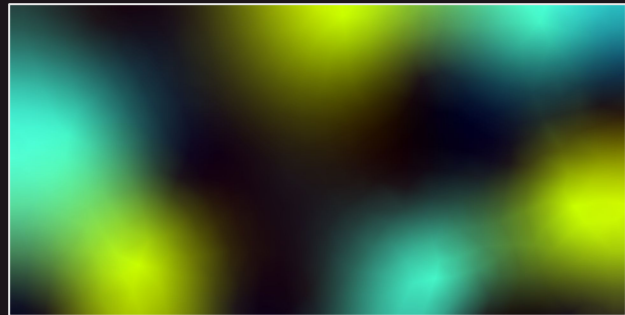
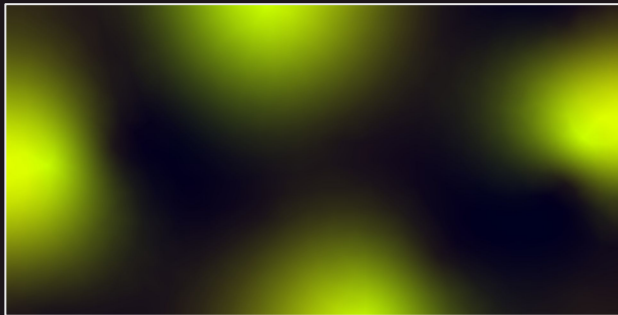
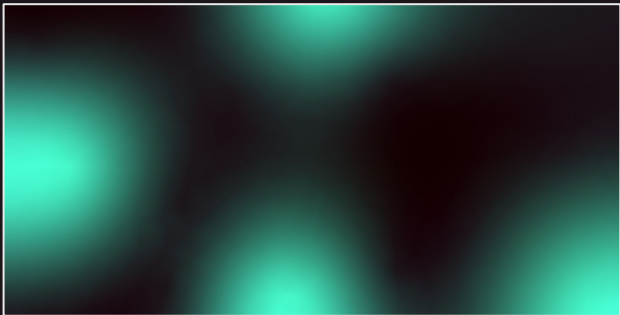
Glow “Gradients”

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CLAY GRADIENTS | Used for a lighter/ethereal look.



DARK GRADIENTS | Used for a bolder, contrasted look.

