

The background of the image is a vibrant purple with a wavy, liquid-like texture. The waves flow from the top left towards the bottom right, creating a sense of movement and depth. The lighting is soft, highlighting the curves of the waves.

THE
MOST
BRAND TOOLKIT

*Why do the least
when you can do
THE MOST?*

What is The Most?

The Most is Netflix's LGBTQ+ hardworking social platform aiming to empower queer and trans audiences. We want to create a sense of community through original content that celebrates pushing boundaries based on multiple queer perspectives.

Brands get horny too, you know.

In our channel, you'll find we aren't shy with the way we express ourselves. We believe in unequivocally letting our content lean into risk and champion what is "off-limits," because we can!

Our Editorial Pillars



Power

In line with our initial launch, we're reminding non-queer people that we are taste-makers and inventors of mainstream culture. We are heroes, fighters, and a force to be reckoned with.



Joy

Our punchlines, cheeky quips, and fan-like energy creates an effortlessness in our internet presence. Most importantly, joy doesn't reckon with bigotry, propriety, or social norms — it radiates in spite of it.



Irreverence

As queer people, we are deemed “controversial” by many standards. In that case, let's lean into risk and champion what is “off-limits” with sex-positive, boundary-pushing, bold, and brazen content.

Netflix

The Most

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Bringing It Together

- Post Formula
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Swag

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WORDMARK

NOT TRADEMARKED BUT STILL TM

Yes, we're tired of people telling us that we are doing *the most*, cause guess what? Sorry, we don't believe in a flat personality! This is our chance to shine, and show that we aren't one-dimensional.



THE
MOST

Wordmark
Static

THE
MOST

DOWNLOAD

Wordmark
Animated

THE
MOST

DOWNLOAD

NOT A STRAIGHT (FORWARD) RAINBOW

We tweet! We're freaks! Sometimes we're salty and sometimes we're sweet! Don't be afraid to mix two chunks of the rainbow — sometimes it's opposites that attract to create the perfect match.

Netflix Red

RGB
228-2-1

HEX
E40201

Hot Pink

RGB
240-108-232

HEX
F06CE8

Baby Soft Pink

RGB
241-183-195

HEX
F1B7C3

Euphoric Lilac

RGB
224-201-246

HEX
E0C9F6

Bandana Blue

RGB
19-58-217

HEX
133AD9

Slime Green

RGB
94-225-117

HEX
5EE175

Neon Green

RGB
214-251-72

HEX
D6FB48

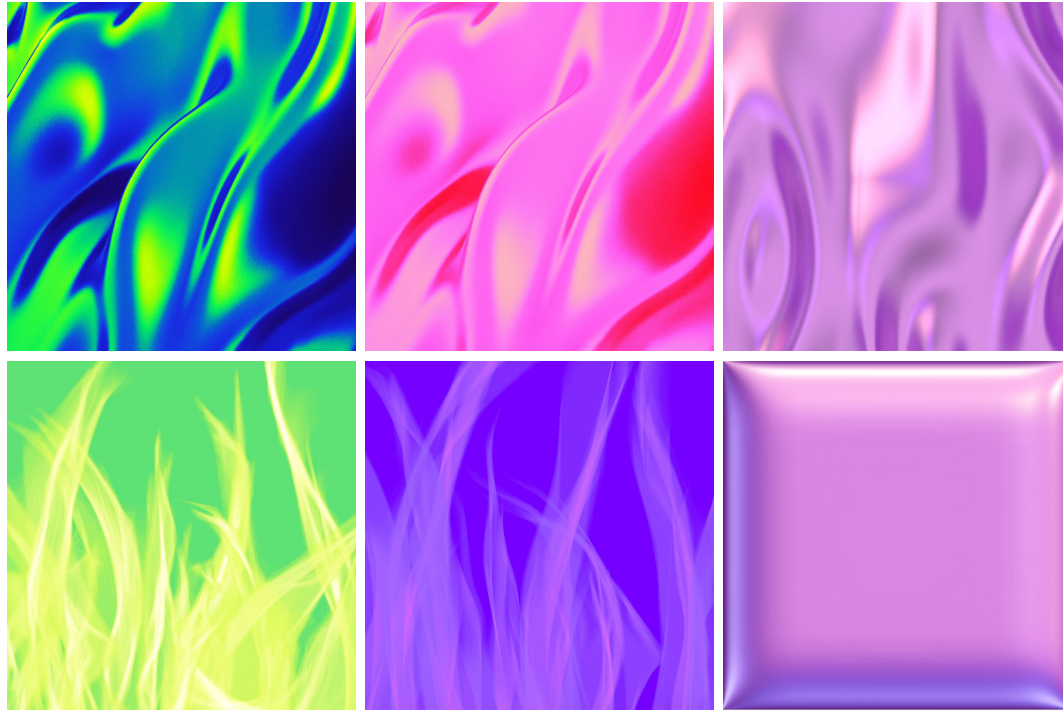
WHY PICK ONE IF YOU CAN STICK TO TWO (OR THREE)?

In our day and age, possibilities are endless. However, to narrow down our options, here are some recommended pairings to keep things perfectly clear. When in doubt, be reminded that opposites attract!



