ICTV

BRAND GUIDELINES

ICTV BRAND GUIDELINES

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THIS MANUAL ESTABLISHES EXACT GUIDELINES FOR PROPER USE OF THE ICTV LOGO.

THE VISUAL INTEGRITY OF THE ICTV LOGO MUST BE STRICTLY MAINTAINED. ADHERENCE TO THESE GUIDELINES WILL RESULT IN CLEAR, CONSISTENT IDENTIFICATION WITH ICTV'S BRAND IDENTITY.

IN ORDER TO MAINTAIN THE INTEGRITY OF THE MARK OF ICTV, THE FOLLOWING CONFIGURATIONS OF THE LOGO HAVE BEEN ESTABLISHED.

HORIZONTAL

VERTICAL

IT IS ALSO ACCEPTABLE TO USE THE ICTV LOGO WITHOUT THE TAGLINE. USE OF THE "SANS TAGLINE" LOGO IS SITUATION DEPENDENT.

CHOOSING THE CORRECT LOGO CONFIGURATION

THE VERTICAL LOGO SHOULD BE USED IN ALL INSTANCES UNLESS THE SPACE IS HORIZONTALLY ORIENTED TO A DEGREE THAT THE VERTICAL LOGO BECOMES DWARFED IN THE SPACE.

THE SANS TAGLINE LOGO SHOULD BE USED EXCLUSIVELY ON PROMOTIONAL MATERIAL - INCLUDING STICKERS, PINS, AND SHOW PROMOTIONS.

COLOR VARIATIONS

VARIATIONS OF ALL FORMS OF THE ICTV LOGO ARE LISTED BELOW. BE SURE TO CHOOSE THE CORRECT FILE TYPE FOR YOUR SPECIFIC PROJECT.

HORIZONTAL FULL COLOR FLAT

your choice.
your channel.

FULL COLOR ON BLACK OR DARK BACKGROUND

your choice.
your channel.

FULL COLOR ON WHITE OR LIGHT BACKGROUND

VERTICAL FULL COLOR FLAT

FULL COLOR ON BLACK OR DARK BACKGROUND

your choice. your channel.

FULL COLOR ON WHITE OR LIGHT BACKGROUND

your choice. your channel.

COLOR SPECIFICATIONS

IC TV your choice. your channel.

IC TV your choice. your channel.

ELEMENT	PANTONE	PRINT (CYMK)	VIDEO (RGB)
	PMS 7687	C946 M473 Y000 B420	R8 G78 B148
	11-0601	C0 M0 Y0 B0	R255 G255 B255

ADDITIONAL COLORS THAT CAN BE USED WITHIN THE ICTV BRAND (BUT NOT IN LOGO)

	YELLOW 0131 C	C111 M000 Y352 B008	R255 G253 B164
	PMS 290 C	C236 M084 Y000 B020	R191 G229 B250
	PMS 275 C	C603 M726 Y000 B714	R29 G20 B73
	PMS 877 C	C0 M0 Y0 B0	R128 G128 B128
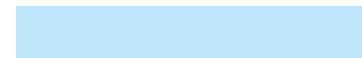
INCORRECT: DO NOT'S

DO NOT change the color of the tagline. It should match the color of the logo at all times

DO NOT divide the tagline and place them in different parts of the logo.

DO NOT change the typeface of the logotype or create abnormal spaces between the tagline and logo.

DO NOT remove any graphic element from the logo.

DO NOT alter the established sizing and spacing of any of the graphic elements.

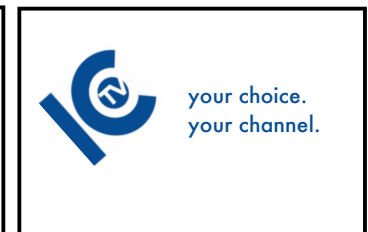**DO NOT** alter the color of the graphic element.

DO NOT use a gradient version of the ICTV logo.

DO NOT make any part of the logo transparent.

DO NOT skew the logo.

DO NOT rotate any part of the logo.