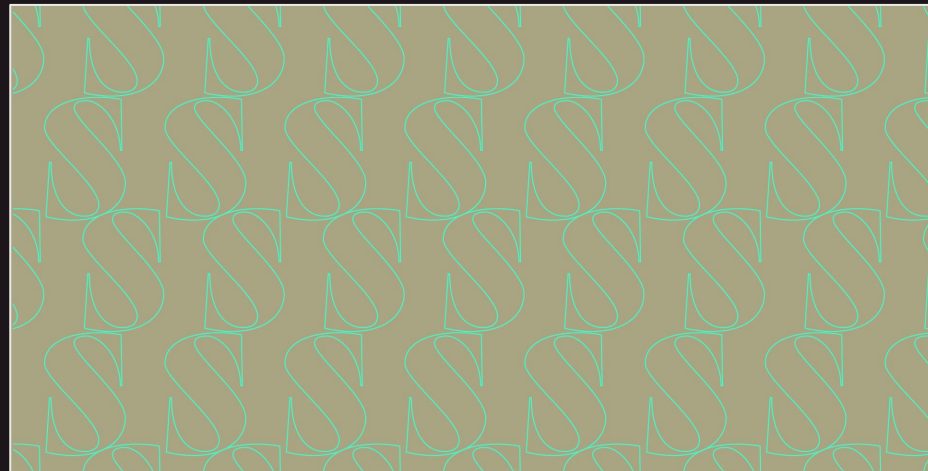
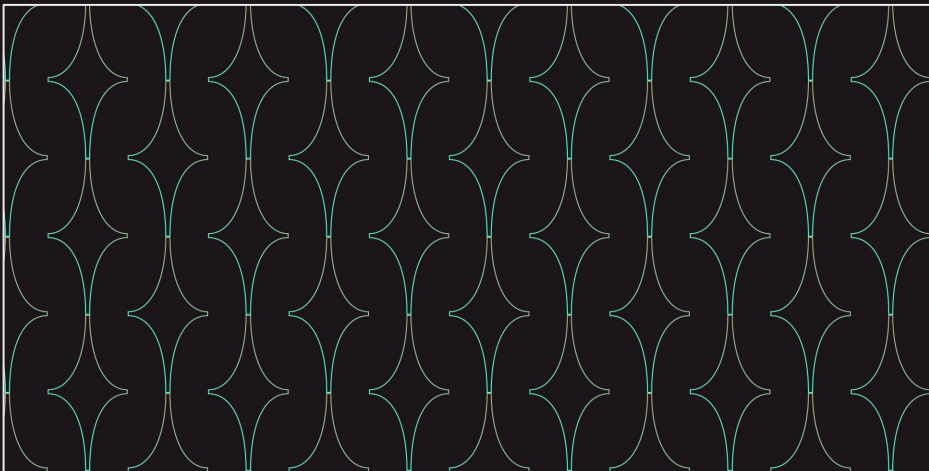
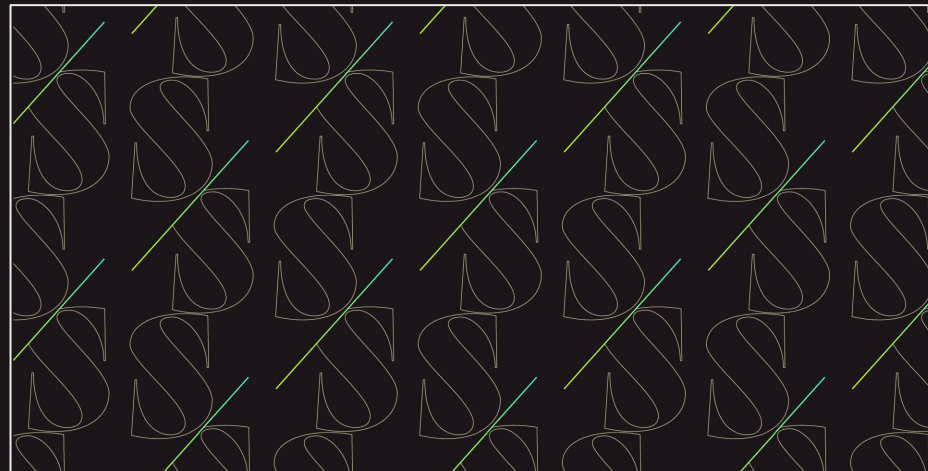
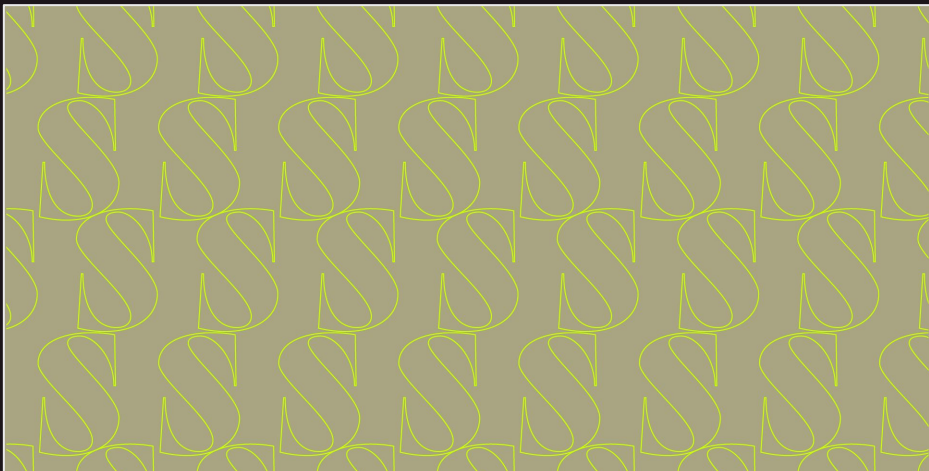




