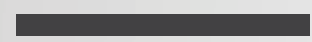


BRAND BOOK

MANDT MEDIA

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INTRO

Founded in 2015, Mandt Media is an Emmy Award-winning immersive entertainment and media studio specializing in the production of premium augmented reality content, virtual reality content, and AI. The core of our mission is great storytelling, leveraging the best in technology to transcend the boundaries between audience and narrative in sports, entertainment, retail, real estate, and more.

Blending digital innovation with excellence in artistry, we deliver cutting-edge content experiences of unprecedented impact, helping our clients communicate with audiences worldwide. Our dynamic team of award-winning creators is rooted in Hollywood's film and television industries, and we are passionate about leading the next great revolution in media.

"This is one of the most significant business developments of the twenty-first century," says co-founder and CEO Neil Mandt. "It will touch every aspect of our lives. We have a remarkable opportunity to help shape the future and create enormous growth."

"What sets us apart," says co-founder and chairman Gordon Whitener, "is our unique combination of creative and technological capabilities. Our first-rate team has a wealth of experience and knows how to deliver. We look to the future with great excitement."

01

OUR MISSION

MANDT MEDIA'S MISSION IS TO REVOLUTIONIZE THE MEDIA LANDSCAPE AND SET THE STANDARD FOR IMMERSIVE CONTENT.

OUR COMMITMENT TO EXCELLENCE IS TOTAL. WE TAKE PRIDE IN DOING WORK OF THE VERY HIGHEST QUALITY, WHILE OFFERING OUR CUSTOMERS A LEVEL OF SERVICE AND ATTENTION TO DETAIL THAT IS SECOND TO NONE.

MANDT MEDIA

OUR FOUNDATION

TEAMWORK

Leverage our collective strengths to create exceptional outcomes.

TRUSTWORTHINESS

Act with integrity and honesty, and believe the best of others.

INSPIRATION

Encourage creativity and innovation in ourselves and in those around us.

EXCELLENCE

Prioritize quality and consistency in all that we do.

PASSION

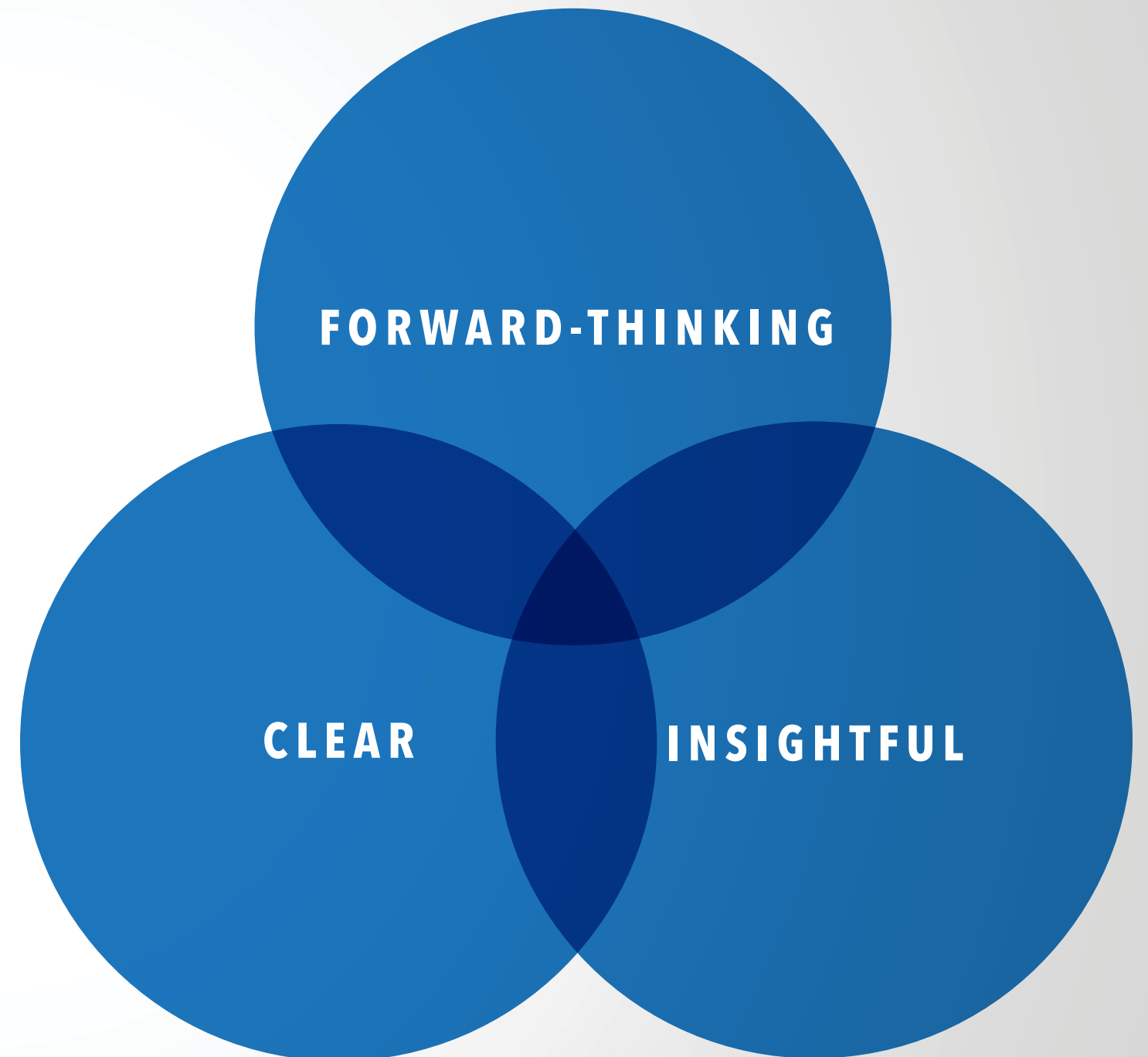
Create remarkable experiences and stay curious about new ideas and technologies.

