

NOTU

ENTERTAINMENT

BRANDING GUIDELINES

WELCOME.



The following pages contain the vision and guidelines for our brand. This will help inform our collective efforts as we push ROTU Entertainment into new realms of possibility.

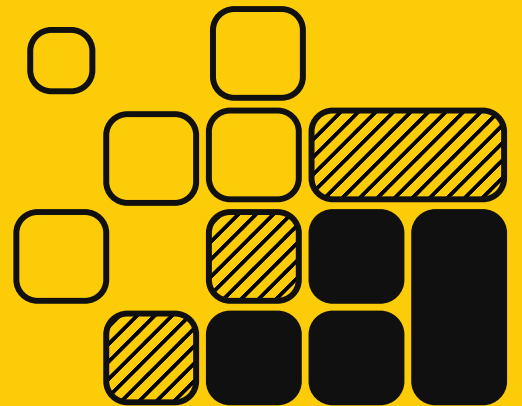
And like those who have made giant leaps before us, whether a groundbreaking product launch or simply into the deep end of a pool, **HERE WE GO.**

STORY LIVES HERE.



At ROTU Entertainment, we started with a story. This story has taken a group of passionate, talented, yet unlikely innovators on an incredible adventure together. And we're nowhere near finished.

No matter whether it's a stage performance, a purpose-driven documentary, a VR series, a branded experience or beyond, story has and always will be at the heart of what we do.



**CORPORATE
PHILOSOPHY.**

OUR MISSION.

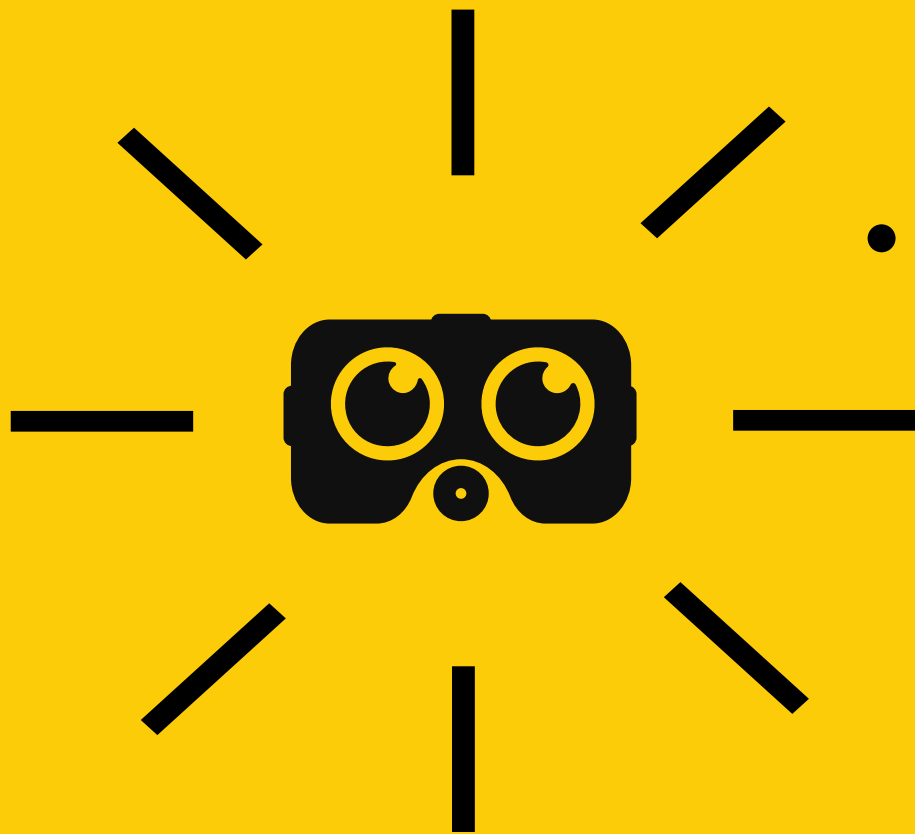
To inspire, entertain, and empower humanity inside and out of the virtual world.



OUR VISION.

To become an immersive media industry leader, creating stories that will help make a positive impact on the world.





THINGS

WE BELIEVE.

WE ARE

"CRAZY."



There is no dream too big, no goal too far-fetched.
We make fantasies a reality.
Others might say we're crazy to think we can.
We'd say they're crazy to think we can't.



