



ONLINE BRAND GUIDELINES

_Stage 1 Version 1.1

_June 2017

Logo & Strapline

TVFPlay logo forms the central part of the identity and should be treated with care and respect. The strapline is designed to communicate TVF's brand values.

LOGO



- Color BG - Accent color #151518
- Color BG - Accent color #000000
- Image BG - Since the logo is mostly white, always use a 30% dark filter over the BG image.

STRAPLINE

IT'S NOT ON TV IT'S ON TVF

Logo & Strapline

TVFPlay logo adapts to form a compact brand logo aka brand icon. Although this logo could vary in size based on the platform, there is no other design variation of the logo than the one shown below.

Logo Adaptation



● Color BG - Accent color #ffc105

STRAPLINE

IT'S NOT ON TV IT'S ON TVF

Typography

Primary type

The primary typeface is Avenir Next. It is at the heart of the brand's identity and is the foundation for all of TVF's branding. A clean, distinctive and legible sans-serif font.

Avenir Next - Light, Regular & Medium

A B C

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Typography

Secondary type

The secondary typeface is Playfair Display. This font is used for all the section headers. The serif combo of Italic with Bold brings in the desired effect.

Playfair Display - Bold & Italic

A B C

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z**

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

Colour Palette

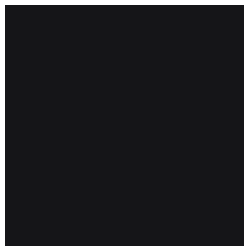
Core brand colours

The core colour palette consists of 4 main colours. These web friendly colours have been used to ensure brand continuity and recognition. The dark gradient image pattern is used to bring out the brands premiumness.

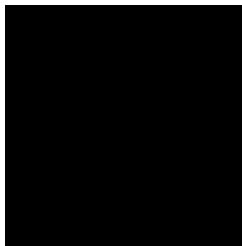
Brand colour palette



FFC105



151518



000000



232426



FFFFFF

Graphic Icons

Signposting

A suite of SVG icons underpin the main brand identity, and provide consumers with instant and familiar visual references. This is clear graphic signposting that is also an extension of the brand.