DO NOT remove any graphic element from the logo.

DO NOT change the text of the tagline.

DO NOT combine the ICTV logo with a program logo.

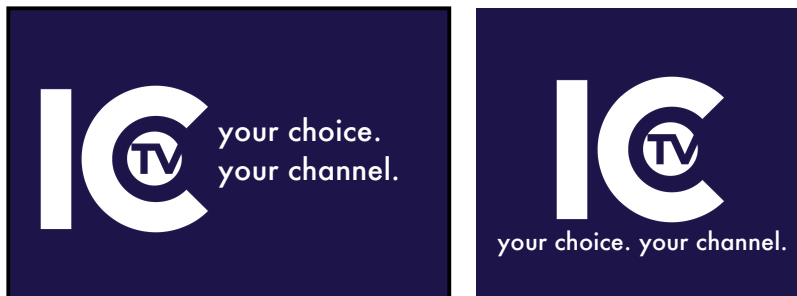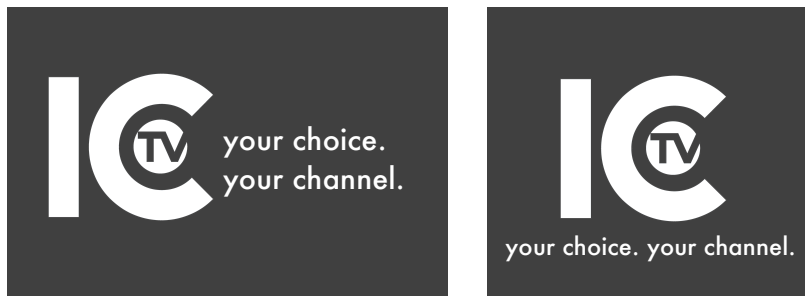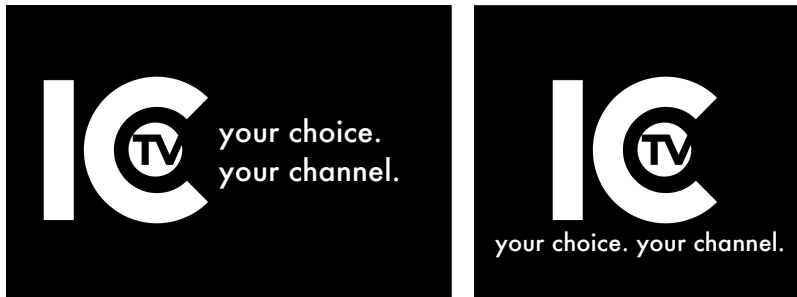**DO NOT** add any additional graphic elements to the logo.

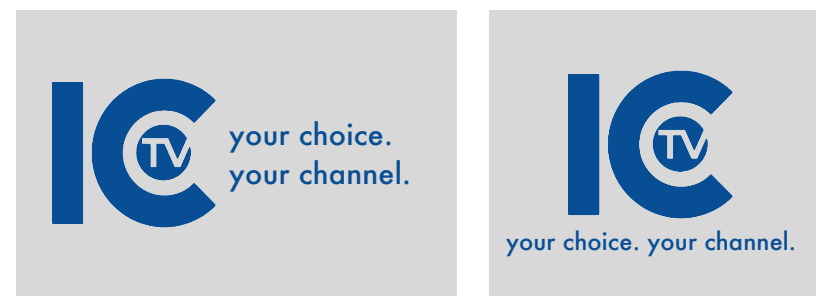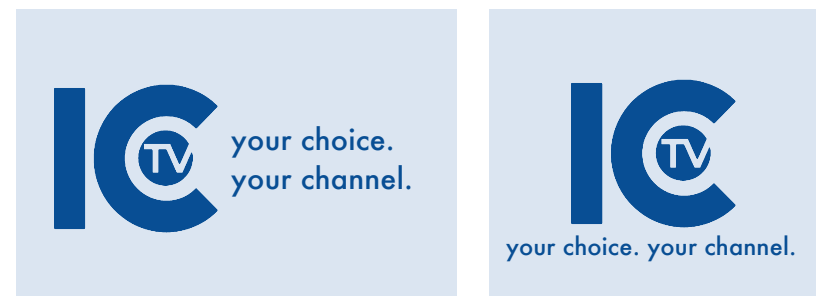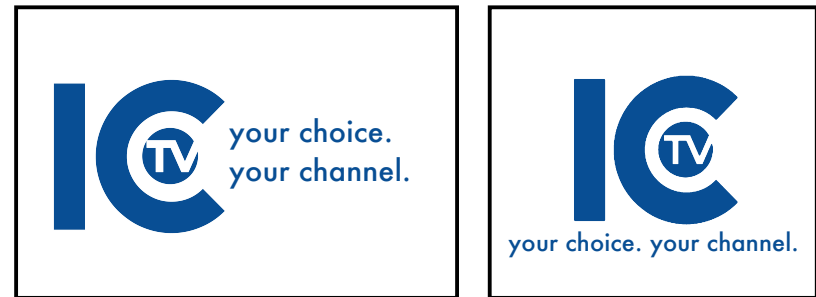**DO NOT** use colors that are acceptable for the ICTV brand but still not acceptable for the ICTV logo.