Background Textures

Liquid Chrome, Flame, Candy Chrome

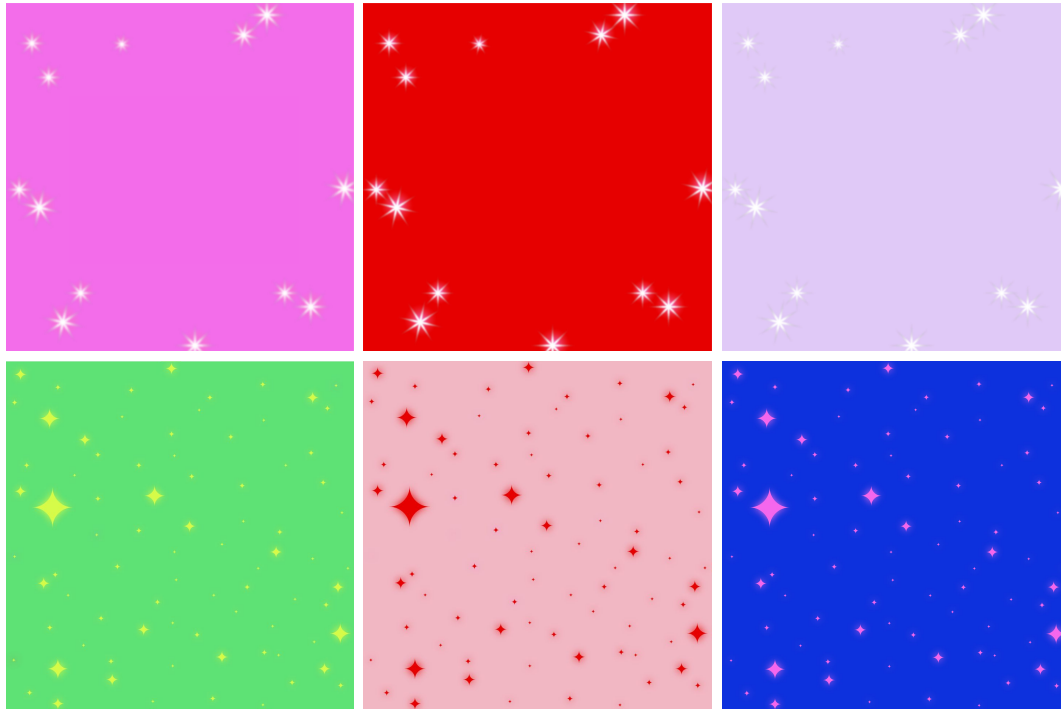


Background colors are editable, use color palette for added variation as needed. This is a sample selection.

See page 22 for a tutorial to change these colors.

[DOWNLOAD](#)

Background Textures
Sparkle, Space Variations

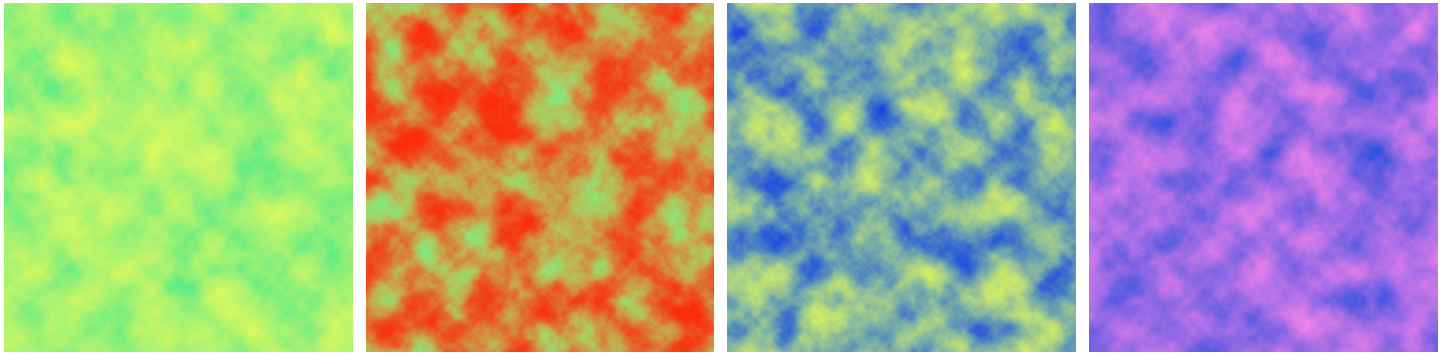


Background colors are editable, use color palette for added variation as needed. This is a sample selection.

See page 22 for a tutorial to change these colors.

