

ELECTRA

A Los Angeles production studio. The work comes
first.



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THE ESSENCE

**Electra is a
body of work,
not a roster of
names.
Everything
pushes the
footage
forward and
lets the brand
recede.**

Electra Filmworks, Los Angeles

i

Work first

The reel is the front door. Categories, not people, are the navigation.

ii

Footage dominates

Frames fill the screen. Chrome is thin. Negative space does the talking.

iii

Credit, don't celebrate

Client and director are stated quietly, in plain text. Never a headline.

iv

Restraint over decoration

One accent. Two typefaces. Slow, deliberate motion. Nothing extra.

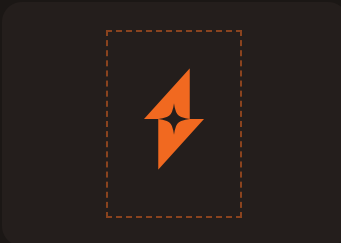


THE MARK

A four-point bolt

Energy, light, the spark of a shoot. It is the single most recognizable Electra asset. Lead with it.

CLEAR SPACE



Keep clear space equal to half the bolt's height on all sides.

MINIMUM SIZE



Never render the bolt below 24px tall on screen.

COLOR VARIANTS



Orange on ink, ink on paper, white over footage.

WORDMARK



The wordmark integrates the bolt as its center letter. Orange on ink, white over footage, ink on paper. Never re-typeset it.

BOLT



STAR ACCENT



MISUSE



Don't recolor

Don't stretch

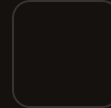
Don't add shadow

Don't rotate

Electra Orange

#F16920

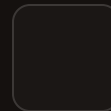
The accent. The bolt, active states, single highlights. Never a fill.



Ink

#15110F

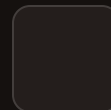
The ground. Primary background behind footage.



Ink Raised

#1B1715

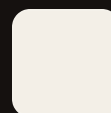
Raised surfaces, cards, the player frame.



Ink Muted

#241E1C

Placeholders, dividers, the quietest surface.



Paper

#FFFFFF

Primary text on ink, used at 100 / 60 / 50% for hierarchy.

Aa

DISPLAY — MONUMENT
EXTENDED

Wordmark · titles ·
statements

**COMMERCIALS ·
NARRATIVE**

Wide, deliberate, all-caps. Use rarely and large, with generous tracking.

Aa

TEXT — PP PANGRAM SANS

Navigation · UI · body · credits

The Plate — General Mills — dir. Lorenzo de Guia

Medium for body and credits. Bold for labels and the active state. Quiet, functional, legible.

DISPLAY

Electra

TITLE

Section title

BODY

Body and lead copy

CAPTION

Credit and label

05 Motion & System

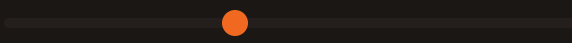
HOW IT MOVES & COMPOSES

Motion

Cinematic and unhurried. Smooth scroll, fades over slides, a logo that breathes. Like a slow dissolve, never a UI tick.

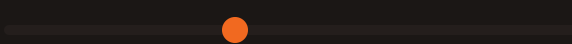
House curve — expo.inOut

```
cubic-bezier(0.77, 0, 0.175, 1)
```



Reveal curve — ease-out-expo

```
cubic-bezier(0.19, 1, 0.22, 1)
```



Reduced motion

```
prefers-reduced-motion: reduce
```

Honor the user setting. Cross-fade in place, never animate distance.

0.6–1.2s

Big reveals, scene changes, the reel.

0.1–0.3s

UI feedback, hover, the logo blink.

Layout & System

Categories lead. Footage fills. The chrome stays thin.

COMMERCIALS NARRATIVE  CONTACT

CATEGORY-LED NAV

Work categories are the navigation. Bolt centered.

TWO-COLUMN WORK GRID

Posters at rest, footage on hover. Calm and scannable.

FULL-BLEED PLAYER

The film fills the frame. Quiet director credit.

Do

Name the work and the client. Whisper the credit.

The Plate — General Mills

Commercials. Narrative. Music Videos.

A Los Angeles production studio.

