

BLOCKBUSTER

Lilli Richmond - ELT311

**Brand Radiance
Framework**

FOUNDATION

Who We Are

Blockbuster is a streaming and rental service that thrives on bringing people together and creating joy through movies and games. Not only here to create new relationships but nurture ones that already exist too.

Whether you need one day to watch a new movie or you want a few weeks to play your favorite games, Blockbuster can provide you with what you want and the ability to watch or play with friends, all without the commitment of monthly subscriptions. Many services require you to sign up for an annual subscription, at Blockbuster we want you to visit because you want to not because you already spent the money.



Our mission is to enhance the streaming experience, connect our customers and serve the community.

BRAND VALUES: Convenience, Affordability, Connection.

Our Target Audience

Our audience begins with movie and video game enthusiasts, while also appealing to teens and families. Blockbuster has something for everyone while mainly creating a space for movie lovers and gamers.

Whether you're a die-hard fan of classic cinema or a champion in the esports scene, Blockbuster is the place for you to find your favorites. This is more than just a platform; it's a home for people to share their passions, discover new ones, and connect with each other on a deeper level.



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EXPRESSION

The Blockbuster Logo

The original Blockbuster logo was memorable and bold, the new logo is meant to make the same statement while expressing a new modern take on the branding. Using a bold yet playful typeface creates a nostalgic feeling and tells the story of the updated Blockbuster.

BLOCKBUSTER

Wordmark

Logo Uses

Correct Uses

BLOCKBUSTER

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Incorrect Uses

BLOCKBUSTER

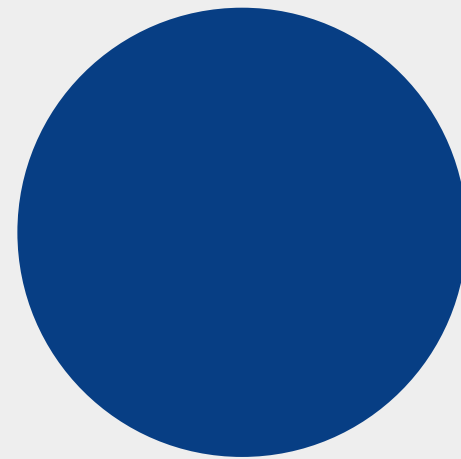
BLOCKBUSTER

BLOCKBUSTER

Brand Colors

The colors of Blockbuster are meant to evoke a feeling of nostalgia they are a deliberate and impactful part of our identity, maintaining the brand image while staying playful and inviting. They are meant to represent the bright and bold primary colors used in children's toys and 90's style carpet.

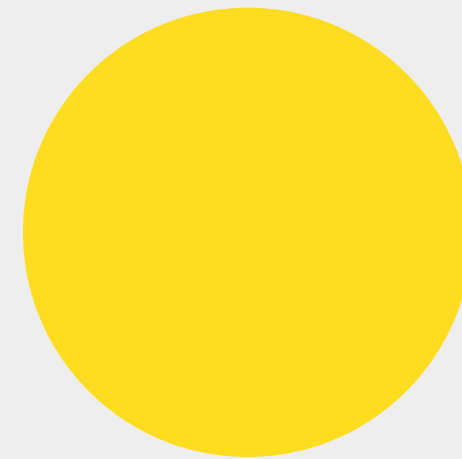
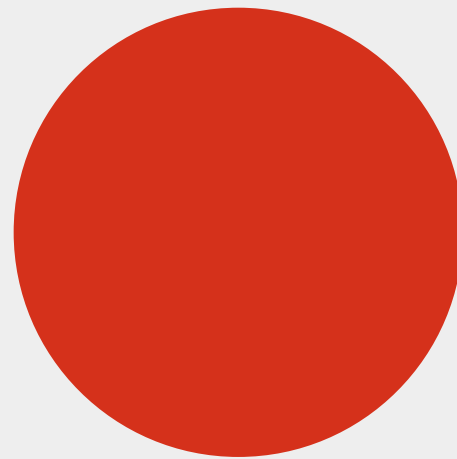
Main Colors