**WE
ARE**

CREATORS.

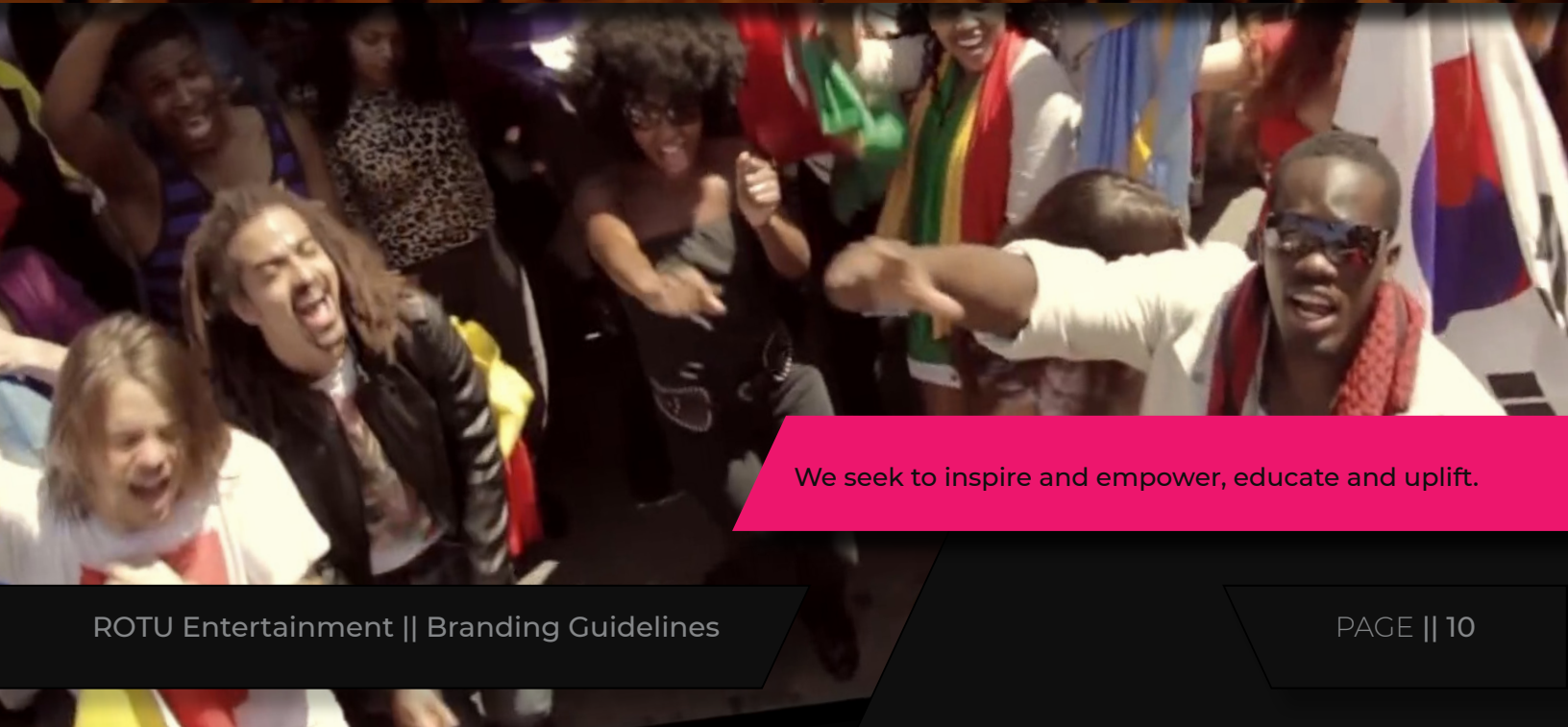


We make immersive stories and our own destinies.



**WE
ARE**

PURPOSE-DRIVEN.



We seek to inspire and empower, educate and uplift.



**WE
ARE**

**PROBLEM-SOLVING
NINJAS.**



If we don't know how, we learn.
If we fail, we get back up.
If we can't, we find those that can.
Nothing gets in the way of getting it done.

WE ARE

COLLABORATORS.



We check our egos at the door.
We push each other to be our best selves.
Together, we always find a way.

WE ARE

MULTICULTURAL.



Our shared values create our vision.
Our unique differences make us unstoppable.