Home



Close



Channel



Search



Download



Steppers



Share



Time



Comments



Likes



Menu



Steppers

GROUP BRANDING

TVFPlay

Channel banners

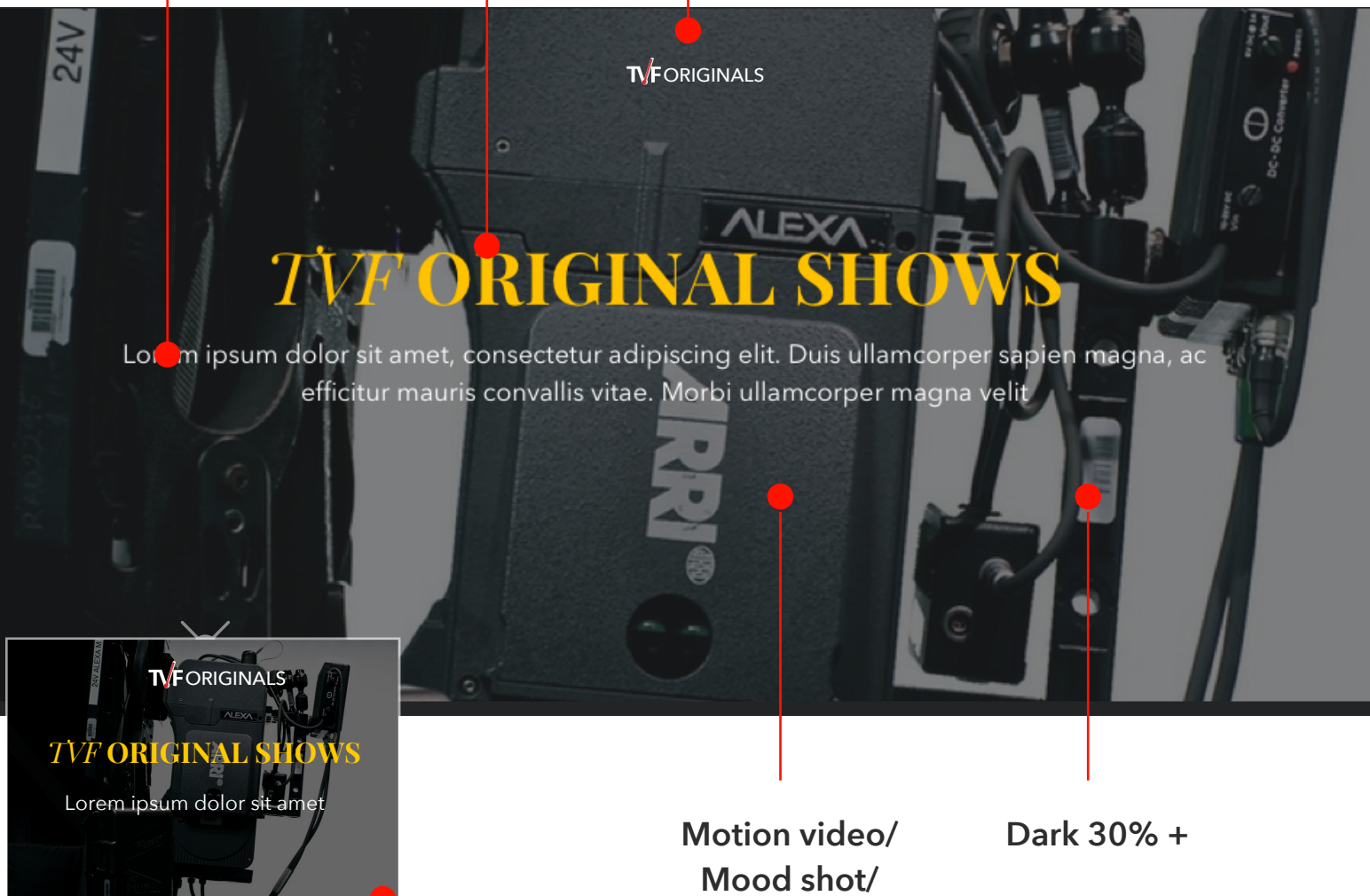
Creating channel identity

Typography, graphics and photography combine to create channel logo & creatives that work across all media platforms.

Promo
Text

Headline

Channel logo



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Duis ullamcorper sapien magna, ac efficitur mauris convallis vitae. Morbi ullamcorper magna velit

Motion video/
Mood shot/
Photography

Dark 30% +

Thumb



ONLINE BRAND GUIDELINES

Series imagery

Creatives



Series images are used throughout the site, although they vary in size, all follow the same aspect ratio of 2:3. The panels below show how product images are used throughout.



Video grabs

Screen captures from live video

Screen grabs from the episode video are used as the banner BG on landing page and episode page banners. Moodshot grabbed from the video is one of the core elements of the TVFPlay brand, and forms part of the brand identity.

