BIG GREEN GUIDE
Welcome to the Big Green Guide.
This is your roadmap (and tour guide) to everything you need to know about the Hulu brand.

You’ll find plenty of info in here to help you bring our brand to life, plus links to deep-dive guides. To access downloadable assets, you can go to our toolkit site, This Is Hulu.

Stream on!
BRAND
CREATIVE
GUIDELINES

Global Design Principles
Design Toolkit
  Trademarks
  Color
  Hulu Green
  Typography
  Iconography
  Grids
  Vessel
  Illustration

Product Design

Motion Toolkit
  Motion Theory
  Network Ident System
  Promo Structure

Tone of Voice

Campaigns
  Time to Have Hulu
  Culture Campaigns

Evergreen Brand
  Social
  Email
  Marketing Web
  Swag
We’ve created a fully adaptive unifying system that unites Marketing and Product Design.
At the heart of the design system is The Vessel. Born from our name and logo.
GLOBAL DESIGN PRINCIPLES
Stories connect us. With each other and with the world. We truly understand the power of a great story, and always put it first.

There's always been a little rebelliousness in our DNA, and we can't help but let it out. We entice, provoke and instigate people with bold ideas and behaviors – but all with good fun.

We are all about the true TV Lover. We get them, like a good friend. We know how passionate they are for TV, so everything we do is approachable, warm and delightful.

We are the ‘skinny jeans’ of TV. Your great value staple that makes your life easier. Utterly essential – stylish, comfortable and infinitely adaptive.

TV for TV people.
Empowering everyone to discover, share and celebrate the stories that connect us.

1. Always a story.
2. Delightfully human.
3. Do it different.
4. Simply essential.
Trademarks
We use our logo with pride and fill it with meaning.
The Hulu logo is the primary visual icon of our identity. The stylized, mono-weight lower-case letter forms should never be altered or compromised. This and other toolkit assets can be downloaded here.
Logo Safe Zone  The logo’s safe zone is equivalent to the height of the ‘u’ on all sides.
Wherever possible, the logo should be filled with Hulu green. In cases where we want to make an impact by using a green background, the logo can be black.

A green logo over gradient background is preferred in most cases.
Hulu Badge

In cases where a green logo will not be legible over the background, we can use the Hulu badge.

Note that this is not our hero logo and is only used when the Hulu logo would not be legible on its own.

Examples
The Lockups
The Hulu Originals logo lockups are comprised of the Hulu logo and the word "Originals" set in Graphik.

The Badge
Used in Product to denote exclusive Hulu Originals, this badge ensures legibility regardless of the background.
Logo Lockups

There are different lockup formats depending on the type of partnership. The Hulu and partner logos should always have equal visual weight.

Premium Add-ons

Use for content partnerships. These can also live without The Vessel.

Ongoing Partnerships

Use a vertical pipe which is 150% of the height of the “I” in Hulu for ongoing business-level partnerships.

One-off Partnerships

Use an “x” set in white Graphik Semibold raised above the baseline to appear vertically centered.

Trademarks

X X

X X

X X
Typically used by our partners, these logo lockups remain inside The Vessel to ensure the legibility of our green logo over any background.

They are available in both static and animated form.
App Icons

App icons are individually designed, based on specifications, but the light source in the gradient should always come from the top right to align with gradients in our UI.

The following schematic provides guidance on the logo sizing.
Color
Color is how we tell stories and turn heads. We’re no wallflower. Our green is strong enough to melt through your screen.
Green is good. It sets us apart, and it’s the first thing you think of when you think Hulu.
Primary Colors

Our primary colors form the base of our design system.

**Hulu Green**

Our primary brand color represents the fresh distinctiveness of our brand and stands out from more traditional entertainment palettes.

- #1CE783
- R: 28
- G: 231
- B: 131
- C: 76
- M: 0
- Y: 70
- K: 0
- PMS 7479 C

**Secondary Green**

Secondary Green is used sparingly in digital creative. It is to be used in combination with white or very light colors. Unlike our hero green, this meets color contrast accessibility standards.

- #29A869
- R: 41
- G: 168
- B: 105

**Hulu Black**

Our secondary color is used only in combination with green.

- #040405
- R: 4
- G: 4
- B: 5
- C: 60
- M: 40
- Y: 40
- K: 100
- PMS Black C

**Dynamic Gradient**

Used as a background to create depth and bring a cinematic quality.

