

The Netflix logo, a large, stylized letter 'N' in a light blue color, is centered in the background. It is composed of a vertical bar on the left and a diagonal bar on the right that meets the top and bottom of the vertical bar.

NETFLIX

THE BRAND BOOK



Table of Contents

Mission Statement -----	1
What Is Netflix K? -----	2
Logos -----	5
Applications -----	6
Purpose -----	7

MISSION STATEMENT

Netflix K is a video streaming service that puts less emphasis on business and more emphasis on fun.

WHAT IS NETFLIX K?



Netflix K is a streaming service that follows the ideas from Netflix, but with the benefit of cheaper subscriptions.





WHAT IS NETFLIX K?

We started out from humble beginnings. We were just thirty one students at Boys and Girls High School with a project—make a movie streaming website. What started out as a task has evolved into a small company with one goal. We're all about fun and ease, not about marketing and money. Which is why...Netflix K!

LOGOS

We tried to give our logo the same vibe as that of Netflix, it was our way of telling our customers, we may be a different brand but we can still provide services as good as Netflix does. We wanted to avoid any bright extravagant colors and focused more on a cooler color scheme, using the color #4774ad.



The Netflix K
mobile logo



The alternate logo we
considered

Applications

Available on:

- Roku
- Playstation
- Xbox
- Wii
- Amazon Fire Stick
- Apple TV
- iOS/Android



Purpose

The Purpose of Netflix K is to provide a wide variety of Movies , and Television Series for an Extremely low monthly/yearly cost. Our Differentiation from other streaming applications is that our subscription fees allow for acquirement of hard disk copies of every film we have, you won't be interrupted by any ads and there is no need for a premium subscription as we provide everything for you in a standard account.

PURPOSE

Ultimately, we are not trying to be Netflix, no matter what it may seem. We are a small time company who wants to put the fun back into watching movies and television. We aren't about marketing investors. We're about entertainment—we're about *fun*.



Any questions, comments, or
concerns about Netflix K?

Contact us @:
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