HEX: #F78326

#D5311B

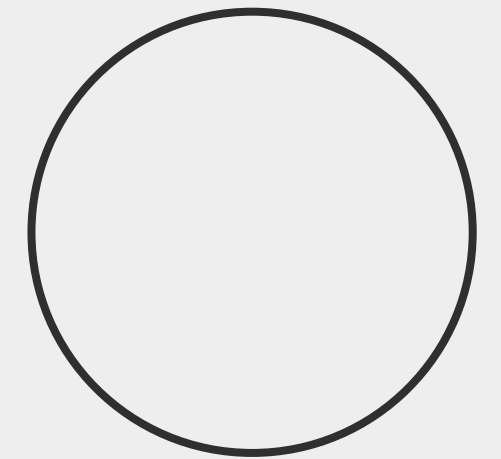
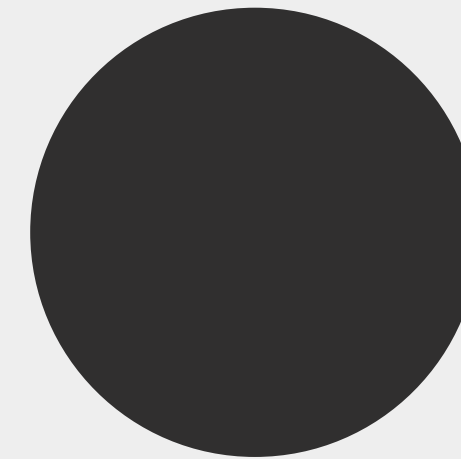
Supporting Colors



#073E84

#FEDD20

Neutrals



#302F2F

#EEEEEE

Imagery

Blockbuster uses imagery that conveys a feeling of playfulness and connection, they will show what Blockbuster is meant to do and how people feel while being a customer. The imagery should have that sense of nostalgia while still showing the updated features of Blockbuster. People connecting with other is heavily used to reinforce that this brand creates and nurtures relationships.

Blue and gray overlays are used to add a nostalgic and faded look to the photos along with keeping them cohesive.



Brand Fonts

Main Font

Lucidity Condensed is the font that represents Blockbuster. It is used for the wordmark and in other important areas throughout the website, print material and advertisements. Lucidity Condensed is a font that has a sense of playfulness.

LUCIDITY CONDENSED

ABCDEFGHIJ
KLMNOPQ
RSTUUVWXYZ

Subfont

Kollektif Bold will be used for other subheaders and Kollektif Regular will be used for the body copy. This font pairs well with Lucidity Condensed because of its clean and simple look.

Kollektif

Bold

ABCDEFGHIJK	abcdefghijkl
LMNOPQRSTU	klmnopqrst
VWXYZ	vwxyz

Regular

ABCDEFGHIJK	abcdefghijkl
LMNOPQRSTU	lmnopqrstu
VWXYZ	vwxyz

Brand Patterns

The website's visual identity is rooted in the concept of staying bold and playful, creating an interactive space for users to come together. The pattern elements that will be used throughout the website are inspired by the multiple letters from the Lucidity Condensed typeface.

The pattern is meant to represent the fun environment of Blockbuster while pulling inspiration from 90s carpet patterns. Their bold geometric shapes and vibrant color palettes compositions evoke a sense of nostalgia.