WE ARE FAMILY.



A purpose-driven family bound by our desire to create and make a positive impact on the world.



WHO ARE WE AS A COMPANY?

WHO ARE

WE?

MUSICIANS

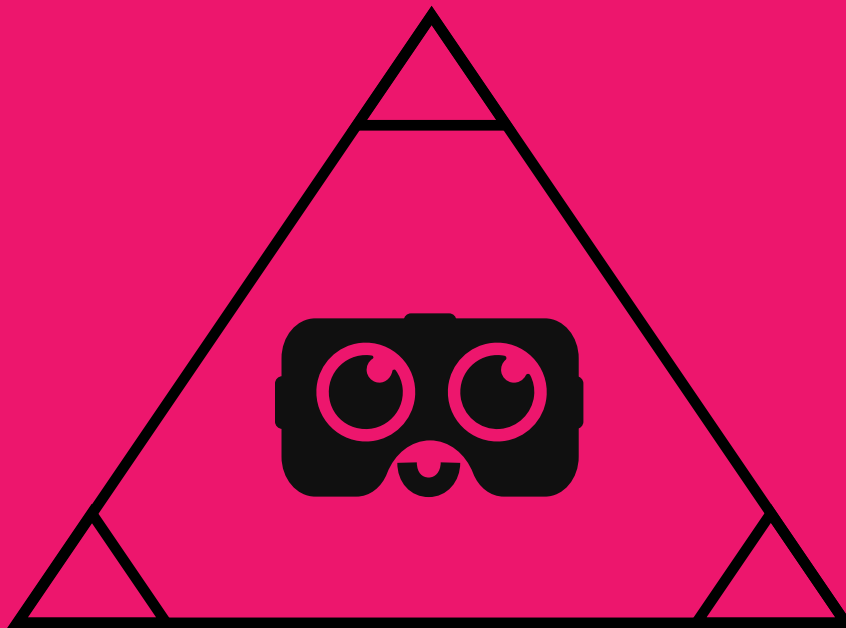
STORYTELLERS

EDUCATOR

While many have embraced darkness, violence, and discontent in their stories, we are a delusionally positive group brave enough to see the light and seek to share it with others. We believe in the transformative power of music and how it can connect us all. We believe in cultivating love, kindness, and curiosity. We have an unwavering faith in humanity. We strive to create stories that inspire and uplift. We develop games that are welcoming to all. We are shepherds in the virtual world, gathering and guiding those who will always believe in the power of good.

HUMANITARIANS

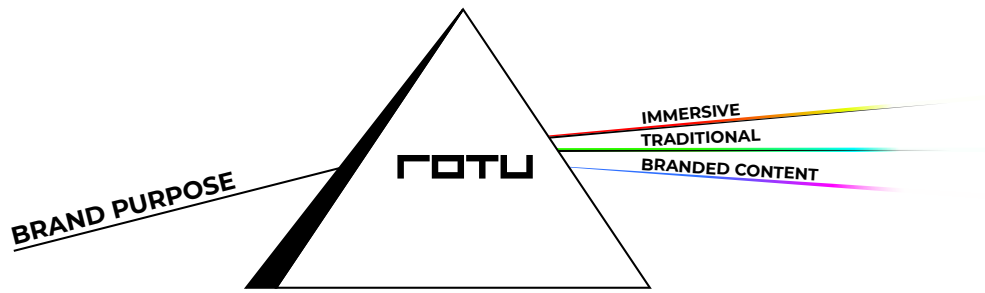
ENVIRONMENTALISTS



OUR

BRAND PRISM.

OUR BRAND PRISM.



ROTU Entertainment is multifaceted, and much like a prism, splits our singular purpose into many avenues to pursue as a brand. When your company is filled with Jacks and Jills of all trades, there's no telling what you're capable of. Musicians, actors, writers, directors, developers, fashion designers, artists, and more fill our ranks, helping us shine with whatever we set our minds to.