DOWNLOAD

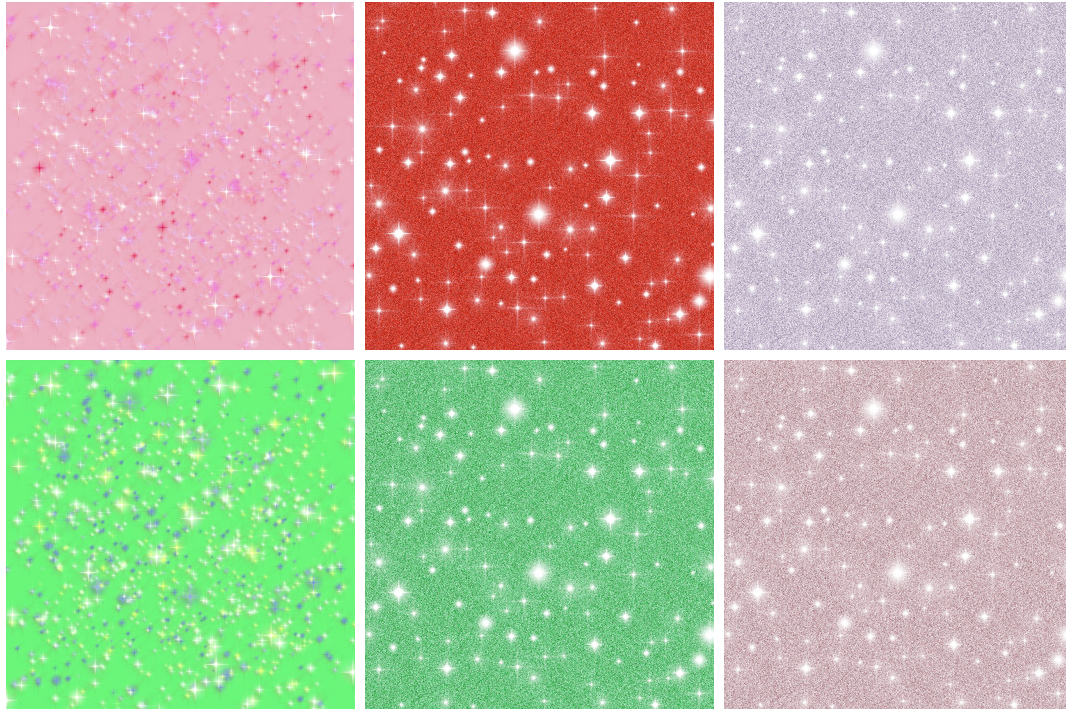
Background Textures
Tie-Dye



Background colors are
editable, use color palette
for added variation as
needed. This is a sample
selection.

[DOWNLOAD](#)

Textured Backgrounds
Animated Glitter

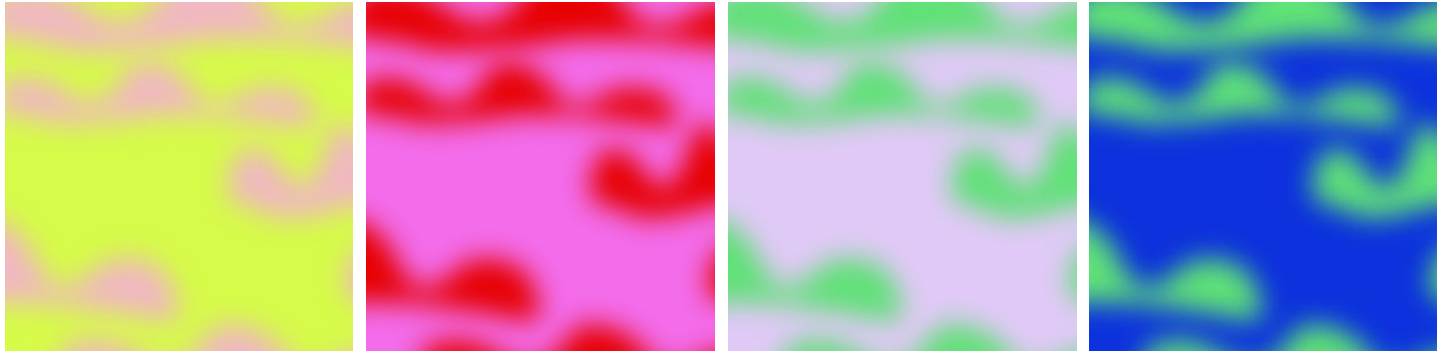


Background colors are editable, use color palette for added variation as needed. This is a sample selection.

See page 22 for a tutorial to change these colors.