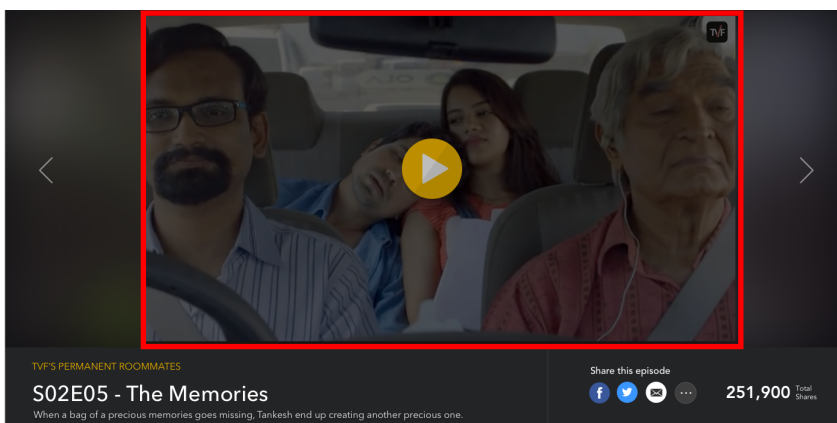
Aspect ratios

4:3
Classic TV

16:9
Widescreen

21:9
Cinemascope

Screen grabs

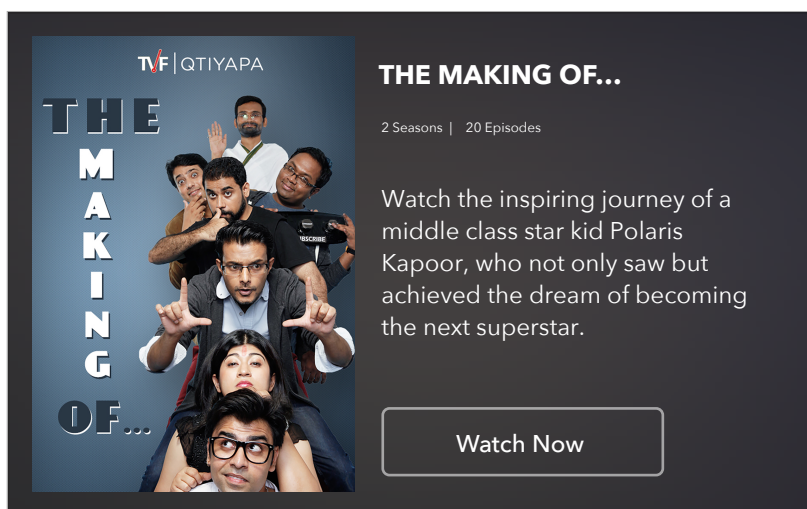


Cards

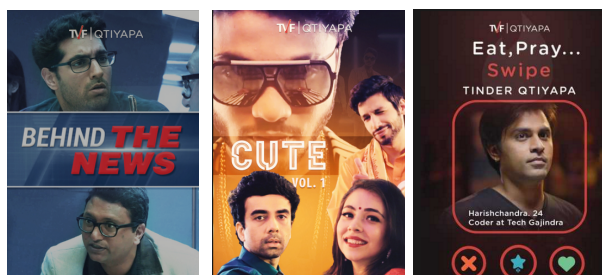
Entry point to more detailed information

Cards may contain a photo, text, and a link about a single subject. They may display content containing elements such as photos with captions of variable length on larger screens. Smaller screens may display only the main image.

Large screen view



Small screen view



Looping video BG

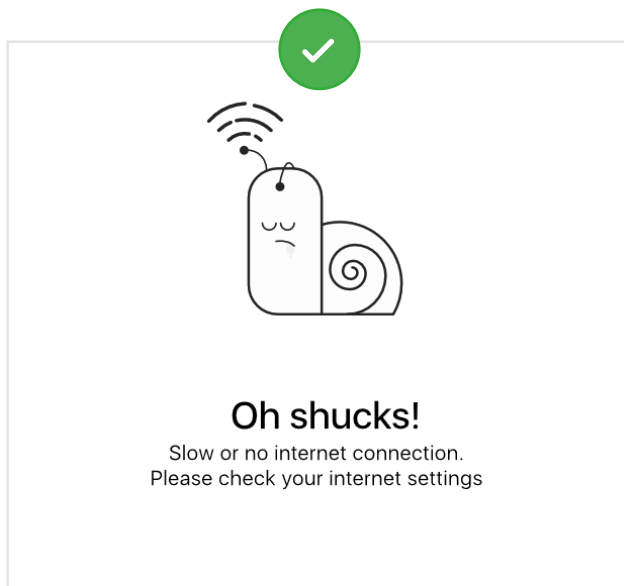
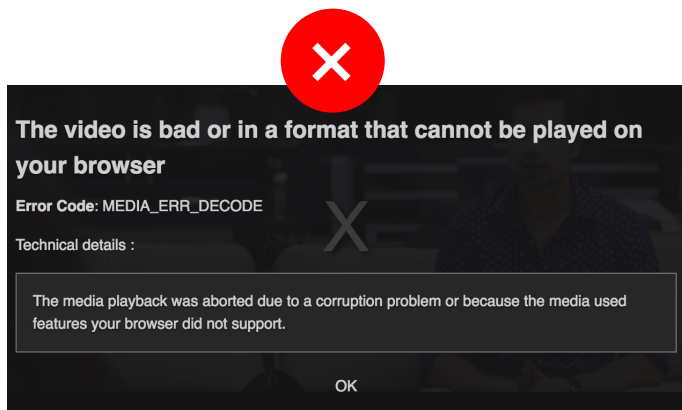
Motion is one of the most powerful forms of visual communication. The 'moving image' video backgrounds focus on setting an emotional tone or feeling than telling the actual stories. Use it effectively for serial page, new episode introduction on home page & elsewhere in social media context.