Immersive Entertainment

- RHYTHM OF THE UNIVERSE: VR SERIES
 - Ionia VR
 - Doria VR
 - Frigia VR
 - Lydia VR
 - Olydia VR
 - Eolia VR

Traditional Entertainment

- Welcome to Earth (Live Show)
- Mercury Uprising (Documentary)
- Anthem for the World (Music video /Live Show)
- Anthem for the Amazon (music Video)
- All for Van (Music Video)

Branded Content / Partnerships

- Loggerhead Marinelife Center - Skallywag VR (Gamified Educational VR app)
- Wingate Healthcare VR Experience
- Excellence in Mind - VR Meditation Room
- Echobox Headphones + ROTU Entertainment - CES Booth
- Outside the Box - Promotional Materials
- Berklee College of Music - Global Artist Video Series
- Americares (hired by rafanelli events) - music from around the World live performance
- Harvard - 100th anniversary of the Public Health Department - World Music Flash Mob



OUR

PERSONALITY.

BREAK

DOWN.

- Musically-inspired.
- Innovative.
- Imaginative.
- Awe-inspiring.
- Educational.
- Adventurous.
- Humble.
- Hopeful.
- Passionate.
- Positive.
- Worldly.



OUR

VOICE.

tone of voice.

The tone of voice for ROTU Entertainment is a direct expression of who we are and what we believe. When we remain consistent across all touch points, users will get a deep sense of our brand and the people behind it—authentic, purpose-driven, optimistic, and dedicated to fun. ROTU Entertainment is a brand of inclusivity, so our voice must connect with dreamers of all ages and walks of life.

Elements of ROTU's Voice:

• Passionate and Authentic.

No one likes a pushy sales pitch. We must lead with our passion and authenticity, letting the quality of our creations do the talking. By embracing the beautiful details put in by the creative team, we are inviting users into our immersive world before they ever put on a headset. Our community should look forward to experiencing our content because it is unique, fun, and captivating, not because we are forcing it on them.

WE DO

- share genuine excitement
- own up to truths, even if they're hard
- reveal the humans behind the brand, through voice and content

WE DON'T

- post selfishly, only promoting product
- post content simply to post something vs the right thing

• Inclusive, Empowering and Uplifting.

At ROTU, we are a family, and anyone who engages with our content should feel like they are part of that family too. We are empowering and uplifting, not only to our users, but to other immersive media brands as well. We will create a community dedicated to making impactful, memorable experiences that change lives for the better.

WE DO

- Share/highlight/celebrate our people, our fans, our industry
- Help make the industry better as a whole
- Use our creativity for good

WE DON'T

- Hate on or openly compete with other brands
- We speak in snarky or holier-than-thou ways

• Friendly, Yet Informative.

We don't take ourselves too seriously. We embrace the power of play, but love to teach and inform. The delivery of what we say can be casual and educational at the same time.

WE DO

- Share our knowledge freely
- Help bring virtual reality to the mainstream
- Have a bit of fun, we are building new realities, after all

WE DON'T

- Infodump
- Alienate the user by speaking only to the vendor

TARGET AUDIENCE.

VIRTUAL HOPEPUNKS.

- Non-traditional gamers. First-time VR users. Dreamers of all ages who seek family friendly content and immersive stories that will leave them feeling inspired.

VR SEEKERS.

- B2B - LBVR facilities who desire nonviolent content options
- Partnerships/Licensing - VR haptic, Medical, 5G/communications, and educational applications

AUDIENCE TAKEAWAY.

ROTU creates immersive experiences that leave you feeling inspired.



OUR

STYLE.

OUR

LOGO.

Checklist.

- Adhere by the following page's Clearing Space guidelines.
- Make sure the logo doesn't clash with the background in contrast.
- Please Use the Correct versions of the given files.

MASTER LOGO.

ROTU logo harkens back to the early days of videogames by using a 1:1 pixel ratio to create the wordmark or ROTU, with a modern type for "Entertainment" bringing the past and the present together.

The word "ROTU" is rendered in a bold, pixelated, blocky font. Each letter is composed of thick, uniform strokes, giving it a retro, digital aesthetic. The letters are yellow.

E N T E R T A I N M E N T

FULL FILE LIST.



Rotu_2020_Colored_Vector

Main ROTU Wordmark Logo, suitable for most situations.



Rotu_2020_Black_Vector

ROTU Black Wordmark Logo. Suitable for Documents and High Key instances.