DOWNLOAD

Background Textures
Animated Clouds



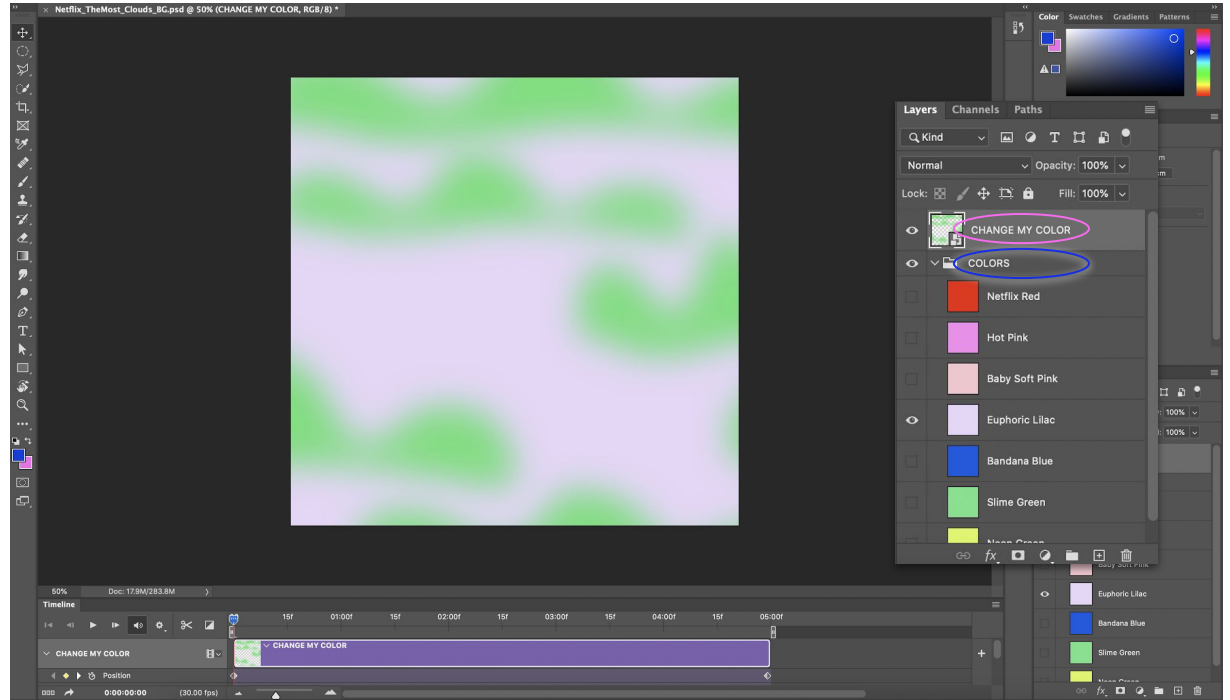
Background colors are
editable, use color palette
for added variation as
needed. This is a sample
selection.

[DOWNLOAD](#)

SWAPPING COLORS

All backgrounds have been made easily editable in PSD or AI formats with labeled layers.

1. Simply click on the “CHANGE MY COLOR” layer to open Illustrator to swap out your choice of color. All colors are in the swatches panel to choose from.
2. Change out the background in the “COLORS” layer
3. Save by File> Export>Legacy Save for Web



BOLD & BRAZEN IS MY TYPE.

This is Netflix Sans at its max. We want it to do the most, and that's why we are sticking to dialing it up, whether it's a simple stroke or on its own. We also want to break the rules a bit, so feel free to stretch us out— or if you like it skinny, we won't discriminate.

DOWNLOAD

ABCDEFGHIJK
KLMNOPQRS
TUVWXYZ & Z
abcdefghijkl
opqrstuvwxyz
1234567890!

