usheru

Contents

Brand Strategy

Entertainment is everywhere—with new films, events and streams happening all over the world. The same can be said for audiences, with a global convergence of people now able to interact seamlessly and instantly. And yet, despite this, the two could be more connected. Usheru brings them together through better experiences.

Key Themes

Convergence + Connection = Advancement

We create closer interactions between audiences and entertainment content.

We make those connections between audiences and entertainment stronger.

Which moves entertainment content and the industry forward through better tech.

Purpose

The ultimate goal that we're striving for. Progression for both our clients and their audiences.

Advance entertainment by bringing people, data and technology together.

Audiences. Analytics. Automation. The foundational parts of our offer.

Positioning

Bringing in this idea of Usheru being behind progress.

Buying tickets, streaming films, discovering content, they're all ways for audiences to interact with entertainment.

Powering closer interactions and better connections.

The connection between our clients and those audiences get better as a result.

Proposition

What we're doing

We're bringing audiences and entertainment closer together. At Usheru, our insights and solutions equip entertainment specialists with ways to build better digital experiences, understand audiences and drive growth.

How we're doing it

Why it's of value

Personality

Authentic

We work with, we don't talk at. We question, we don't command. We might be a tech business, but we're people first.

We are: Conversational
We aren't: Demanding

Brave

We see power in the detail. We remove boundaries and break moulds—always striving for better and never settling for less.

We are: Influential
We aren't: Pushovers

Problem-Solvers

Complex technology doesn't need more complication. We embrace challenges and find solution that keep things straightforward and easy.

We are: Pragmatic
We aren't: Controlling

Messaging
Framework
The Story

Entertainment is available everywhere and anywhere. There's new films, events and streams happening all over the world. Getting any new content, the eyes, ears or attention it deserves then, is a challenge.

At Usheru, we're bringing audiences and entertainment closer together. Our insights and solutions equip entertainment specialists with ways to build better digital experiences, understand audiences and drive growth.

In a world saturated with entertainment—we help you manage, promote and launch any new content, anywhere—helping create better interactions and better connections. Partner with Usheru and get your audiences closer to the content they love.

Messaging
Framework
The Paragraph

Entertainment is available everywhere and anywhere. Getting any new content, the eyes, ears or attention it deserves then, is a challenge. At Usheru, we're bringing audiences and entertainment closer together. Our insights and solutions equip entertainment specialists with ways to build better digital experiences, understand audiences and drive growth. Partner with Usheru and get your audiences closer to the content they love.

Messaging Framework
The Line

Get your audiences closer to the content they love.

Messaging Examples

Example 3

Closer ways to interact. Better ways to experience.

Example 1

Energise Experiences

Example 2

Get closer to the content you love

Visual Identity
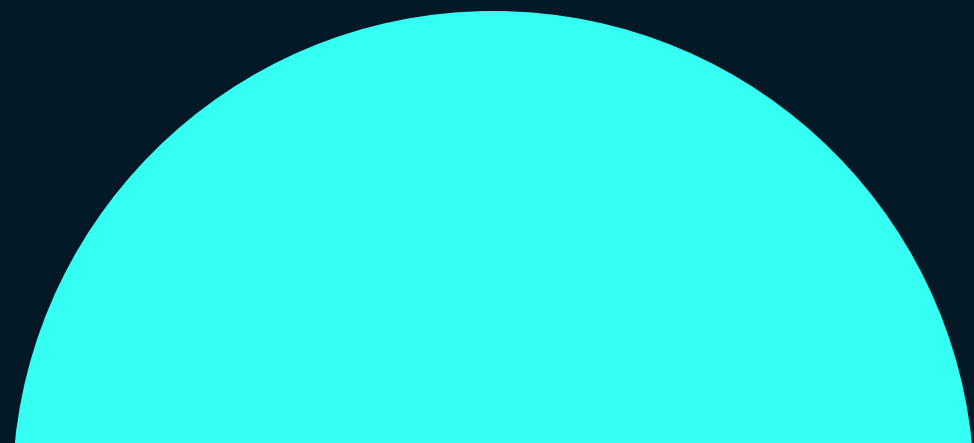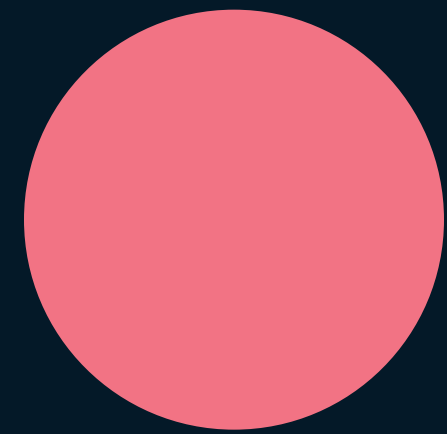
Logo

Overview
Full Colour

Logo

Shorthand

Overview
One Colour:
Light Blue

Logo

Shorthand

üsheru

ü

Overview
One Colour:
Navy

Logo

usheru

Shorthand

Logo Clearspace

To keep our logo legible and consistent throughout applications always leave clear space around the logo.

At minimum, the clear space must be equal to the height of the 'U'
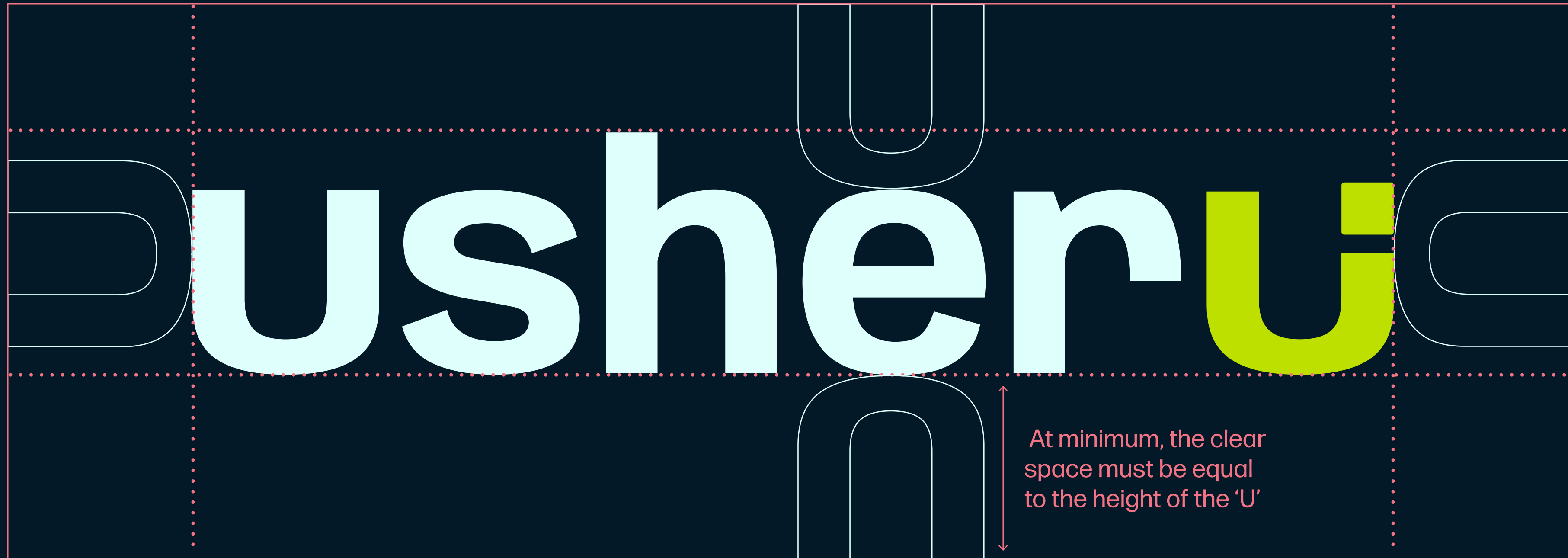
Shorthand Details

The 'U' of the logo exists on its own with added graphic elements to represent powering up. There is also an animated version of the 'U' available.

The 'U' would only ever be seen as secondary on the user journey, for example on sub-pages of the website or on social where the word 'Usheru' sits alongside it.

25%

50%

75%

100%
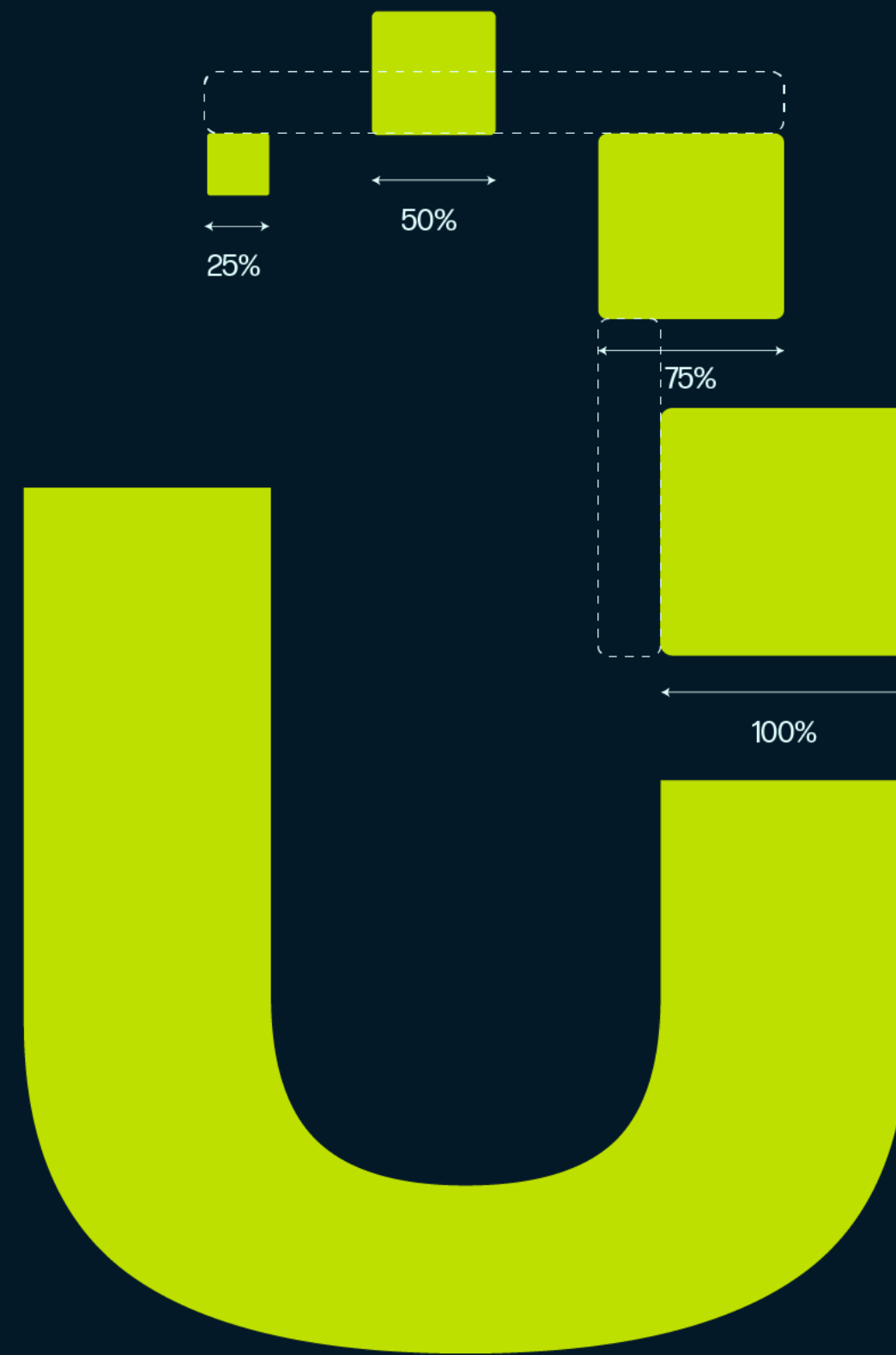
The squares coming out of the 'U' decrease in size by 25% increments and are equally spaced.

Logo & Shorthand Minimum Size

Our logo is the key identifier of the brand. It communicates the brand in a clear, distinct way nodding to brand elements and setting the tone for the rest of the suite.

The logo and 'U' should never go below these sizes stated to retain clear legibility.