CORRECT: PRACTICAL USE EXAMPLES

REVERSE VERSION OVER DARK BACKGROUNDS
(OR TONES THAT PANTONE WHITE CAN BE READ)

POSITIVE VERSION OVER LIGHT BACKGROUNDS
(OR TONES THAT PANTONE BLACK CAN BE READ)

SPACE: CLEAR (PRINT AND DIGITAL ONLY)

THE DIAGRAMS ILLUSTRATE THE MINIMUM AMOUNT OF SPACE THAT MUST SURROUND THE LOGOS.

TO ENSURE CONSISTENCY, SPACE IS CALCULATED IN "X" SPACES
(A SQUARE EQUAL IN HEIGHT TO THE CAP HIGHT OF THE "our" OF "your" WORDMARK.)

THE ICTV LOGO MUST ALWAYS BE SURROUNDED BY CLEAR SPACE EQUAL AT LEAST ONE "X" SPACE. THE CLEAR SPACE MAY BE LARGER THAT THE "X" SPACE, BUT NEVER SMALLER.

IN A LOGO LOCK-UP (AS DEMONSTRATED ABOVE) THE ICTV LOGO MUST ALWAYS BE SURROUNDED BY CLEAR SPACE EQUAL TO AT LEAST ONE "X" SPACE. THE "X" SPACE IS DEFINED AT THE CAP HEIGHT OF THE "our" OF "your" WORDMARK. THE SAME RULE APPLIES TO VERTICAL LOGO LOCK-UPS.
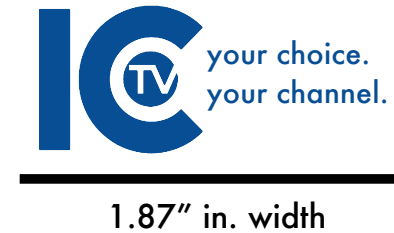
MINIMUM SIZE (PRINT AND DIGITAL ONLY)

THE DIAGRAMS ILLUSTRATE THE MINIMUM SIZE THAT THE LOGOS MUST BE.

TO ENSURE CONSISTENCY, SPACE IS CALCULATED IN "X" SPACES.
(A SQUARE EQUAL IN HEIGHT TO THE CAP HEIGHT OF THE "our" OF "your" WORD MARK.

1.75" in. width

1" in. width

1.87" in. width

DISCLAIMER: THESE GUIDELINES APPLY FOR PRINT AND DIGITAL ONLY.
FOLLOW ON-AIR STYLE GUIDE FOR ON-AIR PROMOTIONAL CONTENT.

