

Channel 4 Condensed Identity Style Guide

The New Identity

The new Channel 4 identity uses cutting edge technology to push the brand into exciting new areas. The *Identity Style Guide* has been developed to provide a comprehensive understanding of the new Channel 4 identity. It describes how to correctly implement the new design elements off air, on air and online. The complete guide can be found at:

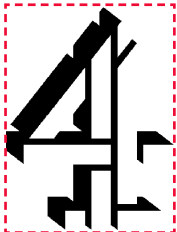
channel4.com/styleguide

The Logo

The print version of the logo is displayed on the right. The Channel 4 logo has been designed to reproduce at a minimum height of 10 mm. There is no maximum reproduction size of the logo. The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

Logo Position

Channel 4 always places its logo in a distinctive centre right position. This is unique to the channel and is therefore instantly recognisable.



Isolation area

The Channel 4 logo should always be surrounded by a minimum area of space. The area is defined by measuring a third of the height of the logo.

For example:
logo height = 10 mm
area of isolation = 3 mm
around all sides of the logo.

Logo Height

A3 Portrait	54 mm
A4 Portrait	40 mm
A4 Landscape	42 mm
Brochure	44 mm
210 Squared	38 mm
A5 Portrait	34 mm
A5 Landscape	34 mm

Typography

For the first time in Channel 4's history a bespoke typeface has been designed to be used throughout the channel. It is called C4 and is available to be used in the following weights:

C4 Headline Regular

used with type box

C4 Guides

*used to create type boxes
around headlines*

C4 Text Regular

C4 Text Italic

C4 Medium

C4 Medium Italic

C4 Text Bold

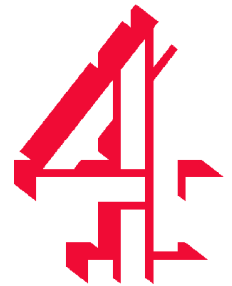
C4 Text Bold Italic

C4 Condensed Regular

C4 Condensed Italic

C4 Condensed Bold

C4 Condensed Bold Italic





Colour

When placed over a photograph or illustration the colour of the logo may be taken from the image. Alternatively, the logo may be black or white.

Channel 4 has a colour palette to avoid using different versions of the same colour. Other colours may be used where it is appropriate to do so.

Channel 4

The 'four' in Channel 4 should always be a numeral. The only exception to this rule is when the formal title Channel Four Television Corporation is used.

Pantone 5275	C70 M70 K45	R46 G31 B84
Pantone 2602	C72 M98	R82 G5 B127
Pantone 207	M100 Y46 K23	R191 G3 B59
Pantone 186	M96 Y65 K4	R240 G10 B54
Pantone 173	M76 Y84 K5	R237 G59 B33
Pantone 144	M59 Y100	R255 G105 B8
Pantone 123	M22 Y90	R255 G199 B25
Pantone 377	C52 Y100 K28	R89 G140 B20
Pantone 5545	C51 Y45 K59	R51 G82 B56
Pantone 549	C57 K34	R74 G133 B148
Pantone 540	C100 M60 K65	R5 G23 B54
Pantone Black 6	C98 M40 K100	R0 G0 B0
Pantone Warm Grey 8	M12 Y18 K56	R112 G99 B87
Pantone Warm Grey 4	M6 Y12 K31	R176 G166 B150
Pantone 538	C4 M1 K10	R219 G224 B227
Pantone 621	C11 Y9 K2	R219 G238 B222