Print: 20mm (wide)
Digital: 152px (wide)

Print: 7mm (high)
Digital: 70px (high)

Dont's

Do not diminish the value of the logo in our brand. Avoid the following treatments:

- Recolouring
- Stretching
- Rotating
- Poor visibility
- Vertical alignment
- Retyping

Colours

Core Palette

Navy

CMYK: 100 81 53 72
RGB: 190 224 0
#041928

Green Zing

CMYK: 35 0 96 0
RGB: 190 224 0
#BEE000

Light Blue

CMYK: 14 0 5 0
RGB: 223 255 253
#DFFFFD

White

CMYK: 0 0 0 0
RGB: 255 255 255
#FFFFFF

Secondary Palette

Our secondary palette adds to our sense of energy giving an expansive range of colours from the green zing of our core palette through to cooler and warmer tones.

These colours can be used together and on their own.

Green Zing

CMYK: 35 0 96 0
RGB: 190 224 0
#BEE000

Cyan

CMYK: 56 0 20 0
RGB: 53 255 243
#35FFF3

Blue

CMYK: 73 47 0 0
RGB: 64 133 240
#4085F0

Pink

CMYK: 0 67 32 0
RGB: 242 115 132
#F27384

Tonal Palette

Our tonal palette is an extension of the secondary palette, allowing us to create depth and energy through colour.

The four tones within each colour are always used together, tones are never mixed across colours.

CMYK: 46 14 96 1
RGB: 157 177 45
#9DB12D

CMYK: 72 0 39 0
RGB: 0 187 176
#00BBB0

CMYK: 88 58 0 0
RGB: 0 102 195
#0066C3

CMYK: 11 80 49 2
RGB: 214 79 97
#D64F61

CMYK: 35 0 96 0
RGB: 190 224 0
#BEE000

CMYK: 56 0 20 0
RGB: 53 255 243
#35FFF3

CMYK: 73 47 0 0
RGB: 64 133 240
#4085F0

CMYK: 0 67 32 0
RGB: 242 115 132
#F27384

CMYK: 28 0 84 0
RGB: 209 236 60
#D1EC3C

CMYK: 43 0 17 0
RGB: 136 255 243
#88FFF3

CMYK: 66 28 0 0
RGB: 79 159 233
#4F9FE9

CMYK: 7 55 27 0
RGB: 230 142 153
#E68E99

CMYK: 20 0 64 0
RGB: 223 241 120
#DFF178

CMYK: 21 0 8 0
RGB: 207 254 251
#CFFEFB

CMYK: 49 1 0 0
RGB: 128 208 252
#80D0FE

CMYK: 7 27 14 0
RGB: 236 200 205
#ECC8CD

Dont's

To retain consistency across the brand, avoid the following:

• Mixing colours across the tonal palette
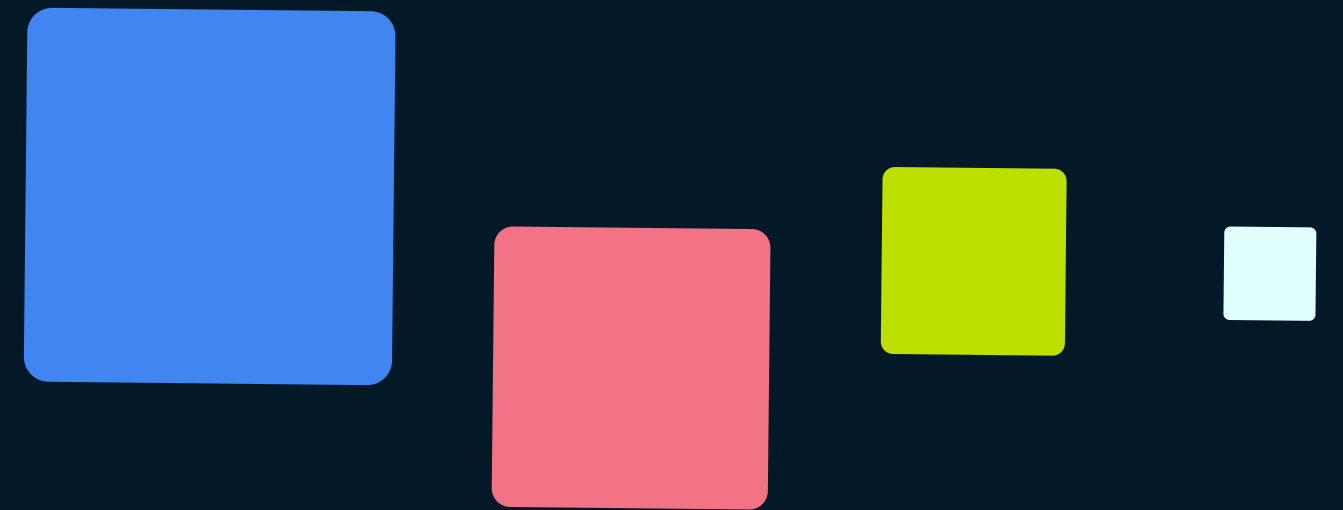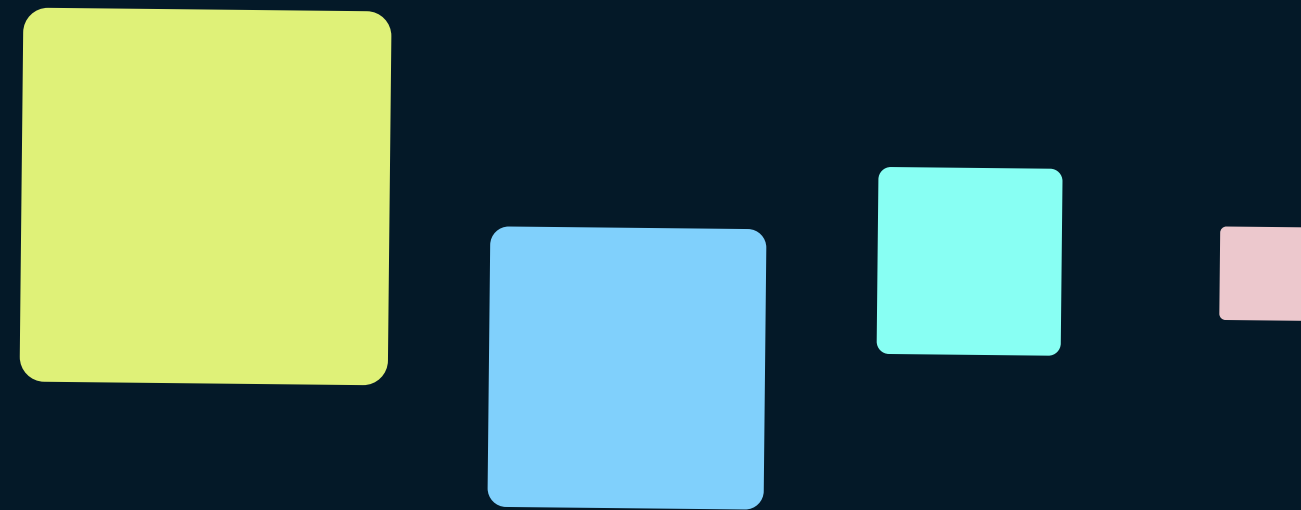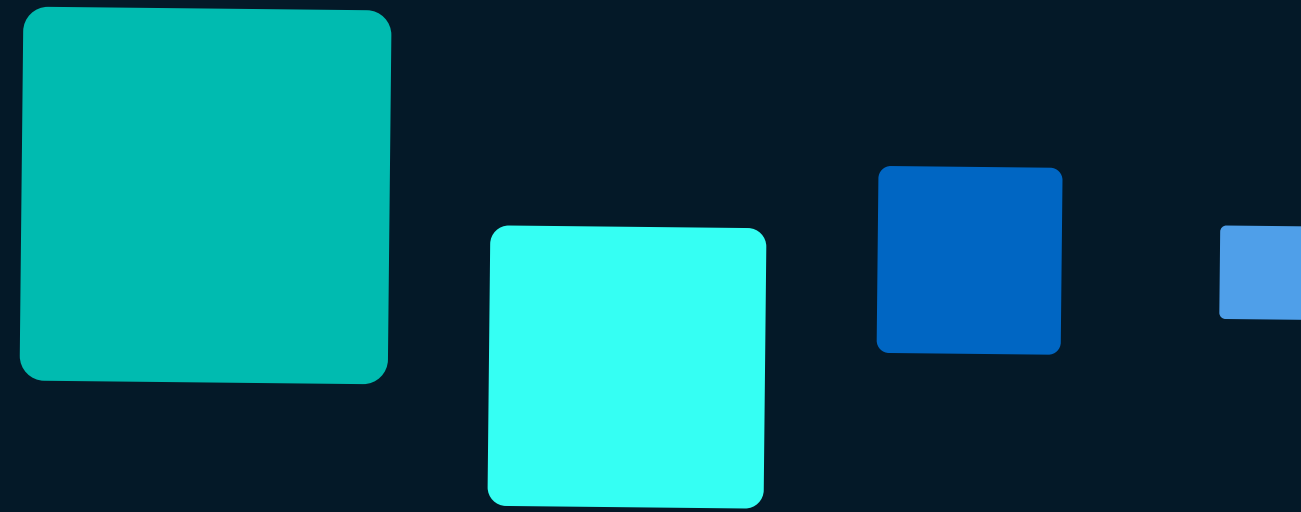
Typography

Typeface

Our typeface is Forma DJR. Varying fonts in the Forma DJR family are used depending on the context. See type hierarchy for specific uses. We use the regular and bold cuts.

Forma DJR is available through Adobe Typekit for CreativeSuite Applications or a licence can be purchased through the font foundry David Jonathan Ross (https://djr.com/forma)

Our Google system replacement font is Mulish (https://fonts.google.com/specimen/Mulish). It should only be used when using software that does not support Forma DJR.

Forma DJR

AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuV
WwXxYyZz

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz**

0123456789

Hierarchy

Small Text
Forma DJR Micro

Kerning: Optical
Tracking: 0
Size: 8–11pt
Weight: Regular, Bold

Find out more

Body Copy
Forma DJR Text

Kerning: Optical
Tracking: 0
Size: 11–14pt
Weight: Regular, Bold

Partner with Usheru and get your audiences closer to the content they love.

Headlines
Forma DJR Display

Kerning: Optical
Tracking: 40
Size: 14–72+pt
Weight: Regular

Energise Experiences

Dont's

To ensure legibility avoid the following:

- Using any colour other than navy on the light blue or white background

❌

Closer to content.

Closer to content.

Closer to content.

Closer to content.

✅

Closer to the content.

✅

Closer to content.

Closer to content.

Closer to content.

Closer to content.

✅

Closer to the content.

Shapes
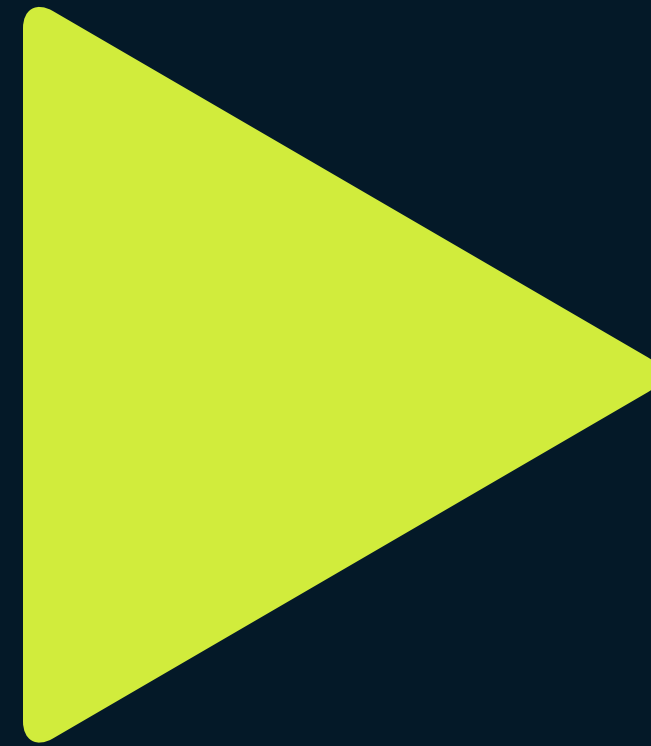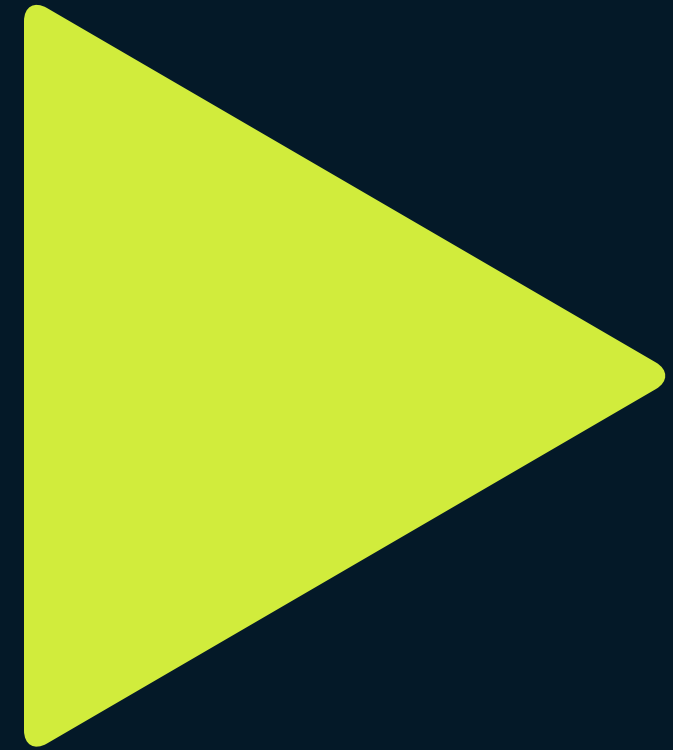
Overview

