



Welcome to the world of lookzoom. In these pages we´ve outlined the brand basics. It´s everything you need to know.

Brand Guidelines

About **Logo.**

This is not about the moon or circles.
It's about visions and creativity.



lookzoom logo: The combination with its unique form and font :

The name "lookzoom" and the image of a crescent moon that looks like a camera lens strongly suggest the ability to capture unique perspectives and angles. This is a core aspect of film production, where the choice of camera angles and movements significantly influence the narrative.

lookzoom :

Viewpoint and perspective
Magnification and detail
Dynamics and movement

Note : The logo consists of a black and a small white circle. The font in the logo is Bauhaus Regular. The four "o"s are Bauhaus Bold.



Logo with Brandname



Font **Rubik.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890~!@#\$%^&*()_+{}|:"<>



The Rubik font is a modern sans serif font that was originally designed by Philipp Hubert and Sebastian Fischer for Google. It was specially developed for use in digital projects, but is equally suitable for print media.

Body Text :

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam.

Regular, 35px

lookzoom

Regular, 25px

lookzoom

Secondary Typeface :

Aa Bb Cc

Totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Regular, 15px

lookzoom

Regular, 8px

lookzoom

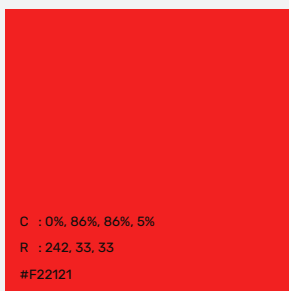


Color Palette.

Strong colors.

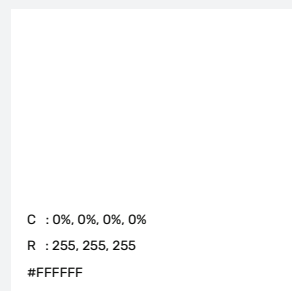
Strong meanings.

01



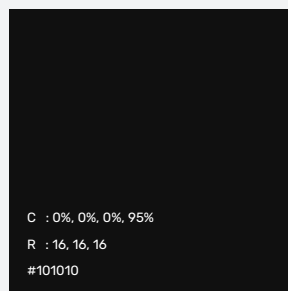
Red

02



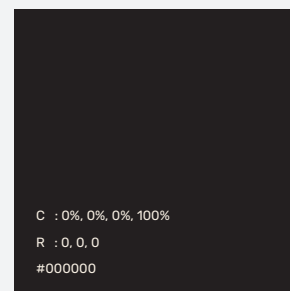
White

03



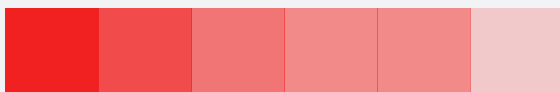
Dark Grey

04

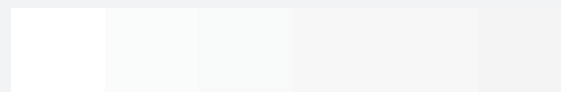


Black

Note : Dark gray and black are very similar. Dark grey is used to emphasize elements of a black background.



Accent Color Palette



Formal Color Palette



Corporate Color Palette



Background Color Palette



Combining Colors

Red, white and black - the colors of the modern video camera

The colors red, white and black have not only aesthetic but also functional meanings in the world of modern video cameras. Together they form a harmonious yet striking color palette.

Red: The record button as a signal

Red is the color of action. On almost every video camera, a red button marks the start of recording. The color red attracts the eye, attracts attention and communicates intuitively. This color, which stands for energy, dynamism and urgency, makes it easy not to miss the decisive moment, even in stressful situations.

Black: The housing as the basis

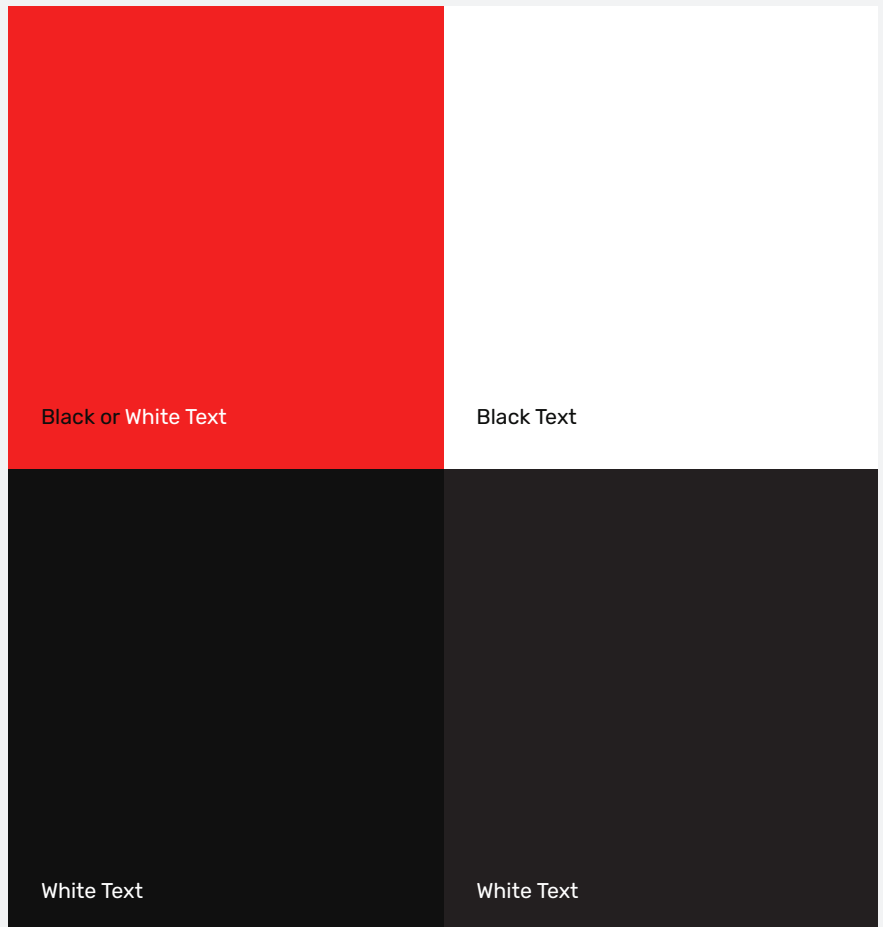
Black is the predominant color of the camera housing. It stands for elegance, professionalism and functionality. Black absorbs light, reduces reflections and draws attention to what really matters. At the same time, the robust black housing signals reliability, durability and technology at the highest level.

