My Hollywood Experience

Be the show. Build the world.

Three proposed identities for a full-production immersive destination.

Premiere | Backlot | Immersion

Brand guide • Creative development • 25 November 2026

My Hollywood Experience

Premiere

The spotlight is yours.

Bodoni Moda 600 display. Manrope for reading and interface. Velvet, brushed brass and theatrical light create a grand arrival without making guests feel excluded.



Oxblood #3C1023 • Warm white #FCF4E5
Champagne #EAD6AE • Rose #AE8190

Motion: one 1,200 ms curtain/dolly reveal. Warm, direct and personal language.

Proposed identity • Application concepts, not valid admission or built signage

My Hollywood Experience

Be the show.

Guest experience

Concept pass · Not valid for admission

MHE

Guest

Preview

My Hollywood Experience

The backlot

Concept wayfinding

My Hollywood Experience

Backlot

Make a scene.

Barlow Condensed Bold 700 display. Manrope for reading and interface. Painted scenic flats, canvas and oversized lettering put the making of a movie center stage.



Cobalt #123BDA • Warm white #FFF9EC
Citrus #F4E84D • Scenic red #DA4129

Motion: 600 ms panels on a clear axis. Energetic, specific and full of craft—not carnival noise.

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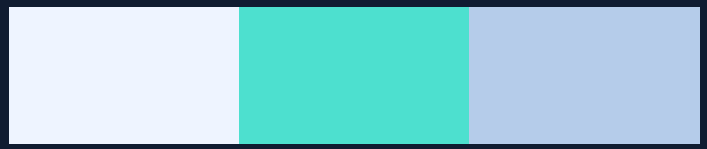
Immersion

Step into the picture.

Michroma Regular 400 display. Manrope for reading and interface. Optical glass, silver and dimensional portals let the guest cross the frame into a cinematic world.



Navy #101C31 • Screen white #EEF4FF
Teal #4DE0CF • Silver #B5CCEA

Motion: 1,600 ms through nested frames. Shallow user-driven depth. Spectacle always serves a human story.

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The system, in practice.

Identity

Keep one direction coherent. Use outlined SVG masters for dependable rendering, live-text SVGs for editing with the included font. Clear space: one quarter of the symbol width. Minimum digital width: 220 px lockup, 24 px symbol. Never stretch, tilt or add glow.

Typography

Headlines 48–96 px desktop, 36–56 px mobile. Body 16–20 px with 1.5–1.65 line-height. Keep reading measures 65–75 characters. The expressive display face carries the moment; Manrope carries the details.

Color

Foreground and signal on each world's dark ground pass 4.5:1 for body text. Material colors are not automatic text colors. Color conversions for physical production require proofing.

Motion

Use one memorable camera move. Do not trap scroll or move reading text continuously. Reduced motion displays the final composition. No flashing or unrequested sound.

Voice

"Be the show" is grounded in the original MHE identity. Speak about participation, craft and cinematic scale. Never promise fame, celebrity access, licensed characters or guaranteed stunt participation.

Truth

Concepts must look ambitious and remain honest. No opening date, venue, ticket price, investment return, partner or operational readiness is confirmed by this design kit.