The key graphic elements of the brand are these shapes. The shapes main purpose is to bring energy and movement to the brand. We do this through the use of size, formation and colour. The shapes can be used singularly, keeping to the same shape or they can all be mixed together.
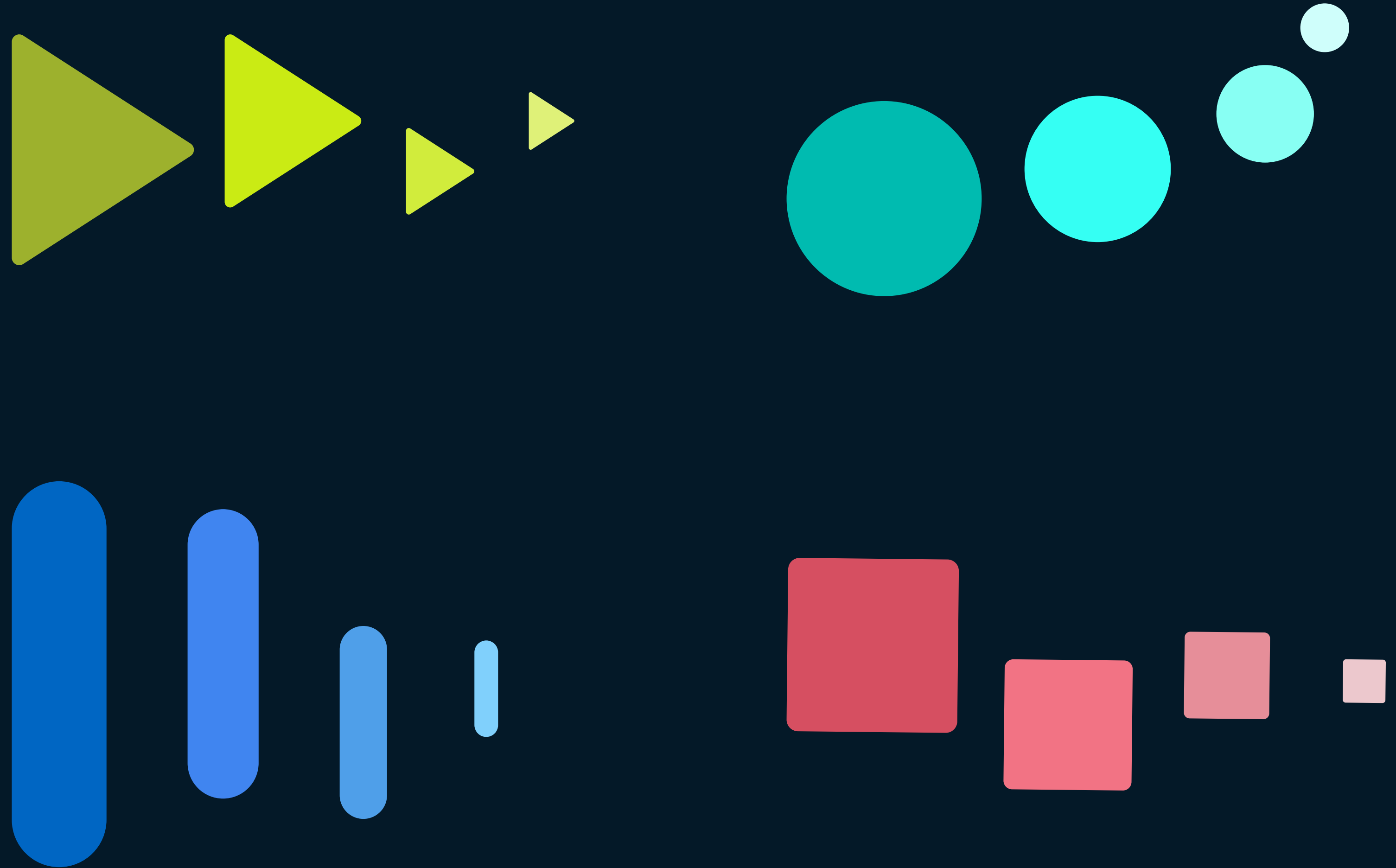
Scaling

The biggest shape is counted at the scale of 100%. The following shapes then decrease in size by an increment of 25%.

For example, the 25% shape is 25% of the original 100%.

100%

75%

50%

25%
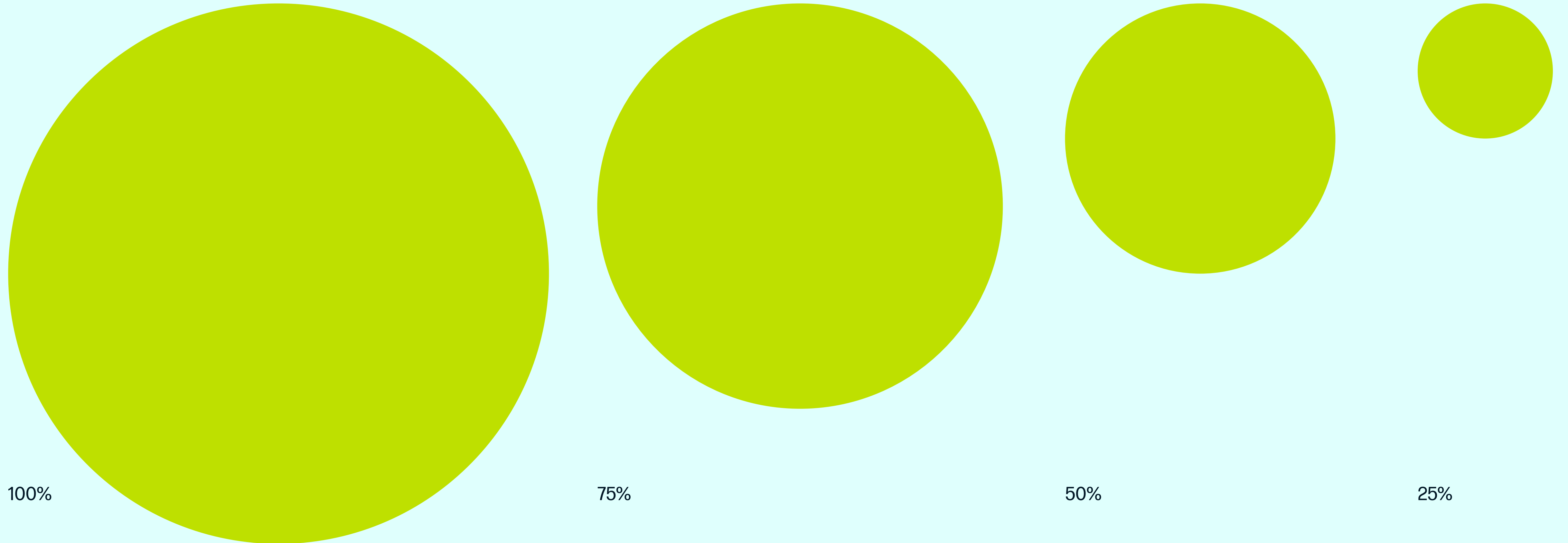
Spacing

There are two ways we approach spacing the shapes:

1. Shapes can be equally spaced

2. Or space can be intentionally varied between the shapes

Spacing isn't defined and should be considered per application with the aim of always making the shapes feel dynamic and energised.
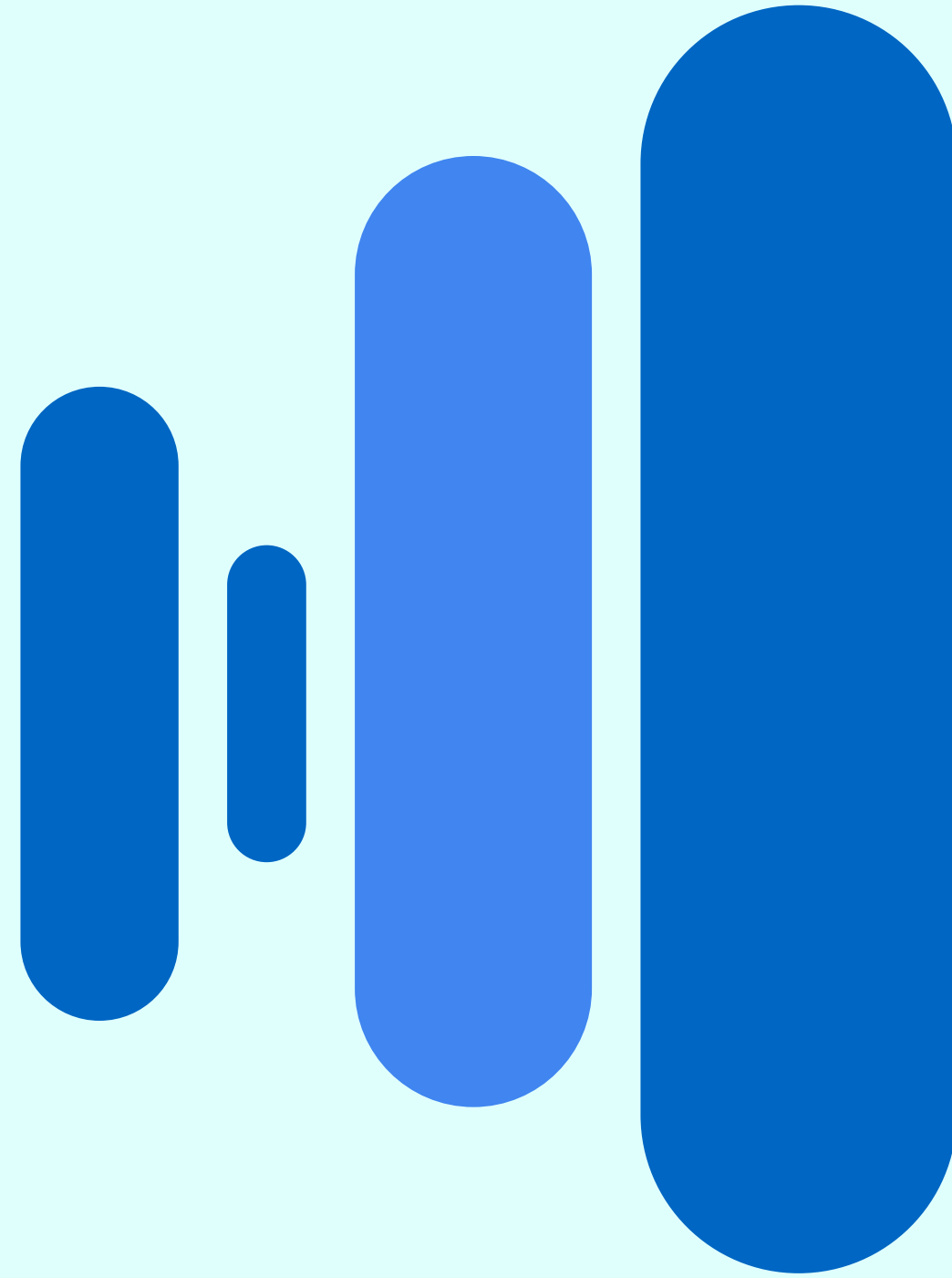
Equal spacing between shapes
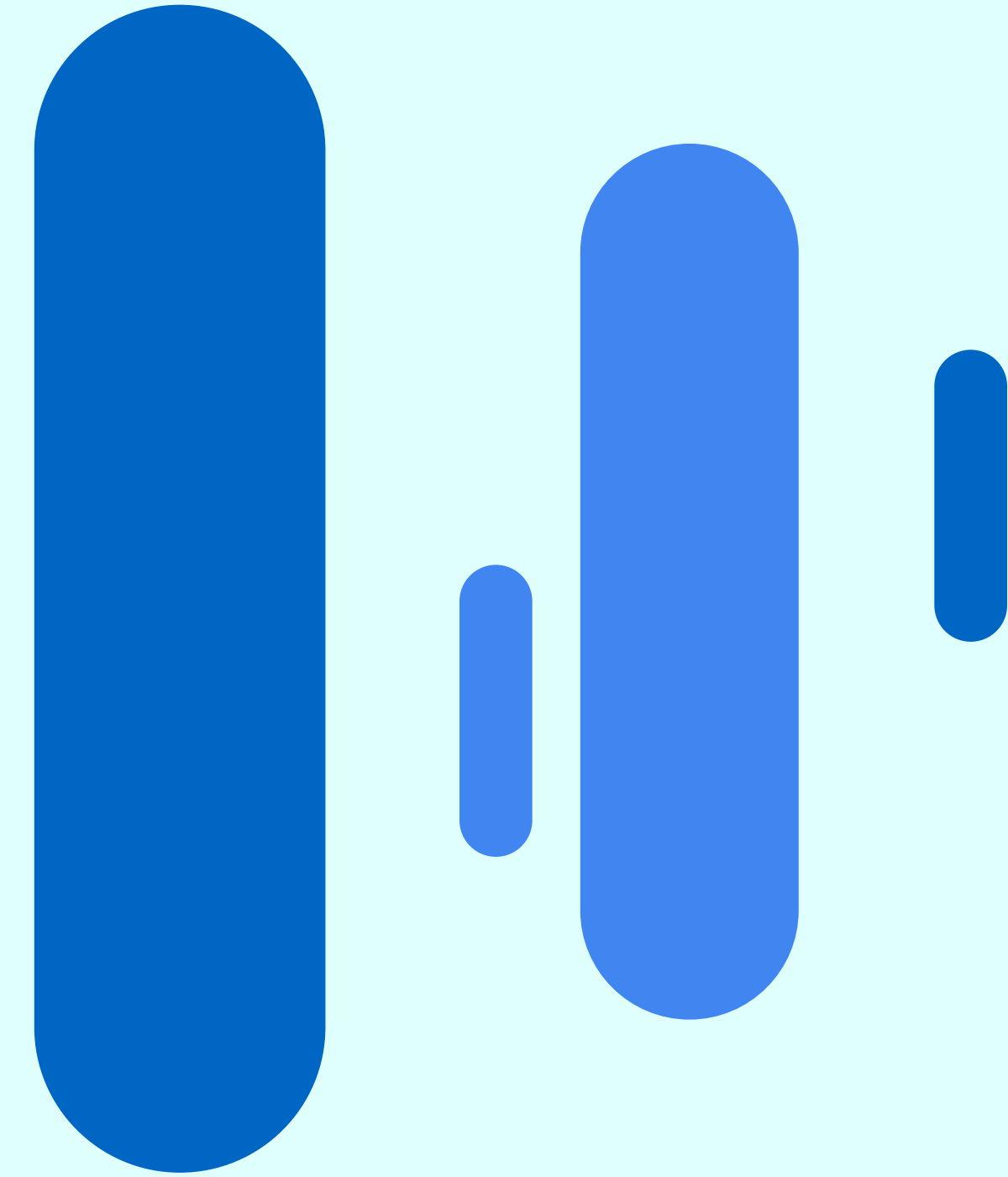
Variation of space between spaces