**I'm your
type**

Outline
Netflix Sans Black

**I'M YOUR
TYPE**

Skinny
Netflix Sans Black
Width: 45%

**i'm your
type**

Outline Shadow
Netflix Sans Black

**i'm your
type**

Arch Glow
Netflix Sans Black

**i'm
your
type**

Wide
Netflix Sans Black
Width: 180%

***i'm your
type***

Italic Glow
Netflix Sans Black

Outline
Netflix Sans Black

Arch Glow
Netflix Sans Black

I'M YOUR
TYPE

Skinny
Netflix Sans Black
Width: 45%

Wide
Netflix Sans Black
Width: 180%

I'm your
type

Outline Shadow
Netflix Sans Black

Italic Glow
Netflix Sans Black

sorry
not
sorry

don't even
look at me

extremely
relatable

queer
for
days

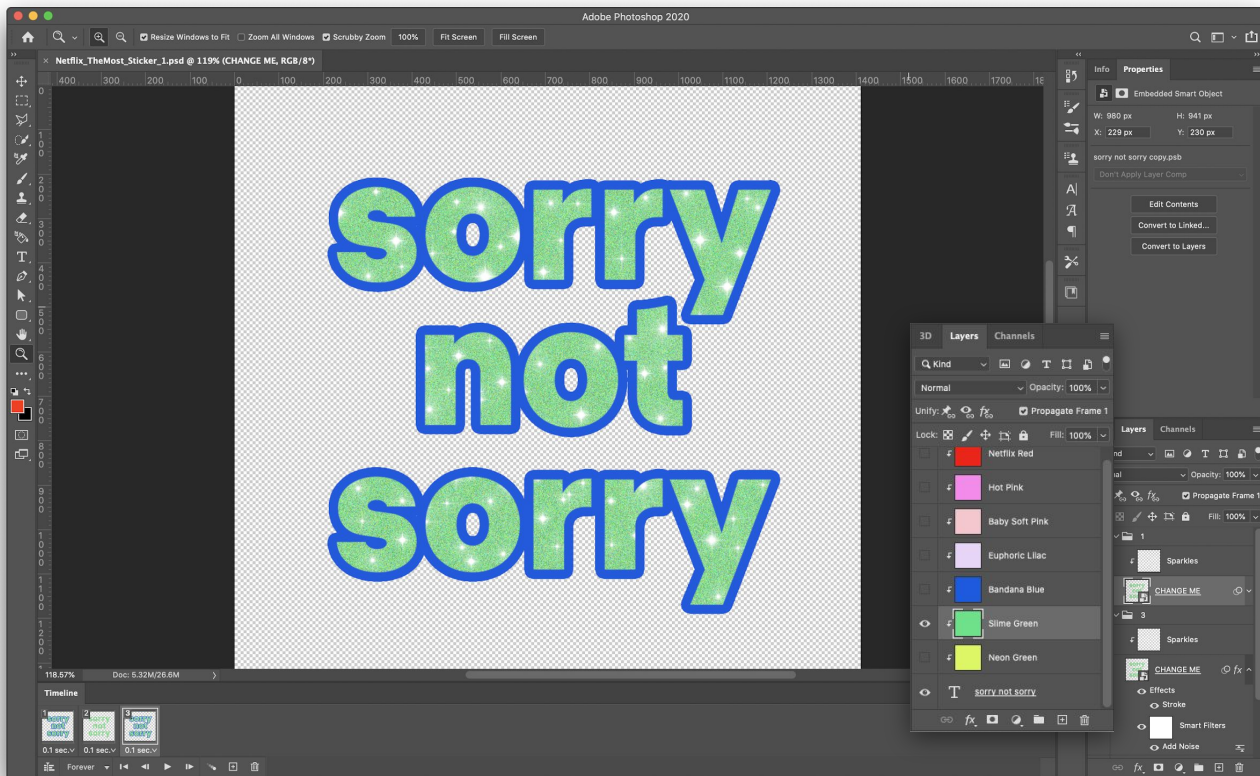
DOWNLOAD



SWAPPING COLORS

All stickers have been made easily editable in PSD format with labeled layers.

1. Simply click on the “CHANGE MY COLOR” layer to swap out your choice of color. All colors are clipping masks in the layers panel.
2. Change the text and adjust the canvas size to fit.
3. Save by File> Export>Legacy Save for Web



SOCIAL

Social Avatar
Primary



Social
Header Image



Following

The Most

@Most

going dreamland

Joined February 2019

272 Following 42.8K Followers



Followed by Netflix

Tweets

Tweets & replies

Media

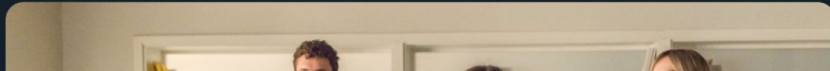
Likes

Pinned Tweet



The Most @Most · 2020-03-25

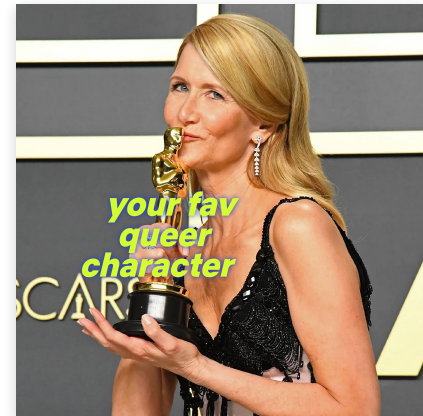
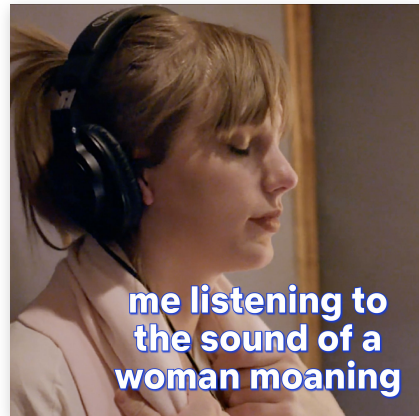
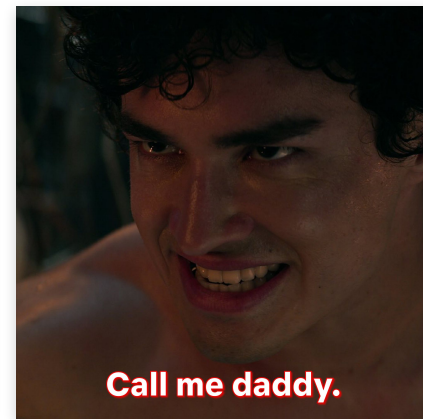
You're a new student at the school from Elite, Las Encinas: DON'T DIE THREAD



DOWNLOAD

Social Memes

The "My roommate isn't home, come now." Starter Pack:



**every day is
international
women's day
when you're
a lesbian**

**HELL
IS WHERE
THEY POST
ALL YOUR
DELETED
SELFIES**

**if the boy's
A CUTIE
tap that
BOOTY**

Social
Pulled Tweets



Theo Germaine
@TheoGermaine

My grandma watched [@the_Politician](#) and after seeing my name in the opening credits, addressed me by Theo for the first time ever 🥹 brb, going to go cry now forever



The Most
@Most

hey dykes, it's [@jillboard](#). look alive because I'm taking over this here account for the next three days to tweet about 'The L Word,' because gay and because free time. stay tuned for sapphic tweets and Long Live Dana Fairbanks.