- #040405 to #183949

Light source generally comes from the bottom right for Marketing. For Product Design, it generally comes from the top right.

Print-specific files available [here](#).

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2.2 Color
But there’s more than green. Three unique color worlds let us tell a variety of stories as only Hulu can.
Show Time

Show Time is bold, atmospheric and immersive. The color world we use most of the time as we show off our content.

Clean Green

Green is good. It sets us apart, and it’s the first thing you think of when you think Hulu.

Business Time

When we want to be clear and inviting. Use it when we talk about our business, our culture and our teams.
Show Time
Overview
Use this color world for showing off our wide range of content.

Background
- ATMOSPHERIC
- BLACK

Text and graphics
- HULU GREEN
- WHITE

SHOW COLOR

Where to use
- Product experience
- Brand campaigns
- Webpages
- Performance marketing banners
- Social
Content color adds depth and personality to our creative. This is present in both Product and Marketing design.

**User Interface**

The Vessel is used as a selection state and uses an algorithm to match the color to the key art. The gradient glow overlay increases the legibility of the information presented over the art.

**Marketing**

Similar to what we see in Hulu UI, color can be integrated into Marketing content through The Vessel and a gradient glow overlay. The glow overlay is used to increase legibility of text or title treatments.
Show Time
Content Color

Vessels and gradient glows in Marketing should match the color that is assigned by Hulu UI.

You can determine the correct color by using a browser extension such as Colorzilla that allows you to eyedrop the color in our UI. Pick from the horizontal bar below the key art on web to get the correct value.
If you are featuring photos that are not used in Hulu UI, such as episodic stills, please pick the most dominant color from within the photo to use for The Vessel and gradient glow. Examples below.
Clean Green Overview

The use of green creates ownership and punctuates our stories.

Background

- HULU GREEN

Text and graphics

- BLACK
- WHITE

Where to use

- Hulu + Live TV
Business Time Overview

Business Time is used across more formal touch-points. Our secondary green can be used on a white background to meet contrast accessibility standards.

Background

WHITE

Text and graphics

BLACK
SECONDARY GREEN

Usage

- Internal and B2B presentations
- Recruitment webpages
- Product design
The main color world is Show Time, used around 60% of the time. Clean Green allows us to deliver a striking brand presence when needed. The Business Time color world should be used more sparingly, making up a very small part of the identity.

Show time: 60%  Clean Green: 30%  Business time: 10%
Typography
Typography is our visual voice. Bringing range, nuance and attitude to what we have to say.
2.3 Typography

Hulu uses the Graphik type family in all applications.

Google Slides
When using Google Slides, use Proxima Nova.

Vendors
Coordinate with Commercial Type on purchase of the appropriate license for their project (e.g. Web, App, Desktop, etc.)
Our typographic system is bold and flexible. Four distinct typographic expressions allow for range in tone.

Core
Our everyday expression. It’s simple, accessible and contemporary.

Active
Dynamic and filled with energy. Use it to represent Hulu + Live TV.

Narrative
Combines words, images and The Vessel to tell engaging visual stories about our content.

Cinematic
Elegant and singular. Use it to embellish dramatic imagery with messaging.
Core Overview
This is our everyday expression. Clear hierarchy of information ensures ease of use for more functional moments in our brand.

Where to use
- Brand campaigns
- Evergreen brand creative
- Performance marketing

<table>
<thead>
<tr>
<th>Weight</th>
<th>Leading</th>
<th>Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>HEADLINE</td>
<td>Bold</td>
<td>90%</td>
</tr>
<tr>
<td>Conversational Headline</td>
<td>Bold</td>
<td>115%</td>
</tr>
<tr>
<td>Section Header</td>
<td>Regular</td>
<td>115%</td>
</tr>
<tr>
<td>Subhead</td>
<td>Regular</td>
<td>125%</td>
</tr>
<tr>
<td>Body</td>
<td>Regular</td>
<td>Auto</td>
</tr>
</tbody>
</table>
**Core Examples**

**HEADLINE**
Use for shorter headlines which aren’t a full sentence, declarative statements, or tune-in messaging.

**Conversational Headline**
Use to convey Hulu’s voice in longer headlines which are full sentences. Sentence case should be used here.