In Use

An example of the shapes in use, using equal spacing and the green zing tonal palette to create a visual that feels energised.

In Use

An example of the shapes in use, using varied spacing and the blue tonal palette to create a visual that feels energised.

Typography and imagery housed within the shapes add to the dynamism and storytelling.

Better

ways

to

experience

Dont's

To retain consistency across the brand, avoid the following:

- Changing the corner radius
- Stretching/squashing

Infographics

& Graphs

Examples
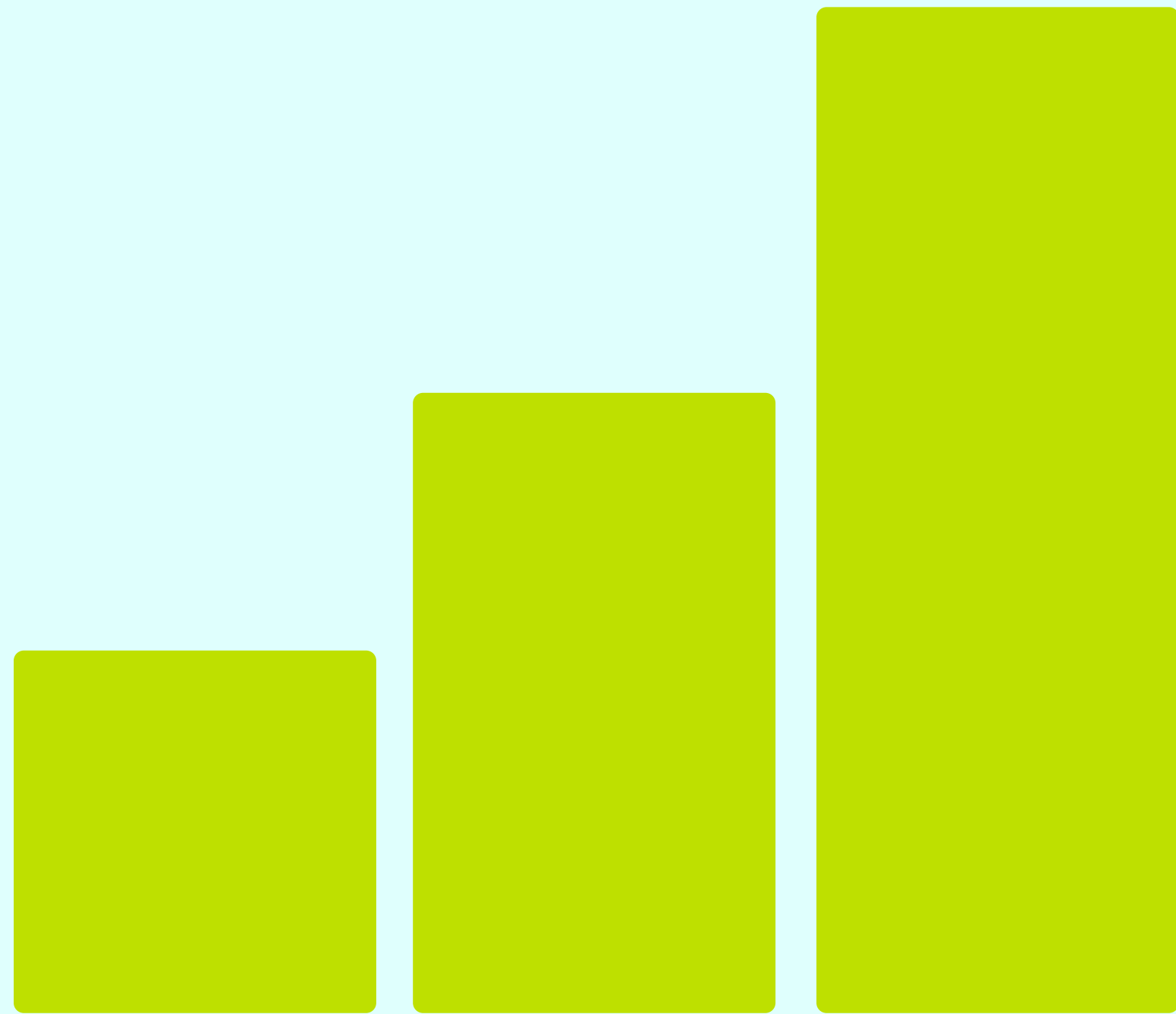
Curves on the edges of bar charts make
the graphs feel on brand
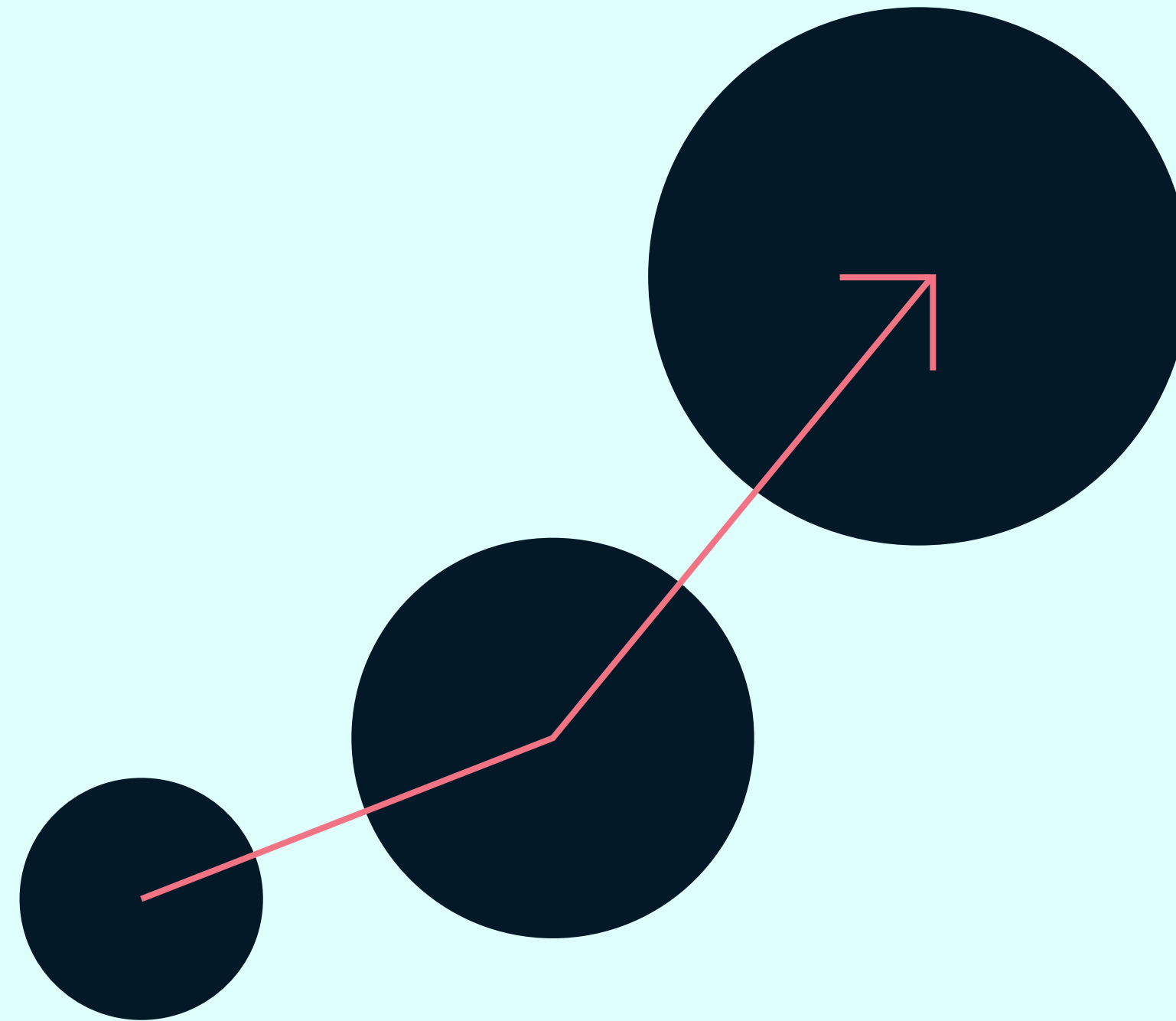
Lines/arrows to connect the shapes help
to emphasise growth
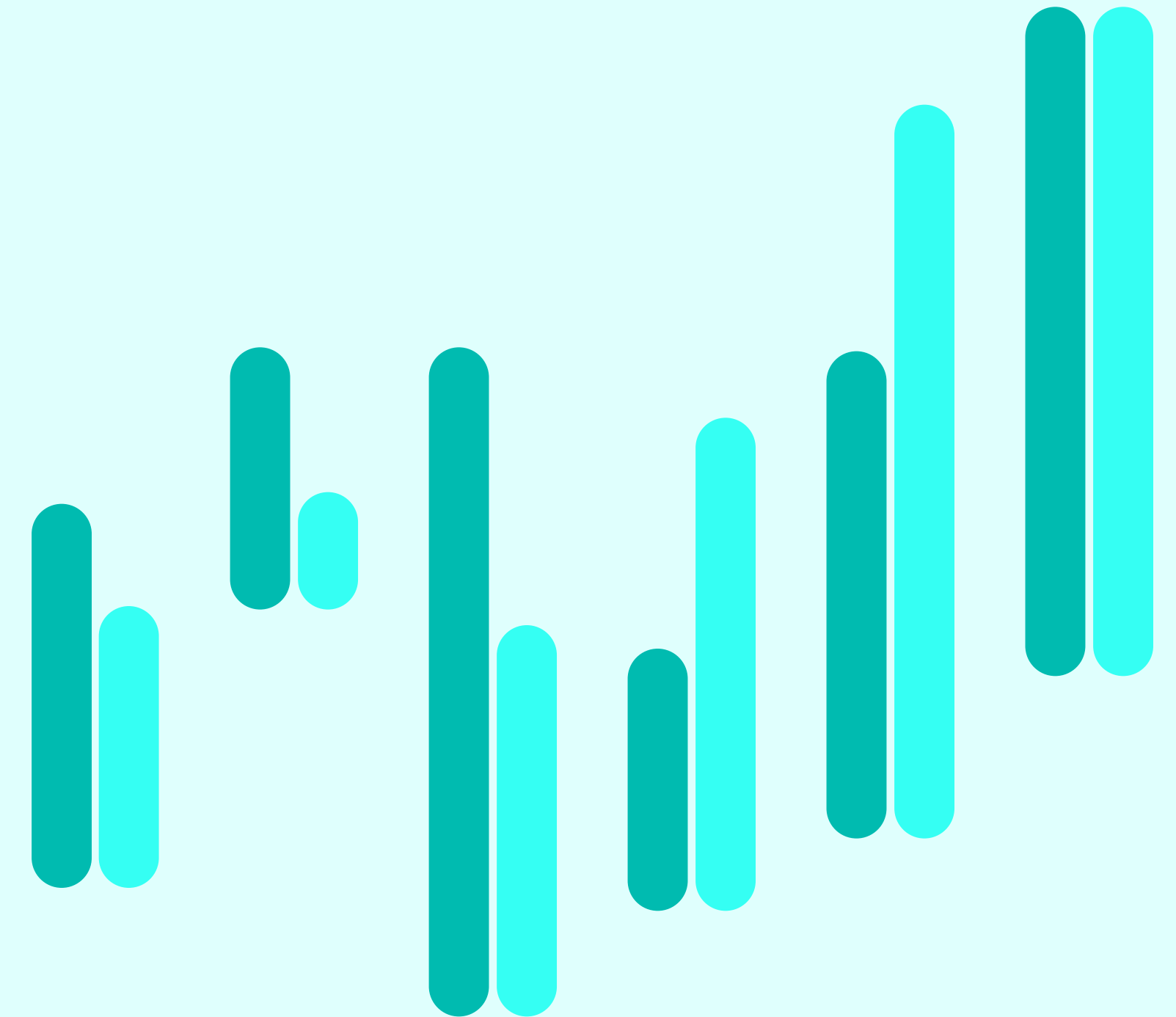
The tonal palette can help communicate
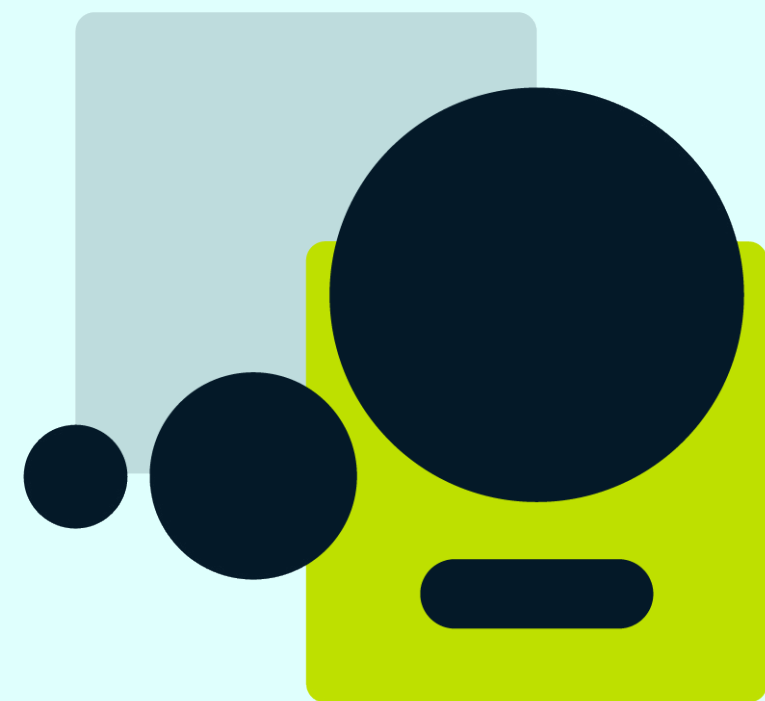multiple pieces of data