Voice & Tone

Language in communication

Language is an important factor in shaping our brand purpose and personality. Emotion is of paramount importance to us. We are always passionate, and this is reflected in our use of language and sentence construction. We acknowledge movement in our language – our calls to action capture the mood and energy of our stories.

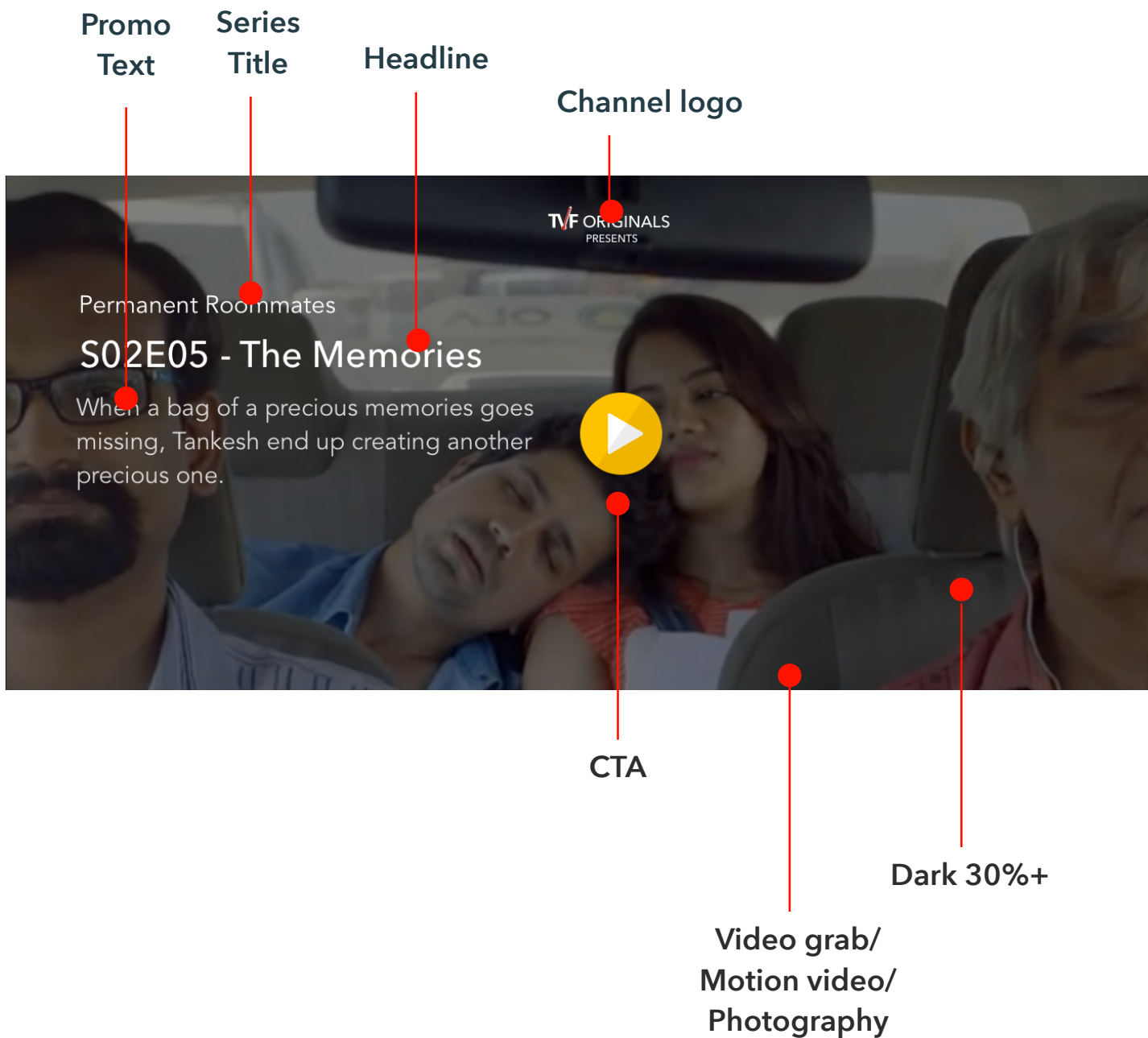


- Always passionate, emotional and engaging.
- Always clear and concise, while accepting that we don't exist to be expedient.
- Always bold and full of impact.
- Never be too technical or too formal.

