



LOOTCRATE™

CORPORATE BRANDING

STYLE GUIDE 1.2



THE COMPANY INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Loot Crate's corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Loot Crate Inc's commitment to quality, consistency and style.

The Loot Crate Inc. brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Loot Crate name and marks.

BRAND ARCHITECTURE MAP

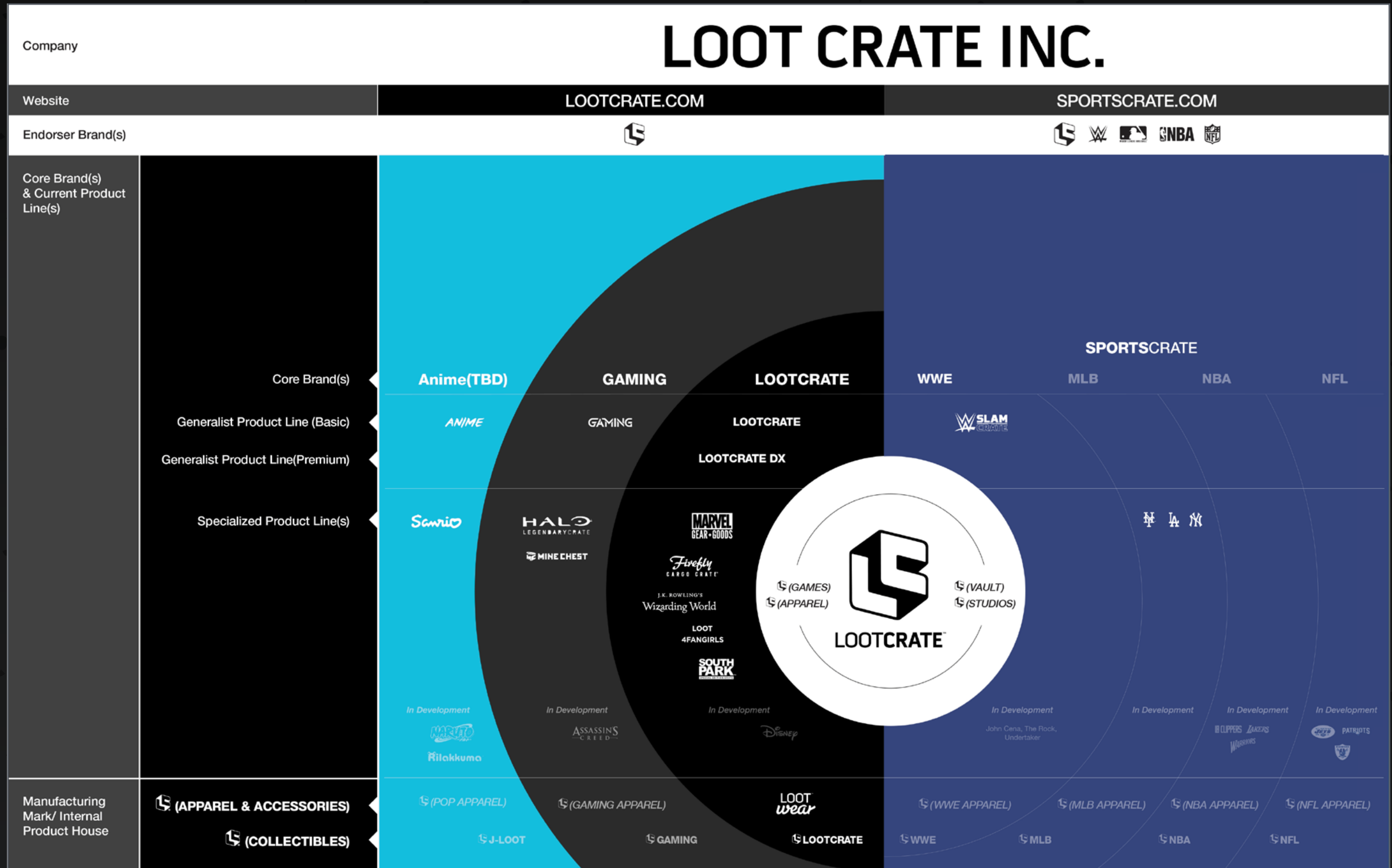


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00 BRAND PRINCIPLES

You Can Count On Us
We're Fans First
Powered By Fun
We Love You

BRAND PRINCIPLES

THE LOOT CRATE PRINCIPLES

OBJECTIVE

To declare our purpose and demonstrate our devotion to our customers. It is our hope that our mission and principles play an active role in cultivating an authentic and thoughtful, customer-centric organization.

OUR MISSION

To unite and inspire the world through the shared celebration of fandom.

OUR PRINCIPLES

You can count on us.

We strive to deliver consistent, “fan-tastic” experiences around all of our products. We ask for your feedback—the good and the bad—so that if we don’t get it right, we listen and try to improve. We aspire to earn (and keep!) your trust by providing you with reliable and accountable service.

We’re fans first.

We’re a company run by fans. We unabashedly celebrate nostalgic moments and characters—from famous heroes to infamous villains, and everyone in-between. We know what it’s like to track down that ‘holy grail’ collectible or stand in meet-and-greet lines for an autograph. It’s why we’re dedicated to working closely with creators and licensed partners to imagine new products and experiences for our Looters. Where else could you find a Sonic Spork for your cereal?

Powered by fun.

We approach everything that we do with playfulness and humor, and try to create multiple layers of discovery for fans. Whether it’s shipping a crate that turns into a proton-pack, or re-creating a “floating” hover-board at 1:5 scale, everything we do is intended to bring your fandom into the real world, and to your door, in unexpected ways.

We love you.

Okay, now that we’ve gotten our feelings out there, and while we really hope you love us too, we just want you to feel like a good friend is sending you an awesome care package. Everything we develop—including themes and original content—is so you can totally immerse yourself in the stuff you love!

01 THE LC BRAND MARK, LOGO SIGNAGE

Our logo and brand mark are the key building blocks of our identity, the primary visual elements that identify us. The signature is a combination

of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

The Logo Introduction

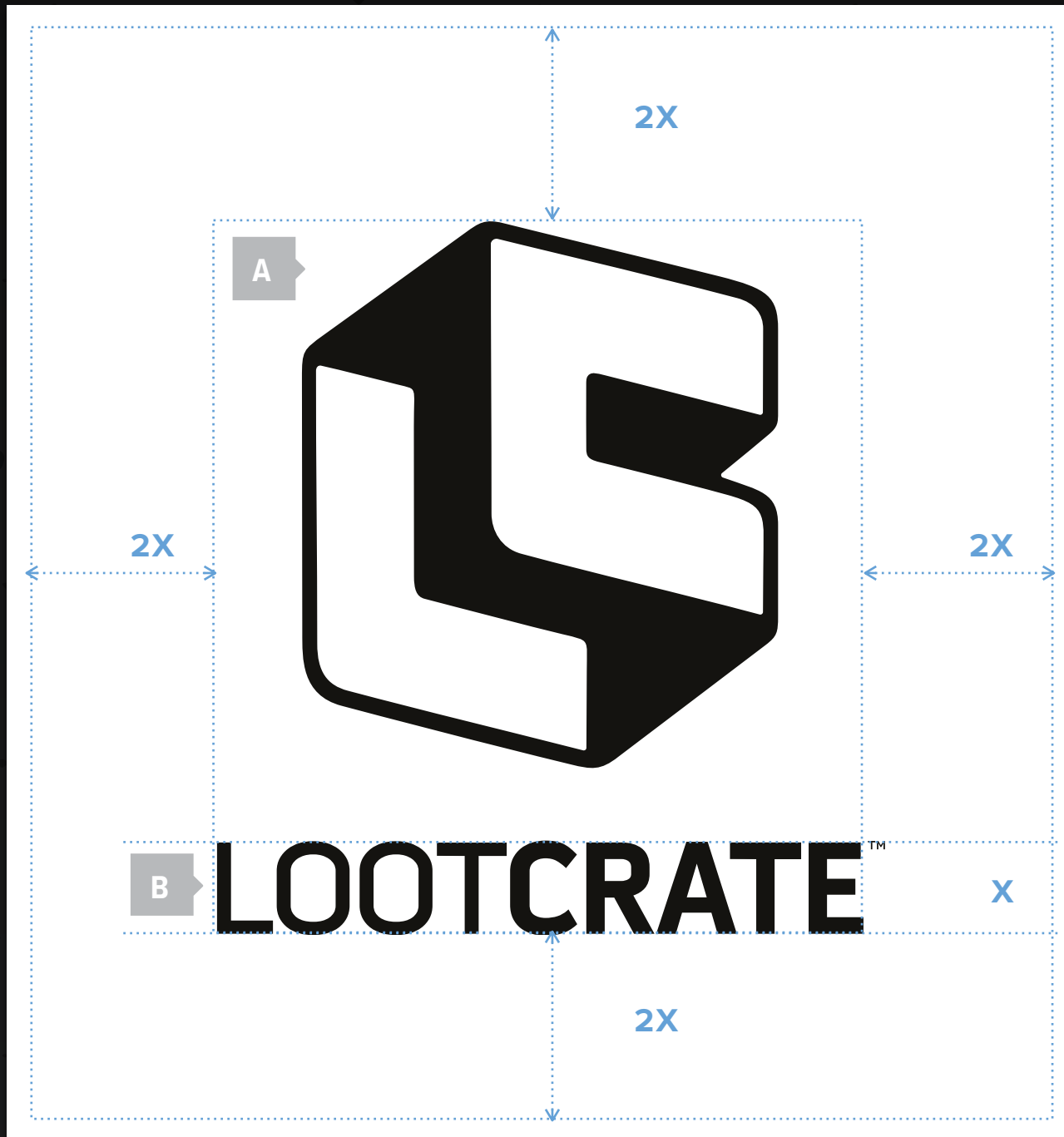
The Logo Application

The Logo Elements

Clear-space and Computation

Incorrect Logo Application

LOGO, BRAND MARK *FOR PRINT*



STACKED LOCKUP

LC Brand Mark

Our corporate logo comprises of logo mark (A) and logotype (B)

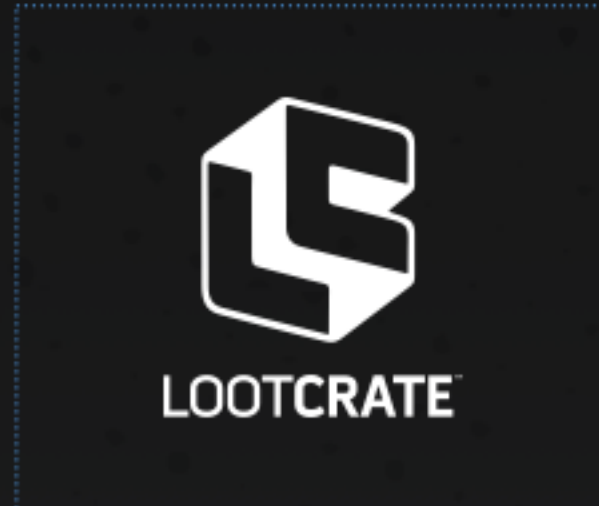
- The logo mark & logotype should be locked up with the exact scale ratio, and with the exact spacing between them
- Always allow enough white space around our corporate logo



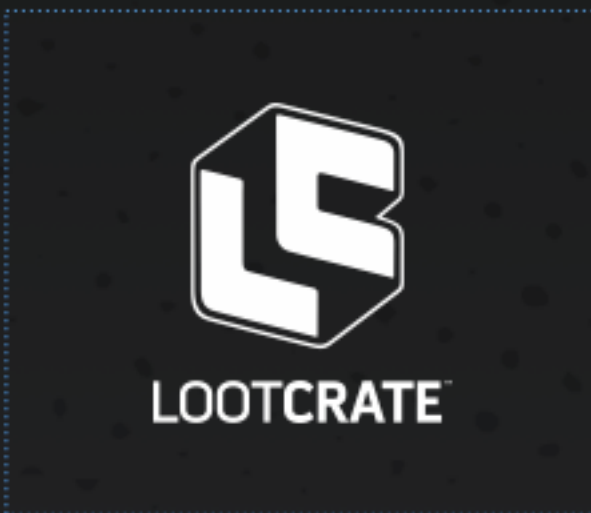
LOGO, BRAND MARK USAGE DIGITAL & PRINT



60 pixels



60 pixels



60 pixels



STACKED LOCKUP

- Depending on the application, our corporate logo can be reversed out of black
- To maintain legibility, our corporate logo should be no smaller than 60 pixels in height

LOGO, BRAND MARK DIGITAL & PRINT

A



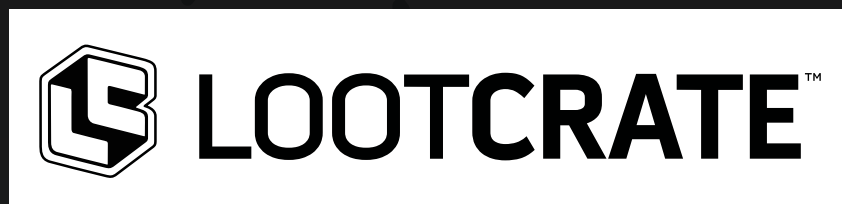
HORIZONTAL LOCKUP

A. LC Loot Crate Horizontal lock-up
(on dark background)

B. LC Loot Crate Horizontal lock-up
(on light background)



B



LOGO, BRAND MARK USAGE *DIGITAL & PRINT*



WHAT NOT TO DO

- A. Do not change the scale ratio between the logo mark and logotype
- B. Do not change the font used for our logotype

02 LC BRAND MARK, PACKAGING

Increase internal consistency in messaging and how we mark product.