Icons

Product Icons
Core Palette: alternative

The brand shapes have been used to create
and communicate the product offerings.
All four icons are visually connected through
the use of the square. Icons are shown at
small and large scale.

Usheru Connect
Content discovery platform

Usheru Select
Automate and display film
showtimes and streaming

Usheru Track
Track, measure and respond
to data quickly

Usheru Engage
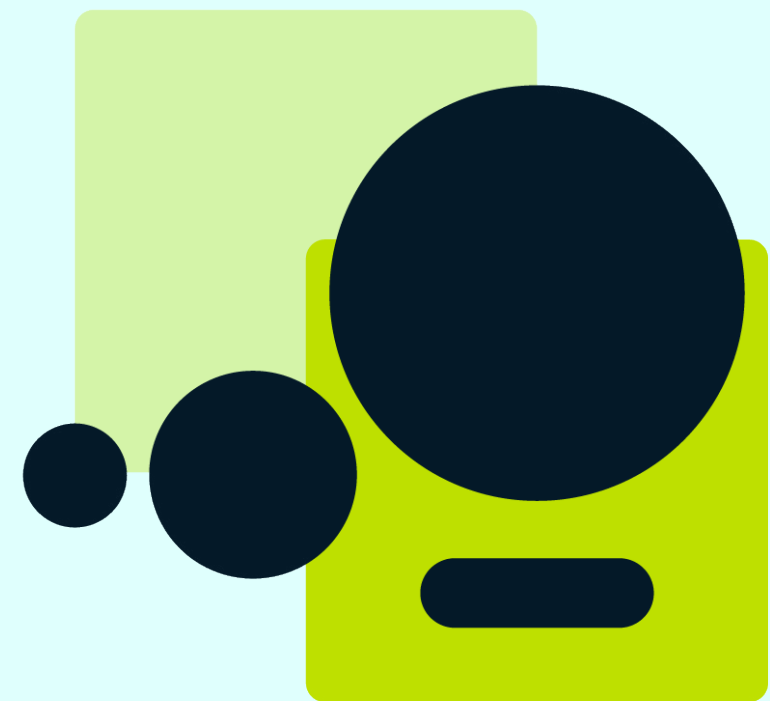Build a community through
first party data gathering

Product Icons
Secondary Palette: alternative

The brand shapes have been used to create
and communicate the product offerings.
All four icons are visually connected through
the use of the square. Icons are shown at
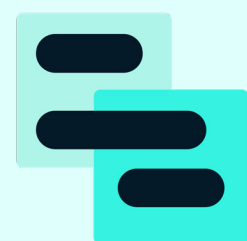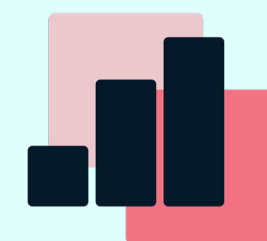small and large scale.

Usheru Connect
Content discovery platform

Usheru Select
Automate and display film
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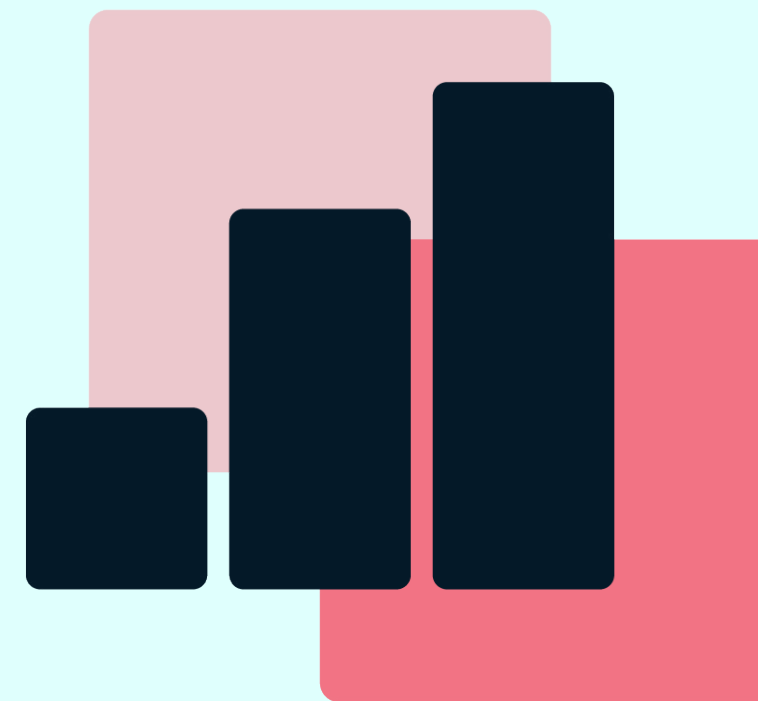small and large scale.

Usheru Connect
Content discovery platform

Usheru Select
Automate and display film
showtimes and streaming

Usheru Track
Track, measure and respond
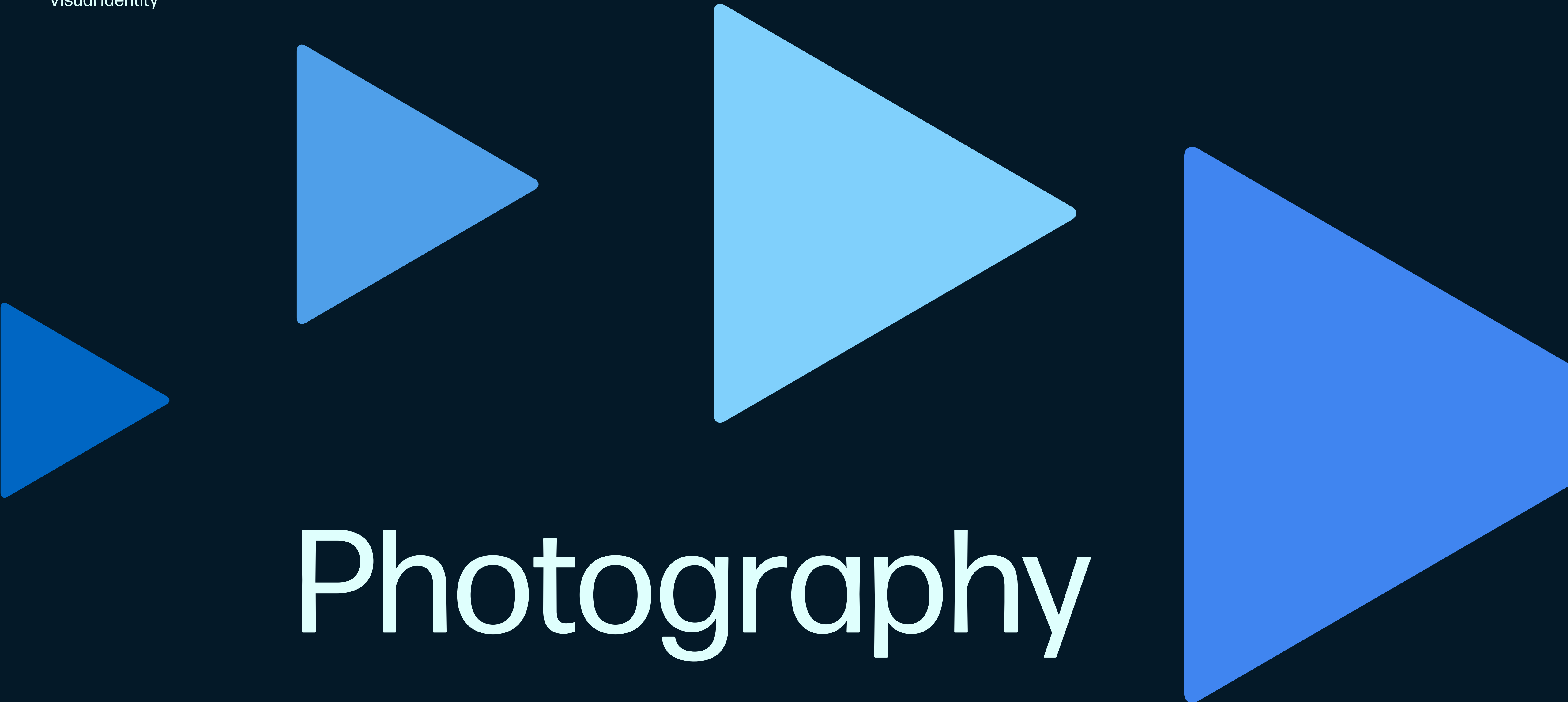to data quickly

Usheru Engage
Build a community through
first party data gathering

Product Icons
Secondary Palette: alternative

The brand shapes have been used to create and communicate the product offerings. All four icons are visually connected through the use of the square. Icons are shown at small and large scale.