Home banner

Production design guidelines

Banner specs for the home view



Series banner

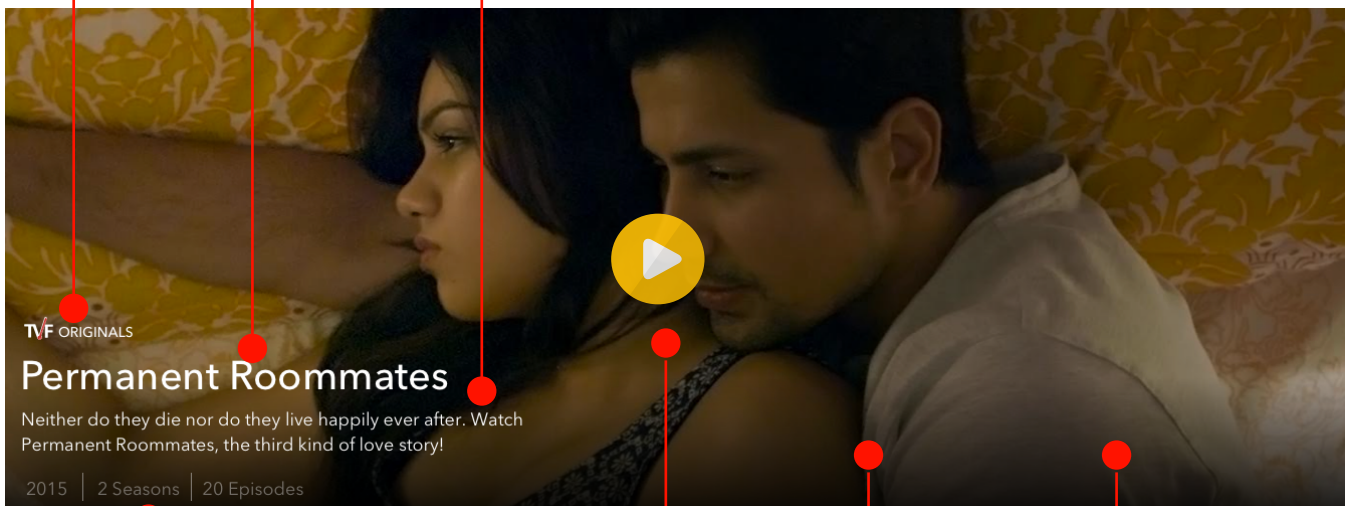
Production design guidelines

Banner specs for the series view.

Channel
Logo

Series
Title

Intro
Text



CTA

Year | No. of seasons
| No. of episodes

Video shot/
Motion video/
Photography/

Dark 30% +

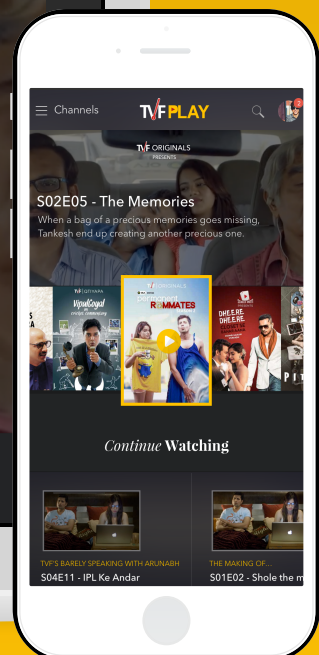
Introduction

This style guide describes the elements and usage of the TVFPlay brand and details the way in which it should be used on the web. This guide should be adhered to so that there is a consistent brand appearance across all elements and platforms. Materials should not be misused or greatly altered, as doing so devalues the brand.