VISUAL

Line Solid Background Patterns

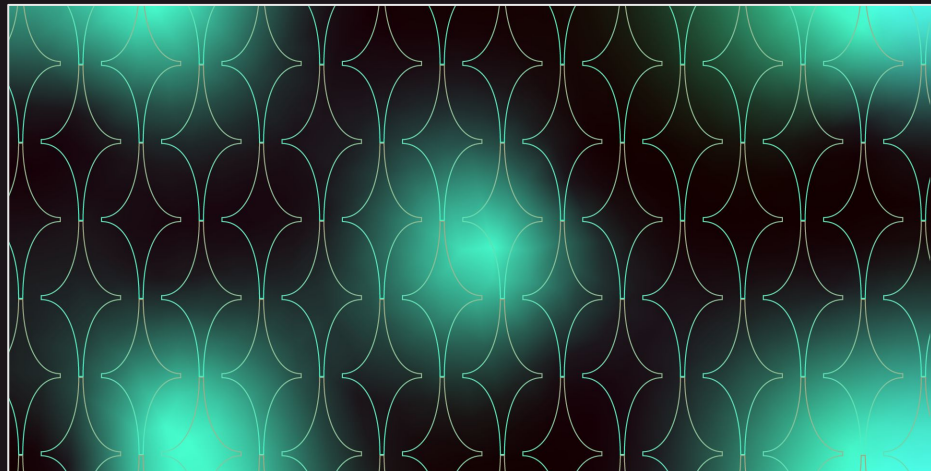
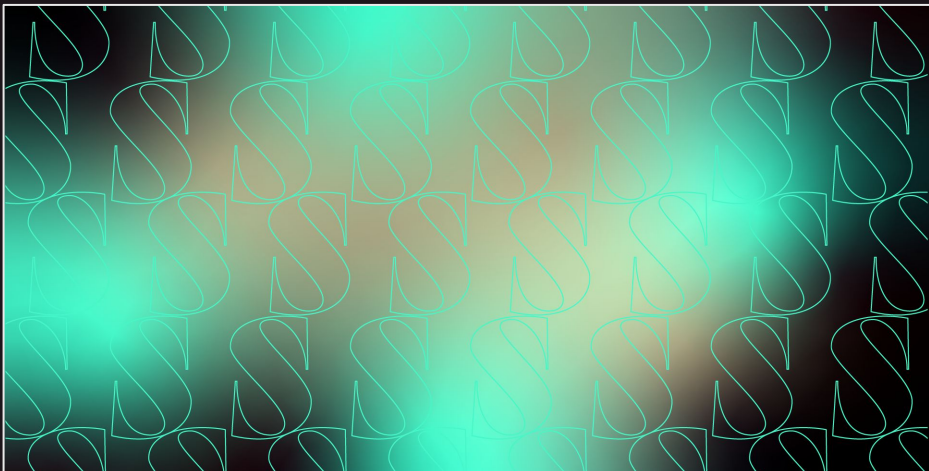
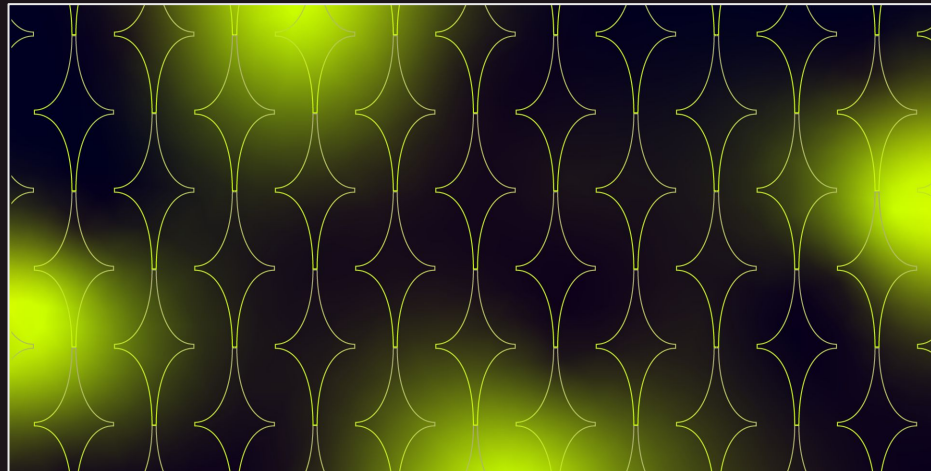
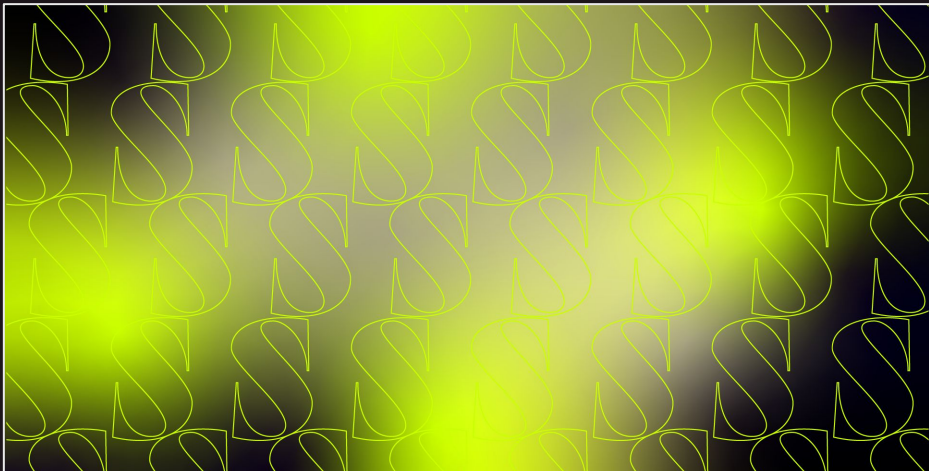