**Brand Radiance
Framework**

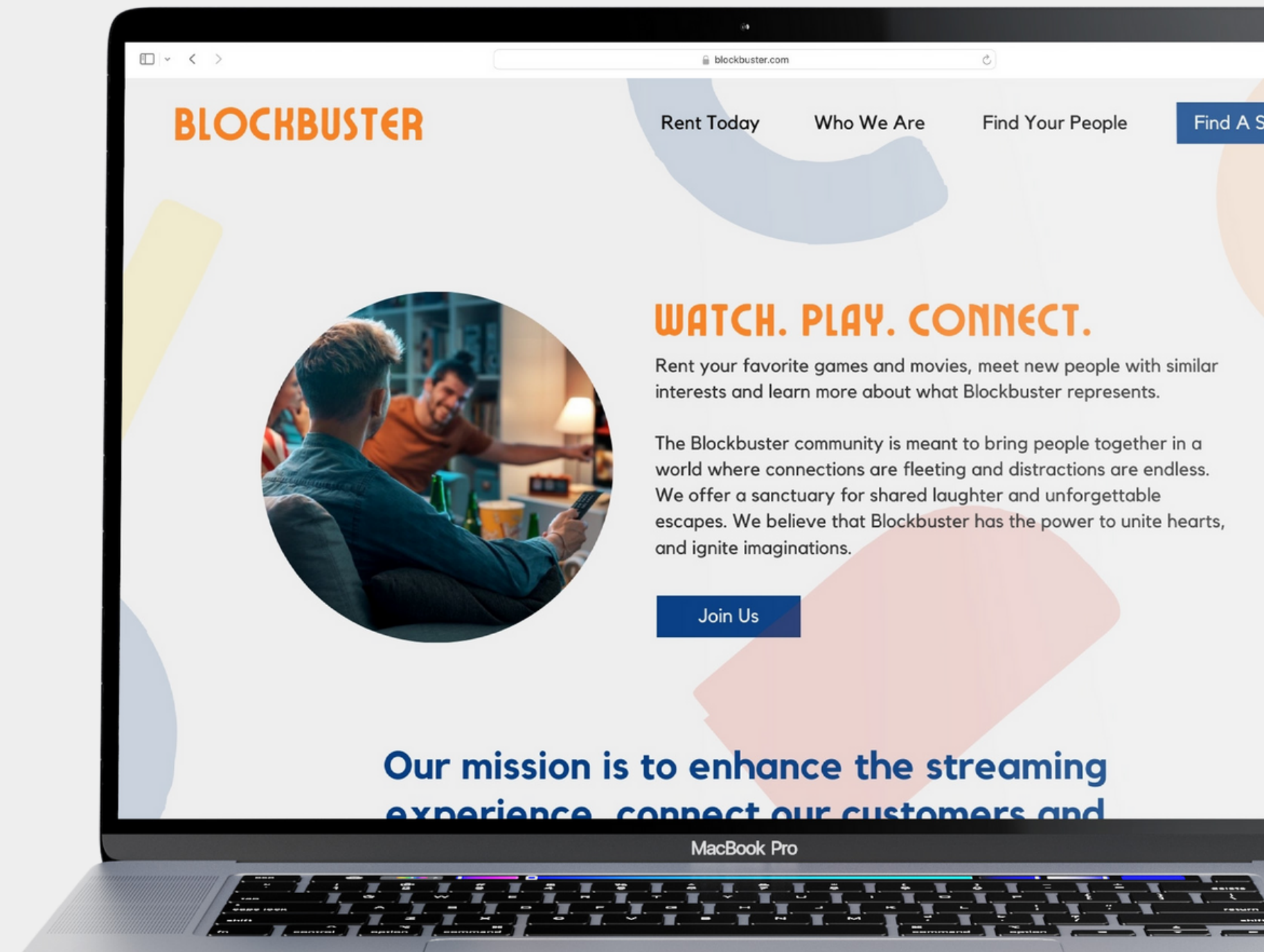
EXPERIENCE

Landing Page Design

Bringing People Together:

The website is the hub of everything Blockbuster. It's the place customers will go to for their favorite movies and games, and where they will connect with others.

The landing page is meant to encourage people to rent from Blockbuster and experience the brand with other people. The overall design creates feelings of nostalgia playing off the original brand colors and 90s carpet patterns. Once users create an account and have used the service the landing page will push custom content based on previously rented items.





BLOCKBUSTER

WATCH. PLAY. CONNECT.

Our mission is to enhance the streaming experience, connect our customers and serve the community.

FIND YOUR PEOPLE

Whether you're renting and playing with old friends or joining to make some new ones, you can find your group of people at Blockbuster. Visit a store today or browse the website and embark on an unforgettable journey through the realms of cinema and gaming.

BLOCKBUSTER

Rent Today Who We Are Find Your People Find A Store



WATCH. PLAY. CONNECT. Rent your favorite games and movies, meet new people with similar interests and learn more about what Blockbuster represents. The Blockbuster community is meant to bring people together in a world where connections are fleeting and distractions are endless. We offer a sanctuary for shared laughter and unforgettable escapes. We believe that Blockbuster has the power to unite hearts, and ignite imaginations.

Join Us

Our mission is to enhance the streaming experience, connect our customers and serve the community.

CREATE YOUR EXPERIENCE

See what Blockbuster has to offer! Find a movie or game you want to rent, click on them and choose how long you want to rent them for. There is no commitment to a monthly subscription, with flexible rental options you can tailor your experience. You will also have to ability to share your thoughts, recommendations, and experiences with other users.