**Section Header**
Use in instances where there are multiple headers (i.e on a landing page). These usually come after / below a bold headline.
A mix of Super Italic, Bold, and Medium font weights is used to create dynamic and active expressions across different types of Live TV messages.

Where to use

- Hulu + Live TV

<table>
<thead>
<tr>
<th></th>
<th>Weight</th>
<th>Leading</th>
<th>Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPORTS HEADLINE</td>
<td>Super Italic</td>
<td>85%</td>
<td>-20</td>
</tr>
<tr>
<td>ENTERTAINMENT HEADLINE</td>
<td>Bold</td>
<td>85%</td>
<td>-20</td>
</tr>
<tr>
<td>News headline</td>
<td>Medium</td>
<td>115%</td>
<td>-10</td>
</tr>
</tbody>
</table>
**Active Examples**

**SPORTS HEADLINE**
Impactful and energetic typography with its negative space set to a minimum. Use when talking about live sports.

**ENTERTAINMENT HEADLINE**
The right energy and the versatility for a wide range of live shows, delivered through clean and striking typesetting.

**News headline.**
A gentle voice with a strong attitude that allows us to deliver a straightforward message in a trustworthy tone.
By combining words and imagery through The Vessel, we create a narrative around the content to guide the viewer.

Where to use

- Brand campaigns
- Evergreen brand creative
- Performance marketing

Type styles

**Headline**
- Graphik Bold
- Inside Vessel

**Emphasis**
- Graphik Bold Italic
- Inside Vessel

**HEADLINE**
- Graphik Bold
- All Caps
- Inside Vessel

**EMPHASIS**
- Graphik Bold Italic
- All Caps
- Inside Vessel
Always center align typography to The Vessel.

Contain text and images within Vessels. Type interacts with iconography to create direction.

Combine typography that sits both inside and outside The Vessel to add interest.
Cinematic expressions are used to dial up our premium content. This is the only expression where we use Graphik Light.

Where to use

- Promotion of premium content

Type styles

HEADLINE

Graphik Light
All Caps

HEADLINE

Graphik Light
All Caps
Inside Vessel

We have flexible tracking from +150 to +2000 depending on amount of text and content.
Cinematic Examples

Typography

THIS IS THE END

THE TEARS START HERE

THE FUTURE IS HERE
Don't rotate typography.

Don't use multiple content colors on typography.

Don't use the dimensional glow on typography.

Don't use outlined text over imagery.

Avoid blocking key features and faces with typography.

Don't match typography color to Vessel.
Iconography
Our **icons** help tell a story while adding some fun.
Hulu product iconography is organized into two categories, each with its own use cases.

**Utility Icons**
Use for navigation, notifications, and to represent actions.

**Pictographs**
Use when a Utility icon doesn’t tell enough of a story.
A selected set of our product utility icons become a part of our emotive and navigational language in marketing.
An icon’s meaning can shift depending on context.

**Product**

This icon is used to represent **ADD TO MY STUFF**.

**Evergreen Brand**

In this example, the icon’s meaning changes slightly and is used to illustrate the story of catch-up messaging.

**Brand Culture Campaign**

Here, the same icon is used as part of the larger set to represent inclusion.
Grids
Don’t underestimate the power of the grid. A simple, flexible system that aligns Hulu on all platforms.
Grid Principles

We have three principles for creating our grid system.

- **Even Spacing**: A 1:1 grid ensures even spacing between elements.
- **Even Margins**: Margins must be equally balanced and consist of two grid units.
- **Flexibility**: 1:1 grid density adapts to accommodate different formats.
Define the aspect ratio of the format. Use the aspect ratio to create a consistent 1:1 grid system that works across all formats.

Digital Landscape
Aspect Ratio: 16:9

Digital Landscape
Units: 16 x 9

Then multiply the grid units equally to ensure the grid is dense enough and creates a flexible design canvas.

Digital Landscape
Grid: 48 x 27
Digital formats

Please note that each format requires a different multiplication of its aspect ratio to create the desired density of the grid. This should be considered optically.

Social 1080x1080
Aspect Ratio: 1:1
Grid: 30 x 30

Performance Marketing Ad 300x600
Aspect Ratio: 3:6
Grid: 30 x 60

Digital Landscape
Aspect Ratio: 16:9
Grid: 48 x 27
Print Formats

Please note that each format requires a different multiplication of its aspect ratio to create the desired density of the grid. This should be considered optically.