Usheru Connect
Content discovery platform

Usheru Select
Automate and display film showtimes and streaming

Usheru Track
Track, measure and respond to data quickly

Usheru Engage
Build a community through first party data gathering

Photography

Examples

Photography should always relate to the content being communicated to add to storytelling.

If multiple images are being used, we look to use varied viewpoints and levels of zoom. For example: a zoomed out view of the concert, the artist, and the person listening to music.

We use photography in this way to show Usheru's purpose as the driver in connecting audiences to the content they love.

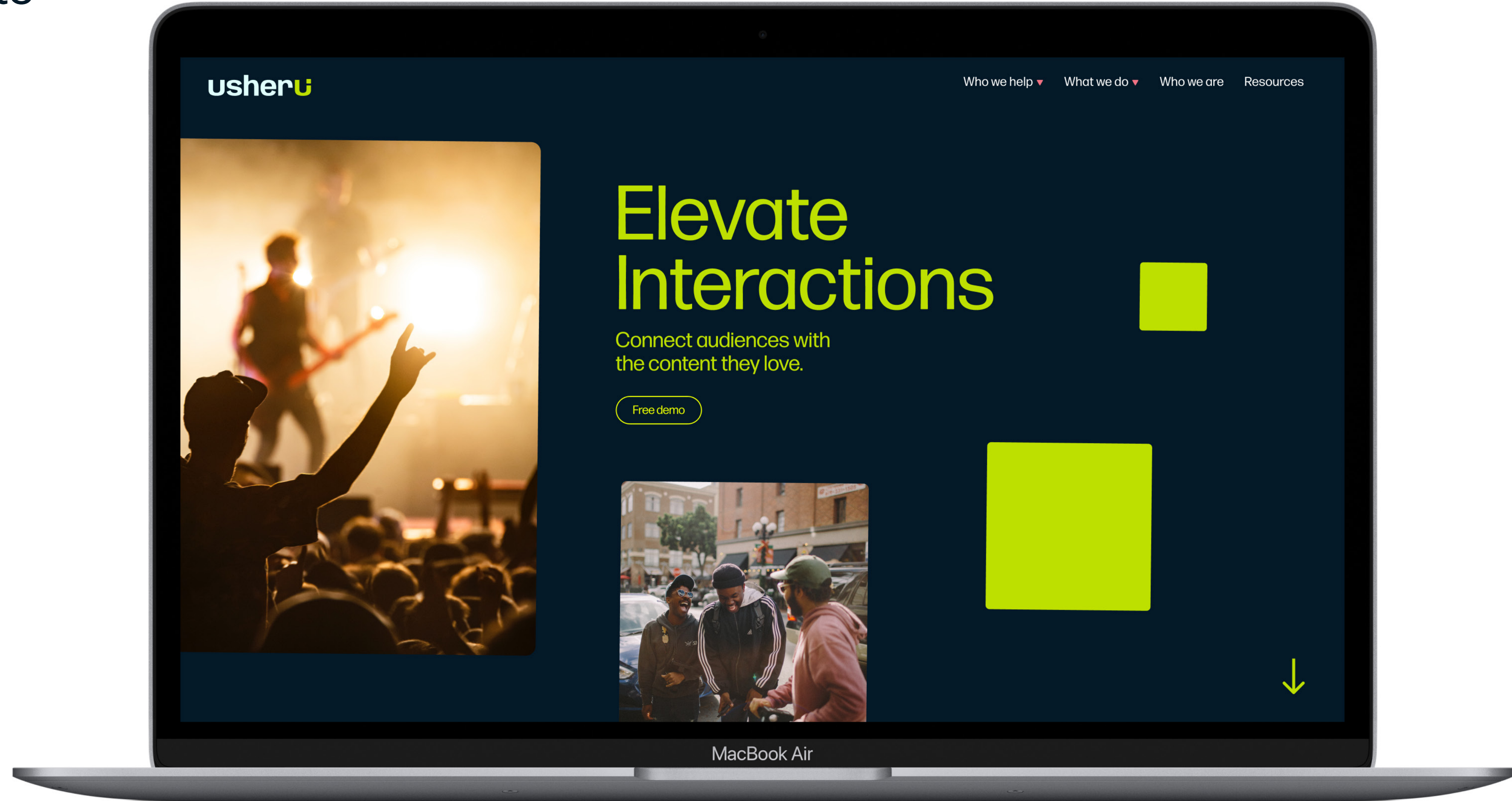An overview of the content being consumed; artist and audience

Zoomed into the performer creating the content

The person engaging with the content

Applications

Applications

Website

Applications

Email Signature

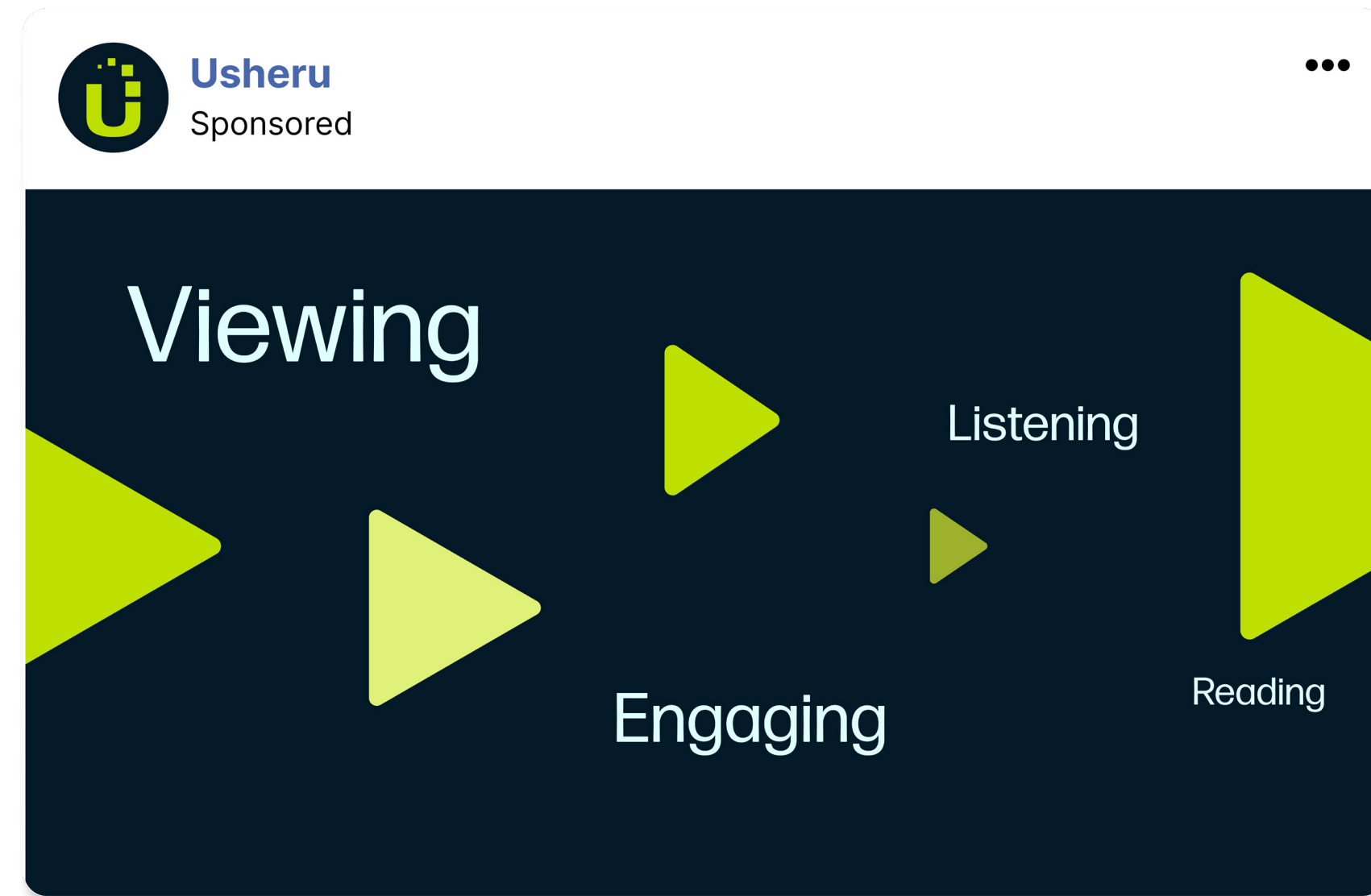We Arial Regular and Arial Bold in instances where system fonts need to be used, like the email signature.

· ·

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Check out our latest podcast episode:
Anjali Midha on 'Data-driven decisions in entertainment'

LinkedIn

Podcast

Keynote
Presentation

Sales Deck Examples

15,345 tickets sold

usheru

Elevate Experiences

Bringing audiences closer to experiences leads to growth year on year.

2023

2022

2021

usheru

Expand Audiences

By connecting audiences with the content they love growth can be achieved.