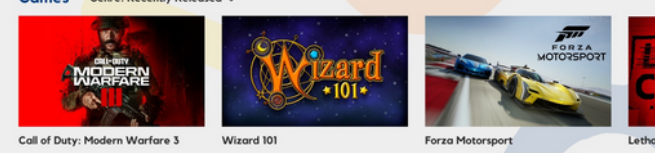
Genres Movies

- ACTION COMEDY HORROR

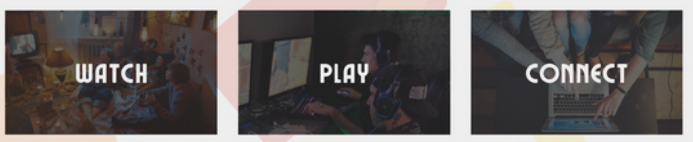
Movies Genre: Recently Released



Games Genre: Recently Released



FIND YOUR PEOPLE. Whether you're renting and playing with old friends or joining to make some new ones, you can find your group of people at Blockbuster. Visit a store today or browse the website and embark on an unforgettable journey through the realms of cinema and gaming. How It Works Chat Now

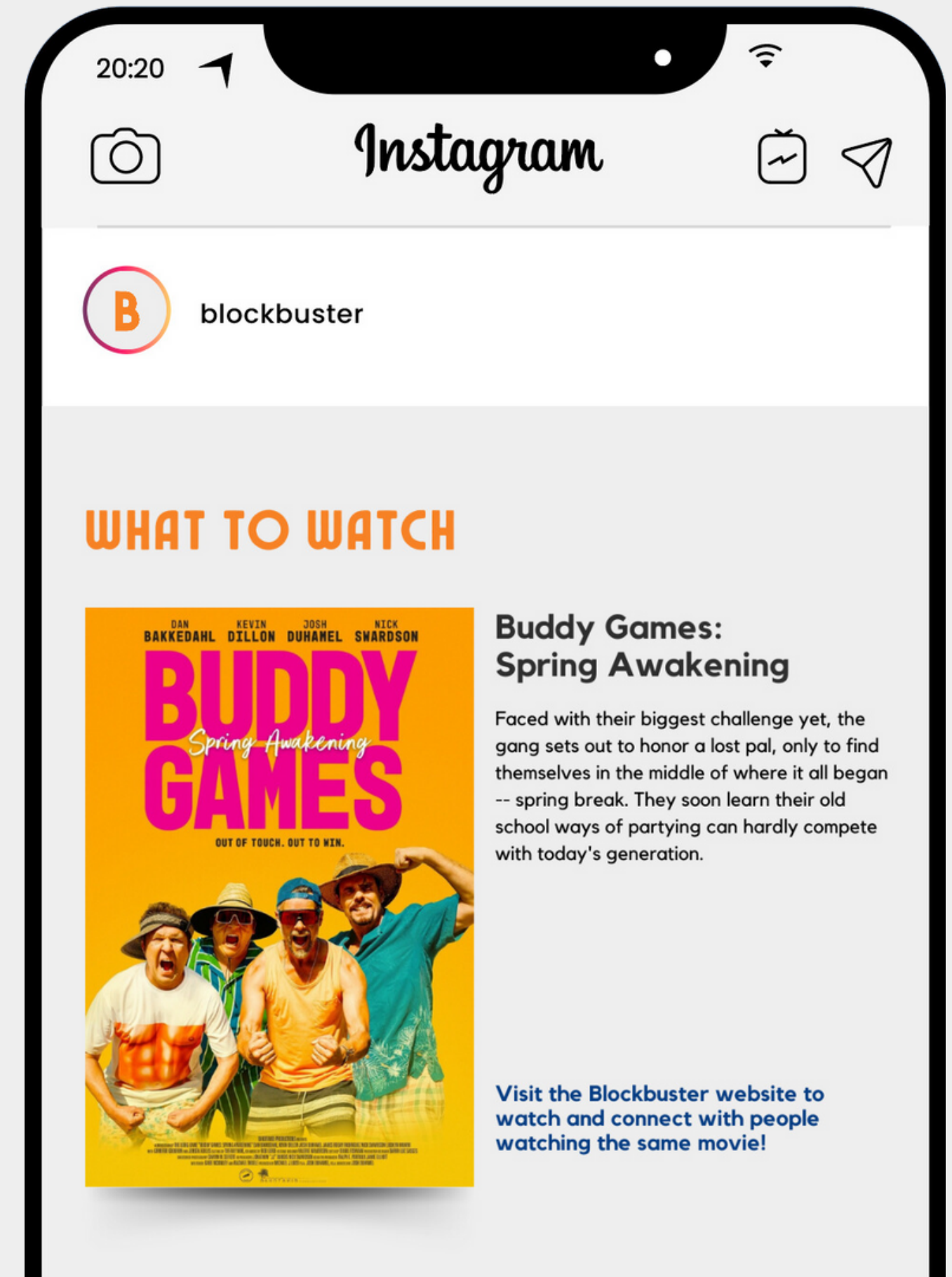


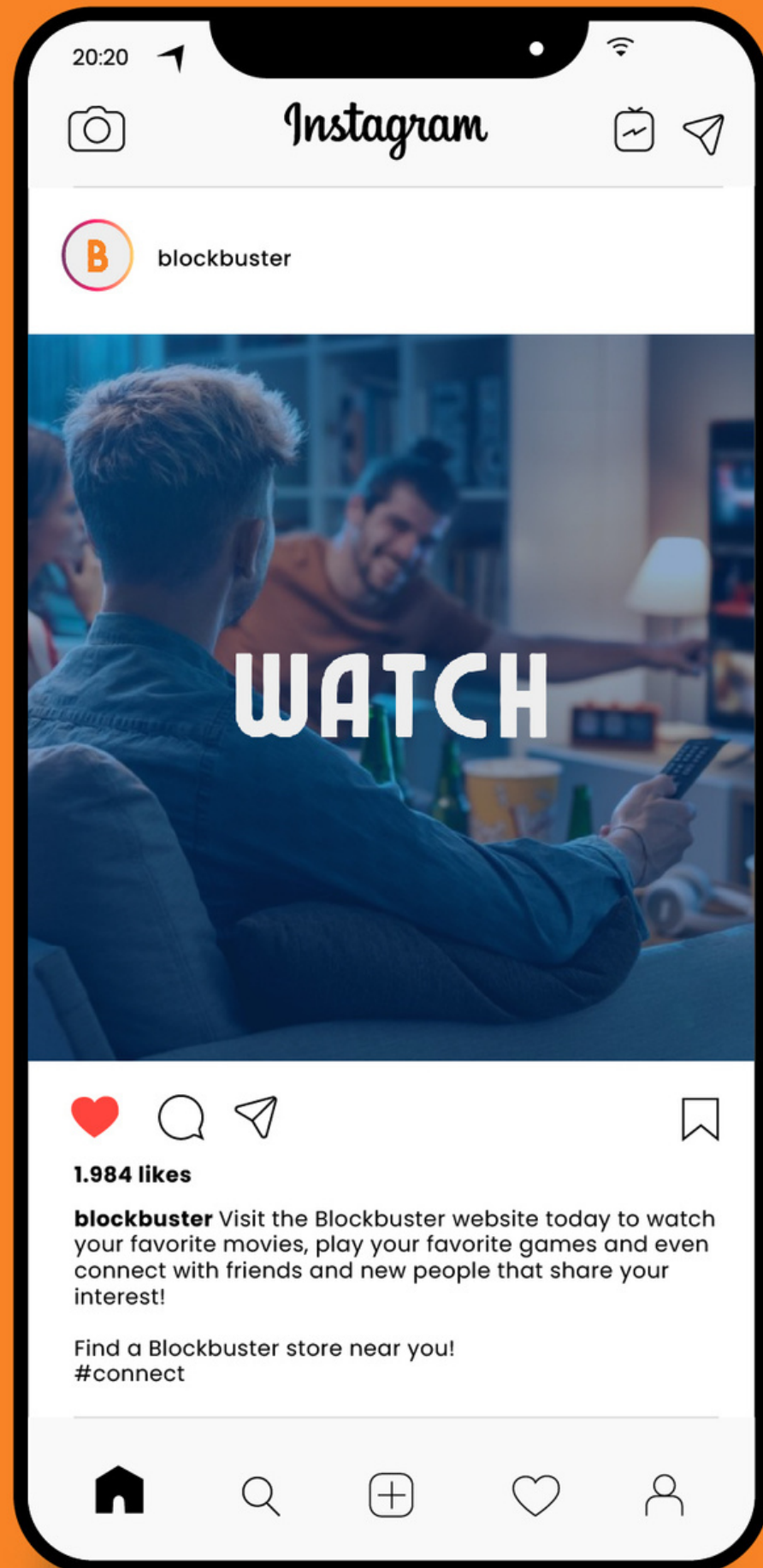
BLOCKBUSTER UPDATES! Sign up for our email updates and never miss out on the latest news and releases from your favorite creators. We'll send you regular updates on upcoming movies and games, as well as exclusive trailers, behind-the-scenes footage, and special offers! Name Email Sign Up

