

# PLANET THETA



Right to Love

# Everyone has a **Right to Love**



Regardless of Where You are From, Who You Are, or  
Who You Love, You Have A Right To Love Who You Want

# My Statement To Women

My main inspiration behind Planet Theta has been all of the experiences I have had dating, good and bad. I have worked hard to ensure that Planet Theta protects and empowers women. My first experiences in VR social apps were particularly telling. I went to one of the most popular VR worlds and within moments of loading into the area, I was accosted by a number of teenage boys. Multiple avatars began asking, "will you marry me?" while others called me derogatory and misogynistic names. While I cannot promise that everyone on Planet Theta will be as friendly and courteous as I would like. I can promise that as women you will be safe and in control of your dating life like never before.



# A New Way to Date

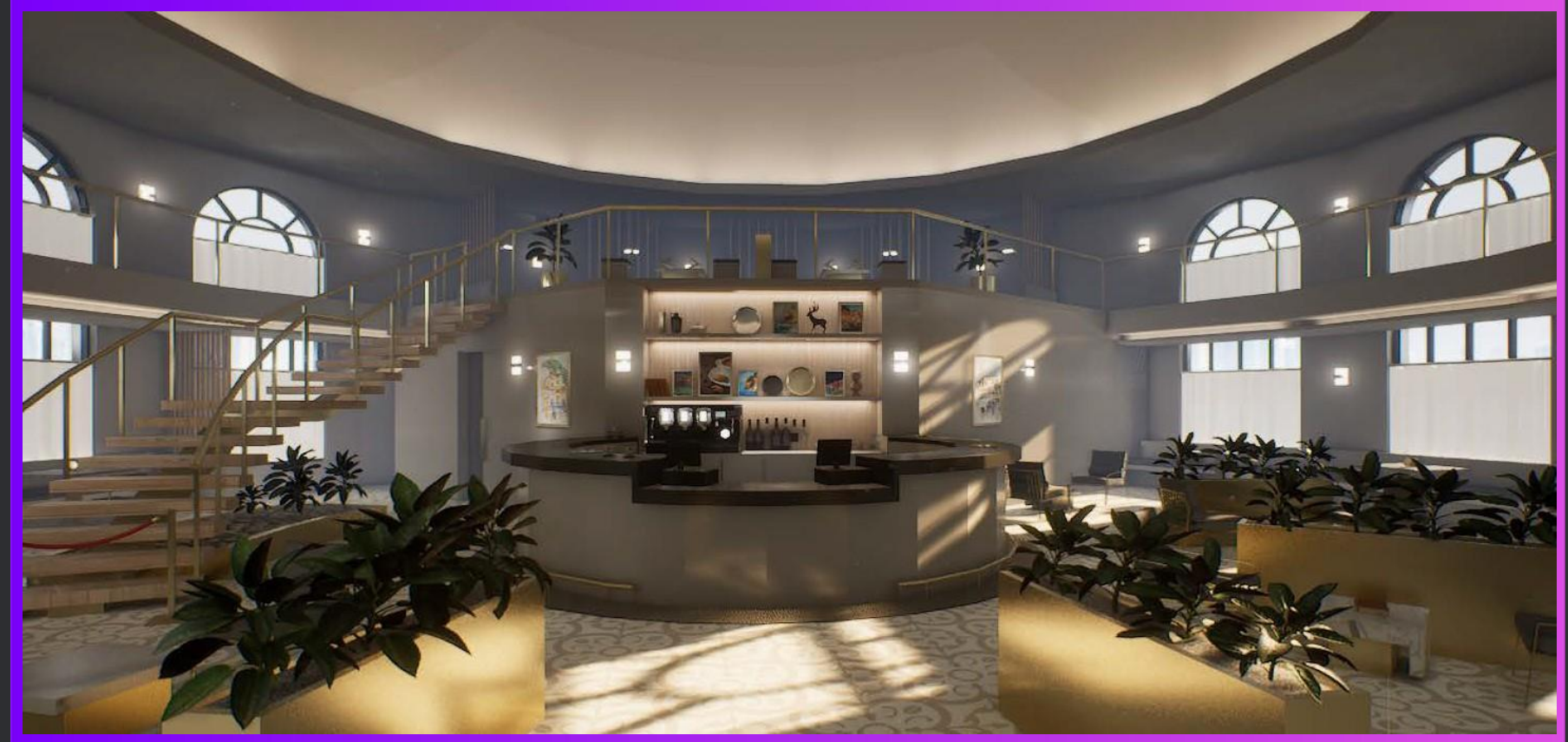
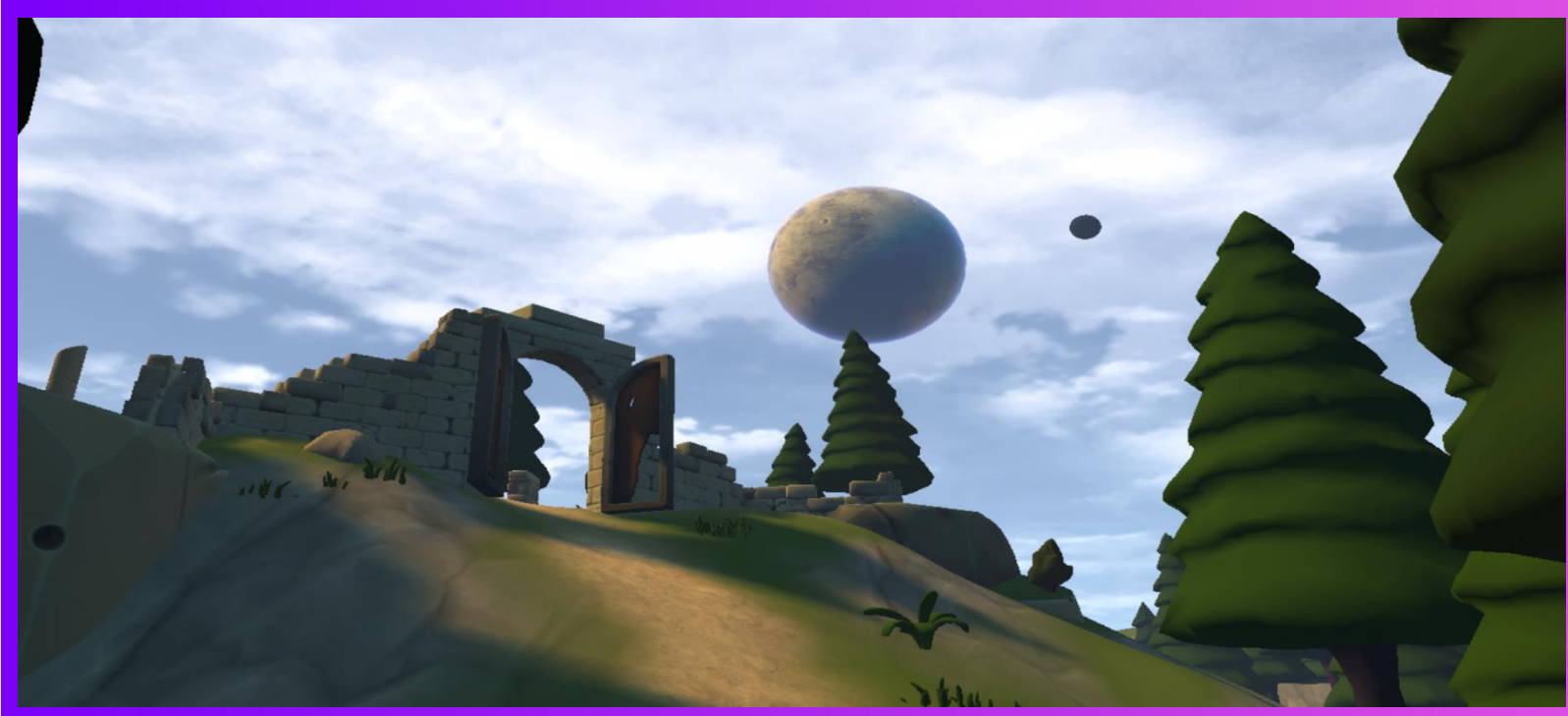
Next Gen Accountability  
Blocking Bots & Catfishers

