

BLOODY LEGEND

BRAND GUIDELINES

07.10.2026

THE FILM

BENNY WANTS TO GO VIRAL. THE BUSH HAS OTHER PLANS.

A struggling wannabe influencer from Western Sydney takes his mates into the Blue Mountains to prove the legendary panther is real. He hopes the discovery will launch his social channels and win back his girlfriend.

Then one of the boys disappears. Benny has to decide how far he will go for fame when his own life is on the line.

WHO IT IS FOR

**16-30 YEAR OLDS
HORROR COMEDY FANS**

THE WORLD OF THE FILM

Western Sydney mates, big dreams and influencer culture collide with an Australian bush legend. The comedy comes from recognisable people. The threat comes from what they cannot see.

LOGO/TITLE

**BLOODY
LEGEND**

STACKED TITLE

A strong block for posters and square layouts.

BLOODY LEGEND

WIDE TITLE

A single line for horizontal compositions.

WIDE TITLE

BLOODY LEGEND

A SINGLE LINE FOR WIDE LAYOUTS

Use the supplied landscape asset for banners and horizontal compositions. Keep its proportions and leave the distressed detail intact.

BLOODY LEGEND

BLOODY LEGEND - EDIT LOCKED FOR COLOR & SOUND - 11SEP26

00:01:27:21

LOGO USE



**BLOODY
LEGEND**

RECOMMENDED WORKING RULES

Keep space around the title equal to at least one quarter of a capital letter's height. Keep credits, crops and other graphics outside that area.

Scale proportionally. Preserve the original letter shapes, spacing and texture. Avoid extra shadows, outlines and added distress.

Check at the final viewing size. Increase the title until every letter and its texture remain clear.

PRIMARY COLOURS

BLOODY YELLOW

HEX #EBF958

RGB 235 / 249 / 88

BLOODY BLACK

HEX #2A2A2A

RGB 42 / 42 / 42

The main pairing is yellow and charcoal. White gives longer guidance room to breathe. The supplied dark social artwork also uses a deeper near-black background.

Digital values come from the supplied artwork. Agree print colour conversions with the printer using a proof.

SECONDARY **COLOURS***

*Secondary colours only to be used in second phase marketing material.
Bloody Yellow used everywhere in film, and in all initial launch comms

BLOODY ORANGE

HEX #FC5B01

RGB 252 / 91 / 1

BLOODY RED

HEX #EE0101

RGB 238 / 1 / 1

BLOODY GREEN

HEX #83D002

RGB 131 / 208 / 2

Digital values come from the supplied artwork. Agree print colour conversions with the printer using a proof.

TYPOGRAPHY

BRUNSON

BRUNSON ROUGH

Big headlines. Short statements.
The supplied title stays as artwork.

Oswald

Supporting copy and credits
Regular for longer text
Bold for labels and emphasis

Use capitals for major headings. Use sentence case for readable explanations. Keep texture out of small text.

TYPOGRAPHY

Legend-Tagline *& Legend-Tagline-Swash*

Pull quotes, log line and any quirk we wanna push/sell.



