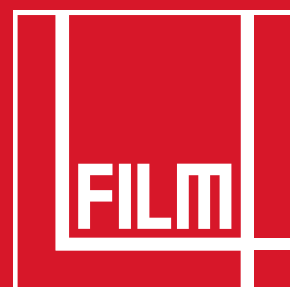


Film4

Off-air Identity Style Guide



1. On-air identity style guide

2. Off-air identity style guide

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2. Film4 Off-air style guidelines

The term off-air defines anything that is produced by Film4 not shown on television/DVD/cinema. The first section of the guidelines describes the broad principles of the off-air identity.

The subsequent sections describe in more detail how the brand is implemented in different areas.

2.1.1 The logo

Where possible the Film4 logo should always appear in **Red** but in situations where colour cannot be used it can appear as a mono in **Black**.

The 'Film' and '4' of the logo should always be white and can never be transparent.

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

Logo size

The Film4 logo has been designed to reproduce at a minimum height of 8mm. There is no maximum reproduction size.

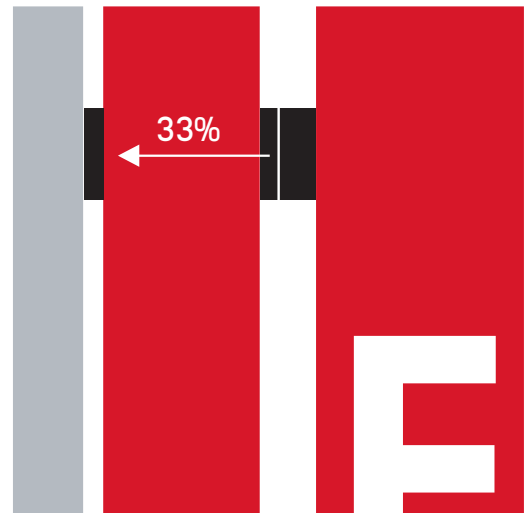


2.1.2 The logo Keyline

The logo should always be used with a white keyline.

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

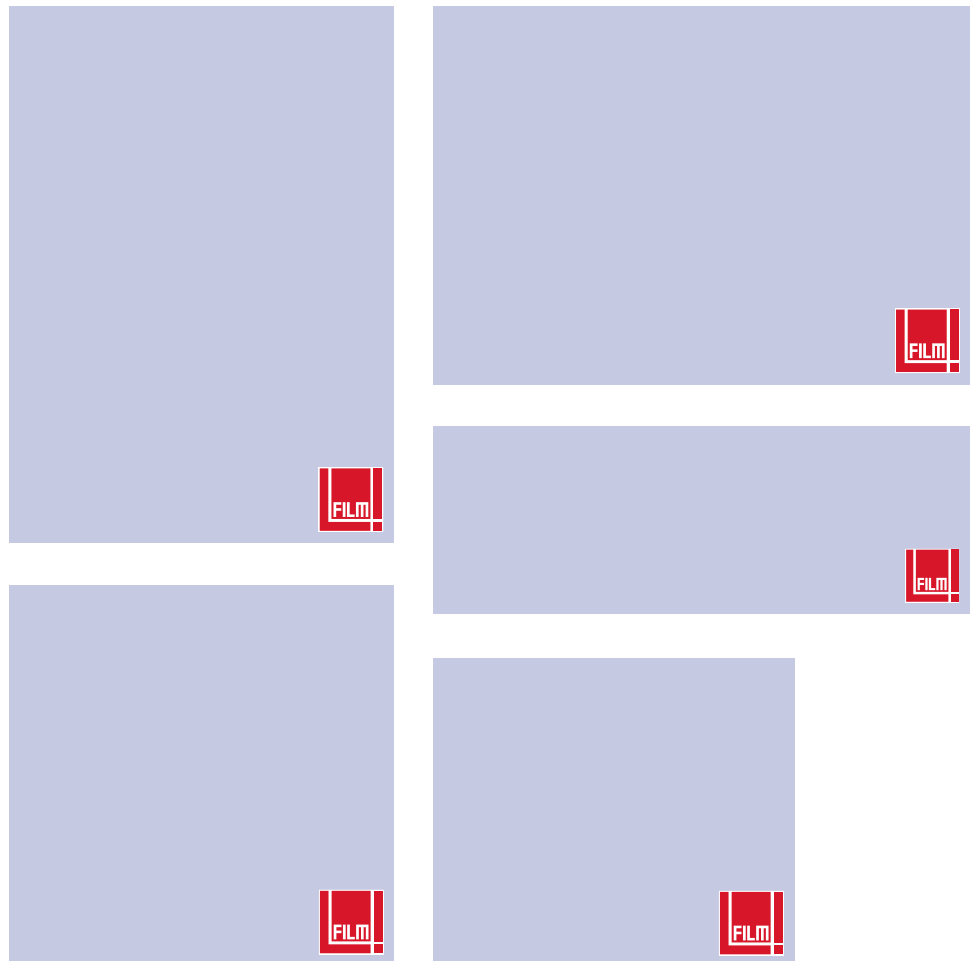
On a white background the keyline will become invisible.