Billboard 40x12ft
Aspect Ratio: 40:12
Grid: 80 x 24

A-Size Poster
Aspect Ratio: 6:8 | In instances of decimal places in aspect ratios, round to whole numbers.
Grid: 24 x 32

US Letter
Aspect Ratio: 5:7 | In instances of decimal places in aspect ratios, round to whole numbers.
Grid: 25 x 35
Vessel
The Vessel.
Bringing our key motif to life and using it to celebrate everything Hulu.
Concept

Hulu loosely translates to “the holder of precious things.” Born from our logo, The Vessel becomes the holder of what is most essential.
 behaviors and expressions.

Tell stories

- The CIA?
- 1980s Los Angeles?

Emphasize what’s important

- 85,000 shows and movies.
  It’s kind of a big deal.

Be a window into content

THE SAGA CONTINUES
The Vessel has a range of behaviors and expressions.

Highlight the best part

Spotlight characters

Guide the viewer

Ready to watch? LET'S GO
Creating The Vessel.
Quick Cheat Sheet

Pay special attention to the Min/Max corner radius dimensions for larger units.

**Corner radius**

Divide shortest edge of The Vessel by 6.

If using multiple Vessels all corner radii align to the average pixel radius (not smallest, not largest).

Each format has a pre-defined Min and Max corner radius to create a cohesive aesthetic across all formats.

**Stroke width**

**Regular stroke:**

Divide longest edge of The Vessel by 100.

**Heavy stroke:**

Divide longest edge of The Vessel by 50.

If using multiple stroke weights, including icons, in one piece of creative, align them all to the average weight (not smallest, not largest).

**Type padding**

**Compact padding:**

Typography is scaled at 90% of the width of The Vessel.

**Wide padding:**

Typography is scaled at 70% of the width of The Vessel.

The Vessel always aligns to the grid, but the type can freely sit within The Vessel. Just make sure it is horizontally and vertically aligned within The Vessel. The height of The Vessel is optically aligned to the grid.

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**2160X3840**

- Min corner radius: 26px
- Max corner radius: 120px

**1920X1080**

- Min corner radius: 13px
- Max corner radius: 60px

**1080X1080**

- Min corner radius: 13px
- Max corner radius: 30px

**Performance Marketing Banners**

- Min corner radius: 4px
- Max corner radius: 15px
Corner Radius

To calculate the corner radius of The Vessel, we use the ratio of 6:1. If using multiple Vessels in one piece of creative, all corner radii align to the average px radius.

**Horizontal Example:**
Divide the shortest side of The Vessel by 6 to calculate the corner radius value.

Vessel height: 154px
Corner radius: 38px

**Portrait Example:**
Divide the shortest side of The Vessel by 6 to calculate the corner radius value.

Vessel width: 196px
Corner radius: 32px
We have defined a minimum and maximum corner radius for common formats to avoid The Vessel becoming too square or rounded.

A general rule of thumb is that the corner radius should relate to the curves of the Hulu logo in that piece of creative.

### 1920X1080 Minimum:
Corner radius: 16px

### 1920X1080 Maximum:
Corner radius: 60px

### 1080x1920 Minimum:
Corner radius: 13px

### 1080x1920 Maximum:
Corner radius: 60px

### 3840X2160
Min corner radius: 26px
Max corner radius: 120px

### 1920X1080
Min corner radius: 13px
Max corner radius: 60px

### 1080X1080
Min corner radius: 13px
Max corner radius: 30px

### Billboard 40x12 ft
Min corner radius: 1.5"
Max corner radius: 11"

### Performance Marketing Banners
Min corner radius: 4px
Max corner radius: 16px
**Stroke Weight Variations**

To calculate the stroke weight of The Vessel, divide the longest side by 100. If using multiple Vessels all stroke weights align to the average weight.

- **Regular**
  Use primarily for evergreen brand, Hulu Originals, and general entertainment properties.
  
  The stroke width of The Vessel is longest side divided by 100.
  
  Vessel width: 904px
  Stroke weight: 9pt

- **Heavy**
  Use primarily for promoting sports on Hulu + Live TV.
  