Step above the competition by building trust worthy, clear definitions for our customers

Expand our options and build more opportunities for marketing our product advantages.

PACKAGING STICKERS SIGNAGE

A



B



C



D



USAGE

A. Loot Crate Exclusive

Product created by Loot Crate to be shared in our Loot Crate subscriptions. At a later date Loot Crate might make these products available to our Loot Crate non-subscribers.

B. Loot Crate Limited Edition

Made by Loot Crate, it's really awesome and there's a limited number of them in existence. These awesome items will only be found in our crate(s) and might be numbered. There may also be a certificate of authenticity.

C. Loot Crate Edition

A variant of an existing print title or item that was specifically created for Loot Crate! Includes special formats, colors, exclusive covers, bonus content and more.

D. Loot Crate Original

Something created in a collaboration with Loot Crate and a friendly neighborhood partner to be found first in a LOOT CRATE subscription. This products may be on sale by our partner at a later date (but you won't get our monthly tee, pin and other loot if you buy it there!).

PACKAGING SIGNAGE

LIMITED EDITION PRODUCT EXAMPLE



Loot Crate Limited Edition

Made by Loot Crate, it's really awesome and there's a limited number of them in existence. These awesome items will only be found in our crate(s) and might be numbered. There may also be a certificate of authenticity.



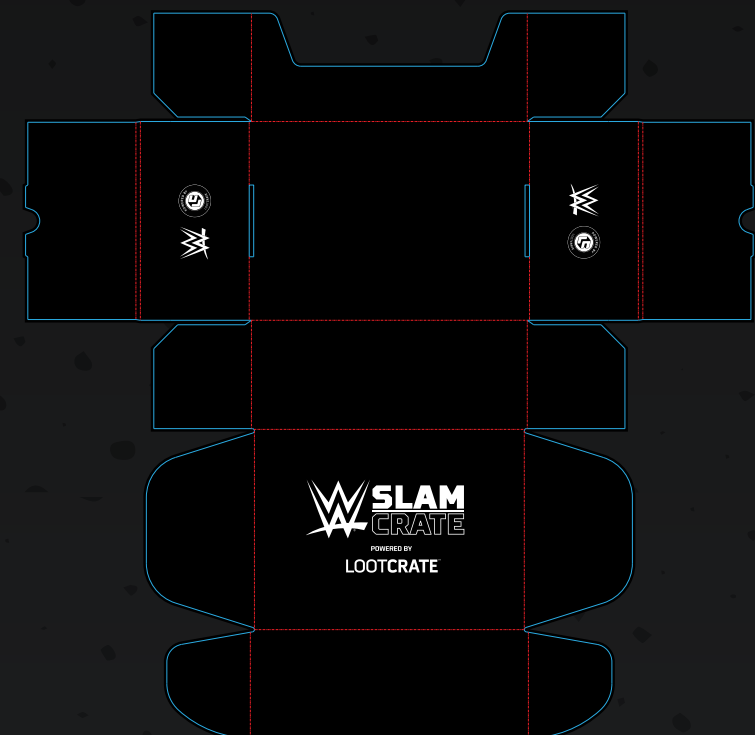
POWERED BY BRAND MARK SIGNAGE



USAGE

Use on Partner Crate Corrugate

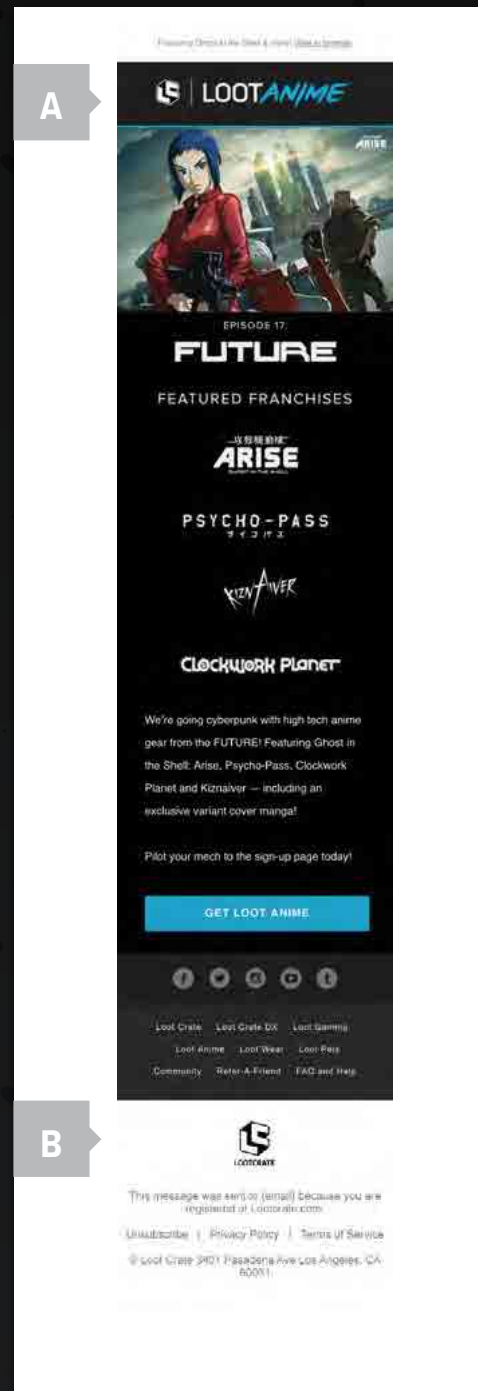
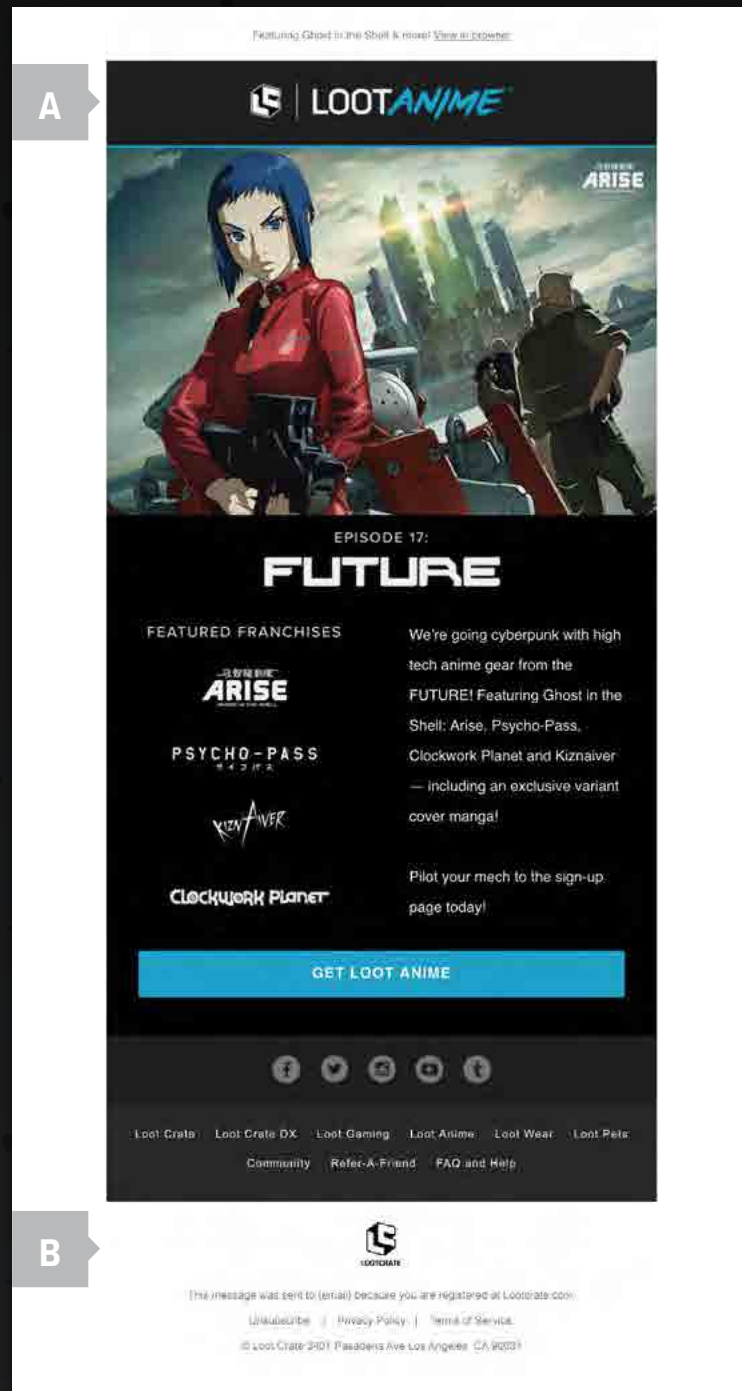
Example Below:



03 THE CORRECT LOGO PLACEMENT FOR THE BRAND MARK

Correct Logo Placement for Marketing Emails

LOGO APPLICATION: E-MAIL



LOGO EXECUTION

- A. E-Mail Header
 - LC | “Loot Crate Product Lines” (Our Sub-brands)
- B. E-Mail Footer
 - LC Loot Crate Brand Mark

E-MAIL LOGO APPLICATION FOR OUR SUB-BRANDS



HEADER EXECUTION

Example of our email headers for sub-brands.

Should always use the LC brand mark, line (pipe), and the sub-brand word mark

04 THE CORPORATE TYPOGRAPHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents

lettering so that the most important words are displayed with the most impact so users can scan text with ease.

The Corporate Fonts
Primary Font
Secondary Font
Font Hierarchy

CORPORATE TYPOGRAPHY *DIGITAL*

HEADERS

PROXIMA NOVA CONDENSED Medium

PROXIMA NOVA CONDENSED Bold

PROXIMA NOVA CONDENSED Extra Bold 

BODY COPY

PROXIMA NOVA Regular

TYPOGRAPHY USAGE

- For headers, use all caps and choose from one of the three weights (Medium, Bold, ExtraBold)
- For body copy, use only Proxima Nova
- For the legal line, the font size should not be smaller than 6pt
- For more details, check here: <https://www.lootcrate.com/loot-styleguide#section-text>

CORPORATE TYPOGRAPHY DIGITAL

THE FONT

The old posters and signs in the traditional neighborhood of Buenos Aires called Montserrat inspired me to design a typeface that rescues the beauty of urban typography from the

first half of the twentieth century. The goal is to rescue what is in Montserrat and set it free, under a free, and open source license, the SIL Open Font License.

PROXIMA NOVA CONDENSED

Primary Font

PROXIMA NOVA CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Extra Bold

Designer :

Mark Simonson Studio

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Medium

Type Examples

PROXIMA NOVA CONDENSED

0 1 2 3 4 5 6 7 8 9 0

Figures

!“\$%&/()=?`~;:¡“”¢[]{|}≠¿‘

«Σ€®+Ω”%π•±‘æœ@Δ°ª©ƒð,å¥≈ç

Special Characters

05 CORPORATE COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the Loot Crate corporate identity program. The colors are recommendations for various media. A palette of primary colors has been developed, which comprises the “One Voice” color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Loot Crate brand identity across all relevant media. Check with Corporate Communication Design when using the corporate colors so that they will always be consistent.