Design principles

We want to create a clear, recognisable TVFPlay brand identity that highlights the quality and breadth of the TVF's video content across platforms. Our brand will act as the '*glue*' that holds together our diverse video content.



Channel logo

Channel logo should always be a part of the series and episode image. Channel logo is white in nature which allows the content beneath to shine through.

Channel Logo

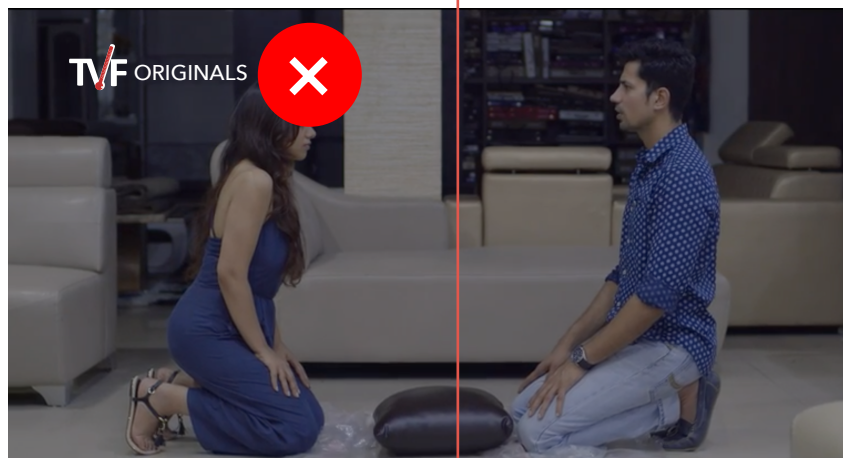
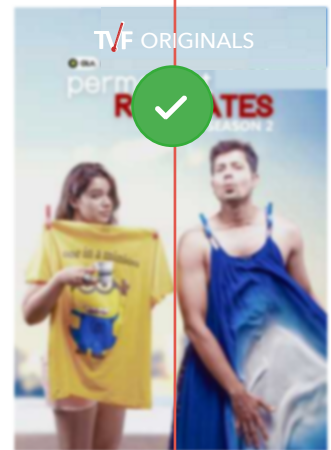
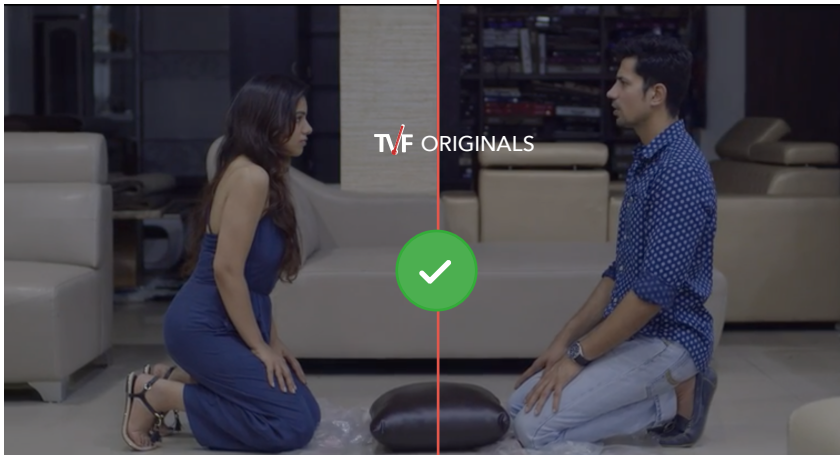


- Use the channel logo directly top of the graphic/pattern. Since the logo is mostly white, use a 30% dark filter over the BG image.
- When the BG is white, use the logo BG as the brands primary color #222321
- The logo should not cover more than a third of the final image width and should never be so small that the TVF logo is less 20 pts.

Logo usage

Channel logo should always be part of the image and not moved to one side, although it will probably be necessary to move it either up or down along the central vertical axis.

Use it right



The logo should not be separate from the main image.

In play logo

Group brand logo will appear during the in-play. The logo will always be displayed on the motion graphic at an opacity of 50% while the content is in motion. For any other state, the logo will be displayed in the original state (100% opaque).