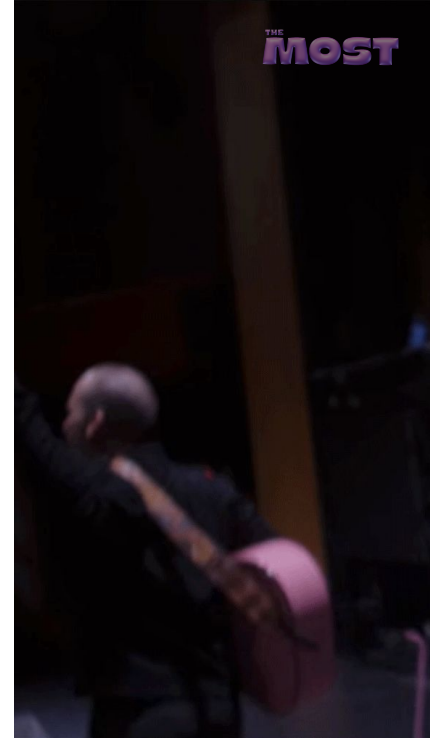


Ruby Tandoh
@rubytandoh

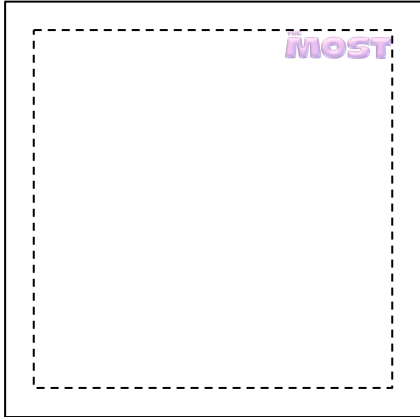
every day i think about how bake off has been a trojan horse for SO many people of colour and assorted queers to sneak into the food world. smuggled over the threshold cloaked in bunting, right under the nose of her majesty's scone patrol. what an energy. we stan

MOTION

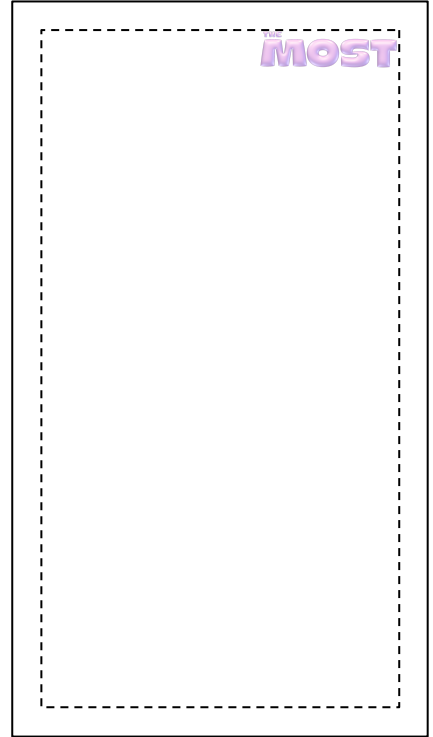
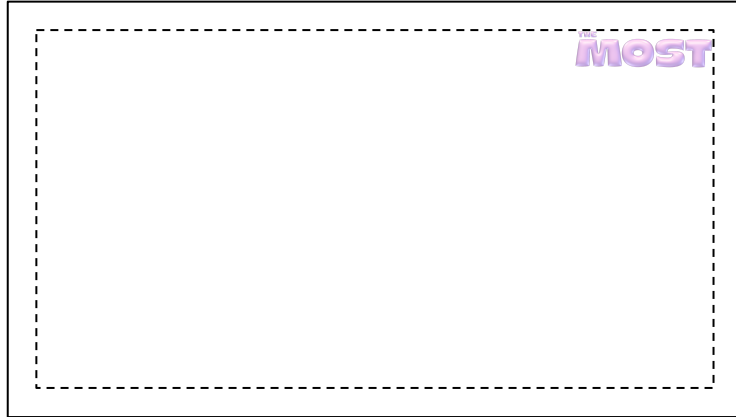
Motion
Burn-Ins