2.1.3 The logo position

Where possible, in print, the Film4 logo should always appear in the bottom right-hand position of the page.

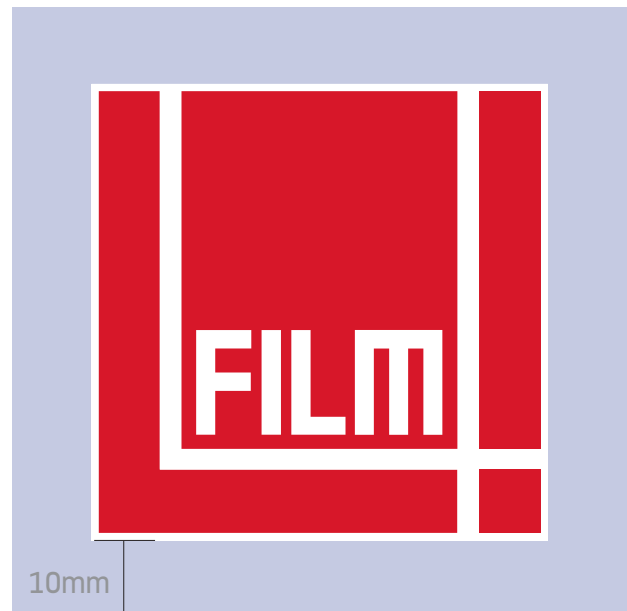
It should be placed NO closer than 10mm from the trimmed edge.



2.1.4 The logo Isolation logo

The Film4 logo should always be surrounded by a minimum 5mm area of space. The 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.

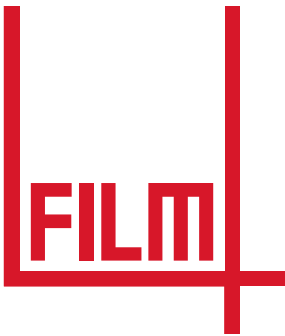


2.1.5 The logo misuse

As a key representative of the brand, it is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to in any way.

It must never be re-drawn or adjusted and should only be reproduced from the artwork provided.

To illustrate this point some of the more likely mistakes are shown.



Do not use the logo without the box



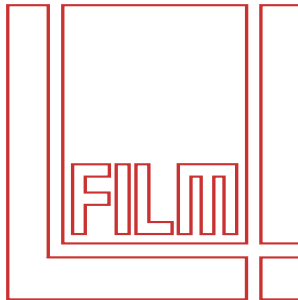
Do not distort the logo



Do not use without the keyline



Do not use a different red



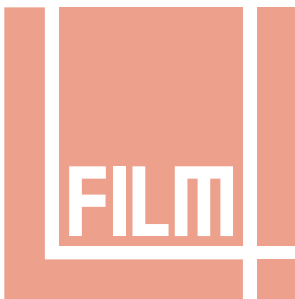
Do not outline the logo



Do not place text on the logo



Do not use grey



Do not use a tint of the Film4 red

2.1.6 Colour

Film4 uses red as its core colour and black if the logo must appear as mono.

No other variants of red can be used for the logo.

A warm grey can be used for design elements but should never be used for the logo.

Pantone 186	C0 M100 Y90 K10	R163 G0 B0	Web 99 00 00
Pantone Black 6	C98 M40 Y0 K100	R0 G0 B0	Web 00 00 00
Pantone 5315	C0 M0 Y3 K10	R211 G210 B222	Web cc cc cc

2.1.7 Alternative logo – for Billing block only

When used in a billing block the logo will have to appear extremely small. In this instance only, the alternative logo should be used to increase the legibility and presence of the mark.