VOICE & TONE

The immersive media industry is evolving rapidly, with technological advancement driving the pace of change. In this kind of fluid business environment, effective communication is crucial.

Mandt Media should always strive to communicate with clarity and concision.

The language should not be complicated or callous.



LEADERSHIP PRINCIPLES

TRUST INSTINCTS Leaders are right a lot. They have strong judgment and good instincts.

THINK BIG Thinking small is a self-fulfilling prophecy. Leaders create and communicate to inspire exceptional results. They benchmark themselves and their teams against the best.

DO MORE WITH LESS Constraints breed resourcefulness, self-sufficiency, and invention. There are no extra points for growing headcount, budget size, or fixed expense.

DISAGREE AND COMMIT Leaders must

respectfully challenge decisions when they disagree, even when doing so is uncomfortable or exhausting. Leaders have conviction and tenacity.

DELIVER RESULTS Leaders focus on the key inputs for their business and deliver them efficiently, at a high level of quality. Despite setbacks, they rise to the occasion and never settle.

DIVE DEEP Leaders operate at all levels, stay connected to the details, audit frequently, and are skeptical when metrics and anecdotes differ. No task is beneath them.

BRAND ARCHITECTURE

MANDT MEDIA

MANDT VR MANDT AR MANDT LABS MANDT STUDIO MANDT ARRER

VR: Specializing in the creation and production of VR and 360 content

AR: Specializing in the creation and production of augmented reality content

LABS: Specializing in technological innovation and experimentation in immersive media

STUDIO: Specializing in traditional film and television production

ARRER: Specializing in immersive media rights for real estate

02

VISUAL IDENTITY

MANDT MEDIA

LOGO

MANDT MEDIA

Outward-facing images produced at Mandt Media for the purposes of PR and marketing should adhere to the following standards:



The Mandt Media Logo with reflection should only be used in approved marketing materials.