The Corporate Colors
Primary Color System
Secondary Color System

CORPORATE COLOR

DIGITAL & PRINT

PRIMARY COLOR SYSTEM

Explanation:

Loot Crate has three official colors: Orange, Black and Off Black. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

LC ORANGE
#ff4c00



RICH BLACK
#000000



OFF BLACK
#1e1e1e



PRIMARY COLOR ORANGE - USED AS AN ACCENT COLOR

COLOR CODES

RGB: R255 G76 B000

WEB: #FF4C00

CMYK: 0 84 100 0

PMS: 1655 C

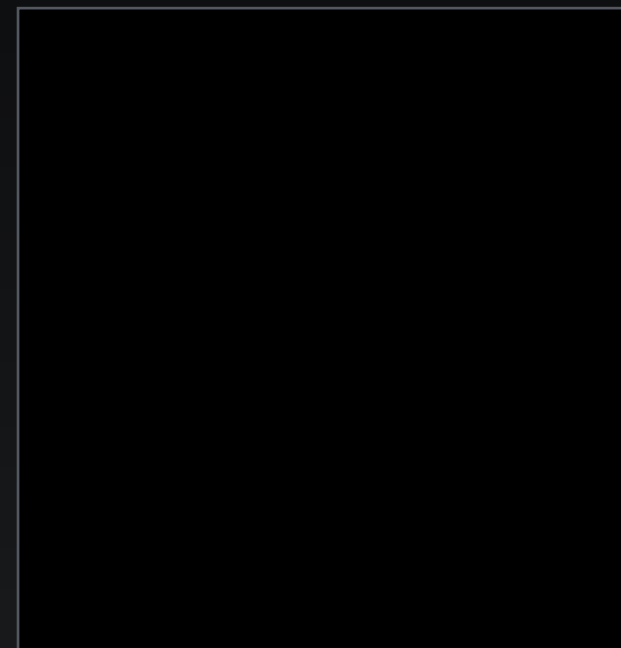
PMS: 1655 U (FOR CORRUGATE)



100%

80%

COLOR TONES



PRIMARY COLOR BLACK

COLOR CODES

RGB: R000 G000 B000

WEB: #000000

CMYK: 75 75 75 100 (RICH BLACK)

PMS: BLACK 3 C

PMS: BLACK 3 U



100%

80%

60%

40%

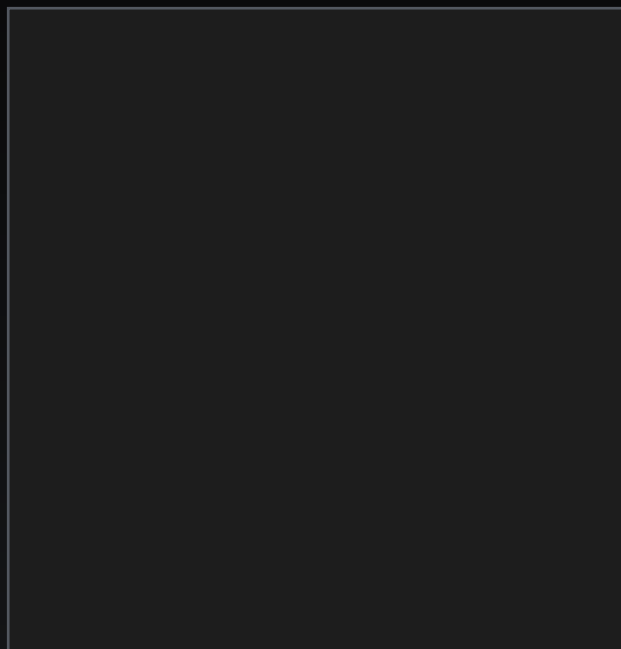
20%

COLOR TONES

CORPORATE COLOR

DIGITAL & PRINT

PRIMARY COLOR SYSTEM *(CONTINUED)*



**PRIMARY COLOR OFF
BLACK - USED AS AN
ACCENT COLOR**

COLOR CODES

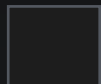
RGB: R30 G30 B30

WEB: #1E1E1E

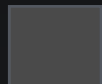
CMYK: 73 67 65 79

PMS: 90% BLACK C

PMS: 90% BLACK U



100%



80%

COLOR TONES

06 SUB-BRANDS LOGOS

Loot Crate
Loot Crate DX
Loot Wear
Loot Pets

Loot Gaming
Loot Anime

SUB-BRANDS LOGOS



WORD MARKS

Always allow enough white space around the sub-brand logos

Depending on the application, the sub-brand logos can be reversed out of black

07 SUB-BRANDS COLOR SYSTEMS

Loot Crate
Loot Crate DX
Loot Wear
Loot Pets

Loot Gaming
Loot Anime

LOOTCRATE™ LOOTCRATE DX™
LOOTwear™ LOOTPETS™ *DIGITAL & PRINT*

LOOT ORANGE

Explanation:

Loot Crate Sub-brand official colors: Orange, Black and Off Black. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



100%

80%

PRIMARY COLOR
ORANGE - USED AS
AN ACCENT COLOR

COLOR CODES

RGB: R255 G76 B000

WEB: #FF4C00

CMYK: 0 84 100 0

PMS: 1655 C

PMS: 1655 U (FOR CORRUGATE)



COLOR TONES

GAMING RED

Explanation:

Loot Crate Sub-brand official colors: Red, Black and Off Black. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



100%

80%

**PRIMARY COLOR RED
- USED AS AN ACCENT
COLOR**

COLOR CODES

RGB: RXXX GXXX BXXX

WEB: #C1060F

CMYK: 5 100 100 1

PMS: 199 U

PMS: 199 C



COLOR TONES

ANIME BLUE

Explanation:

Loot Crate Sub-brand official colors: Blue, Black and Off Black. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