Motion
Burn-Ins



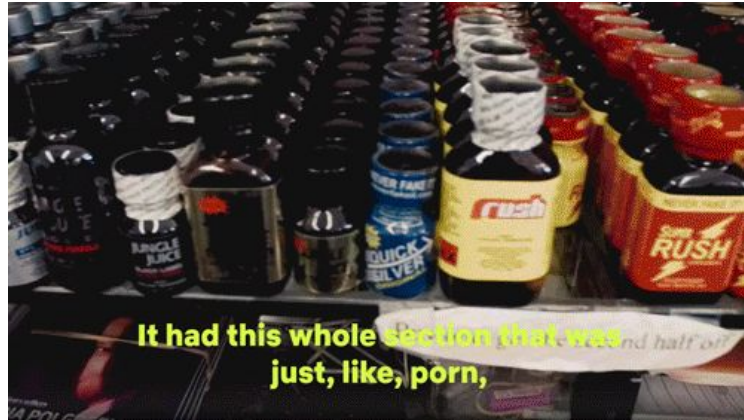
Burn In at 50% Transparency



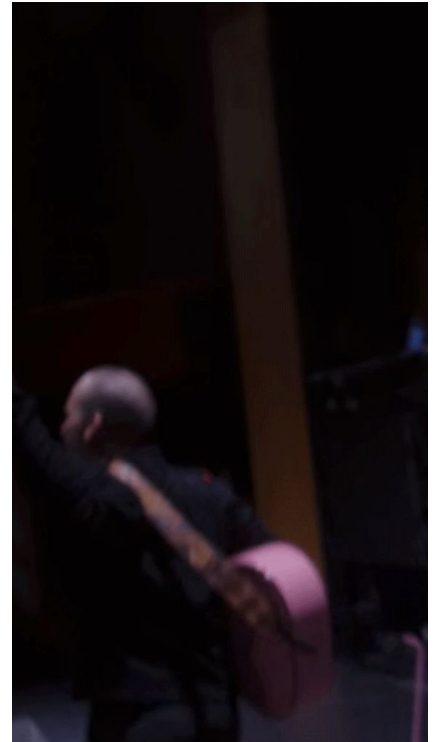
DOWNLOAD



Let's go lesbians, come on



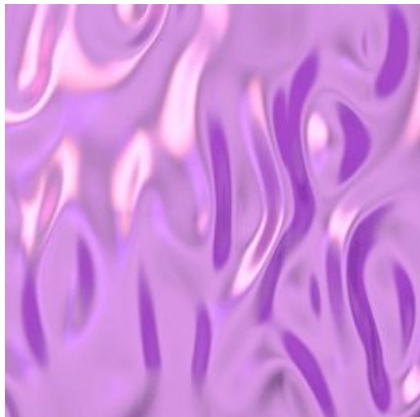
It had this whole section that was
just, like, porn,
and half off



MATT

F

Motion
Backgrounds



DOWNLOAD

Motion
End Card



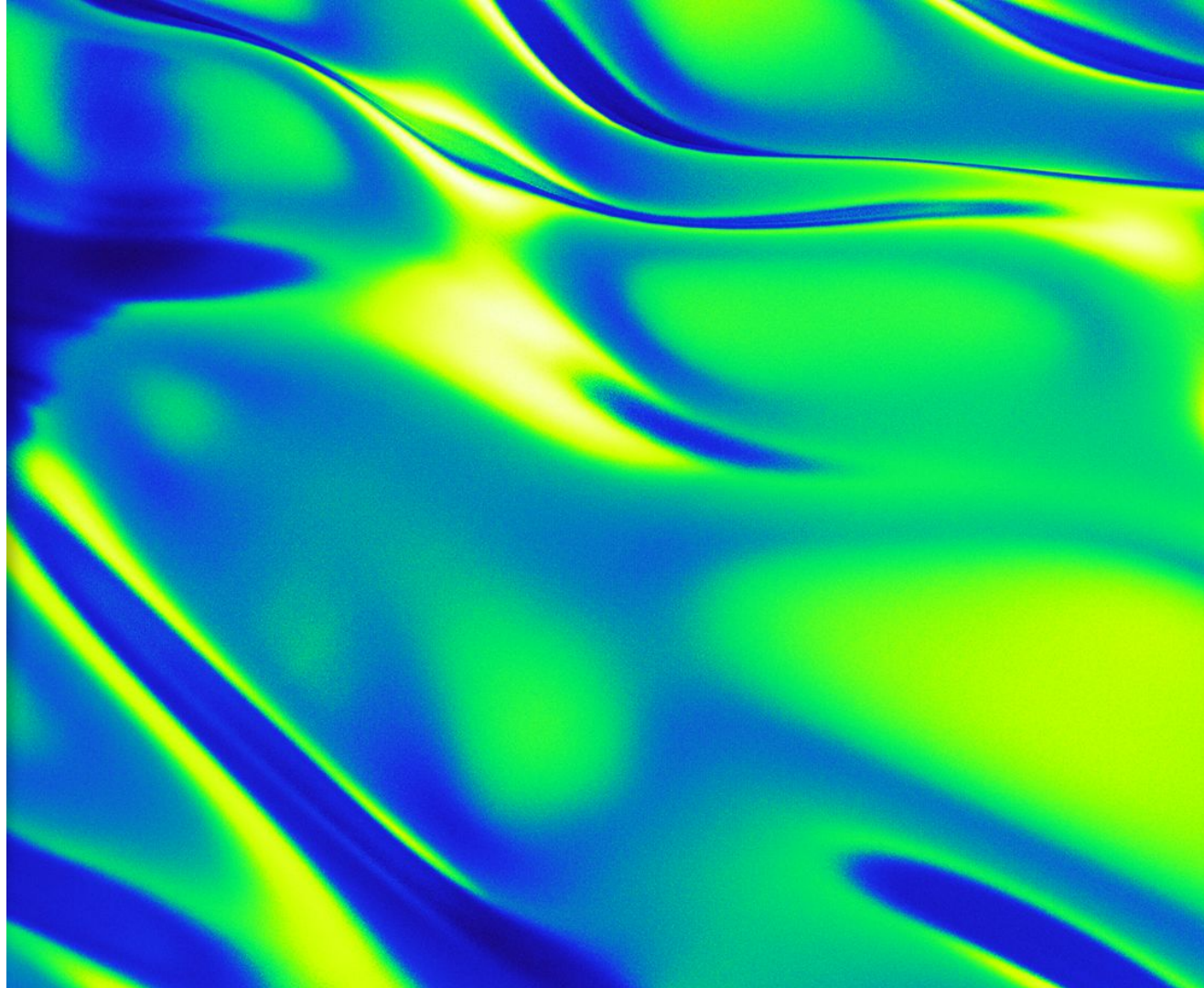
DOWNLOAD

***BRINGING IT
TOGETHER***

FLAUNT WHAT YOU'VE GOT.