This version of the Film4 logo must not be used in any other situation other than billing blocks.

Both mono and 4 colour versions are supplied in positive and negative.



2.1.8 Film4

The 'four' in Film4 should always be a numeral and both the word and letter must sit together without a letter break.

Below is the correct title for the channel.

Correct title

Film4

Incorrect titles

Film 4
FilmFour

2.1.9 Typography

A bespoke typeface has been designed to be used throughout the channel. It is called Film4.

Film4 is supplied in the Open Type Format and is therefore supported by pc and mac.

Film4 is a clean, modern font and has been supplied with the following weights for off-air use:

Film4

abcdefghijklmnopqrstuvwxyz ßæoe ABCDEFGHIJKLMNOP
OPQRSTUVWXYZAEOE&0123456789*#@+<=>"'÷±%
%oo/?£\$€ƒ¥ç,.;:…"'"'«»<>.,,,"! ? ¿ i (/) [\] { | } ® © ™ Ä Å Â Ã Ä Æ Ç È É Ê Ë Ì Í Î Ñ Ò Ó Ô Õ Ö Ù Ú Û Ü Ý à â ã ä å ç è é ê ë ì í î ï ð ó ò ï ð
ù û ü ý † ‡ § ¨ ¯ • ¶ | ° ~ ^ ^ ? • - - _

Film4 Bold

abcdefghijklmnopqrstuvwxyz ßæoe ABCDEFGHIJKLMNOP
OPQRSTUVWXYZAEOE&0123456789*#@+<=>"'÷±%
%oo/?£\$€ƒ¥ç,.;:…"'"'«»<>.,,,"! ? ¿ i (/) [\] { | } ® © ™ Ä Å Â Ã Ä Æ Ç È É Ê Ë Ì Í Î Ñ Ò Ó Ô Õ Ö Ù Ú Û Ü Ý à â ã ä å ç è é ê ë ì í î ï ð ó ò ï ð
ù û ü ý † ‡ § ¨ ¯ • ¶ | ° ~ ^ ^ ? • - - _

2.1.10 Typography

Type should never appear below 5pt.
There is no maximum limit to type size.

Headlines should always be set using
Film4 Bold and always in caps.

As they are to appear this way the leading
for headlines should be determined by the
following equation:
leading = font size - 5pt

for example:
font size = 70pt
leading = 65pt

Body copy should always be set using
Film4. As this is a condensed font, body
copy requires more leading and should
be determined by the following equation:
leading = font size + 3pt

for example:
font size = 8pt
leading = 11pt

GREAT FILMS YOU KNOW

Sub headers or tx details look good in Film4
but words can be picked out in **Film4 Bold**.

Body copy set using Film4. It is 8pt type with 11pt
leading. Being a condensed font the extra points in
the leading helps its readability.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
Sed ut eros vel mi tempor condimentum. Ut nec sapien
eu sem sollicitudin sollicitudin. Duis tortor arcu, tincidunt
sit amet, consequat sed, lacinia volutpat, sapien. Nam
scelerisque tincidunt magna. Ut eleifend enim a mi. Fus
ce consequat luctus ante. In luctus luctus eros. Duis nulla
justo, rutrum et, cursus vitae, **rhoncus** eget, elit. Pendisse
potenti. Proin a turpis nec magna rhoncus vulputate.
Fusce tincidunt, orci a porttitor vulputate, turpis ante
consequat augue, sed congue neque nunc eu magna.
Mauris cursus lobortis nisl. Phasellus nec ipsum

Curabitur massa justo, pellentesque nec, gravida nec,
hendrerit nec, orci. In purus est, ullamcorper mattis,
semper in, convallis a, eros. Praesent dignissim orci et
tellus. Mauris justo ligula, nonummy et, interdum vitae,
elementum non, felis. Suspendisse consectetur dui at
urna bibendum vestibulum. Ut purus tellus, feugiat vel,
pretium sed, vehicula sed, sem. Vestibulum congue
viverra elit. Sed a metus porta justo lacinia interdum.
Sed vel nisi. Nunc molestie dolor a lectus. Sed nibh mass,
volutpat eget, rutrum a, tempor tincidunt, enim. In hac
habitasse platea **dictumst**. Praesent lectus metus, tinc
idunt faucibus, interdum sed, tempor a, augue. Quisque
hendrerit aliquet libero. Maecenas purus. Donec aliquam,
diam et semper tempor, dolor nisi tincidunt est, acvest
ibulum enim metus vel enim. In mattis feugiat tellus.