**Say  
Goodbye  
to Bots**



Using VR to  
Make Dating Safe

# Views of Planet Theta





## Aurora (she/her)

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Aurora Townsend is the Founder and Chief Marketing Officer for FireFlare Games. Aurora oversees Planet Theta's advertising campaigns, social media, and is the main press contact. Aurora is also a pilot. In her free time, she enjoys piloting her plane, swing dancing and playing tennis. Aurora enjoys PC and VR gaming with Rocket League and Beat Saber being favorites.



## Chris (he/him)

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Chris Crew is the Chief Executive Officer for FireFlare Games. Chris spends most of his time working to ensure PlanetTheta is moving towards its goals. Chris enjoys playing and watching basketball and really loves a good cup of coffee.



## Aaron (he/him)

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Aaron Kizer is the Chief Operating Officer for FireFlare Games. Aaron oversees the Planet Theta Team and the day-to-day administrative and operational functions. While not working on Planet Theta, Aaron is cooking for his family, backpacking, or gardening.

## Recent Partners



livecgi



As Seen in 1428+  
Publications Including:

**Forbes**



*The New York Times*



## Recent Press

<https://philadelphiaweekly.com/can-we-make-vr-dating-safe-for-women/>

<https://www.youtube.com/watch?v=rKo1gE9p1U0>

<https://www.youtube.com/watch?v=sZlztjacPg&t=12s>

## Contact

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PlanetTheta



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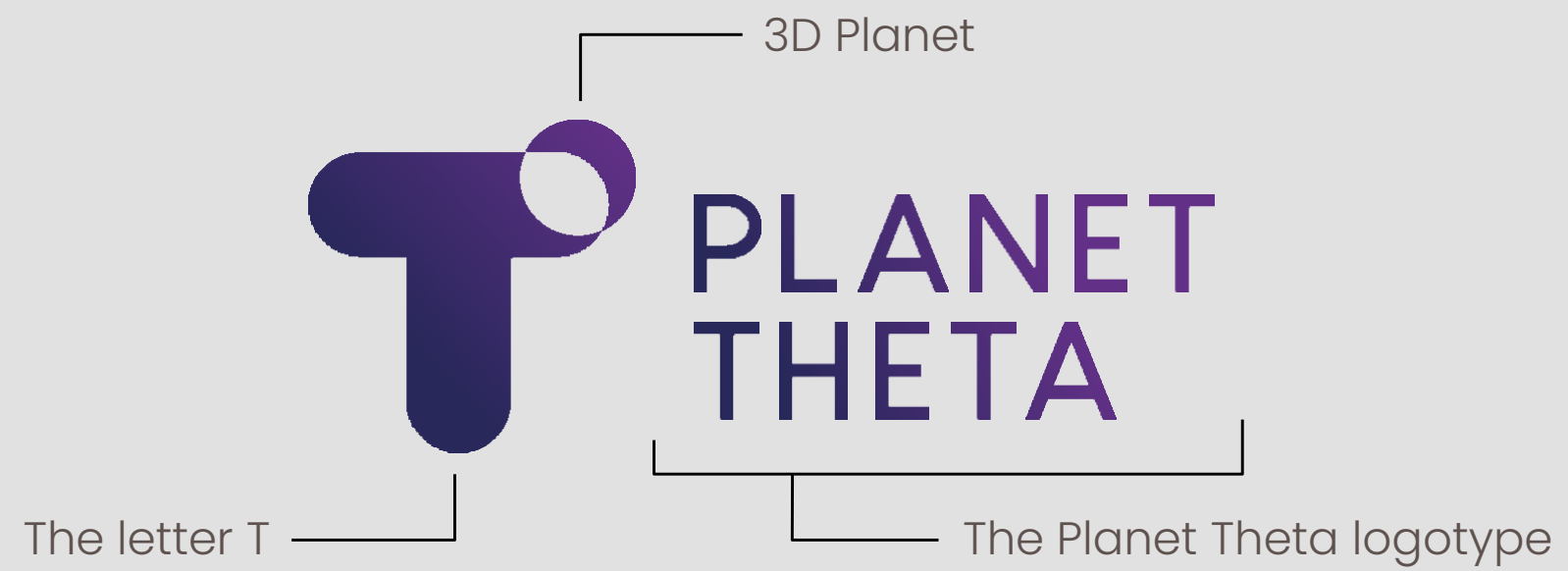
Planet-theta