COLOR VARIETY

MANDT MEDIA

MANDT MEDIA

MANDT MEDIA

MANDT MEDIA

MANDT MEDIA

DO'S & DON'TS

LOGO

-  **MANDT**MEDIA
Don't stretch the logo
-  **MANDT**MEDIA
Don't change the logo color
-  **MANDT**MEDIA
Don't rotate the logo
-  **MANDT**MEDIA

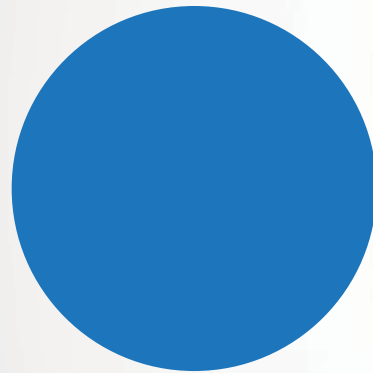
NAME IN TEXT

-  Mandtmedia
-  MANDTMEDIA
-  mandmedia
-  Mandt media
-  Mandt Media

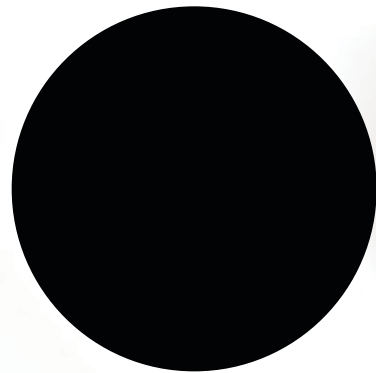
COLOR



HEX #414042
PMS BLACK 2 C



HEX #1C75BC
PMS 3005 C



HEX #000000
PMS NEUTRAL BLACK C



HEX #d6d6d6
PANTONE COOL GREY 1C

TYPE STYLE

Spacing between letters should fall in the range of 25-150, depending upon placement. The key is to ensure that there is always adequate breathing room.

AVENIR BOOK

abcdefghijklmnop
nopqrstuvwxyz
1234567890

Main font. Primarily used for titles and body text.

AVENIR LIGHT

abcdefghijklmnop
nopqrstuvwxyz
1234567890

Primarily used for body copy when contrast and legibility issues require it.

AVENIR NEXT CONDENSED BOLD

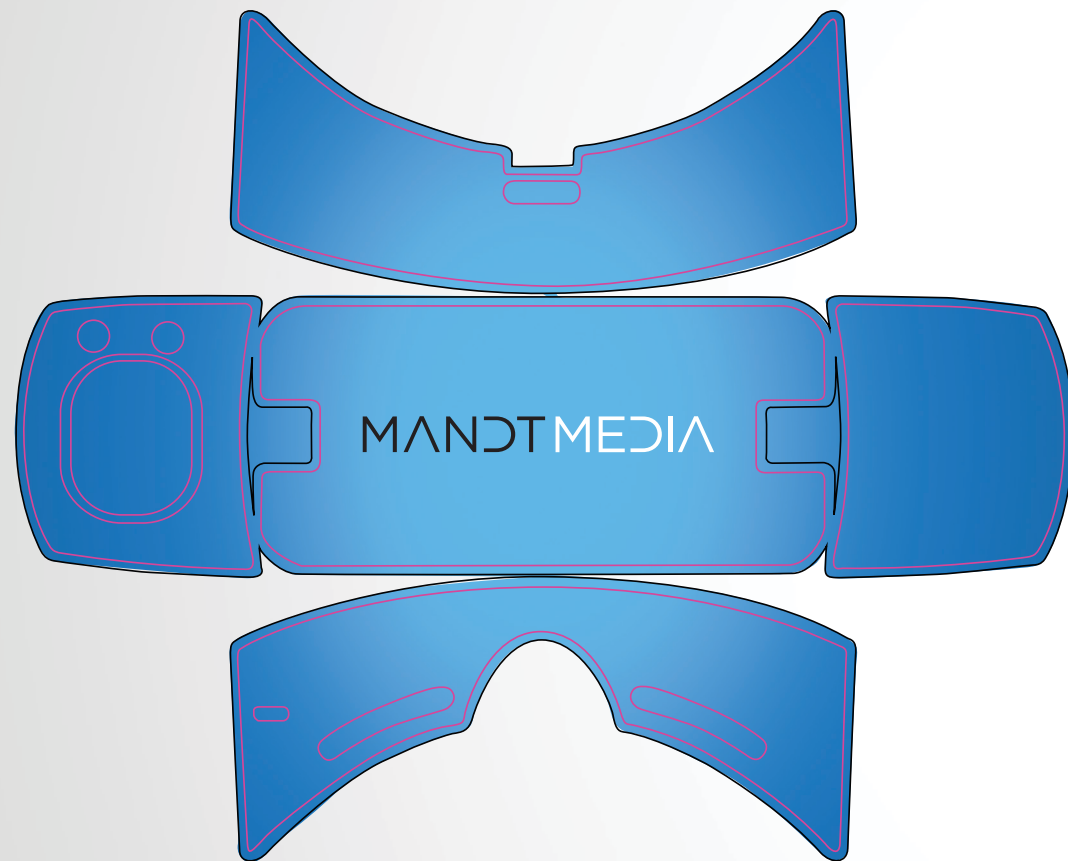
**abcdefghijklmnop
nopqrstuvwxyz
1234567890**

