

Film4 off-Air Logotype Guidelines

Colour

Film4 uses red as it's main colour but the logo can also be used as a mono in black.

At no time can the logo appear in grey or as a tint of the red.

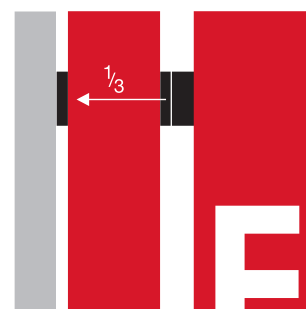
The colour breakdowns of the red are as follows: **C0 / M100 / Y90 / K10** or **Pantone No 186c**

Keyline

The red logo should always appear with the white keyline.

The keyline weight should not be altered from the logo provided and therefore should be 33% (one third) of the line width of the white '4'.

On a white background the keyline becomes invisible.



Logotype Size

The Film4 logo has been designed to reproduce at a minimum height of 8mm.

There is no maximum reproduction size.



Position of Logotype

Where possible the Film4 logotype should always appear in the bottom right position of the page.

It should be placed no closer than 10mm from the trimmed edge.



Isolation of Logotype

The Film4 logo should always be surrounded by a minimum 10mm area of space.

This area is a minimum and should be increased wherever possible.

The area of isolation ensures that text or other visual elements do not encroach on the logo.