10

8

6

4

2

usheru

2.3m

Increase in click conversions when partnering with us

Growth 2023

2,200,000

2,000,000

1,500,000

usheru
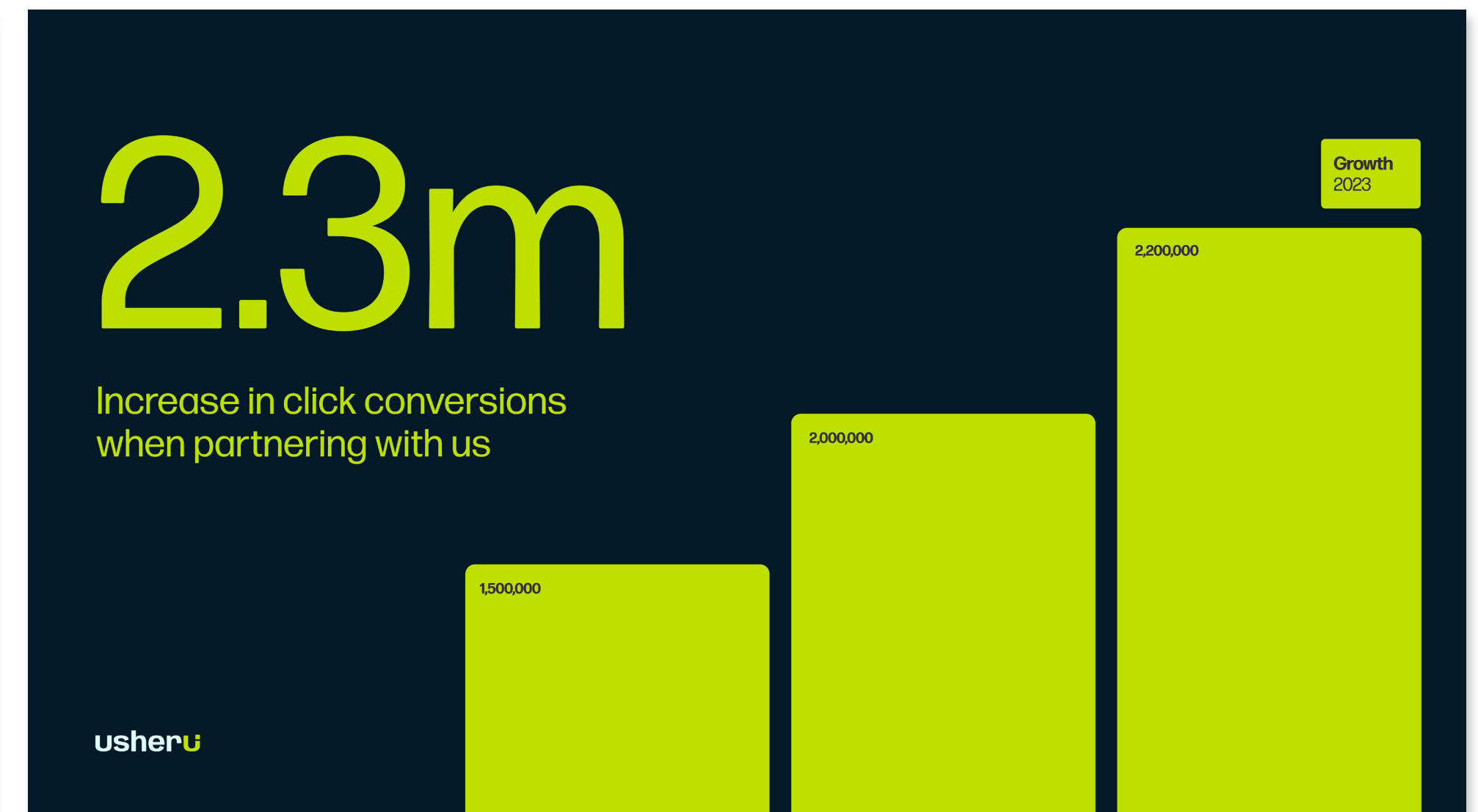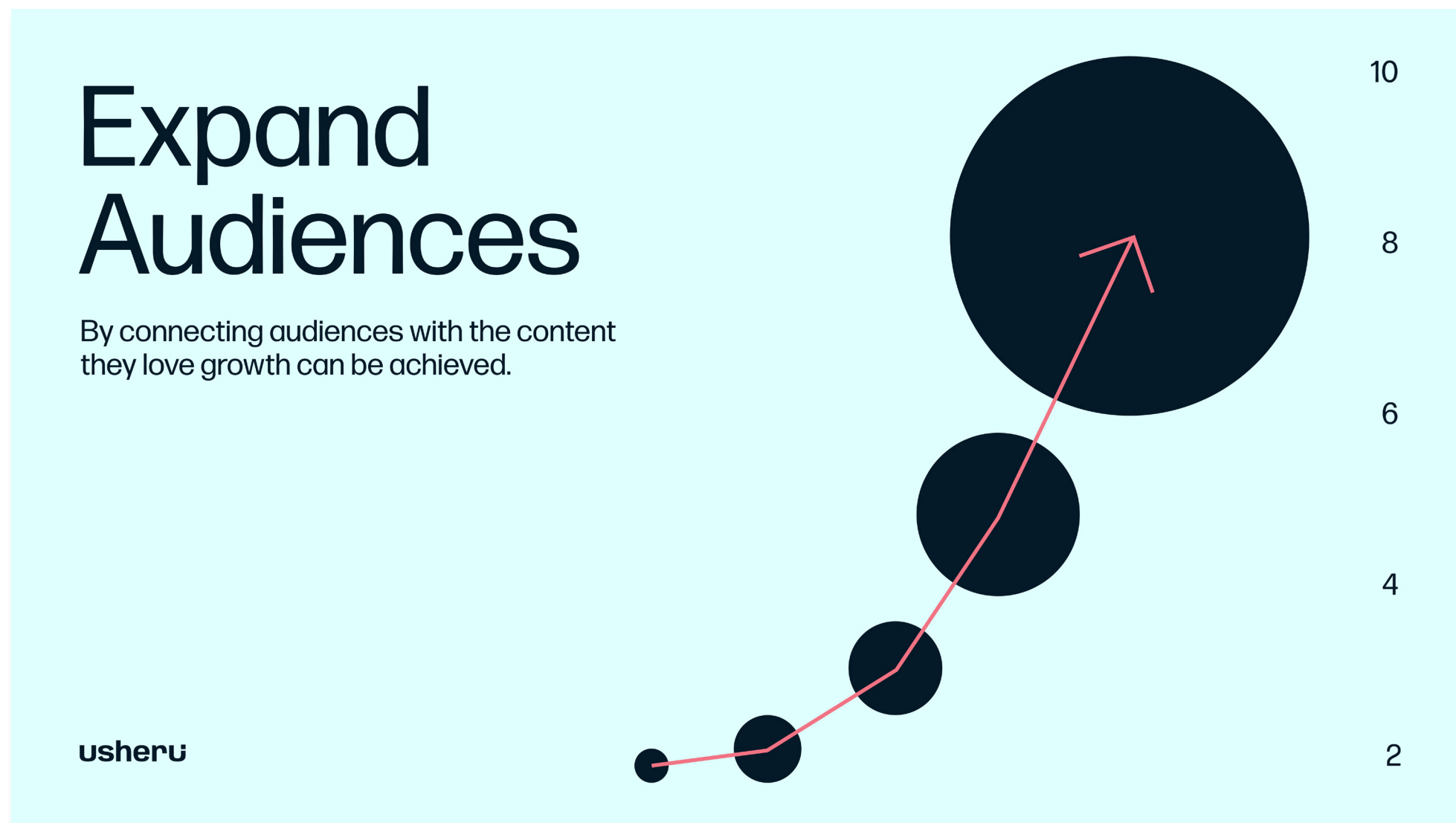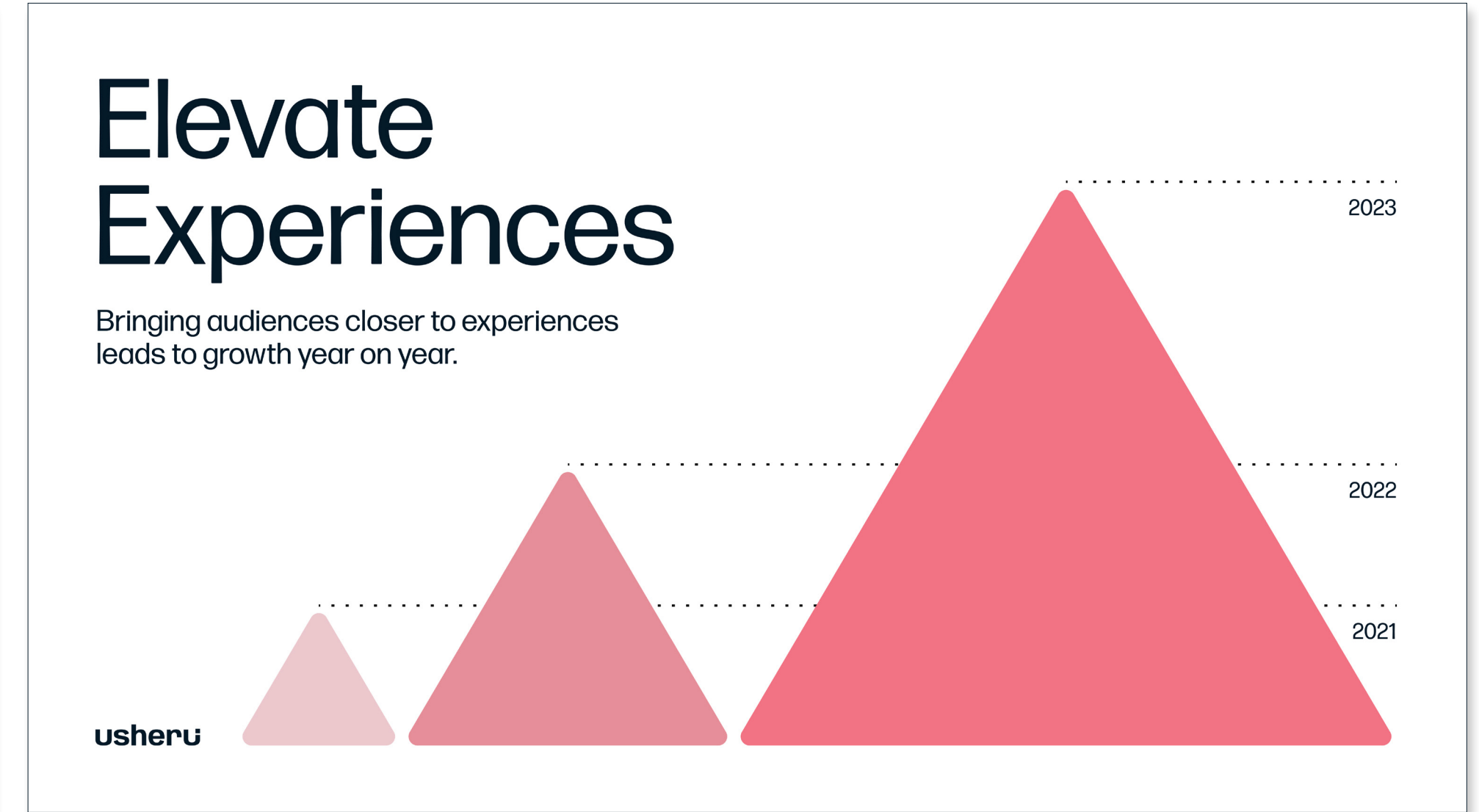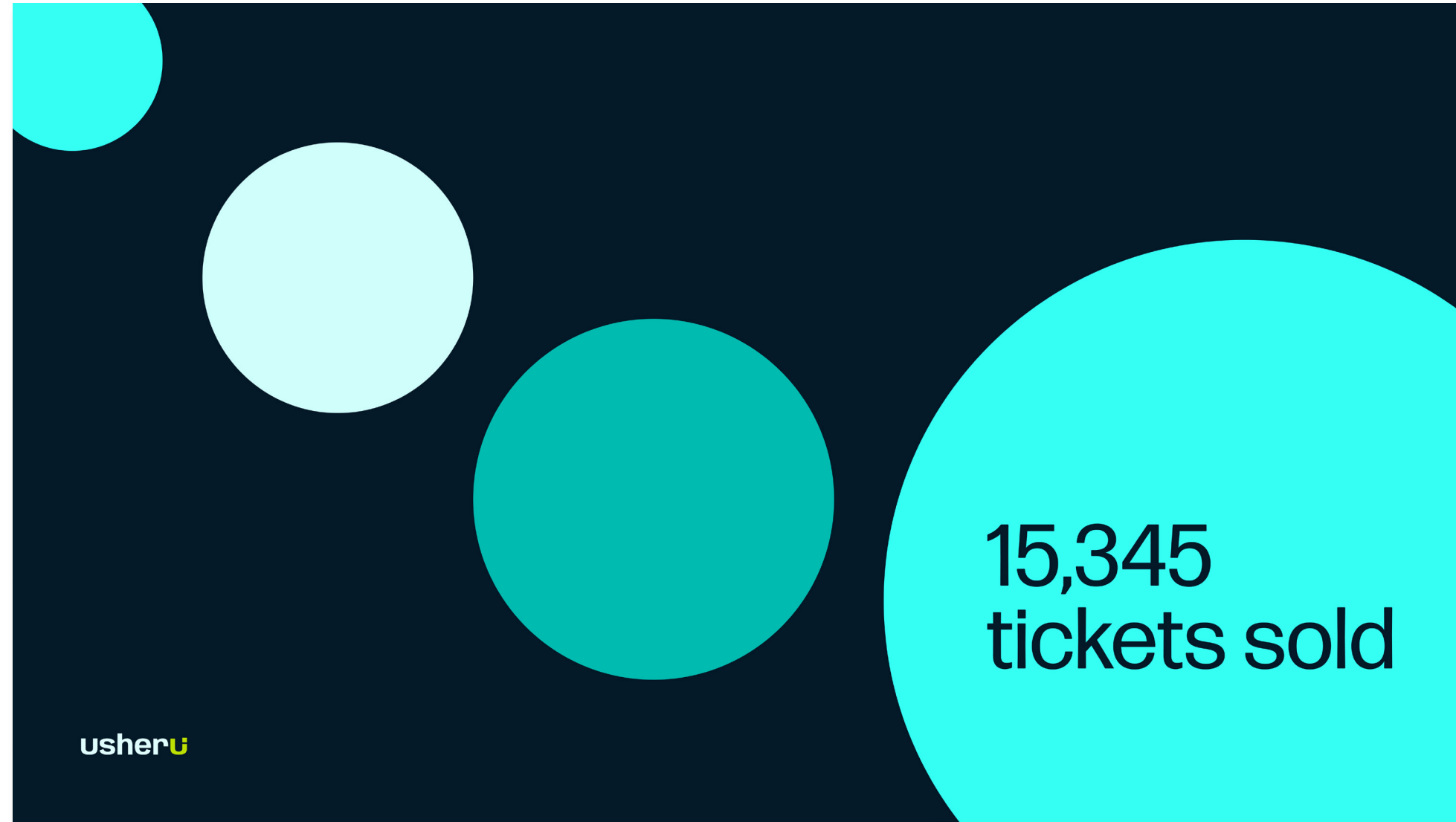
Presentation Deck Examples