Don't

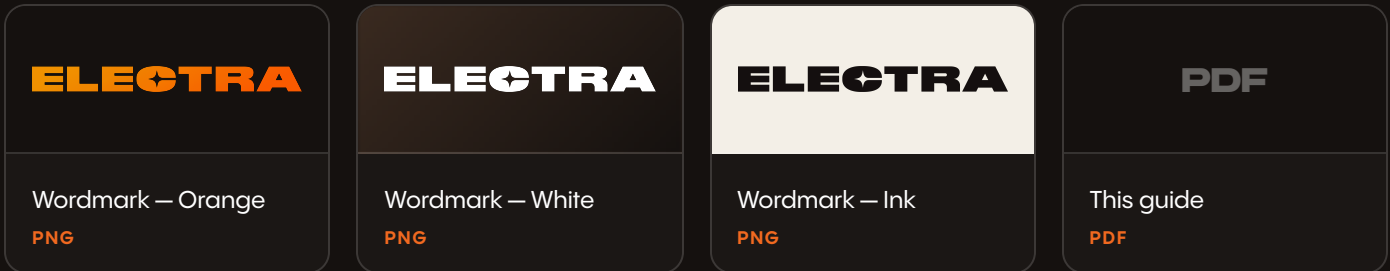
Never oversell. No adjectives doing the work.

Award-winning, world-class storytellers!

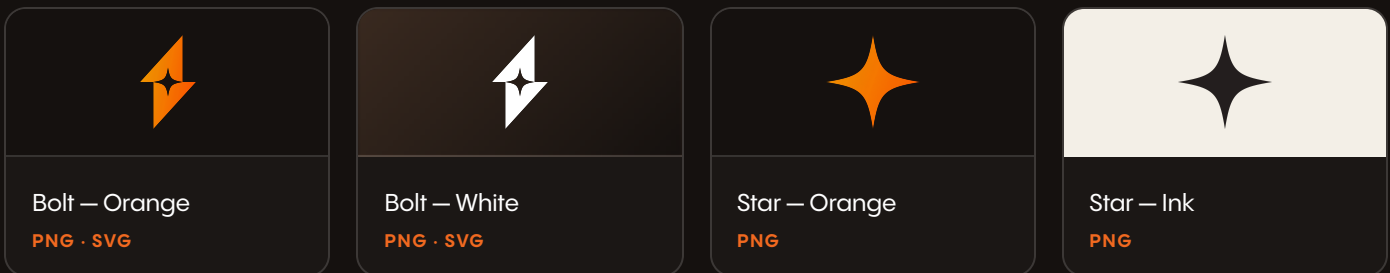
Meet our incredible roster of directors.

We craft unforgettable cinematic journeys.

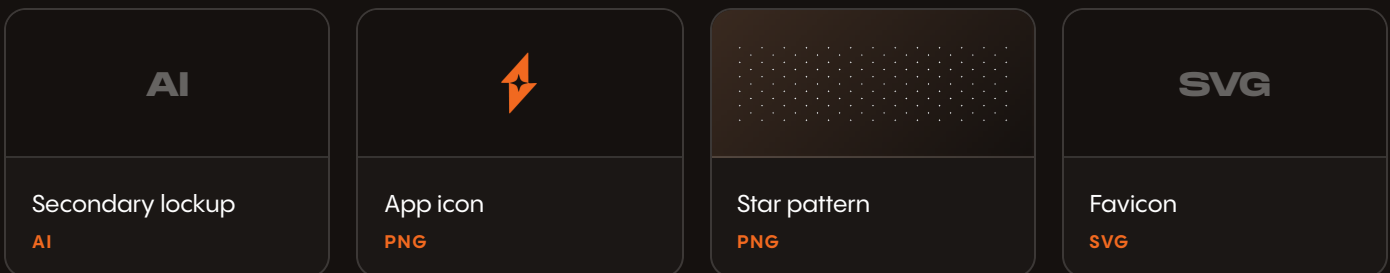
WORDMARK & DOCUMENT



MARKS



SOURCE & ICONS



Typefaces (Monument Extended, PP Pangram Sans) are licensed and not redistributed here. The full vector kit lives on the studio archive.



The work comes first.

Electra Filmworks — Brand Guidelines — 2026.
Generated from the studio's living design system.