Social Media Strategy

The Blockbuster social media is meant to inform customers about the brand and our mission, share recently released movies and games as well as the classics and create an emotional connection between the brand and our customers. It should encourage users to visit the website and not only rent from Blockbuster but use the platform to engage with other people that share similar interests.

Platforms: Instagram, Facebook, Youtube





WATCH. PLAY. CONNECT. BLOCKBUSTER.

Find your community, share your interests and enjoy your favorite shows, movies and games! Visit the Blockbuster website today.

WHAT TO WATCH



Spider-Man: Across the spider-verse

After reuniting with Gwen Stacy, Brooklyn's full-time, friendly neighborhood Spider-Man is catapulted across the Multiverse, where he encounters a team of Spider-People charged with protecting its very existence. However, when the heroes clash on how to handle a new threat, Miles finds himself pitted against the other Spiders. He must soon redefine what it means to be a hero so he can save the people he loves most.

Visit the [Blockbuster website](#) to watch and connect with other Spider-Man lovers today!

WHERE COMMUNITY MEETS ENTERTAINMENT



THE BLOCKBUSTER MISSION

Our mission is to enhance the streaming experience, connect our customers and serve the community.

Signage and Flyers

The posters for Blockbuster are meant to evoke feelings of nostalgia and playfulness, using the pattern, overlays and a reel of film to hold the images. They should inform potential customers about the Blockbuster mission and encourage them to be curious and learn more on the website. It's more than just marketing material, it's a look into the world of Blockbuster.

WATCH.
PLAY.
CONNECT.
BLOCKBUSTER.

Blockbuster Store

The Blockbuster store is a place where everyone can come connect, with themselves or with others, Blockbuster stores will be home to all movie lovers and game enthusiasts. The stores are meant to bring back the feeling of looking for a movie in a video store, since today people watch movies and play games mostly online there will be QR codes in the movie and game cases for customers to scan when they are ready to rent from Blockbuster.

BLOCKBUSTER

THE THEATER

Blockbuster: The Theater presented by Blockbuster is a pop-up theater that will be in different areas inviting customers to a public area in the community for a movie night. Both a classic and a recently released movie will be played and the night will encourage people to nourish connections and get to know new people. Blockbuster wants to create an experience that reflects what the brand represents; bringing people together through movies. The marketing strategy for the theater is heavily rooted in social media, grabbing users attention with popcorn and the bold logo and encouraging them to learn more about the pop-up.





BLOCKBUSTER
THE THEATER

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Visit Blockbuster.com or [@blockbuster](https://twitter.com/blockbuster) for more information

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BLOCKBUSTER
THE THEATER

Movie Night In The Park

Join your community for a movie night in the park! One night only, Blockbuster will be showing a classic and a newly released movie back to back. Take this opportunity to enjoy a night in the park with loved ones and meet new people in your community.

WHERE: Your Local Park
WHEN: Saturday, May 25, 2024
BRING: Blankets, Snacks and Friends!
RSUP: Blockbustertheater@blockbuster.com

BLOCKBUSTER
THE THEATER

Grab A Snack, Grab A Seat

Find your favorite snacks, bring your favorite people and join us on a magical night under the stars for a movie night at the park! Bring your blankets, chairs, maybe even some pizza and settle in for a night of fun and laughter with friends and family.