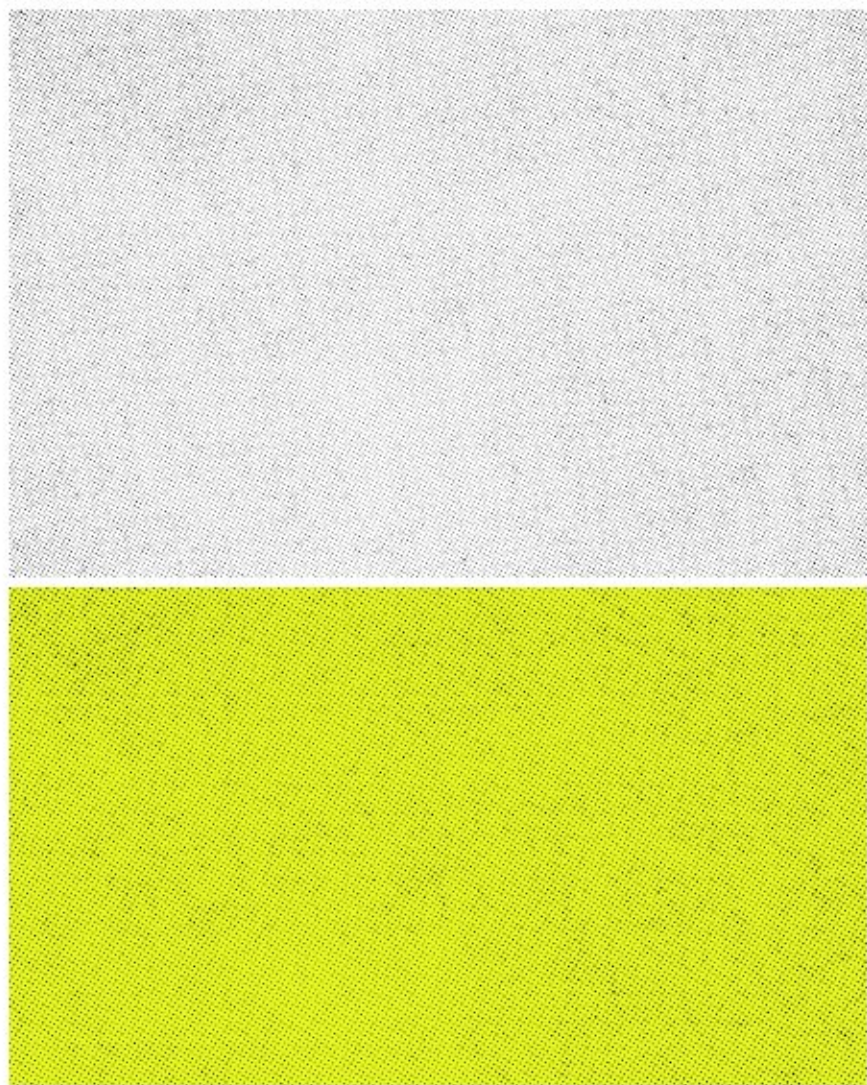
*It takes one
to catch one*

TEXTURE

WORN INK. CLEAN INFORMATION.