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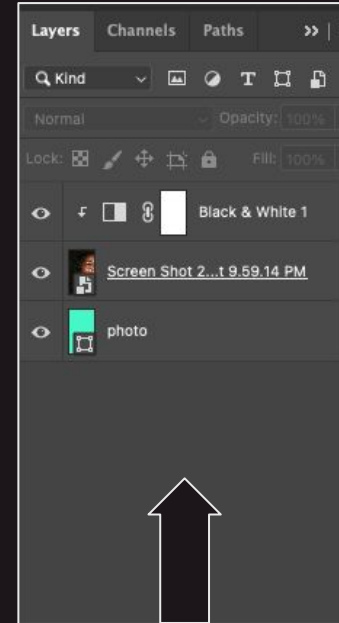
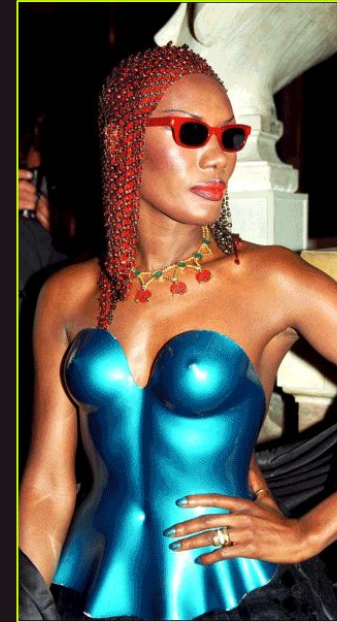
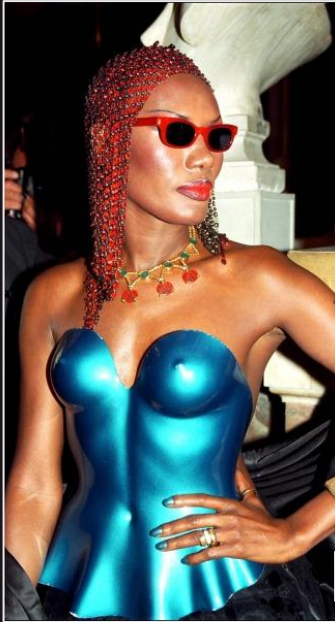
VISUAL