Primarily used for prefixes, captions, and key callouts.

VARIOUS APPLICATIONS

BUSINESS CARD





VR HEADSET DESIGN

WEBSITE LAYOUT

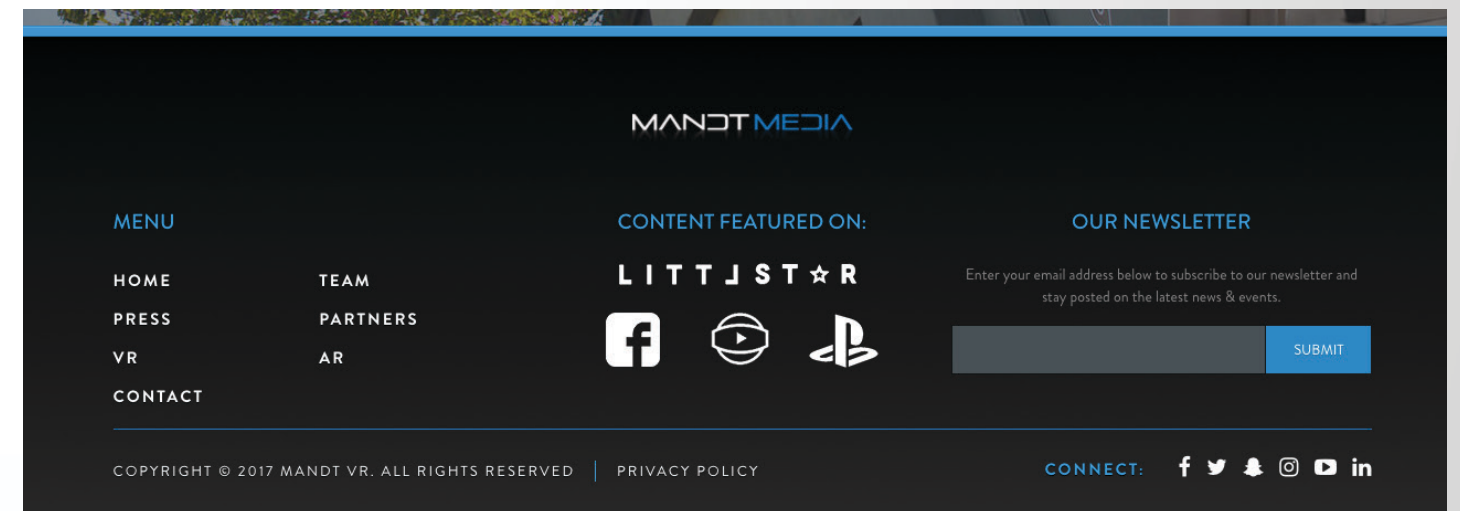
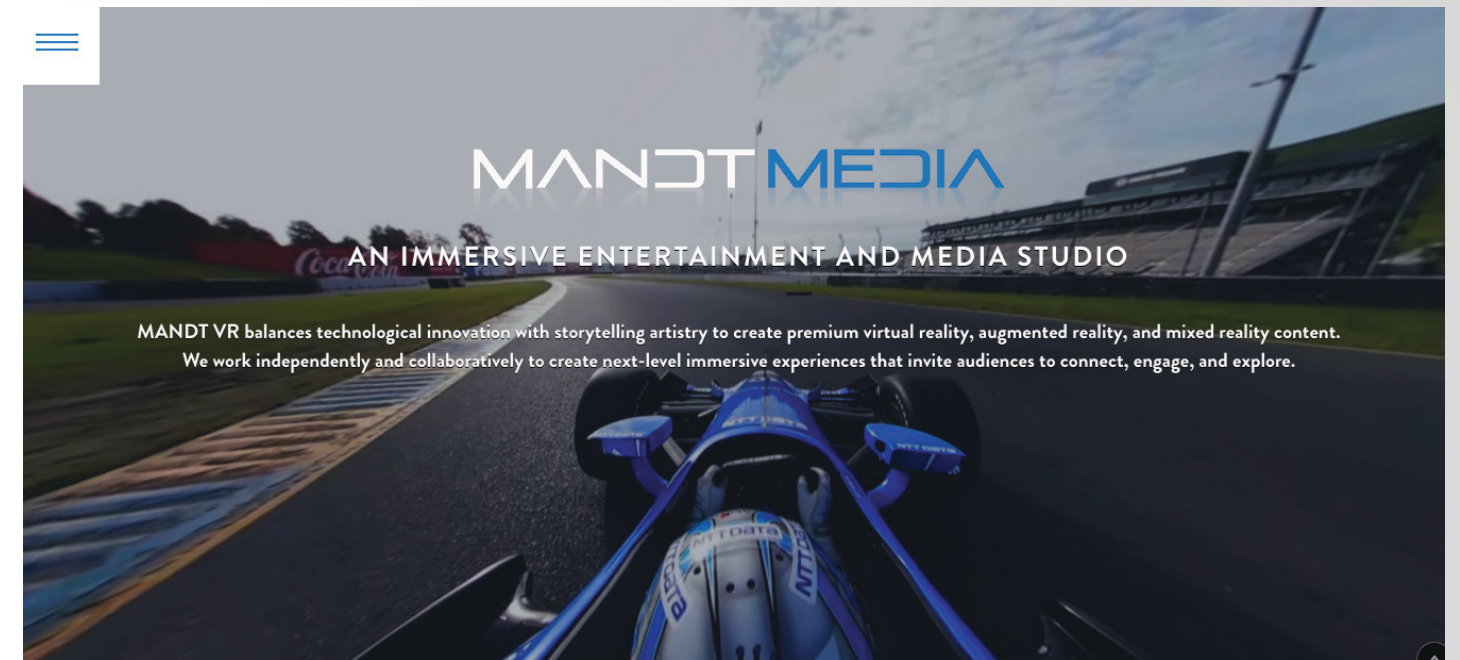


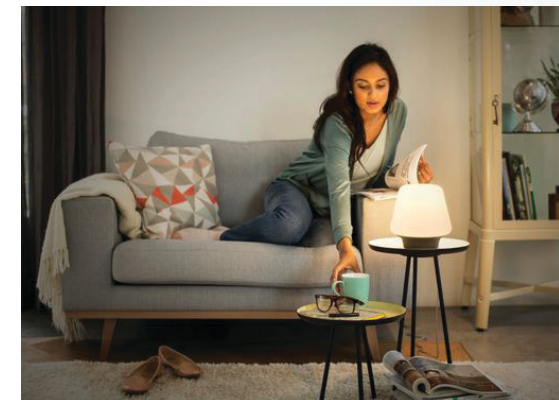
PHOTO DIRECTION

Outward-facing images produced at Mandt Media for the purposes of PR and marketing should adhere to the following standards:

LIGHTING There should be enough lighting around and reflected on the subject.

FOCAL POINT Subject should be clear, in-focus and not blurry.