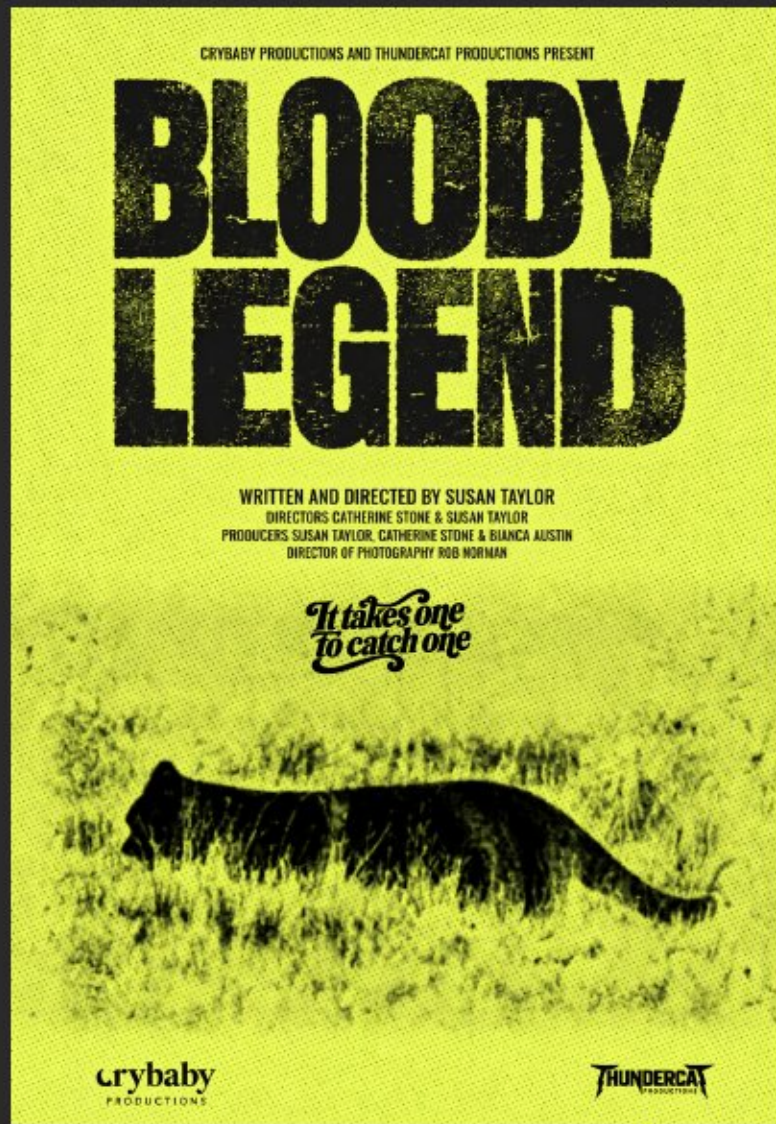
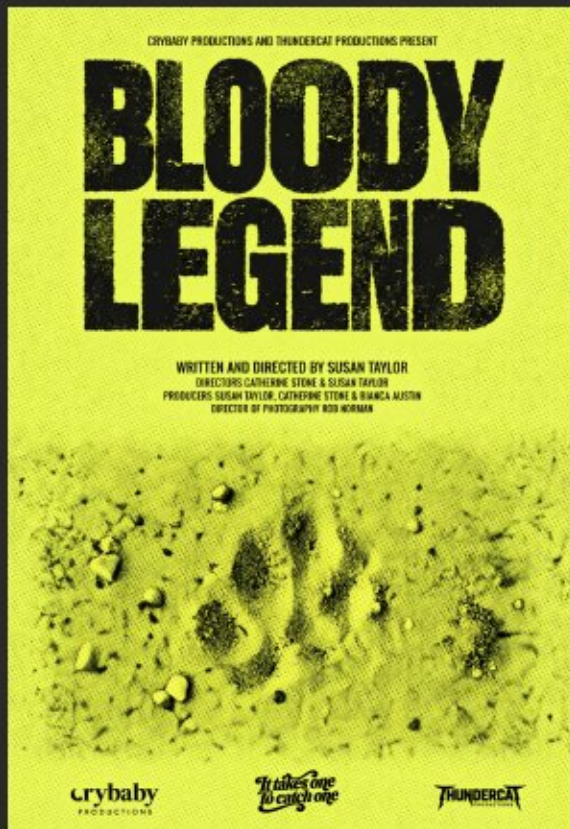
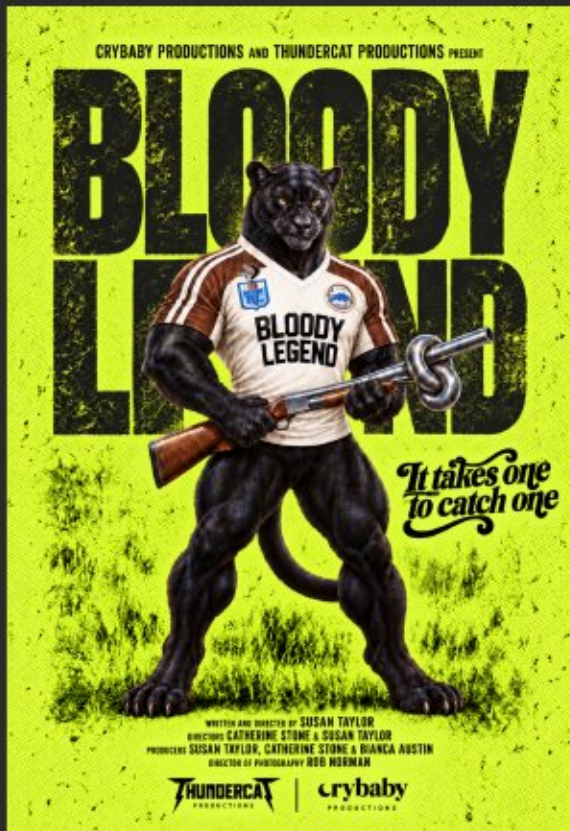
The supplied halftone brings a printed, gritty character to imagery and large areas. Crop it deliberately and keep the scale consistent across a campaign.

Keep fine texture away from small credits and body copy. The logo already carries its own distress.