WHERE: Your Local Park
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THE BLOCKBUSTER ROOMS

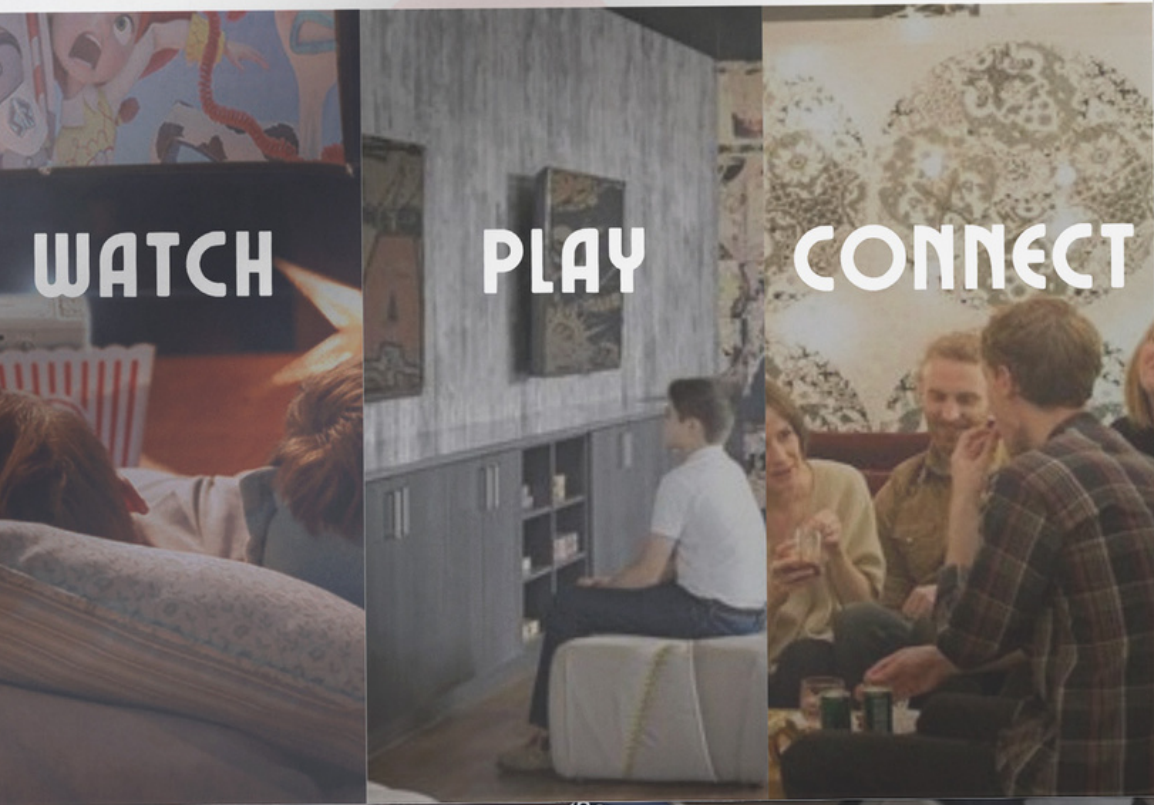
The Blockbuster Rooms are a series of three interactive rooms each representing a part of our slogan and bringing it to life. There is a room for people to watch movies with friends and meet people interested in similar films, a second room for the gamers that want to jump into a new world and a place for the social butterflies that want to meet new friends in the community. Flyers will be distributed in the area surrounding the location of The Blockbuster Rooms and there will be cohesive social media campaign along with it.

THE BLOCKBUSTER ROOMS

What Are The Rooms?

Get your family and friends and come to The Blockbuster Rooms near you. There are three rooms you can pick from, each representing one of Blockbusters values in our slogan. A room to watch, one to play and one to connect with those in your community.

Take Your Pick



What Are The Rooms?

Get your family and friends and come to The Blockbuster Rooms near you. There are three rooms you can pick from, each representing one of Blockbusters values in our slogan. A room to watch, one to play and one to connect with those in your community.

Take Your Pick

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...ne park with loved ones
...in your community.

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CONNECT

WATCH

THE BLOCKBUSTER ROOMS

The Room to Connect

The Connect Room is a space for you to truly see the purpose of Blockbuster, bringing people together. This space is for people in the community to meet each other and find shared interests.

CONNECT

PLAY

THE BLOCKBUSTER ROOMS

CONNECT

WATCH

CONNECT



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