RESOLUTION Image should be hi-res enough to be used in both print and digital media.



03

SOCIAL MEDIA

MANDT MEDIA



SOCIAL MEDIA

At Mandt Media we believe in open communication. As employees and creators, you are encouraged to share your work and passion with the world via blog, social network or any other form of online publishing you so choose. However, as the digital space continues to change, so does the way we communicate with each other and with our consumers, target audiences and partners. This becomes an essential factor in choosing the content of your posts.

In order to avoid any problems or misunderstandings, we've outlined a few social and digital guidelines to provide helpful, practical advice when operating in this space as an identifiable employee of Mandt Media.



MANDT VR SOCIAL HANDLES

Facebook - [facebook.com/mandtmedia](https://www.facebook.com/mandtmedia)

Instagram - [@mandtmedia](https://www.instagram.com/mandtmedia)

Twitter - [@mandtmedia](https://twitter.com/mandtmedia)

LinkedIn - [@mandtmedia](https://www.linkedin.com/company/mandtmedia)

YouTube - [mandt_media](https://www.youtube.com/channel/UC...)

SOCIAL MEDIA

CODE OF CONDUCT

First, please familiarize yourself with and follow the Mandt Media Code of Conduct and the Employee Handbook.

POSTINGS

You are personally responsible for the content you publish on blogs, wikis or any other form of user-generated media. Please remember that the internet never forgets. This means everything you publish will be visible to the world for a very, very long time. Common sense is a huge factor here. If you are about to publish something that makes you even the slightest bit uncomfortable, review and reconsider. If the post content is related to Mandt Media and you are unsure of posting, discuss with your manager or Brand Manager.

OWNERSHIP

When discussing Mandt Media or brand-related matters online, you must identify yourself with your name and, when relevant, your role at the company. If you are not one of the identified and official spokespersons of Mandt Media, you must make clear that you are speaking for yourself and not for the company. In a situation like this, feel free to use a disclaimer like “The postings on this site are my own and do not necessarily represent the position, strategy or opinions of Mandt Media.” Please always write in the first person and don’t use your company email address for private communications. And please consider that even anonymous postings on Wikipedia can be traced back to the company.

SOCIAL MEDIA

INTERNAL USE ONLY

Just because information is circulated internally does not permit you to share this information with outside parties. If an item features the sentence “for internal use only” then that is exactly what it means. Further, it is absolutely unacceptable to forward this type of content to anyone not employed by Mandt Media. There are no exceptions to this rule. Messages from our CEO to all employees are not meant for the media. Messages intended for the media will be routed through our PR team by the Brand Manager of Mandt Media.

CONFIDENTIALITY

It is perfectly fine to talk about your work and have a dialogue with the community; but it is not acceptable to talk about any AR/VR production before its official launch. If you have signed a confidentiality agreement, you are expected to follow it. If the judgement call is unclear with regard to secrets or other issues discussed, ask your manager before publishing or forwarding. Please act responsibly with the Mandt Media information with which you are trusted.

SOCIAL MEDIA

RESPECT

Content: When posting content, always respect your audience. Don't use ethnic slurs, personal insults, obscenity, or engage in any conduct that would not be acceptable in the workplace. You should also show proper consideration for others' privacy and for topics that may be considered objectionable or inflammatory (like religion or politics).

Appearance: If you are in a virtual world as a Mandt Media representative please behave accordingly.

CONSEQUENCES

Think about consequences. Imagine you are sitting in a sales meeting and your client brings out a printout of a colleague's post that states that the product you were about

to sell "completely sucks." Talk about a tough pitch. So, please remember: Using your public voice to trash or embarrass your employer, your customers, your co-workers or even yourself is not advised.

COPYRIGHT

Please respect copyright. Simply: if it is not yours, don't use it. Before posting someone else's work, check with the owner first.

SEEK APPROVAL

Don't cite or reference clients, partners or suppliers without their approval. When you do make a reference, where possible, link back to the source. If you have any questions regarding this policy, please talk to your manager or Brand Manager.

THANK YOU.

MANDT MEDIA