SS and Diamond Line Gradient Background Patterns

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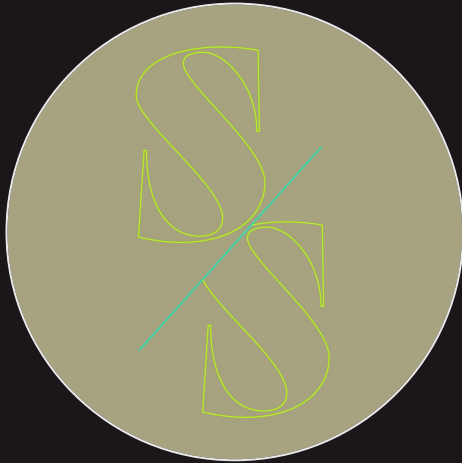
For photography and even some promotional video, we will utilize a high contrast and colorized approach.

To create this, first make the photo or video Black and white. Adjust levels for contrast– it should not feel flat and grey.

After, cut out the focus of the image using the pen tool. Lastly, add a color layer on top or bottom (prioritize clay).

Add glow elements or star elements over and under the cutout image for a dimensional effect.

# ACTIVATION



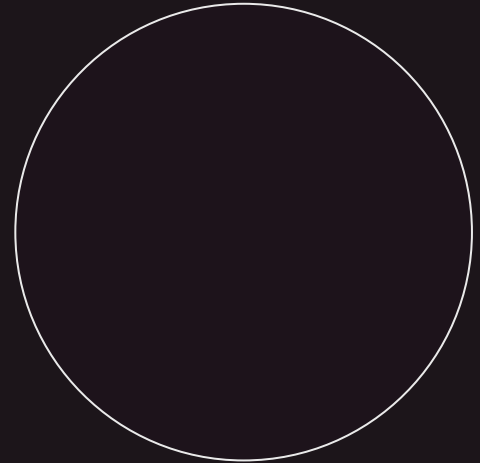
**66** Posts  
**3,168** Followers

**SuperSpecial | Production Company**  
Media



**66** Posts  
**3,168** Followers

**SuperSpecial | Production Company**  
Media



**66** Posts  
**3,168** Followers

**SuperSpecial | Production Company**  
Media





**“Good decisions come from experience. Experience comes from making bad decisions”**

MARK TWAIN



**Director Name**



“I only move forwards, never backwards, darling.”

GRACE JONES

**AANCHI KHANDELA**



**Pick A Lane**


On Choosing Genres:  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo

The New York Times

**ARTICLE**

**Helping Hollywood Avoid Claims of Bias Is Now a Growing Business**

Studios are signing up consultants to help make sure their movies or shows don't raise any cultural red flags.



**SUPER NEWS**

READ OUR NEW ARTICLE ON THE SITE


**FILM**



**“FILM NAME HERE”**

DIRECTED BY AMY ANIOBI  
SUMMER 2023

TWEET OF THE WEEK




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**SUPER NEWS**

**DEADLINE** **TIP US**

**Amey Anioibi Developing Vanessa Walters' Novel 'The Nigerwife' At HBO**

By **Rosy Cordero**  
August 23, 2022 9:00am




**“Good decisions come from experience. Experience comes from making bad decisions”**

MARK TWAIN

"Good decisions  
come from  
experience.  
Experience  
comes from  
making bad  
decisions".

MARK TWAIN



2022



IN DEVELOPMENT

QUOTES

"Over the years,  
I have learned  
that what is  
important in a  
dress is the  
woman who is  
wearing it".

YVES SAINT LAURENT

ON HULU  
MAY  
2023

DIRECTED BY  
AMY  
ANIABI

FILM NAME

LINK IN BIO

GOOD  
THINGS




ARE  
COMING

PRODUCTION

**LOREM IPSUM  
DOLOR SIT  
AMET, CON-  
SECTETUER  
ADIPISCING  
ELIT, SED  
DIAM NONUM.**

**SUPERSPECIAL**

RELAUNCHING 2022




PRODUCTION

**SUPERSPECIAL**

PRODUCTION

**AUTHENTIC.  
UNIQUE.  
NOTHING  
SUPERFICIAL.**



PRODUCTION

**SUPERSPECIAL**

PRODUCTION



PRODUCTION

**AUTHENTIC.  
UNIQUE.  
NOTHING  
SUPERFICIAL.**




PRODUCTION

**SUPERSPECIAL.COM**


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PRODUCTION



PRODUCTION

**A PRODUCTION  
COMPANY AND TALENT  
INCUBATOR WITH THE  
MISSION TO REVEL IN  
SHARED HUMAN  
EXPERIENCE BY  
CHAMPIONING  
INCLUSIVE STORIES  
FROM ORIGINAL VOICES.**



PRODUCTION

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THANKS

SUPERSPICIAL