In play branding



Video In Motion



Video not in motion

End credits

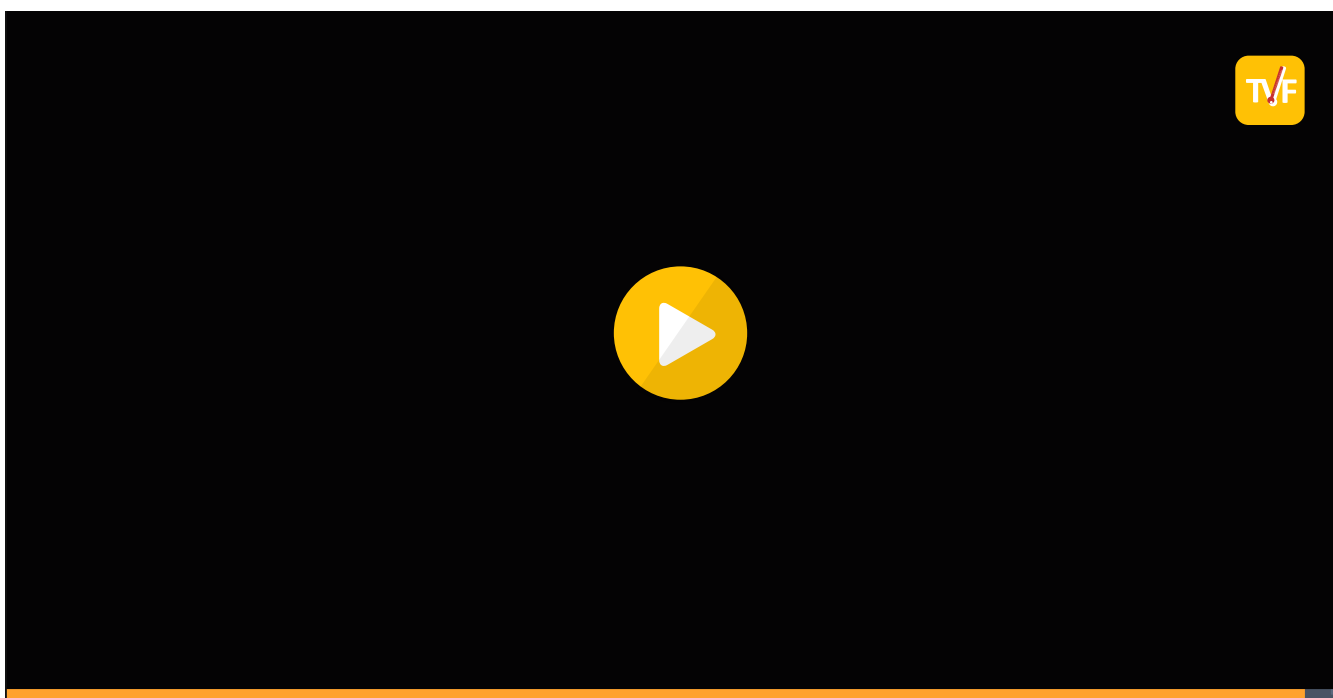
Group brand logo will appear at its original form along with the channel logo. Text placement needs to be followed as specified below. All the communications should be in Avenir Next, Uppercase.



Player branding

Web player will contain the group branding & follow the primary color #FFC105 for all the CTA's & the video progress bar.

Web-player



Banners

Since the channel logos are in white, all the channel creatives will contain a dark filter with an opacity of 30% or more based on the context. The group brand logo and/or the channel logo should be a part of each banner creative.



Email footer

Group logo along with the strapline should be a part of all external communication including the as the email footer.

Logo on footer BG

IT'S NOT ON TV, IT'S ON



The brand TVFPlay

PURPOSE

We exist to cater all who want to have a premium content experience, but cannot find anything worth watching in the traditional channels.

PROMISE

We promise to entertain.

VALUES

We believe in the power of great entertainment.

We believe that we are mastering the art of producing content with a deep understanding of our viewership.

We are extremely serious & careful about the content that we put out there in the world.

We believe in taking risks.

PERSONALITY

We are unorthodox, honest, friendly and open.

We love to talk but we like to listen more.

We are always on the lookout for the better.

The word PLAY is a part of our brand name and playfulness a part of our core personality.