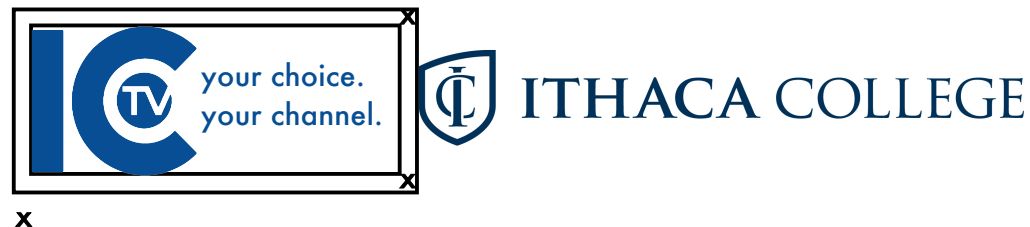THE DIAGRAMS ILLUSTRATE THE MINIMUM AMOUNT OF SPACE THAT MUST SURROUND THE LOGOS.

TO ENSURE CONSISTENCY, SPACE IS CALCULATED IN "X" SPACES
(A SQUARE EQUAL IN HEIGHT TO THE CAP HIGHT OF THE "our" OF "your" WORDMARK.)

THE ICTV LOGO MUST ALWAYS BE SURROUNDED BY CLEAR SPACE EQUAL AT LEAST ONE "X" SPACE. THE CLEAR SPACE MAY BE LARGER THAT THE "X" SPACE, BUT NEVER SMALLER.

IN A LOGO LOCK-UP (AS DEMONSTRATED ABOVE) THE ICTV LOGO MUST ALWAYS BE SURROUNDED BY CLEAR SPACE EQUAL TO AT LEAST ONE "X" SPACE. THE "X" SPACE IS DEFINED AT THE CAP HEIGHT OF THE "our" OF "your" WORDMARK. THE SAME RULE APPLIES TO VERTICAL LOGO LOCK-UPS.

MINIMUM SIZE (ON-AIR ONLY)

THE DIAGRAMS ILLUSTRATE THE MINIMUM SIZE THAT THE LOGOS MUST BE.

TO ENSURE CONSISTENCY, SPACE IS CALCULATED IN "X" SPACES.
(A SQUARE EQUAL IN HEIGHT TO THE CAP HEIGHT OF THE "our" OF "your" WORD MARK.

1.75" in. width

3.75" in. width

3" in. width

DISCLAIMER: THESE GUIDELINES APPLY FOR ON-AIR PROMOTIONAL CONTENT ONLY.
FOLLOW PRINT AND DIGITAL STYLE GUIDE FOR PRINT AND DIGITAL CONTENT.

TRANSITIONAL GRAPHICS (ON-AIR ONLY)

ALL ICTV ON-AIR PROMOTIONAL CONTENT REQUIRES AN ICTV BRANDING TAG AT ITS END. THIS TAG SHOULD BE EXACTLY FIVE SECONDS LONG.

TO ENSURE CONSISTENCY, ALL ICTV TAGS SHOULD FOLLOW THE FORMAT SEEN BELOW:

END GRAPHICS OF ICTV ON-AIR PROMOTION BRANDING TAGS CAN ALTERNATE BETWEEN THE FOLLOWING:

THE AUDIO THAT PLAYS DURING THIS TAG CAN VARY DEPENDING ON THE CONTENT ON THE ON-AIR PROMO.
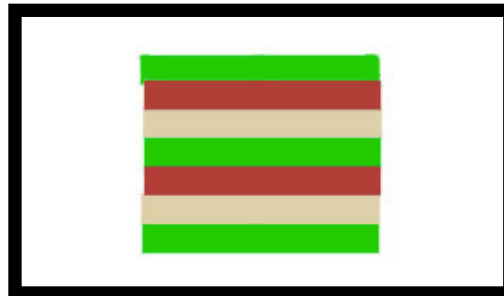
IT IS THE RESPONSIBILITY OF THE DIRECTOR OF ON-AIR PROMOTIONS TO ADD THIS TAG TO THE END OF ALL ICTV ON-AIR PROMOTIONS.