  The stroke width of The Vessel is longest side divided by 50.
  
  Vessel width: 904px
  Stroke weight: 18pt
Stroke Weight
Examples

Regular
Clean and concise.

Heavy
Attitude and impact.
There are two padding styles for type inside The Vessel.

Wide Padding
Use primarily for evergreen brand, Hulu Originals, and general entertainment properties.

To create wide padding we use typography at 70% of the width of The Vessel. The Vessel always aligns to the grid, but the type can freely sit within The Vessel. Just make sure it is horizontally and vertically aligned to The Vessel. The height of The Vessel is optically aligned to the grid.

Compact Padding
Use primarily for promoting sports on Hulu + Live TV.

To create compact padding, typography is at 90% of the width of The Vessel. The Vessel always aligns to the grid, but the type can freely sit within The Vessel. Just make sure it is horizontally and vertically aligned to The Vessel. The height of The Vessel is optically aligned to the grid.
Vessel and Image

The Vessel is able to interact in a range of expression following three main principles.

Use a defocused image layer in the background, with The Vessel bringing the image into focus.

The Vessel interacts with imagery through layering to create ownership.

Using The Vessel as a lens into the Huluverse, we draw the viewer in through vignettes of content.

Cut The Noise
Use a defocused image layer in the background, with The Vessel bringing the image into focus.

Hero Our Talent
The Vessel interacts with imagery through layering to create ownership.

Enter The Huluverse
Using The Vessel as a lens into the Huluverse, we draw the viewer in through vignettes of content.
The glow is used to bring depth and as a way of revealing information. There are four styles of glow.

- **Dimensional reveal**: Only used in motion
- **Top-down reveal**
- **Bottom-up reveal**
- **Left to right reveal**
Corner Radius
Product

For more consistency between radii in web design, we can assign one of three radius values based on the scale of the container.

- **Small**: 4px
- **Medium**: 16px
- **Large**: 24px

Note: Refer to the Product chapter for example components.
Vessel DON'TS

- Don't overlap Vessels.
- Avoid picking a color that doesn't relate optically to the artwork.
- Avoid using heavy glows that compromise the artwork.
- Don't match typography and icons to Vessel color.
- Avoid blocking key features and faces with The Vessel or glow.
- Don't use multiple colors in same execution.
Illustration
Our **illustration** style builds off the shapes in our logo. Adding a little spice (and cute characters) to our communications.
Overview

The rounded corners of The Vessel are aligned with characters’ bodily features.
Style

Illustration allows us to add our distinct Hulu attitude, from simple character spot illustrations to expressive hero renders.
PRODUCT DESIGN
In product and on the web, Hulu combines many aspects of our design system to guide users with clarity, efficiency and swagger.
User Interface

Keep the following principles in mind when designing user interfaces with the Hulu design system, to ensure coherence across the Hulu brand.

Create confident hierarchy.
Keep layouts Simply Essential and focus on conveying one message at a time. This helps the Hulu experience feel clear, intuitive and easy to navigate.

Let the copy sing.
Our copy is Hulu's voice. Convey our approachable personality by making room for powerful headlines and playful statements.

Elevate Originals.
Originals are part of our secret sauce. Use Hulu Green and The Vessel to help them stand out from our catalogue of content.

Use color purposefully.
Help immerse users in our content and communicate the depth of the Huluverse. Use color purposefully to highlight elements, guide the user, and create atmosphere.
MOTION TOOLKIT
Motion Theory
Using key visual elements of the Network ID, the motion system has been designed to elevate content and flex across the multiple genres and sub-brands of Hulu, on any device, at any time.
Always a Story.
The Vessel immerses us in the breadth and depth of endless entertainment by pulling us in and out of content using z-space. This creates a sense of discovery and takes us on a journey as it seamlessly connects stories.

Simply Essential.
Delivering content effortlessly and clearly, The Vessel highlights and emphasizes what is important with simple but energetic snappy movements and a warm glow that illuminates the vessel as it gleams.

Delightfully Human.
The Vessel is the narrator of diverse stories and adapts to fit the content it holds through contracting and expanding as it transitions. The stoke subtly stretches as we move to capture the energy of movement and gives a subtle tactile feeling.

Do it Different.
We transition between content using bold punches of green and hard cuts to instigate change and create unexpected moments of delight.