TEXTURE

EXAMPLE ART HERO



EXAMPLE ART POST LAUNCH



END TITLE TREATMENT

CAST & CREW ATTRIBUTION

Similar to a 70's sitcom, we pull frame's on key cast and crew, to give them a big moment, with a bit of fun.

We bring together all the film's brand elements with some animation for each moment.

OPTION ONE

FULL TREATMENT

Use approved film frames.

Mono image overlay to Bloody Yellow

Incorporate Character title in BRUNSON ROUGH

EXAMPLE ART



EXAMPLE ART



EXAMPLE ANIMATION*

ANIMATION NOTES:

*This is a basic guide. Please add some more sophisticated animation easing, eg:

- slight overshoot and settle,
- an accelerating exit,
- and a 1.5-second longer title hold



OPTION TWO

HALF TREATMENT

Use approved film frames.

Film grade image overlay

Incorporate Character title in BRUNSON ROUGH Bloody Yellow

EXAMPLE ART

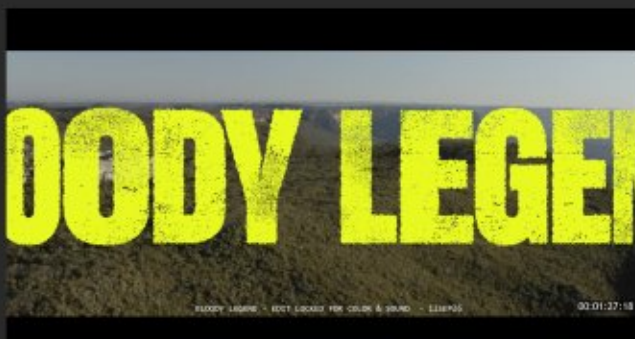


FILM TITLE ANIMATION SEQUENCE

OPTION 1 — PASS INTO PLACE FROM EXTREME FOREGROUND

As we see our Blue Mountains landscape, the Bloody Legend logo reveals it's self as it moves past the camera into the frame, perspective matched shrinking into Z space (ref Stranger Things intro Title)

EXAMPLE ANIMATION



INTRO SEQUENCE TEXT

PRODUCTION COMPANNY'S ETC

There are displayed in secondary brand font Osold Medium. Using bigger and smaller uppercase lettering to draw attention to names

Animation would be a simple, subtle glitch effect + a subtle kerning expansion.

EXAMPLE ART



EXAMPLE ART



EXAMPLE ART



EXAMPLE GLITCH ANIMATION

Glich



INTRO SEQUENCE TEXT

'BASED ON A TRUE RUMOUR'

This are displayed in hero brand font BRUNSON ROUGH, upper case.

EXAMPLE ART



END CREDITS

CAST & CREW

There are displayed in secondary brand font Oswald Medium. Using bigger and smaller uppercase lettering to draw attention to names

Animation would be standard credit scroll.

EXAMPLE ART

**NEED COPY
TO SET**

SOCIAL APPLICATIONS



Supplied square artwork. Keep the title large and the supporting message short. Export for the intended placement.

VOICE

IS FAME BLOODY
WORTH DYING FOR?

NOT DONE

CHEEKY, DIRECT AND AUSTRALIAN

Let Benny's ambition and the boys' banter meet the threat of the panther. Use everyday language and a dry sense of humour. Keep the danger credible and give the joke room to land.

FILM IMAGERY

PEOPLE FIRST.

SOMETHING IN THE PUSH

NOT DONE

Use approved film frames to show the mates, Western Sydney life and the Blue Mountains setting. Preserve the actors' faces and the relationships within each scene.

Choose frames with space for a title. Use the yellow treatment over dark areas and the charcoal treatment over light areas. Preserve the film's colour grade and keep key story reveals out of general promotion.

CREDITS & ASSETS

A Thundercat Productions film

Produced in association with crybaby

Writer

Susan Taylor

Producers

Susan Taylor, Catherine Stone & Bianca Austin

Directors

Catherine Stone & Susan Taylor

Director of Photography

Rob Norman

Asset pack: portrait and landscape title PNGs and PSDs, square social JPGs and PSDs, halftone JPG, Brunson and Oswald fonts.