Rotu_2020_White_Vector

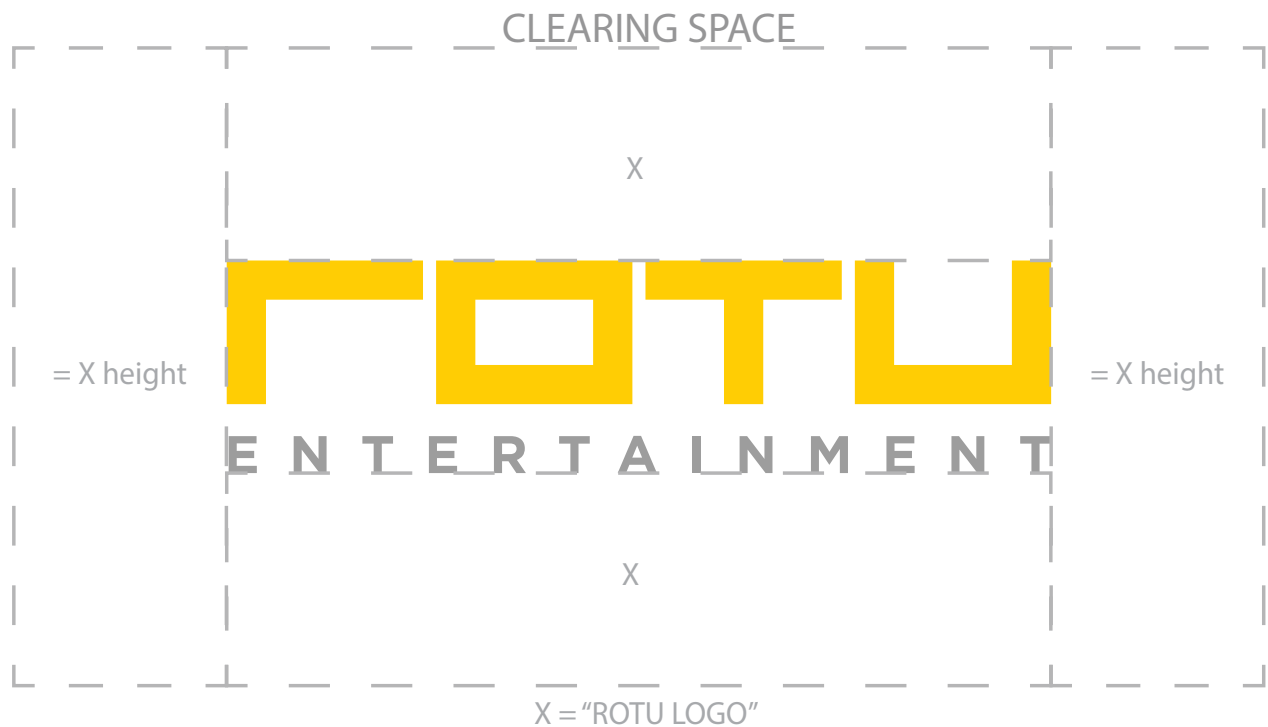
ROTU White Wordmark Logo, Suitable for High Contrast images.

OUR

LOGO.

SPACING.

Minimum Spacing Required for the logo placement.



OUR LOGO.

Make sure the logo placement doesn't clash with the background in terms of tones and is clearly readable.



Make sure the logo isn't edited in any shape or form. Use the files as they are intended.



Use the logo the correct way!



OUR

TYPE.

TYPOGRAPHY.

The quick brown fox jumps over the lazy dog

(Headline & Title: Montserrat, Bold, 18pt)

The quick brown fox jumps over the lazy dog (subtitle text)

(Subtitle: Montserrat, Semi-Bold, 14pt)

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 consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

(Body: Montserrat, Regular, 12pt)

TYPOGRAPHY.

- Do not use other fonts to keep the language uniform.
- Try not to play with typography size and make sure it is clearly readable.

OUR

COLORS.

ROTU's library is filled with energetic and vibrant colors that represent the Earth, the Sun, the Water and the Life surrounding us.



PANTONE 116 C
FFCD00
rgb(255,205,0)
CMYK 0, 10, 98, 0



PANTONE 415 U
9D9F99
rgb(157,157,157)
CMYK 34, 24, 31, 11



PANTONE 638 U
32B8DE
rgb(50,184,222)
CMYK 73, 0, 1, 0



PANTONE 213 C
E31C79
RGB(227,28,121)
CMYK 0, 95, 9, 0



PANTONE 7479 C
26D07C
RGB(38,208,124)
CMYK 64, 0, 71, 0



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