**PRIMARY COLOR
BLUE - USED AS AN
ACCENT COLOR**

COLOR CODES

RGB: RXXX GXXX BXXX

WEB: #06AAD4

CMYK: 97 2 12 0

PMS: 2985 U

PMS: 2995 C



100%

80%

60%

40%

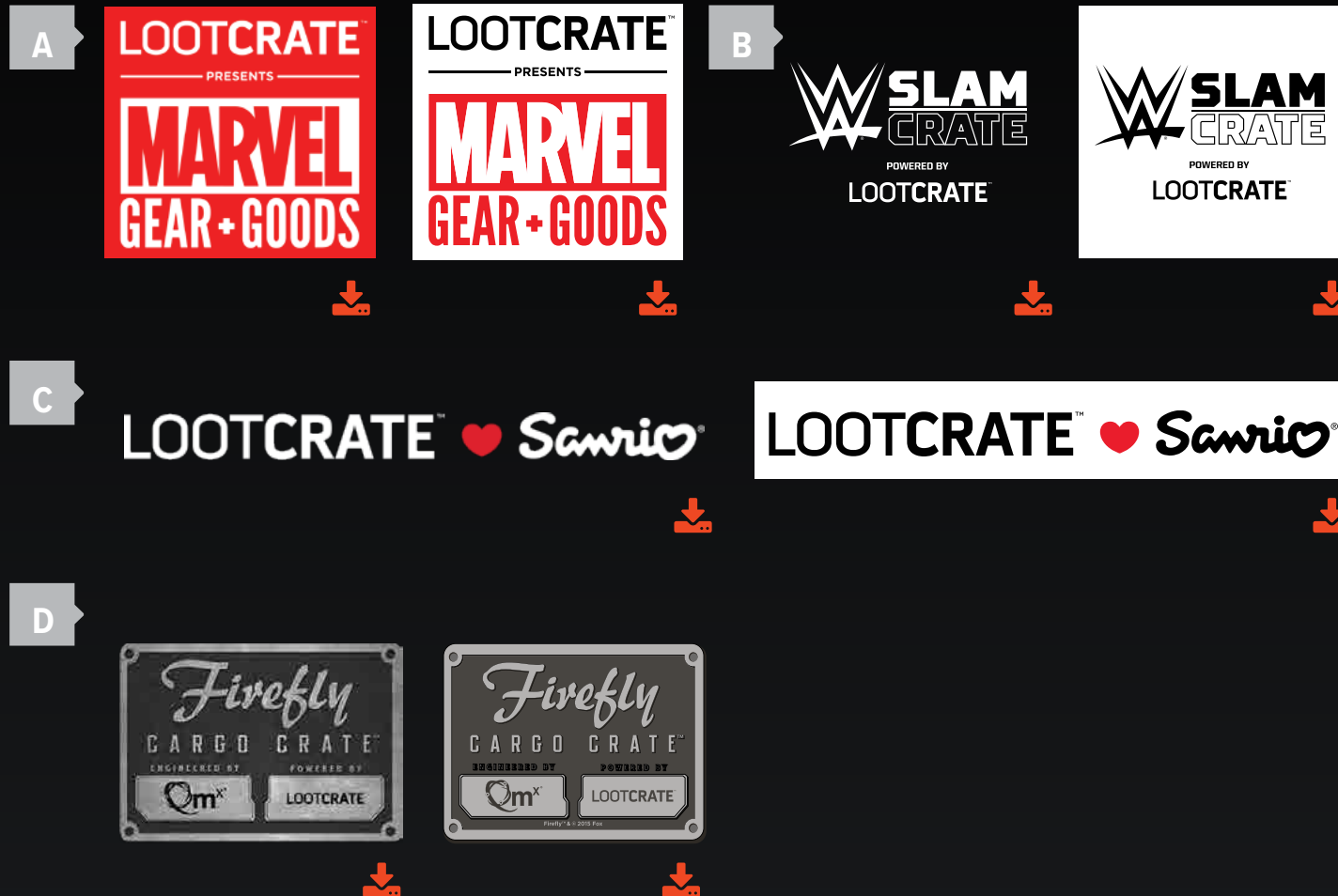
20%

COLOR TONES

08 PARTNER LOGOS

FIREFLY
WWE SLAM CRATE
MARVEL
SANRIO

PARTNER LOGOS WITH OUR WORD MARK



PARTNER LOGOS

A. MARVEL GEAR + GOODS

B. WWE SLAM CRATE

C. LOOT CRATE <3 Sanrio

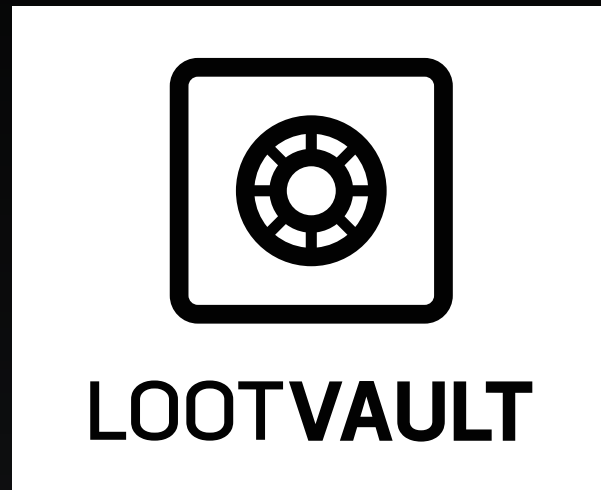
D. Firefly

09 HOUSE LOGOS (BRAND FAMILIES)

LOOT VAULT
THE DAILY CRATE

HOUSE LOGOS

A



B



LOGO LOCK-UP

- A. LOOT VAULT
Vertical Lock-up
Horizontal Lock-up
Logo on light background

- B. LOOT VAULT
Vertical Lock-up
Horizontal Lock-up
Logo on dark background

- C. THE DAILY CRATE
Horizontal Lock-up
Logo on dark background

- D. THE DAILY CRATE
Horizontal Lock-up
Logo on light background

C

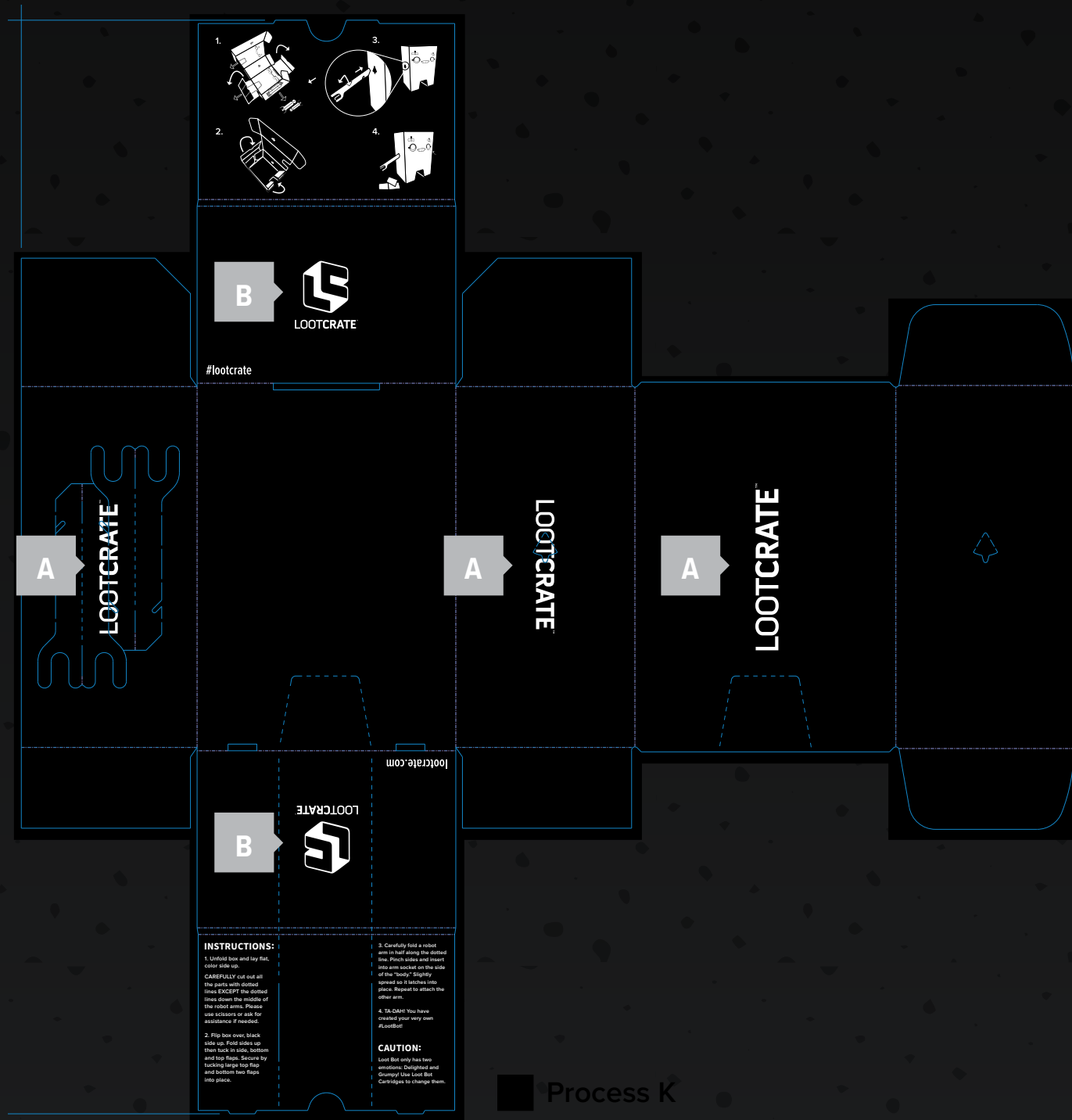


D



10 PACKAGING FOR OUR CRATE LINES

Examples



BRAND LOGO PLACEMENT

A. Brand Logo

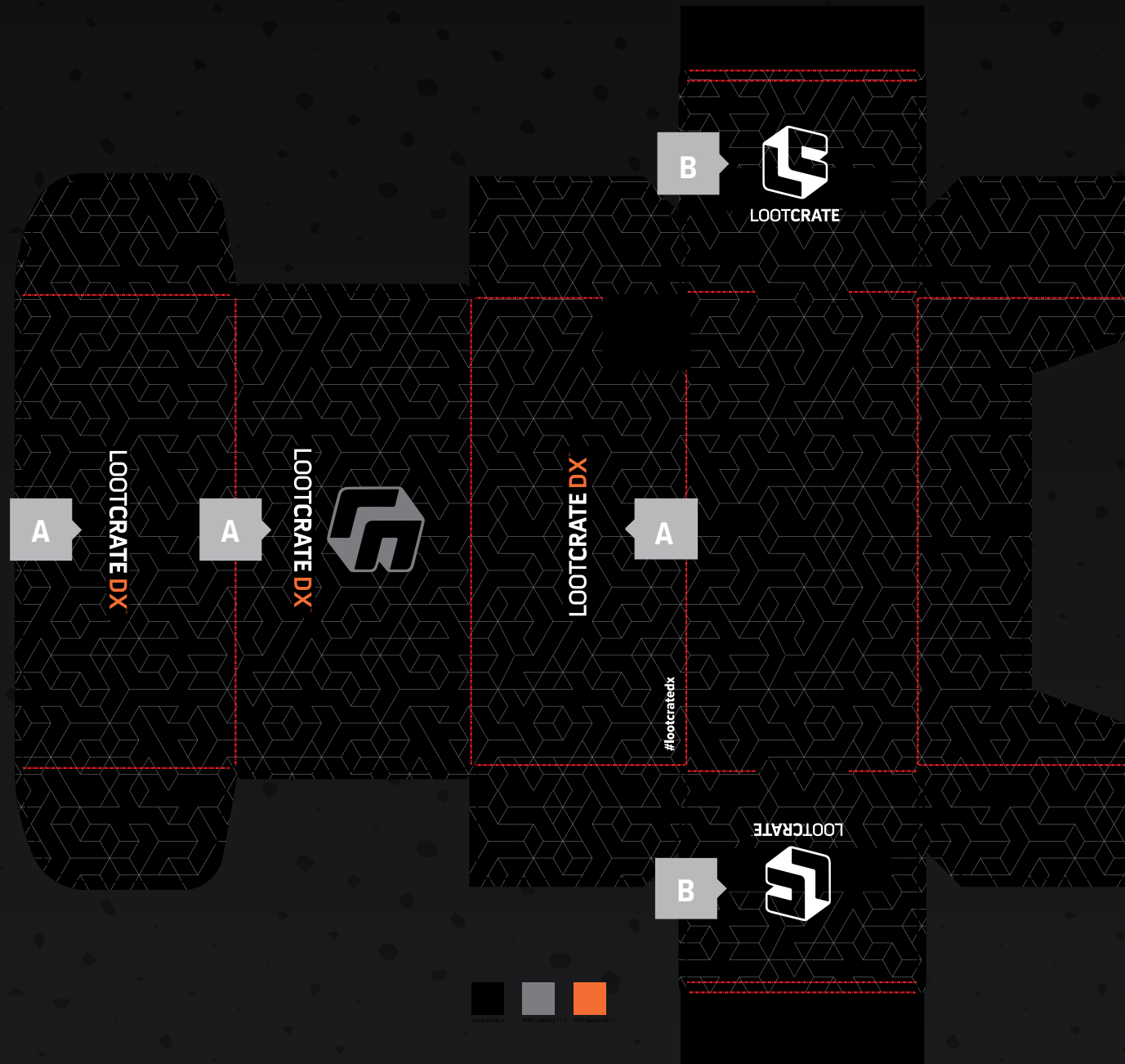
B. LC Loot Crate Brand Mark

LOOTCRATE DXTM PACKAGING

BRAND LOGO PLACEMENT

A. Brand Logo

B. LC Loot Crate Brand Mark



LOOTwear[™] PACKAGING

A



B



BRAND LOGO PLACEMENT

A. Package Front: Brand Logo

B. Package Back: LC Loot Crate Brand Mark

C. Package Inside: LC Pattern

C

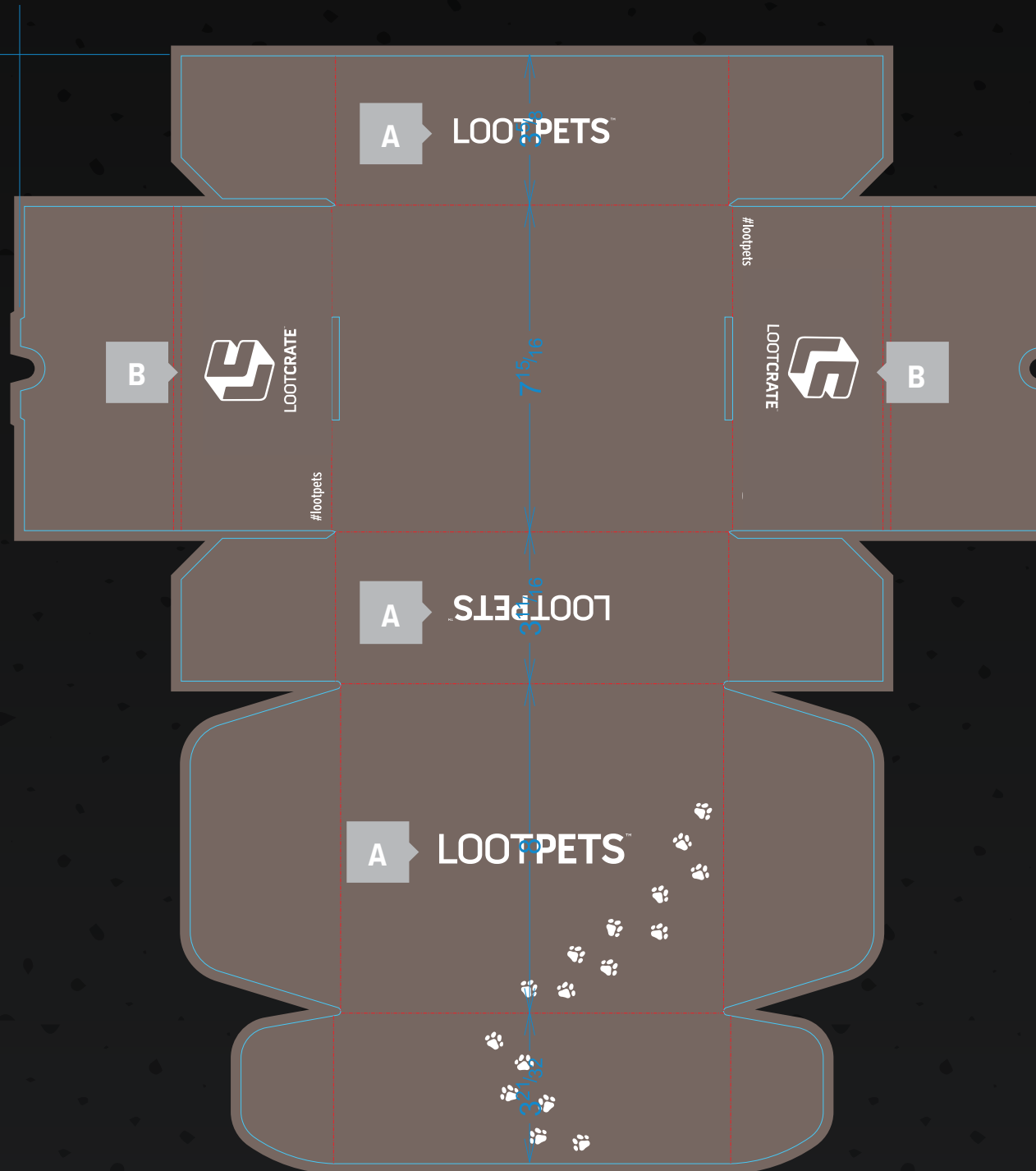


LOOTPETS™ PACKAGING

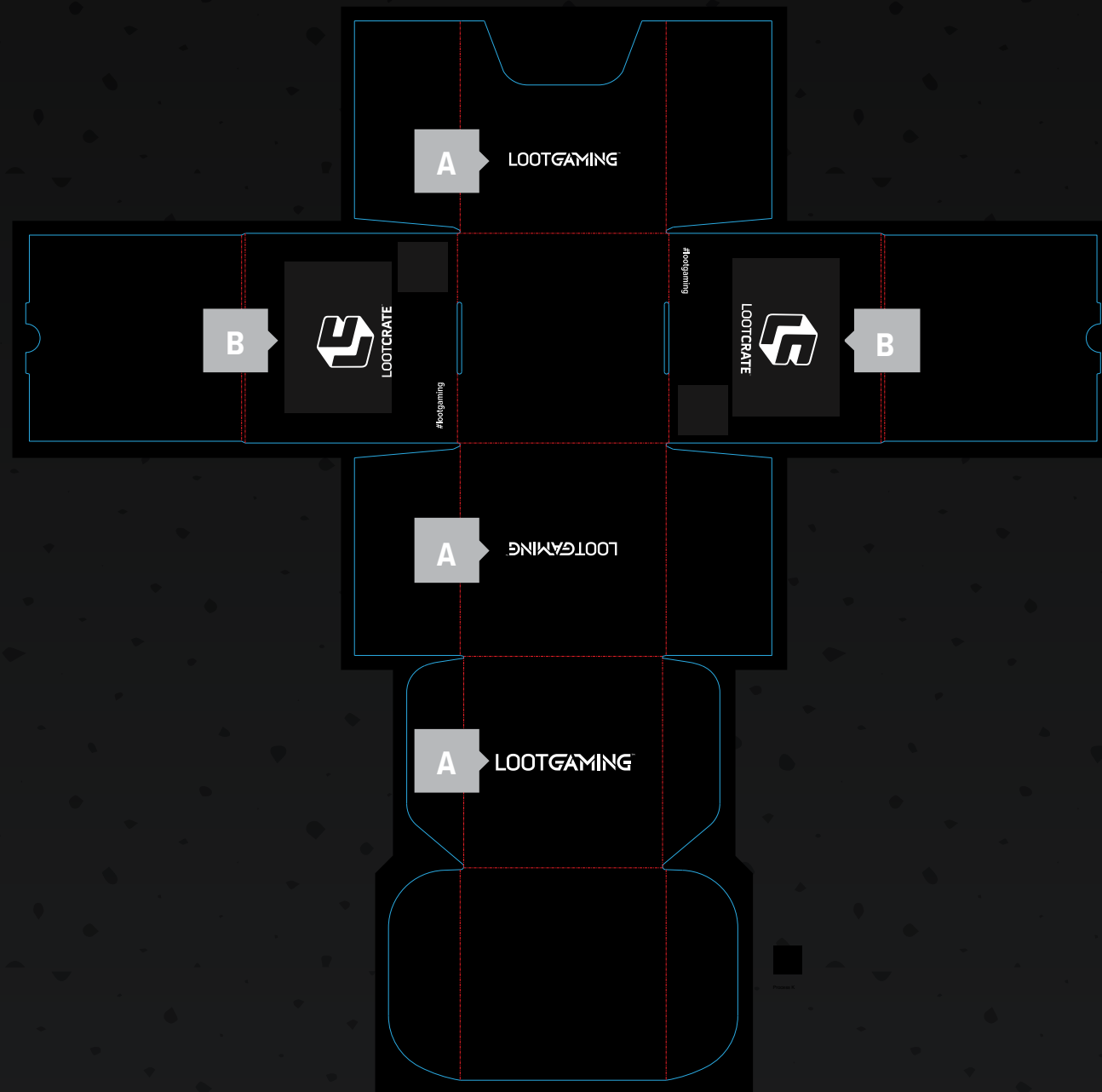