The global design principles are used to make sure everything we move moves like Hulu.
Network
Ident System
The **ident system** transports you into the Huluverse. Through The Vessel and our rich sonic identity we enter the world of entertainment.
Network ID

Our ID system consists of two versions that have been created for the complete range of formats. Each version has a defined use as seen below. More details can be found [here](#).

**Network ID:** Hulu
Plays before all Hulu content

**Network ID:** Hulu Originals
Plays before all Hulu Originals

**Available Ratios:**
- 16x9 (1920x1080)
- 4K (3840x2160)
- 1x1 (1080x1080)
- 4x5 (1080x1350)
- 9x16 (1080x1920)
Network ID:
Hulu Landscape
Network ID:
Hulu Originals
Landscape
The App Open uses a condensed version of hero Hulu ID and is used as the opening of Hulu digital experiences. Only in landscape formats.
Promo Structure
Promo Structure
Licensed Single Show
Social - Sub Acq
Promo Structure
Licensed Multi Show
Social - Sub Acq
4.3 Promo Structure

Promo:
Premium Add-On
Multi-Show / Retention
TONE OF VOICE
Our voice is our superpower. Everything we say helps to bring us closer to our customers. And our customers closer to incredible entertainment.
This is Rebel Lover. Our design principles also apply to our tone of voice. Helping Rebel Lover to spread across all our communications.

1. Always a Story.
   - Conversational
   - Emotional
   - Unexpected

2. Delightfully Human.
   - Intelligent
   - Empathetic
   - Inclusive

3. Do it Different.
   - Confident
   - Optimistic
   - Witty

4. Simply Essential.
   - Bold
   - Energized
   - Clear
Always a Story

What it means

Use your writing to tell a story – or start one the reader can finish.
Be unexpected, conversational.
Write something that moves people.

What it doesn’t

That we’re repetitive and predictable.
That we focus more on a clever arc than on our audience.

Example

Hold your breath.
Thrillers on Hulu
Delightfully Human

What it means
We’re nice people. So we keep things personal and inclusive.
Our aim with our TV, and our copy, is to find connections through culture, intelligence and emotion.
And we love all TV fans equally – so no judgements.

What it doesn’t
That we’re fluffy, overly sentimental or try to force relationships and opinions on people.

Welcome to the family.
Now sit back and get ready to be seriously entertained.
## Do it Different

<table>
<thead>
<tr>
<th>Principle 3</th>
<th>What it means</th>
<th>Example</th>
<th>What it doesn’t</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Be unashamedly Hulu. We follow our own path. It’s an optimistic, charming and witty one. That loves to be just a little bit cheeky.</td>
<td><strong>This is not a drill.</strong> All-new Hulu originals have landed.</td>
<td>That everything is a joke. We need to be loud, edgy and attention grabbing at all times.</td>
</tr>
</tbody>
</table>
Simply Essential

What it means
Make every word count.
Punchy statements. Clear CTAs. Bold lines.
This is a waffle-free zone.

What it doesn’t mean
That we sacrifice clarity or personality in order to reduce word counts. Replacing necessary explanations with jargon that can confuse people.

Example
Renewal Notice
It’s renewal time.
Got all the Hulu you need? Or thinking about treating yourself to ad-free?
Our team will be happy to help you find your perfect Hulu.
Keeping it Hulu, whatever you’re writing. Our volume controls keep us sounding authentic while staying relevant to the subject and audience we’re writing for.

• Fun
• Provocative
• Loud

Volume 2
Getting Down to Business
• Direct
• Friendly
• Informative

Volume 3
Awkward Moments
• Warm
• Human
• Solution focused
Totally Hulu

Who we are most of the time. Think our punchiest headlines, witty storytelling and statements that make people think twice.

Example OOH

You just leveled-up in the entertainment game.

Cancelled Subscription

Hey, Brad there’s no hard feelings here. But if you ever want to come back, we’ll welcome you with open arms.

Tweet

Looking for spies? Great outfits? A killer cast? All new #KillingEve Friday 9pm.
Getting Down to Business

When the information needs to be the star. We can still be friendly and fun, just make sure you’re telling people what they need to know.

So, what are you into?
Gore-fests? Sass? All the drama? We won’t judge. Sharing what you love helps us to keep your account safe, and means we can recommend more shows and movies you’ll really love.