PLANET THETA

# Logo Guidelines

The Logo



Logo  
Clearspace



Original logo



Horizontal logo

Logotype

MARIGOLD SANS AaBbCcDdEeFfGgHhIiJjKkLlMmNn

Brand Colors

Primary Purple #64328A

RGB 100, 50, 138  
CMYK 75, 92, 0, 0

Secondary Dark Blue #28285B

RGB 40, 40, 91  
CMYK 100, 96, 32, 22

Light Gray #F2F2F2

RGB 242, 242, 242  
CMYK 6, 4, 5, 0

BEST PANTONE OPTIONS



# Logo Guidelines

Our logo can be placed in different positions across our communications, depending on the context and format of the piece.

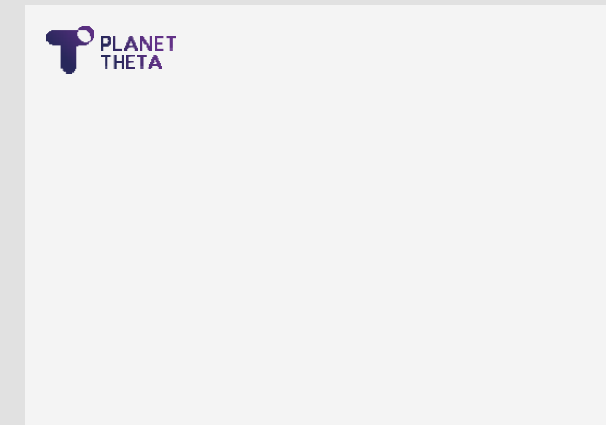
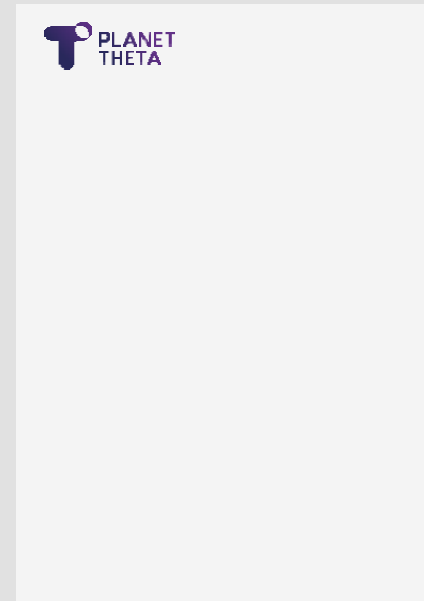
## Primary and secondary positions

Our preferred logo position is in the top left corner, to lead with our brand. Our secondary position is in the bottom left-hand corner, acting as a sign-off. Internal items e.g., internal newsletters that scroll should use the primary position to ensure that the logo is not missed if someone does not scroll through the full item.