BRAND LOGO PLACEMENT

A. Brand Logo

B. LC Loot Crate Brand Mark



LOOTGAMING™ PACKAGING

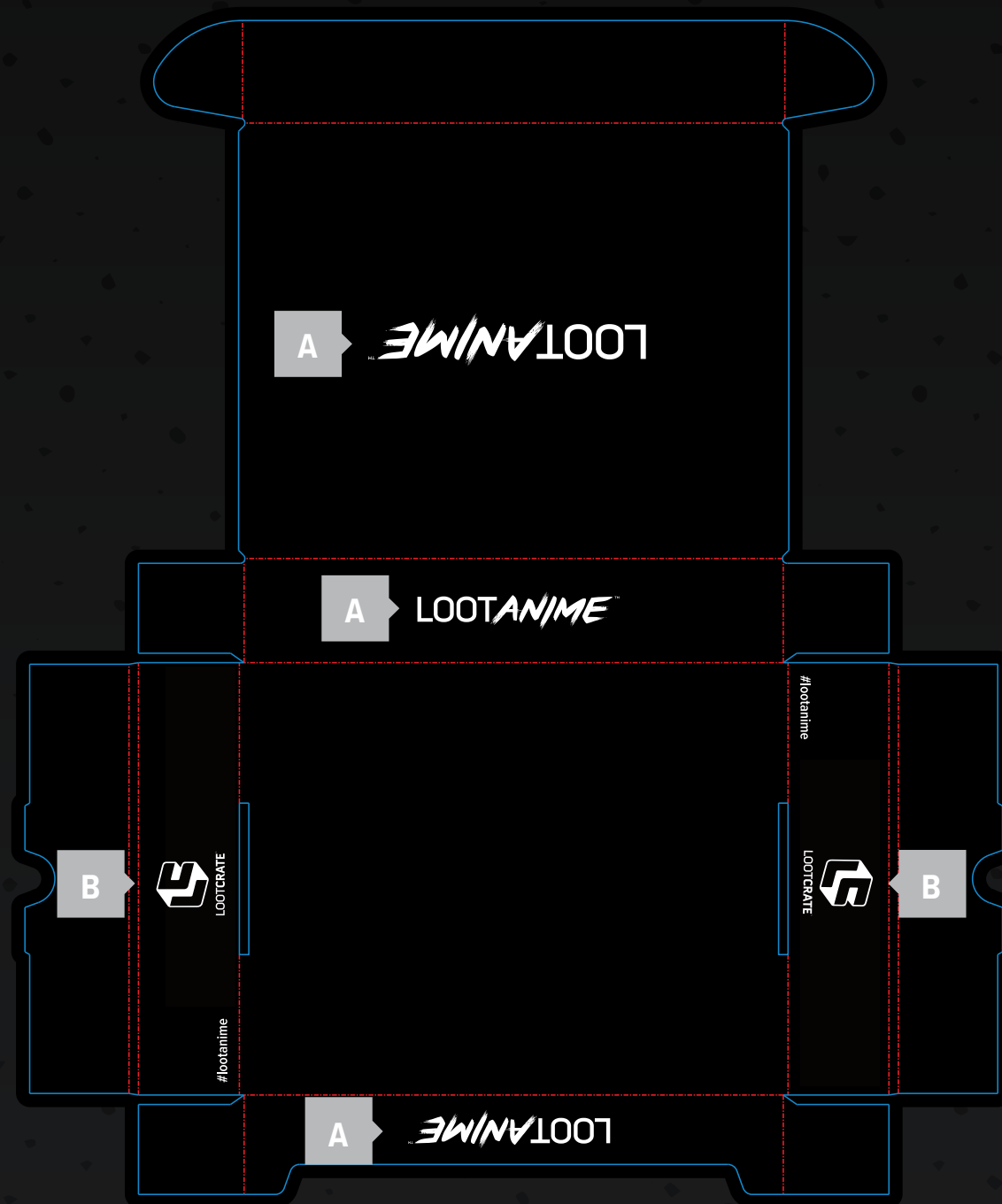


BRAND LOGO PLACEMENT

A. Brand Logo

B. LC Loot Crate Brand Mark

LOOTANIME™ PACKAGING



BRAND LOGO PLACEMENT

A. Brand Logo

B. LC Loot Crate Brand Mark

11 CORRUGATE & PACKAGING FOR PARTNER CRATES

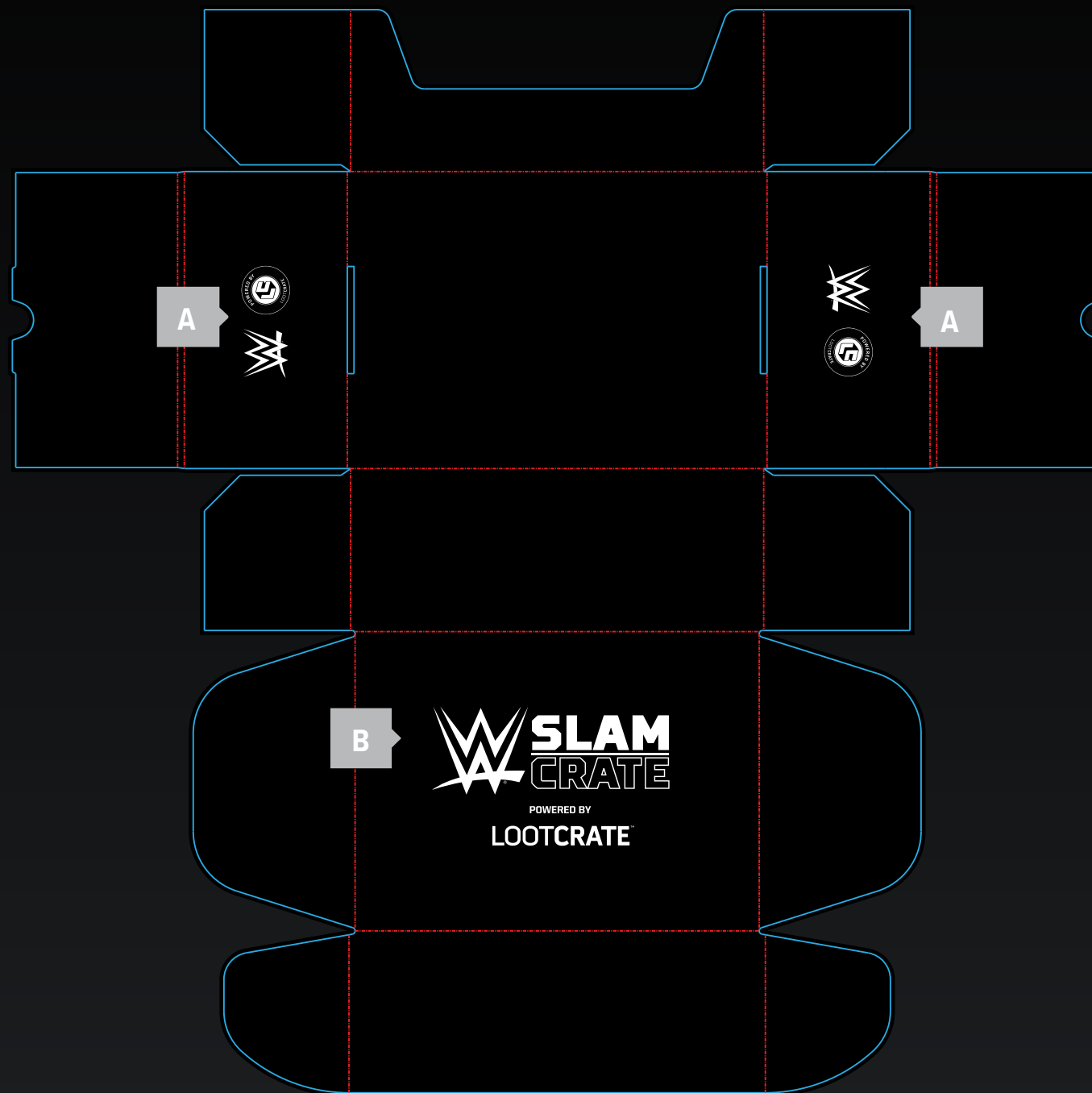
Examples

PARTNER CRATE CORRUGATE

BRAND LOGO PLACEMENT

A. Powered by LC Loot Crate Brand Mark and Partner Logo Lock-up

B. Brand Logo



PRODUCT PACKAGING



LOGO PLACEMENT

- A. Brand Logo
- B. Powered by LC Loot Crate Brand Mark
- C. LC Brand Logo Word Mark
- D. LC Brand Logo Brand Mark

12 **MARKETING BANNERS**

Examples

MARKETING BANNER EXAMPLES



160px x 600px



728px x 90px



300px x 250 px



320px x 50 px

EXECUTION

Always use the LC Loot Crate Brand Mark on banners so users know where the advertisement is coming from.

Dynamic image usage and franchise logo.

Information Hierarchy:

40% LC Brand

35% Franchise

25% CTA: Learn More/Promo Code Offer

MARKETING BANNER EXAMPLES



160px x 600px



728px x 90px



300px x 250 px



320px x 50 px

EXECUTION

Always use the LC Loot Crate Brand Mark on banners so users know where the advertisement is coming from.

Dynamic image usage and franchise logo.

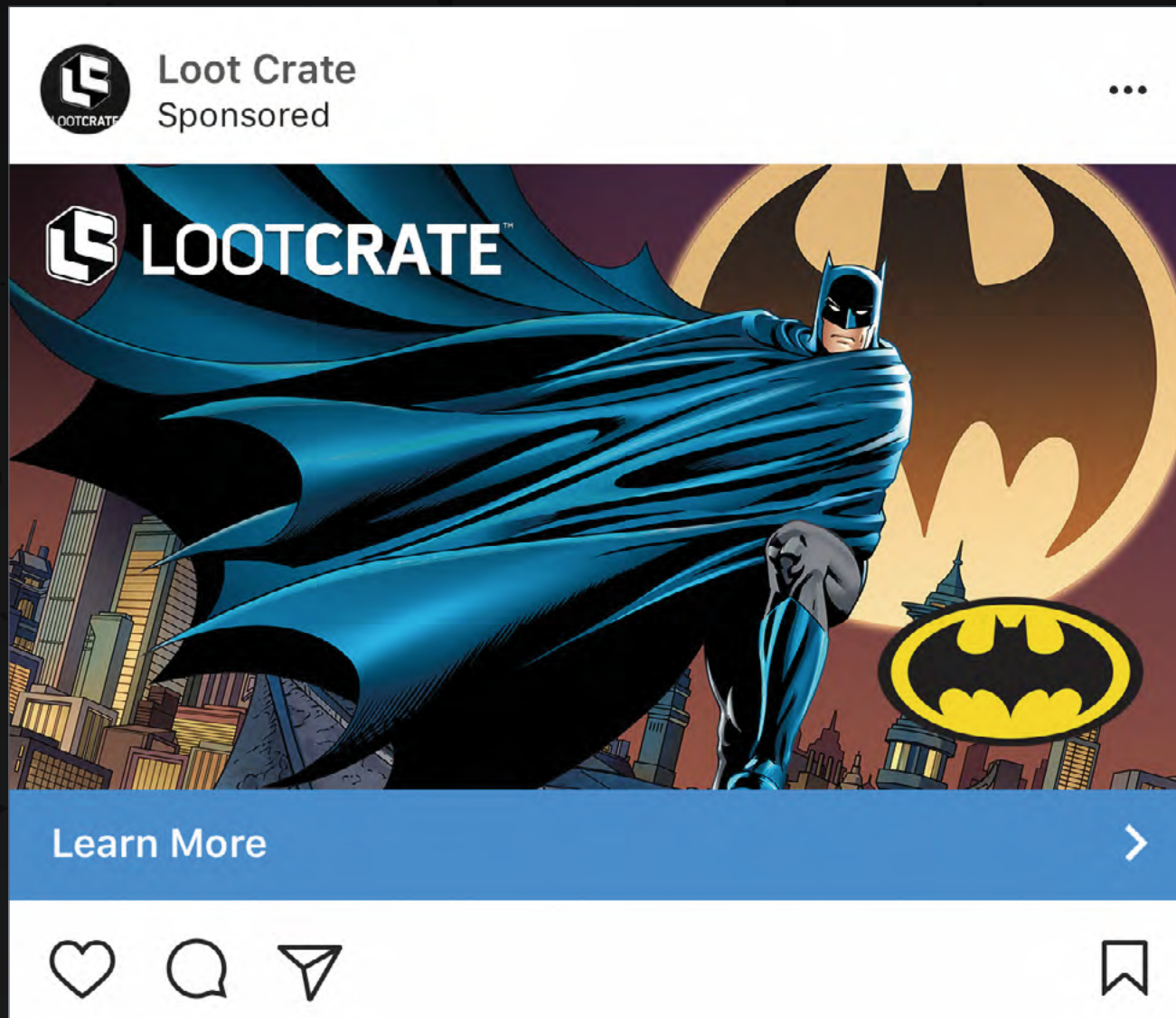
Information Hierarchy:

40% LC Brand

35% Franchise

25% CTA: Learn More/Promo Code Offer

MARKETING BANNER EXAMPLES



BANNER EXAMPLE

- Uniform Hierarchy
- Imagery is Visible and Engaging

MARKETING BANNER EXAMPLES



BANNER EXAMPLE

- 40% Sub-brand Logo/LC Brand Mark
- 30% Franchise
- 20% CTA
- 10% Bold text
- Uniform Hierarchy
- Imagery is Visible and Engaging

13 SOCIAL AVATARS

Facebook

Linkedin

Tumblr

Pintrest

Google +

YouTube

Instagram

SOCIAL AVATAR SPECS

A



800PX

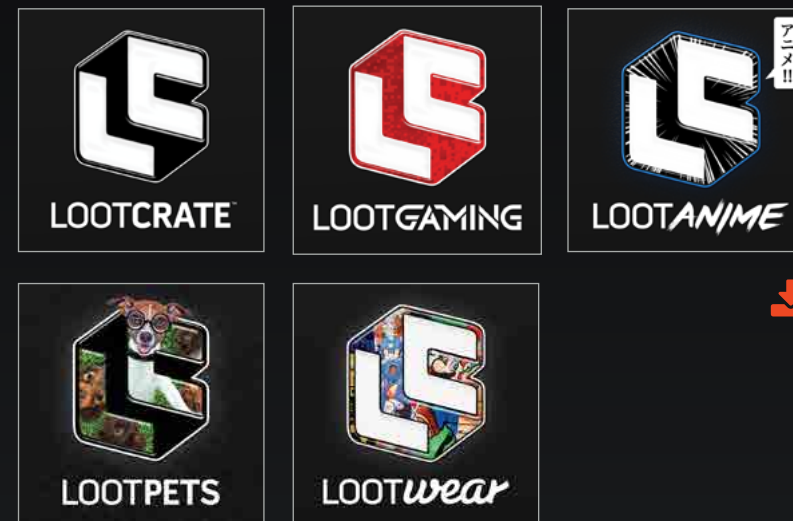
800PX

AVATARS FOR:



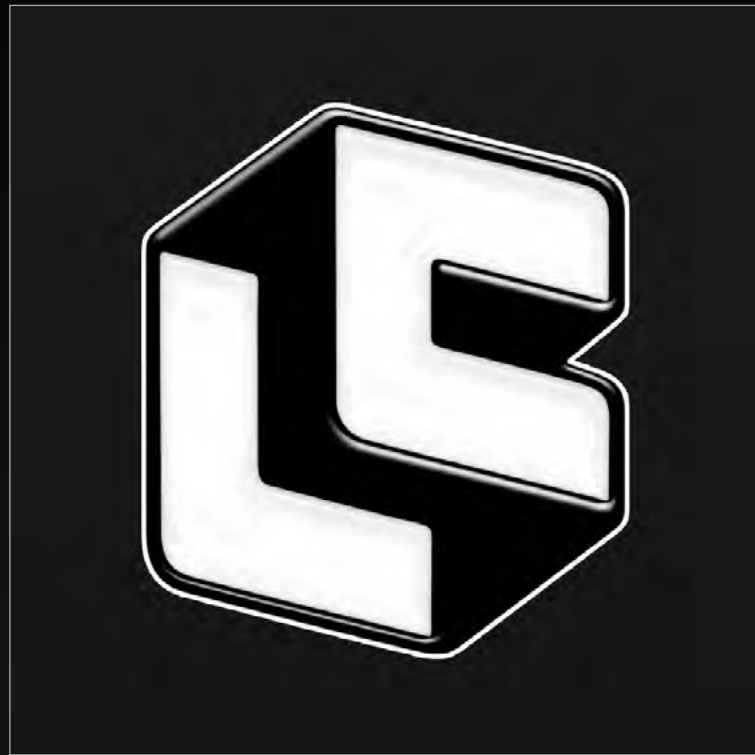
The word mark is included with LC logo mark.

Note the LC is designed specifically for each brand.



INSTAGRAM SOCIAL AVATAR SPECS

A



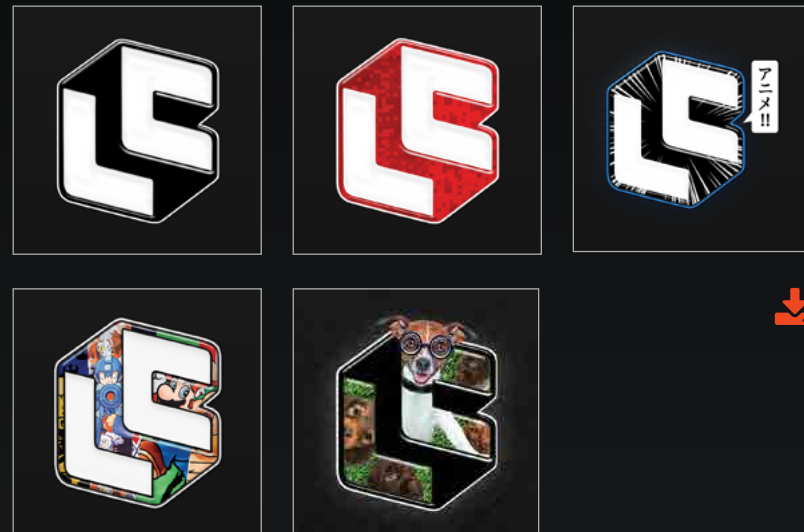
800PX



800PX

AVATAR FOR INSTAGRAM

The word mark is dropped as the graphic is cropped into a circle.



14 SOCIAL MEDIA POST EXAMPLES

Facebook

Linkedin

Tumblr

Pintrest

Google +

YouTube

Instagram

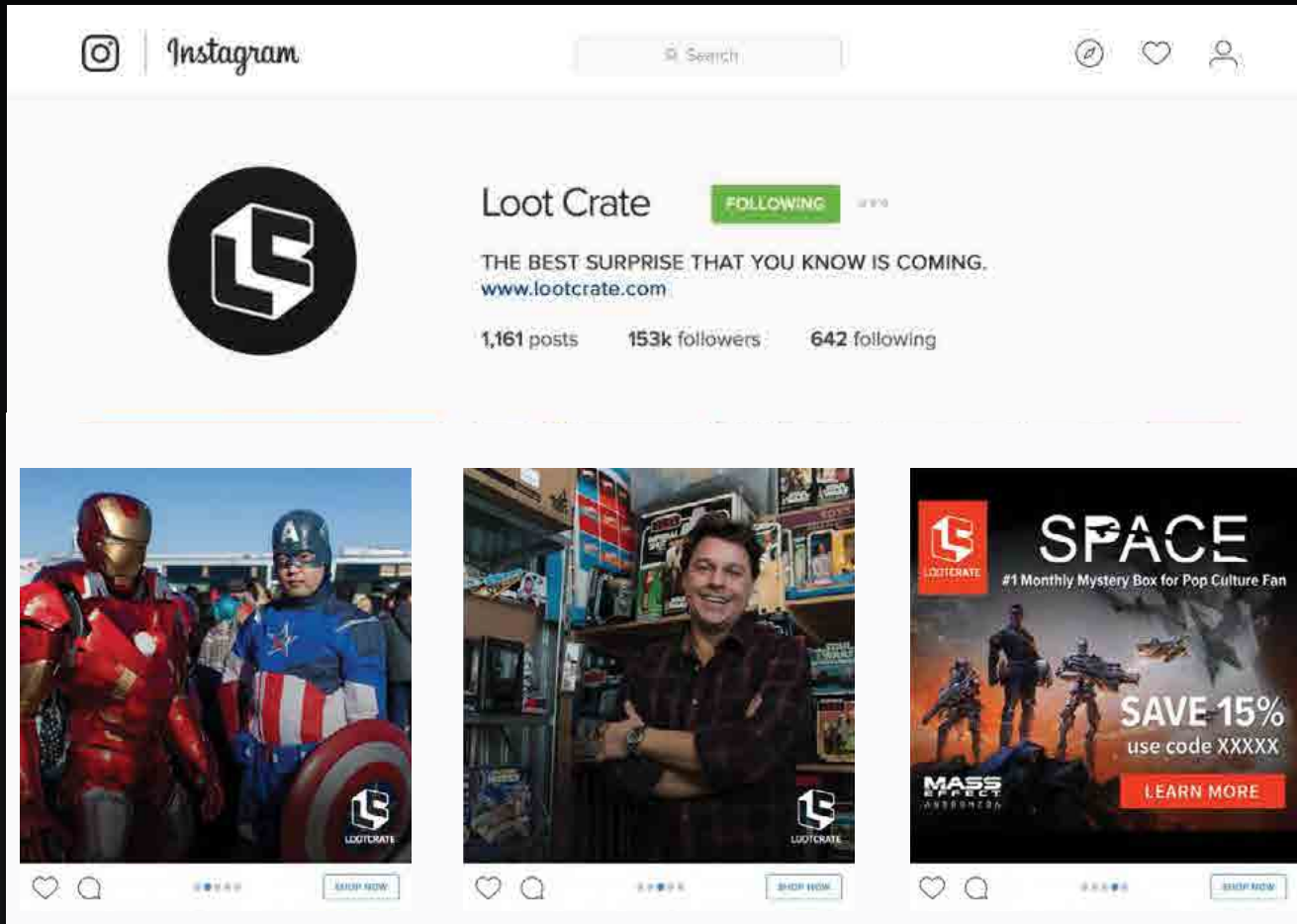
SOCIAL BANNER EXAMPLES

EXECUTION EXAMPLES

Always have the LC Brand Mark on Social Ads.

Use vibrant and striking Imagery.

LC Mark using franchise art to show partnership within franchises.



SOCIAL PROMOS

A



B



SOCIAL EXAMPLES

A. Do

Use of background, middle and foreground within the composition. Dynamic Hierarchy: LC Loot Crate Brand mark, Mass Effect Logo, and Mass Effect Key Art (key art used in the background and foreground creates a dynamic composition.)

B. Don't

Don't isolate imagery on a plain light background when there is room to make the imagery and messaging more dynamic and engaging.

15 CORPORATE PATTERNS & BACKGROUNDS

Usage
Scaling

CORPORATE PATTERNS

CORPORATE PATTERNS

Patterns are used as a background element. The pattern should never dominate the foreground content.

A. LC Illustration Pattern

B. LC Bracket Pattern

C. LC Mark Pattern

D. LC Wall Paper Pattern

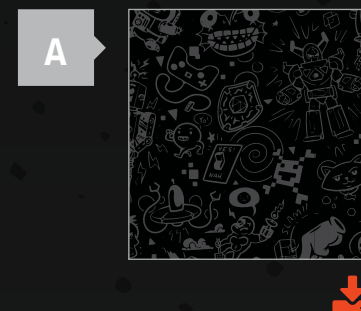
E. LC Cube Pattern

CORPORATE PATTERN USAGE



LC ILLUSTRATION PATTERN EXAMPLE

NY Toy Fair Booth Exterior Wall



CORPORATE PATTERN USAGE

LC ILLUSTRATION PATTERN EXAMPLE

Loot Crate (Sub-brand), Product Page

The background helps define the style for Loot Crate the sub-brand.

Scale the background to be the last read. Backgrounds are used as a texture and an accent to reflect our brand. The pattern should never dominate the foreground content.