Expanding Audiences

usheru

Get audiences closer to the content they love

usheru

usheru

Elevate experiences to see content engagement increase and audiences grow and return

Our Sectors

Film

Sport

Music

Sport

Film

usheru
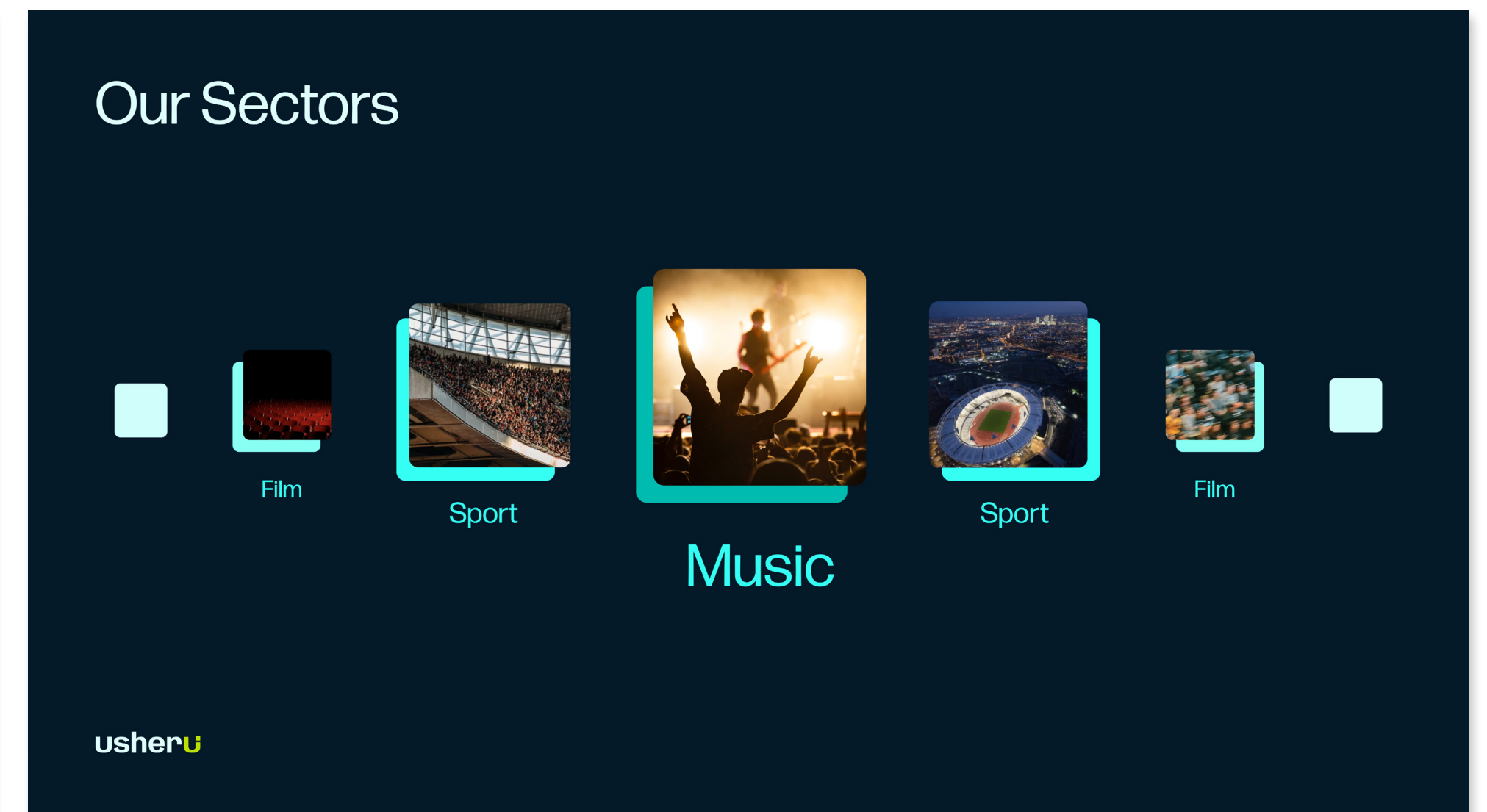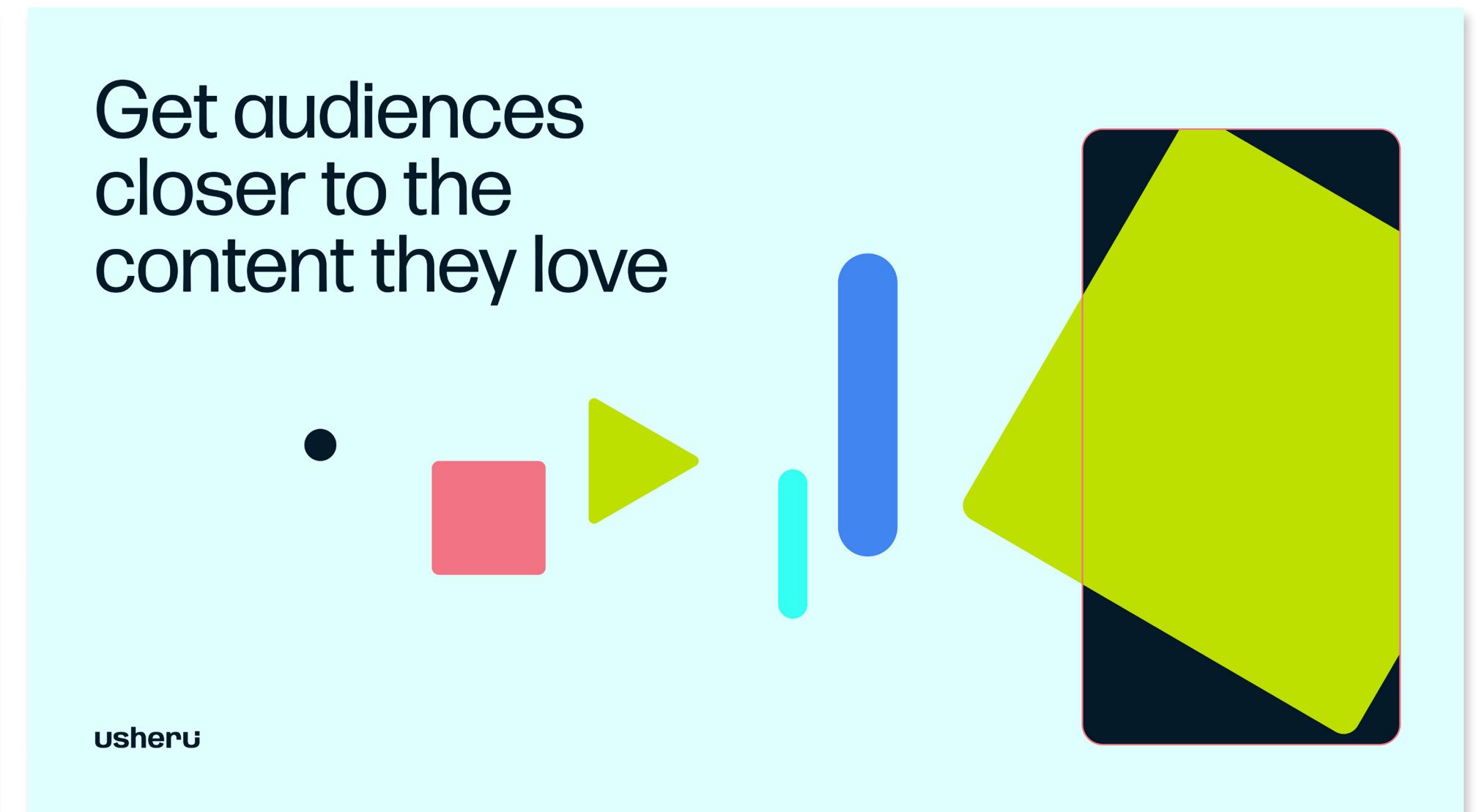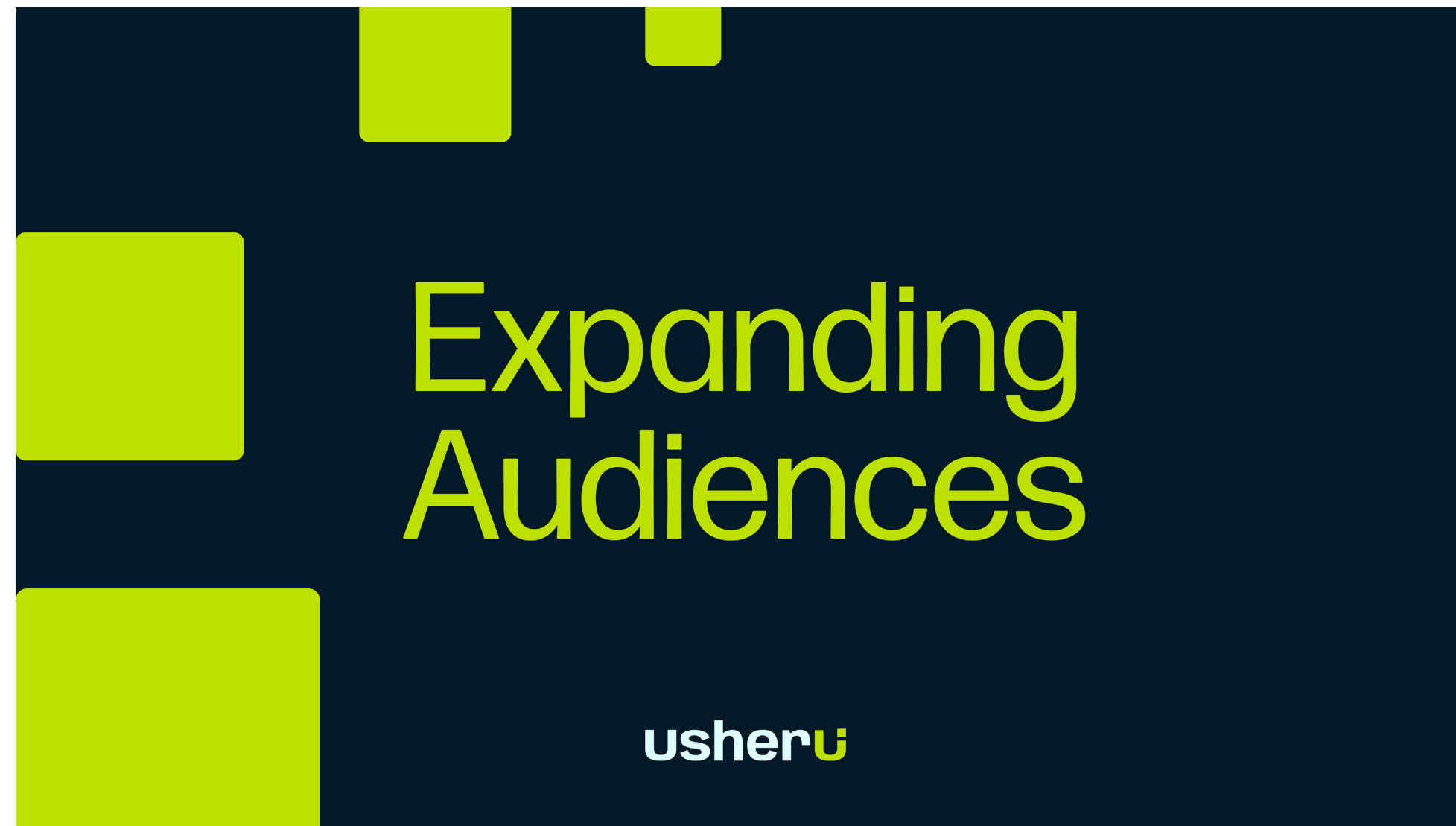
Our brand is very important to us if you have
any questions email [..........]

Thank you