ICTV LOGO GUIDELINES

COLOR SPECIFICATIONS BY PROGRAM (ON-AIR ONLY)

ALL ON-AIR PROMOTIONAL CONTENT FOR ICTV PROGRAMS REQUIRES THE ICTV BRANDING TAG AT ITS END. THIS TAG SHOULD BE EXACTLY FIVE SECONDS LONG.

TO ENSURE CONSISTENCY, ALL TAGS SHOULD FOLLOW THE FORMAT SEEN BELOW, WITH THE COLORS VARYING BASED ON THE SPECIFIC PROGRAM.

THE AUDIO THAT PLAYS DURING THIS TAG SHOULD MATCH THAT OF THE REST OF THE ON-AIR PROMO.

IT IS THE RESPONSIBILITY OF THE DIRECTOR OF ON-AIR PROMOTIONS TO ADD THIS TAG TO THE END OF ALL ICTV ON-AIR PROMOTIONS.
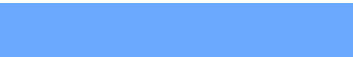
ICTV LOGO GUIDELINES

COLOR SPECIFICATIONS BY PROGRAM (ON-AIR ONLY)

ALL ON-AIR PROMOTIONAL CONTENT FOR ICTV PROGRAMS REQUIRES THE ICTV BRANDING TAG AT ITS END. THE COLOR SCHEME FOR EACH PROGRAM'S TAG SHOULD VARY, WITH EACH SCHEME REFLECTING EACH PROGRAM'S SPECIFIC BRAND.

A SAMPLE PROGRAM COLOR SCHEME IS BELOW:

NEWSWATCH 16

ELEMENT	PANTONE	PRINT (CYMK)	VIDEO (RGB)
	285 C	C1000 M508 Y000 B004	R0 G125 B254
	289 C	C927 M469 Y000 B624	R7 G51 B96
	2718 C	C580 M337 Y000 B000	R107 G169 B255

WHILE SOME OF THESE TAGS ARE ALREADY USED BY ICTV, IT IS THE RESPONSIBILITY OF THE DIRECTOR OF ON-AIR PROMOTIONS TO CREATE THEM FOR NEW PROGRAMS AND REVISE THEM FOR EXISTING PROGRAMS, IF NEEDED.

<u>FUTURA – USED FOR TAGLINES AND TUNE IN INFORMATION</u>

FUTURA MEDIUM – ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()
FUTURA MEDIUM ITALIC – ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&()*

FUTURA CONDENSED MEDIUM – ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()
FUTURA CONDENSED MEDIUM ITALIC– ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&()*

FUTURA CONDENSED EXTRABOLD – ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()
FUTURA CONDENSED EXTRABOLD ITALIC– ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()

<u>TYPOGRAPH PRO – AUX FONT FAMILY FOR USE IN CONJUNCTION WITH TUNE IN</u>

TYPOGRAPH PRO LIGHT– ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()

TYPOGRAPH PRO LIGHT ITALIC – ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&()*

TYPOGRAPH PRO ULTRALIGHT– ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()

TYPOGRAPH PRO ULTRALIGHT ITALIC – ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&()*

TYPOGRAPH PRO SEMIBOLD– ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&*()

TYPOGRAPH PRO SEMIBOLD ITALIC– ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 !@#$%^&()*

TYPOGRAPH PRO EXTRABOLD– ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890 !@#$%^&*()

WHEN USING THE LOGO ON THE WEB FOR INTERACTIVE PROJECTS OR IN POWERPOINT PRESENTATIONS THE FLAT FULL COLOR LOGO SHOULD BE USED.

THE MINIMUM SIZE IN WEB OR POWERPOINT APPLICATION FOR THE HORIZONTAL LOGO (PRIMARY) IS 1.87 INCHES IN WIDTH, VERTICAL LOGO IS 1.75 INCHES IN WIDTH, SANS TAGLINE IS 1 INCH IN WIDTH. THE LOGO MAY BE LARGER THAN THIS BUT NEVER SMALLER.

1.75" in. width

1" in. width

1.87" in. width