Thinking of building a post for The Most? This section will help you with some tips we'd recommend:

1. Color Range– always ensure you have contrasting colors + an accent!
2. Choose a background, feel free to switch it up!
3. Vary your type



Building a Post
Formula

COPY/IMAGE



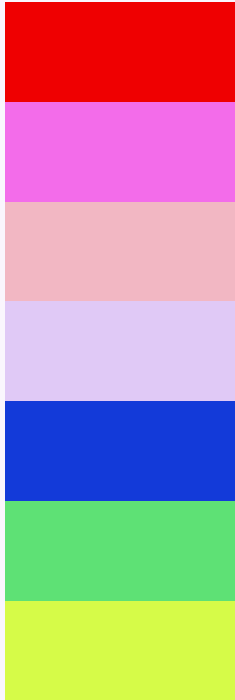
Call me daddy.



hey dykes, it's @jillboard, look alive because I'm taking over this here account for the next three days to tweet about 'The L Word,' because gay and because free time. stay tuned for sapphic tweets and Long Live Dana Fairbanks.

every day is
international
women's day
when you're
a lesbian

COLOR



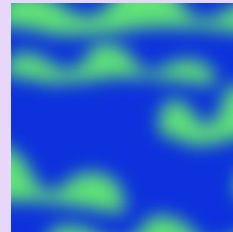
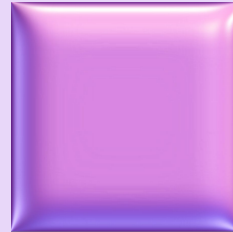
TYPE STYLE

i'm your
type



i'm
your
type

BACKGROUND



MAGIC



Call me daddy.



STEPS WE TOOK

1. Choose an image and copy
2. Pick a color
3. Choose your type style (we recommend Outline Shadow + Netflix Sans Black)
4. Choose a background — whether its full bleed, or ⅓ image and white space for copy

WHAT WE USED

TYPE:

**Netflix
Sans
Black**

**i'm your
type**

Outline Shadow
Netflix Sans Black

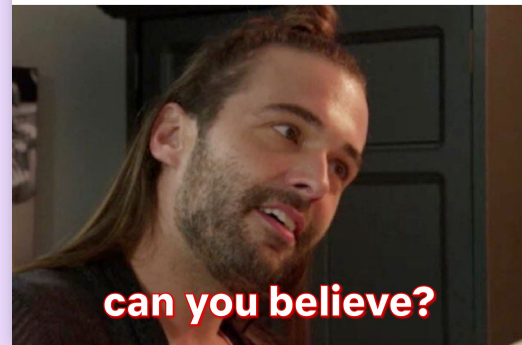
COLOR:



Netflix Red

MAGIC WE MADE

**when queer eye
gets renewed for
a new season**



STEPS WE TOOK

1. Choose a video
2. You don't want your viewers to get dizzy so don't get too freaky!
3. Pick a type. You can be as paired down or do the most. Follow your instincts!
4. If it's feeling a little bare, use a sticker!

WHAT WE USED

TYPE:

**Netflix
Sans
Black**

STICKER:

sticker

COLOR:

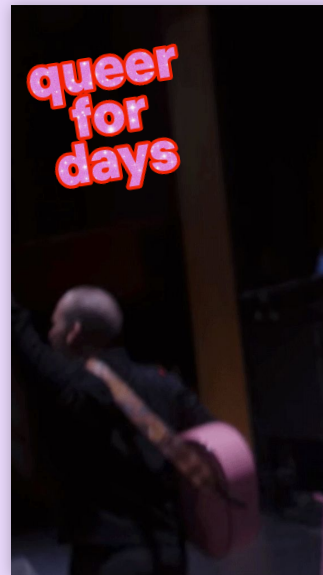


Netflix Red



Hot Pink

MAGIC WE MADE



STEPS WE TOOK

Podcasts can be as simple or complex as you'd like them to be. The following is an example of a more complex podcast.

1. Choose a background
2. Choose a text style
3. Overlay callouts from the podcasts in various type styles from the toolkit!
4. Have fun with it and make sure that every style has its own moment to shine!

WHAT WE USED

TYPE:

**Netflix
Sans
Black**

*i'm
your
type*

*i'm your
type*

*i'm your
type*

*i'm your
type*

COLOR:

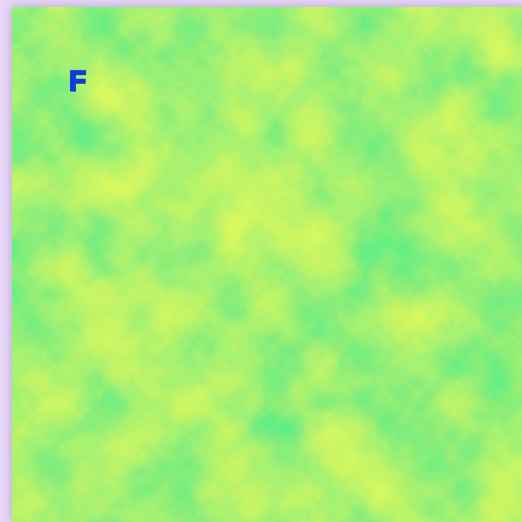


Bandana Blue

STICKER:



MAGIC WE MADE



SWAG



Swag
Tees