Hulu does Ads better.
And we’ve got the data to prove it.

It’s renewal time.
Got all the Hulu you need? Or thinking about treating yourself to ad-free? Our team will be happy to help you find your perfect Hulu.

Nobody likes a fraud.
That’s why Hulu built our advertising platform with industry-leading viewability and virtually no fraud.
Awkward Moments

No one likes it when things go wrong. So when something’s not right we need to dial up the Delightfully Human to be warm, human and solution-focused.

Hulu. We have a problem.
But we’re already putting things right. Try again or check out another great show while you wait.

Well, this is awkward.
Looks like we’ve had a problem processing your payment. Check your account and try again, or give our support team a call. We’ll soon get your Hulu back.

Hulu’s mission is to bring you the best in entertainment. If you’re not happy, we’re not happy.
Our team’s looking into things for you, so how about a free month of Hulu while you wait?

Now wait a minute.
Looks like that last email link wasn’t right. Try this one instead.
CAMPAIGNS
Time to Have Hulu
Time to Have Hulu

There's never been a better time to have it all.

START YOUR FREE TRIAL

All your go-to shows & movies.

Catch full seasons of new and classic shows, next-day primetime faves, hit movies, and more.
Culture Campaigns
Culture campaigns connect Hulu to the world around us in order to build brand love.
## Fix and Flex System Overview

The Fix and Flex system creates consistency while still allowing flexibility for each campaign. More details can be found here.

### Logo
In addition to the Hulu logo, each campaign has its own distinct logo.

### Campaign Line
Each campaign has its creative campaign line and look.

### Color Palette
In addition to the core Brand colors, accent colors can be added, if needed.

### Graphic Language
Each campaign adds graphic elements, fitting with the campaign concept.

### Typography
An additional font can be used in conjunction with Graphik for personality and attitude.

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**Culture Campaigns**

- **Logo**
  - In addition to the Hulu logo, each campaign has its own distinct logo.

- **Campaign Line**
  - Each campaign has its creative campaign line and look.

- **Color Palette**
  - In addition to the core Brand colors, accent colors can be added, if needed.

- **Graphic Language**
  - Each campaign adds graphic elements, fitting with the campaign concept.

- **Typography**
  - An additional font can be used in conjunction with Graphik for personality and attitude.

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**Examples**

- **Logo**
  - Earth Day 2021
  - Every Action Counts
  - Asian & Pacific Islander Stories
  - Pride 2021
  - Pride Never Stops

- **Campaign Line**
  - Earth Day 2021
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- **Color Palette**
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- **Typography**
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  - Pride 2021
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Social
Approach will flex by channel depending on the audience mindset and user behaviors.

**Twitter**
Conversational

**The Rebel Lover**
Tweeting from a fan-first approach and through the voice of our virtual influencers, we will migrate 75% of our content to be conversational and editorially driven.

**Instagram**
Aspirational

**The Influencer**
Leveraging the platform like an influencer, @Hulu will become a storyteller driven by talent-first visuals and compelling conversations.

**YouTube**
Edutainment

**The Director**
Focusing on long-form content, @Hulu on YouTube will give fans a home for new stories released in episodic form.

**TikTok**
Fun & Creative

**The Creator**
Keeping the vibe light, fun, and entertaining, @Hulu will act as a creator where fans can react, recreate, and relate to our content.

**Facebook**
Personal

**The Friend**
@Hulu will play the role of “friend” to users where conversations will take place around programming and marketing initiatives.
IG Posts

The amount of visual brand cues can be adjusted up or down. Always featuring talent.
Using the conversational Vessel system, we can mimic text conversations, native to the mobile environment.
Overview

There are 4 main categories of acquisition creative as outlined below. More details can be found [here](#).

- **Text Only**
- **Single Show - Full Bleed**
- **Single Show - Non Full Bleed**
  - Used when partners ask that messaging not be overlaid onto their key art.
- **Multi Show**
Email
Email is an essential part of our relationship with users. It’s how we share the good, the bad, and the just plain awesome.
Overview

Common email types are shown. More details can be found here.
Marketing Web
Overview

The visual design of Marketing landing pages adapts to fit the campaign, but core components remain consistent. More details can be found [here](#).
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Swag
Stickers

Swag