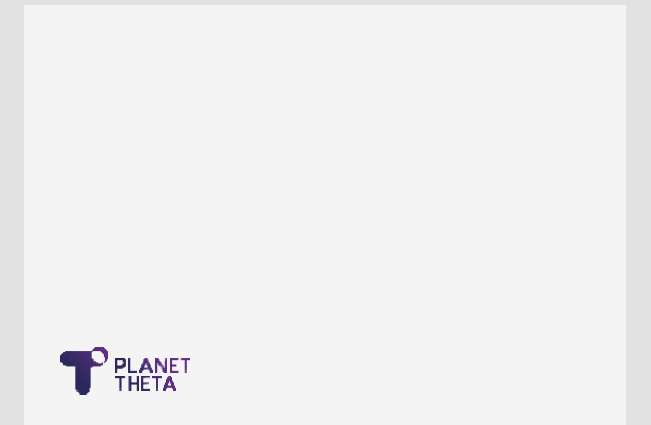
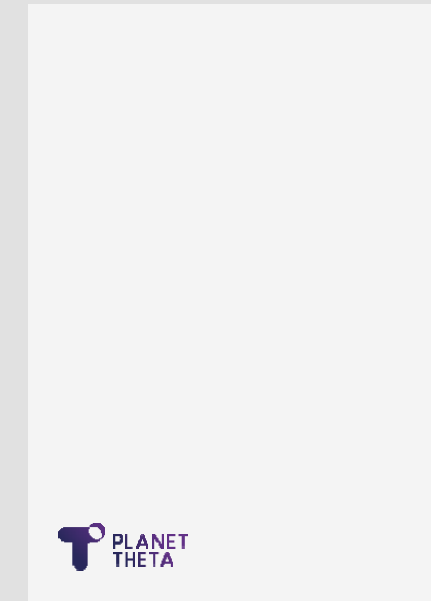
## Unique formats

For unique formats that are narrow, e.g., digital web banners or trade show signage, the logo should be placed at the top center or left-hand side of your format to lead your communication. When placing the logo, try to adhere to clearspace requirements as much as possible within your restricted size.

Primary logo position



Secondary logo position

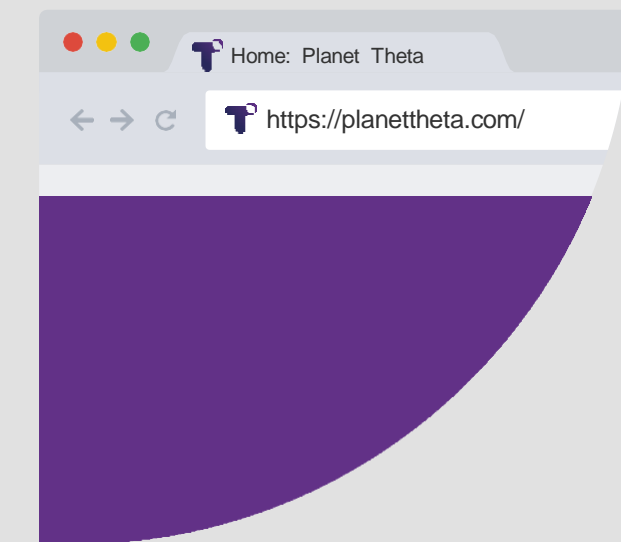


Digital/Merch logo usage and position



16 px  
Minimum size

Planet Theta logo favicon



# Logo Guidelines

There will be times when our logo needs to appear alongside other logos because Planet Theta is working in partnership with third-party companies. How our logo is applied will depend on who is leading on the collateral (writing the content). Shown here are examples of the different combinations.

## 1. Planet Theta-led material

We create the content and collateral in our visual identity style. Our logo is most prominent, so you should use the primary logo.

## 2. The third-party brand material

The other brand creates the content and is therefore the dominant brand. Use either the primary logo or horizontal logo depending on space restrictions determined by the other brand.

## 3. Equally led material

Content is produced 50/50, so collateral has neutral branding and equal weighting for both logos. Use either the primary logo or vertical logo, depending on space, and make sure Planet Theta has the optimal presence possible in that space.

1



Messaging, look, and feel to reflect the Planet Theta's visual identity

the other brand mark

2

the other brand mark

Messaging, look, and feel to reflect the other brand's visual identity



3

## The Partnership

Neutral look, and feel to reflect the balance between Planet Theta and the other brand.

the other brand mark



### Adding a descriptor

To make Planet Theta's relationship with the third-party brand clear, you can add a descriptor. Descriptors must be used only with the original Planet Theta logo, set in Open Sans semibold, and be positioned outside of the logo clearspace as shown. It should be the same color as the Planet Theta logotype and never be larger than the type in the word Planet Theta.

### Supported by



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