A



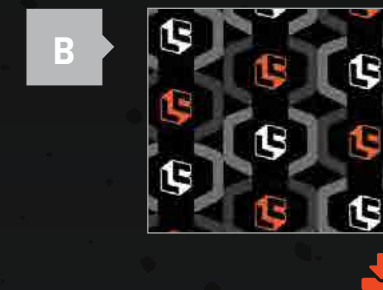
CORPORATE PATTERN USAGE



LC BRACKET PATTERN EXAMPLE

NY Toy Fair Booth Wall

The pattern should never dominate the foreground content.

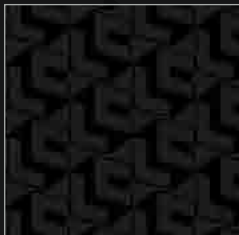


CORPORATE PATTERN USAGE

LC MARK PATTERN EXAMPLE

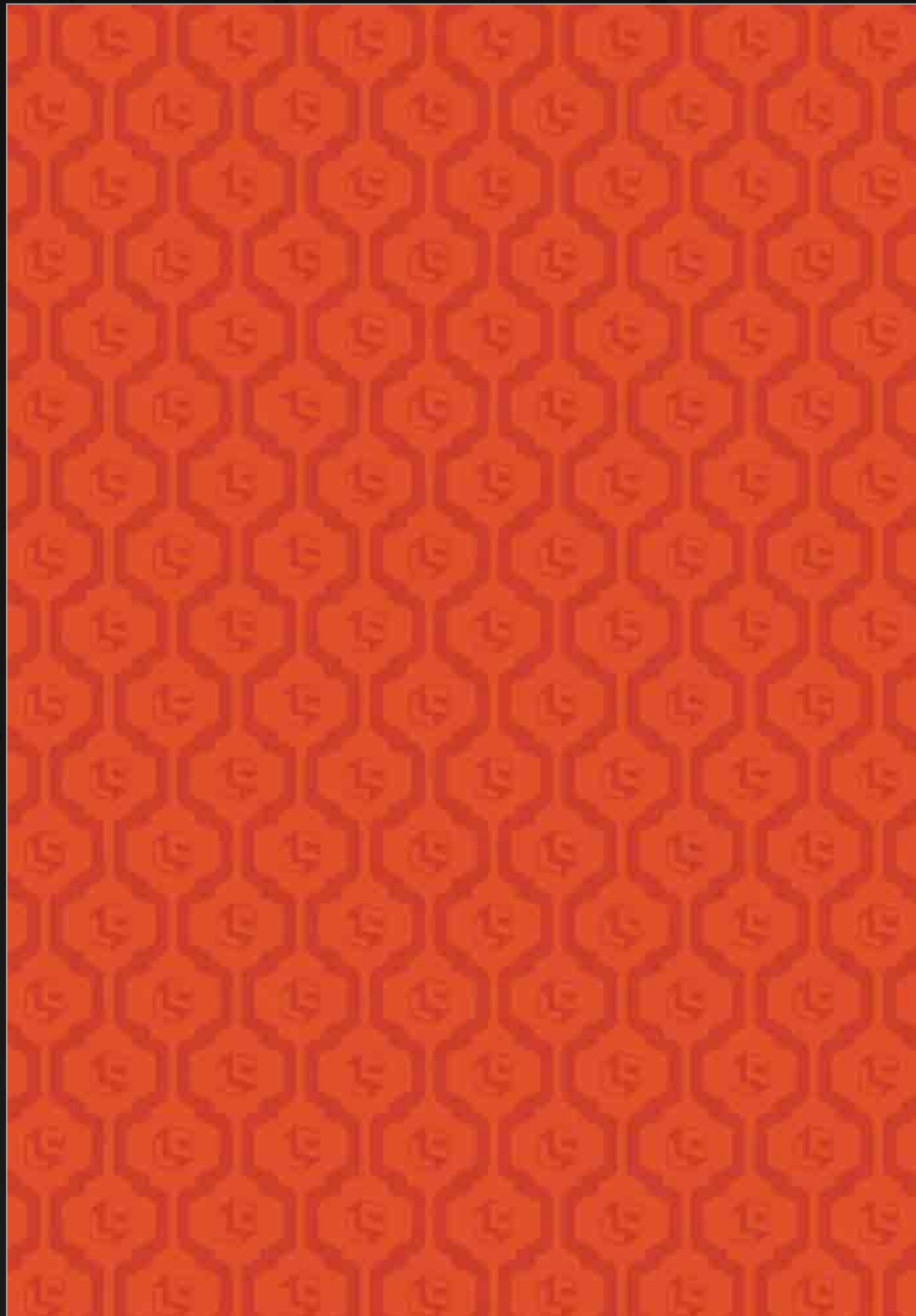
The background helps define the style for Loot Crate as a company.

Scale the background to be the last read. Backgrounds are used as a texture and an accent to reflect our brand. The pattern should never dominate the foreground content.



CORPORATE PATTERN USAGE

D



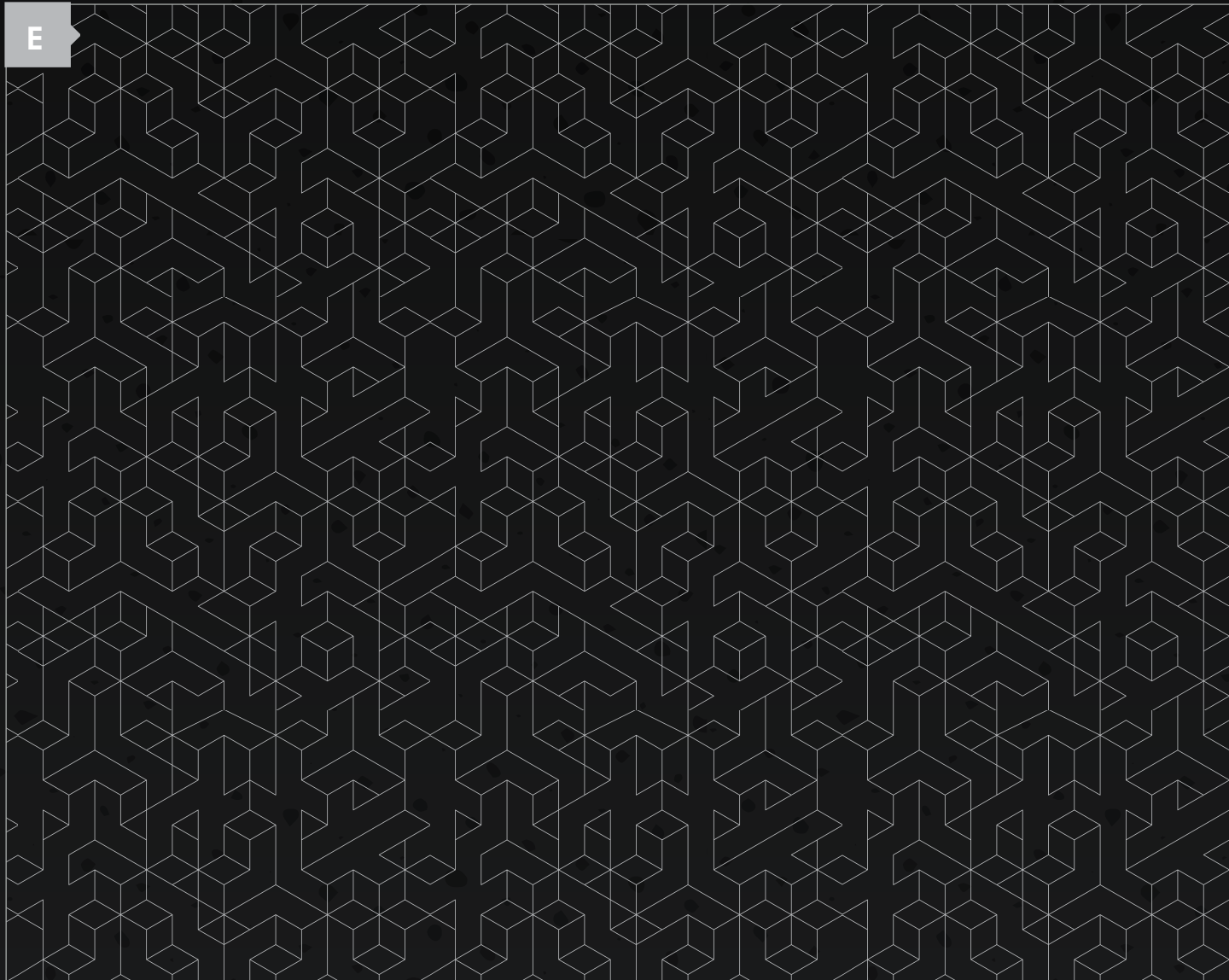
LC WALLPAPER EXAMPLE

Loot Wear interior of bag packaging.

D



CORPORATE PATTERN USAGE



LC CUBE PATTERN

Pattern is used on the Corrugate and also used as a background texture.

Scale the background to be the last read. Backgrounds are used as a texture and an accent to reflect our brand.

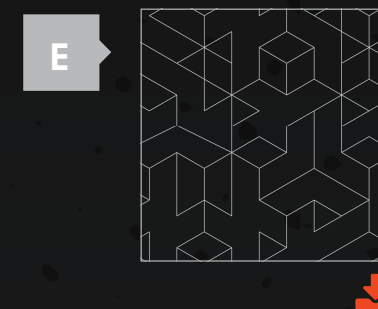
CORPORATE PATTERN USAGE



LC CUBE EXECUTION EXAMPLE

Pattern is used on the Corrugate and also used as a background texture.

Patterns are used as a background element. The pattern should never dominate the foreground content.





Brand illustrations are used as a background element.

The illustration should never dominate the foreground content.

ILLUSTRATION BACKGROUND EXECUTION



EXECUTION EXAMPLE

Black illustration on off black background.

The illustration should never dominate the foreground content.

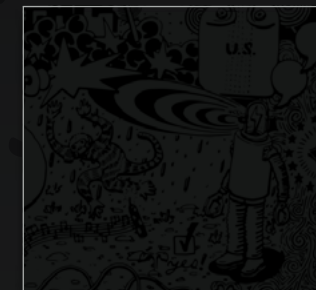


ILLUSTRATION BACKGROUND EXECUTION



EXECUTION EXAMPLE

Black illustration on off black background.

The illustration should never dominate the foreground content.



ILLUSTRATION BACKGROUND

A



MASKING ILLUSTRATION

A. Illustration is masked to be used in a footer

B. Masking out characters from illustration to use as background assets

B



16 **EVERGREEN PRODUCT PHOTOGRAPHY**

Island Product Execution
In Box Product Execution
Product Lifestyle Execution
Past Crates Execution
Multiple Crate Execution

PRODUCT PHOTOGRAPHY / BOX SHOT

BOX SHOT EXECUTION

Featuring product and displaying other crates to show that we offer more than one crate line.

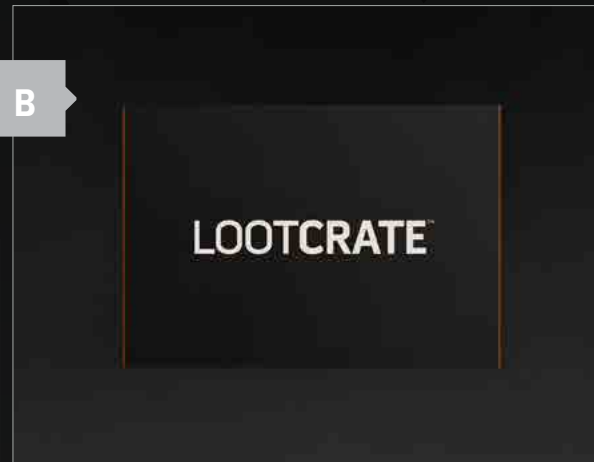


PRODUCT PHOTOGRAPHY / BOX SHOT

A



B



B



B



BOX SHOT EXECUTION

All products should be readable.

Have call outs on products. You do not have to have call out every item that is shown. Best practice is to call out the items with the highest value and/or are not recognizable.

- A. Multiple Box's (Example)
- B. Single Box Shot (Assets)

PRODUCT PHOTOGRAPHY / ISLAND SHOT



ISLAND SHOT EXECUTION

Items laid out to scale in a landscape composition. All products should be readable.

Have call outs on products. You do not have to have call out every item that is shown. Best practice is to call out the items with the highest value and/or are not recognizable.