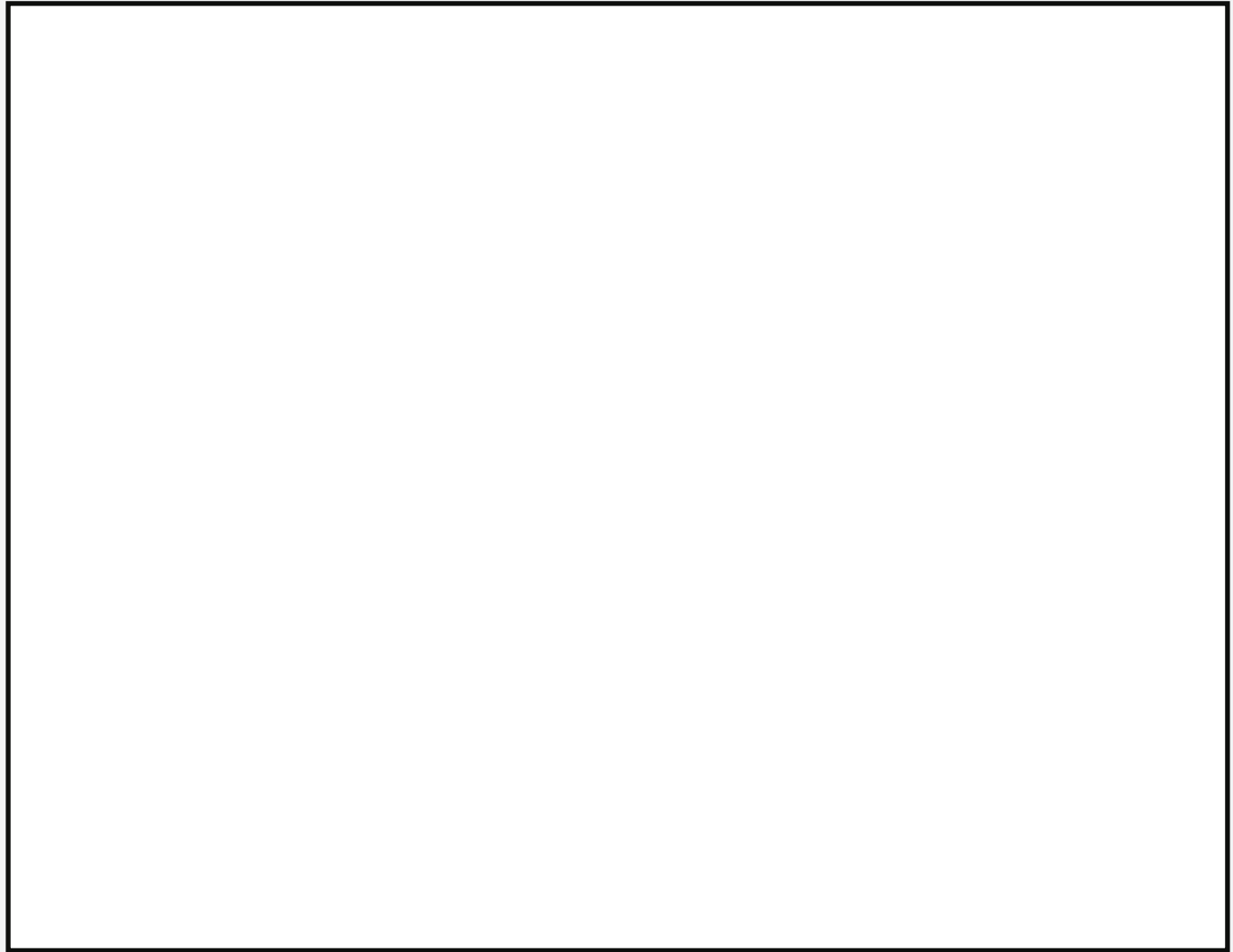
White: lettering and symbols for clarity

White lettering on the black housing ensures clear and high-contrast lettering. It guarantees that symbols, menu items and buttons are quickly recognizable even in poor lighting conditions. White stands for precision, transparency and user-friendly operation. White emphasizes functionality without being

Black and
white is
harmony, not
to hate one
another.

All people are the same. No matter
what nationality or gender.





lookzoom filmproduktion berlin
Identity

2025

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