PRODUCT PHOTOGRAPHY / ISLAND SHOT

A

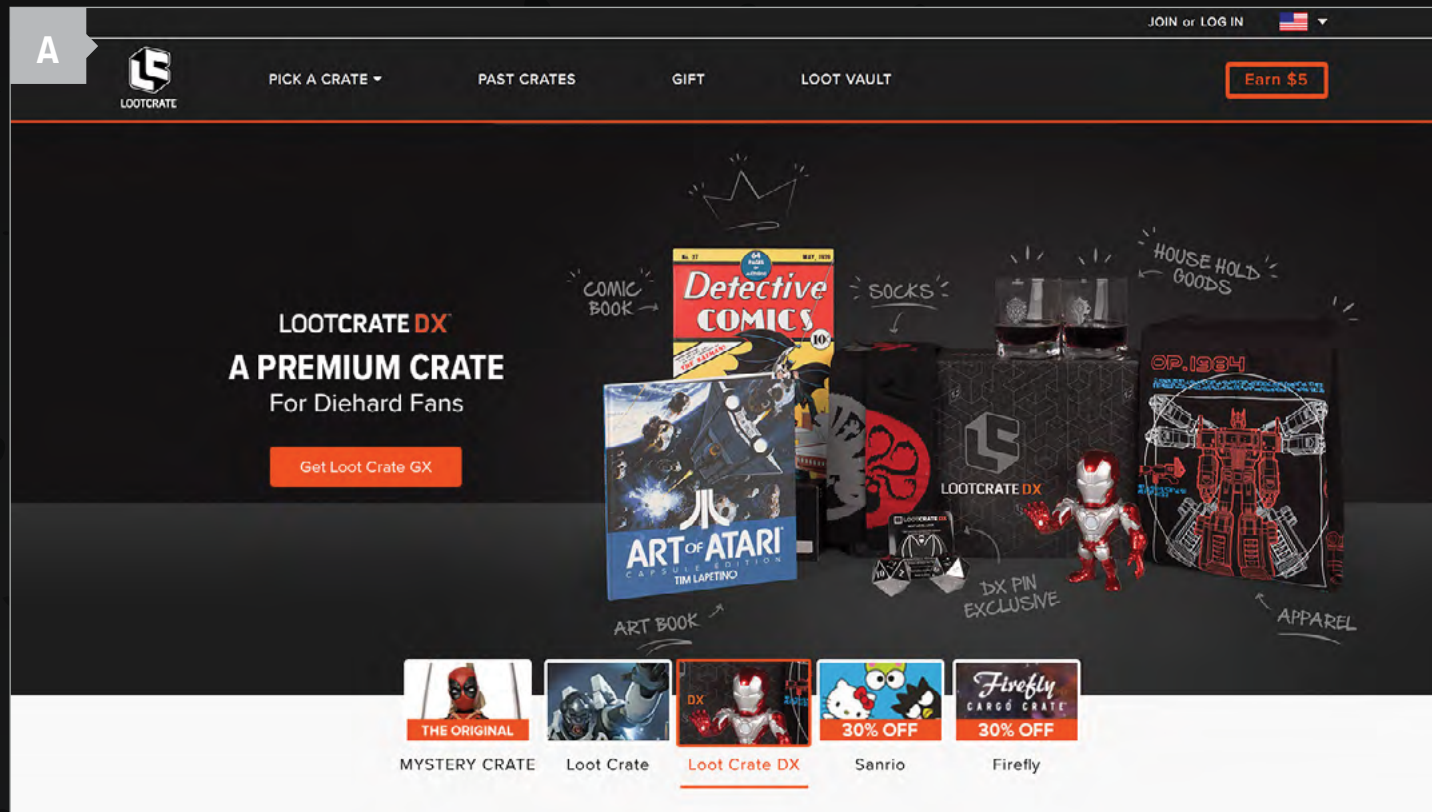


ISLAND SHOT EXECUTION

Items laid out to scale in a landscape composition. All products should be readable.

Have call outs on products. You do not have to have call out every item that is shown. Best practice is to call out the items with the highest value and/or are not recognizable.

PRODUCT PHOTOGRAPHY / LOOTCRATE DX™



ISLAND PRODUCT SHOT EXECUTION

- A. Hero Image
- Background
 - Middle ground
 - Foreground
 - Camera angle is eye level
 - Use call outs

- B. Tab Image
- Iconic to the brand image



PRODUCT LIFESTYLE EXECUTION



PRODUCT LIFESTYLE

Marketing lifestyle execution example.

PRODUCT LIFESTYLE EXECUTION



PRODUCT LIFESTYLE

Marketing lifestyle execution example.

PRODUCT LIFESTYLE EXECUTION



PRODUCT LIFESTYLE

Marketing lifestyle execution example.

17 LIFESTYLE PHOTOGRAPHY

Our Company

LIFESTYLE EXECUTION



CORPORATE LIFESTYLE

Fan-centric photography

CORPORATE BRANDING

LIFESTYLE EXECUTION

CORPORATE LIFESTYLE

Fan-centric photography



18 ICONOGRAPHY

Style

Brand Values

Brand Pillars

ICONOGRAPHY STYLE



ICON EXECUTION

- A. Wearables
One Exclusive Top or Bottom
- B. Tees
One Soft, Limited Edition T-Shirt
- C. Socks
Two Pairs of Fun and Pop Culture Socks
- D. Undies
Comfortable and Breathable Material
- E. For Her
Apparel and Accessories Just for Women

ICONOGRAPHY STYLE

BRAND PILLARS ICON EXECUTION

A. Cool Collectible

B. Gift of Geek

C. Cancel Anytime



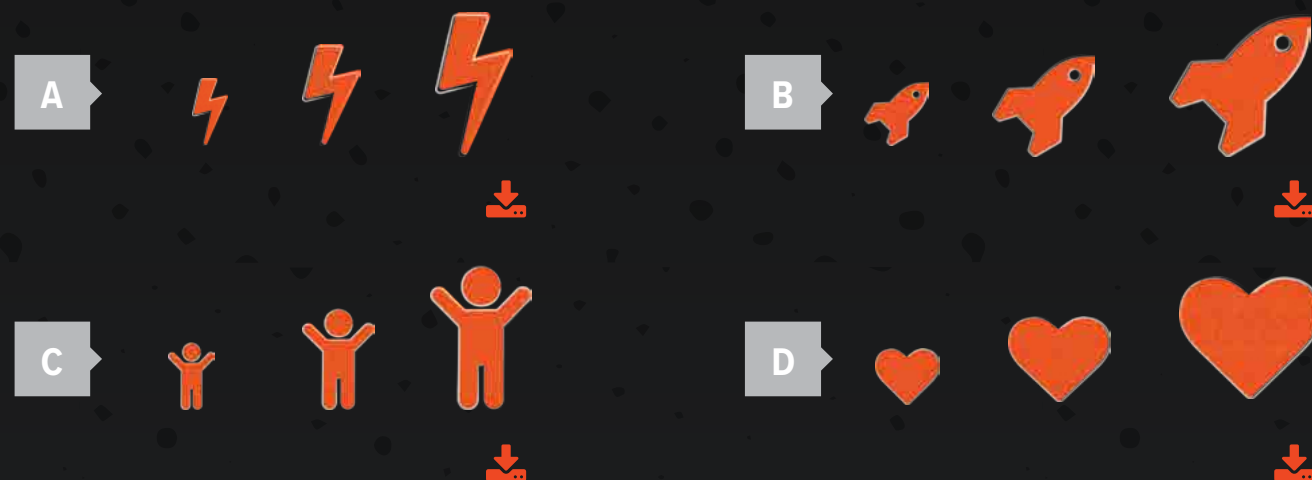
BRAND VALUES ICON EXECUTION

A. You can count on us

B. We're fans first

C. Powered by fun

D. We Love You



19 INFO GRAPHICS

Map
Integrated Communication

MAP INFO GRAPHIC

LOOT CRATE BY THE NUMBERS

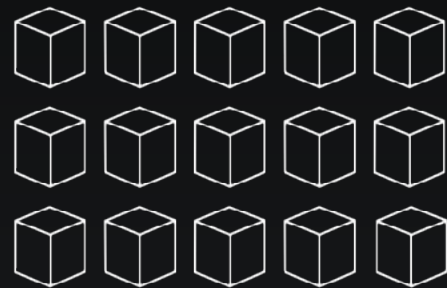
A

675,000+

ACTIVE SUBSCRIBERS

13

SUBSCRIPTION
CRATE LINES



15 MILLION

CRATES SHIPPED
SINCE 2012



SHIPS TO

34

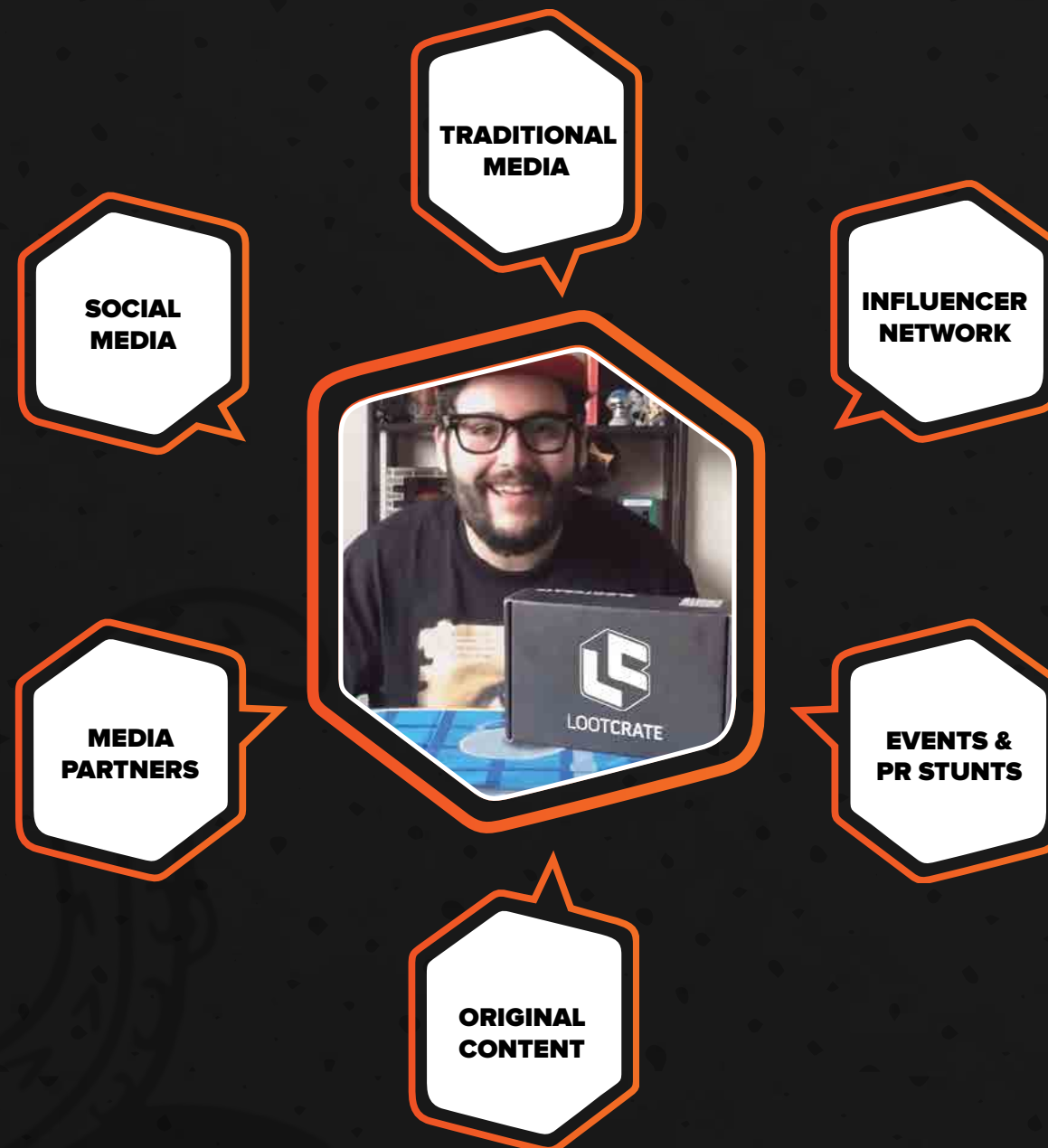
COUNTRIES

LAX → LONDON

EXPANDING INTO EUROPE - UK OFFICE
NOW OPEN, LED BY FORMER HEAD OF
PAYPAL EMEA

INFO GRAPHIC

INTEGRATED COMMUNICATION STRATEGY



20 MOBILE APP ICON

LC Brand Mark Mobile Icon

LC BRAND MARK, APP ICON

Every Interaction.

Enjoy, and don't forget to share!

root App Icon Double click and edit external file [www.dreamteamhq.com](#)



The collage consists of five screenshots from an iPhone 4S, arranged in two rows. The top row shows the Home screen with various app icons, the App Store 'Featured' page, and the App Store 'Featured' page with a detailed app description. The bottom row shows the multitasking view with a vertical stack of app thumbnails.

21 PR KIT

Letter Head
Envelope
Business Card
Mobile App

LOOT CRATE PR KIT