2.1.11 Type colour

Headlines should always appear in black, white or red depending on the colour of background they are sitting over.

Key words or sentences can be picked out in one of these colours. There doesn't always have to be an even split but there are occasions when this will work better.

JUDE LAW GETS UGLY

Road To Perdition Saturday at 9pm on Film4

FILM4 IS
NOW FREE

2.2 Print and poster advertising

The following section is a guide to implementing the new identity in the medium of print advertising.

2.2.1 Writing copy

The web is written lower case. Other common technical terms are styled as follows: CD-Rom, email, voicemail, hi-tech, hi-res, 3D, voiceover, worldwideweb, website, dotcom.

Job titles should be written as lower case: creative director, executive producer

It is preferable to use 'and' within text rather than the ampersand (&).

No full stops in acronyms or after initials. Captions do not have full stops at the end.

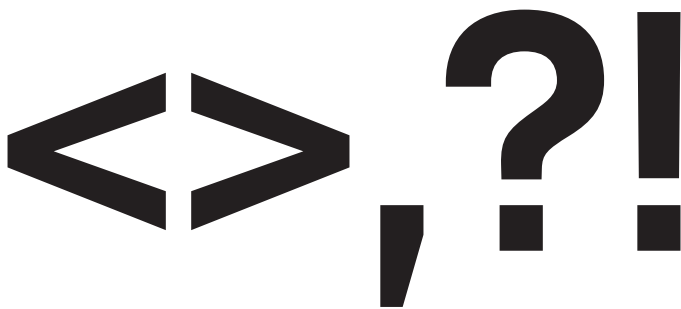
hyphen (-)
used for words that are broken over two lines or for fractions (two-thirds) or to join two words (part-time). Avoid hyphens at the end of lines in range left copy if at all possible.

en dash (-)
used in place of 'through' in numbers (10–25) or other measurements of time (May–June).

em dash (—)
Sometimes used in place of a colon as punctuation (the work was completed — all things had been revised).

Ellipses
Three points with a small space either side which signify a missing word...

To keep the text area as even as possible it is preferable not to use quotation marks to signify the title of a film. These can be signalled by the use of CAPS.



2.2.2 Writing numbers

The 'four' in Film4 should always be a numeral.

However, in general one to ten are to be written out: one, two, three, four, five, six, seven, eight, nine, ten.

Number 11 onwards should be written in figures: He was 12 years old.

All numbers at the beginning of sentences should be written out: Two million years ago.

Weights, times, measures and dates should be stated numerically.

Add an 's' to numerals and dates to pluralise them: 1940s, B-52's

Four figure numbers don't have commas.

Larger ones do:
1750 and 50,000

Decades are written as 70s, 80s, 90s.

Centuries are written as nineteenth century, twentieth century.

1 2 3 4 5
6 7 8 9 0

2.2.3 Advertising signature

The url should always be used when there is relevant and corresponding information on the Film4 website. The url should always be range left and can move up and down the left hand side of the page to accommodate imagery.

It must always be the smallest piece of information (in size) on the page. However care must be taken to maintain the URL's visibility.

Programme information must always be represented in the order of day_date_month_time.

Abbreviations are allowed in the following combinations:

Monday 3 January at 9pm
Mon 3 Jan 9pm
3 January 9pm
3 Jan 9pm

url construction

channel4.com/film

Poster scheduling examples

Road to Perdition Saturday 26 August at 9pm
The British Connection Tuesdays 11pm

2.2.4 Logo position and size

The logo should retain the lower right position in any off-air advertising format.

The logo should be placed equidistant from the bottom and right-hand edges. These margins should be a tenth of the width of the advert.

Body text/tx details are left aligned at an equal distance in from the left-hand edge.

When advertising is placed on left-hand pages in a magazine it may be necessary to nudge the logo to avoid the fold.

The size of the logo is determined by the size of the advertisement.

LANDSCAPE ADS

The logo size is calculated as a fifth of the total height (y).

logo height = 15% poster height

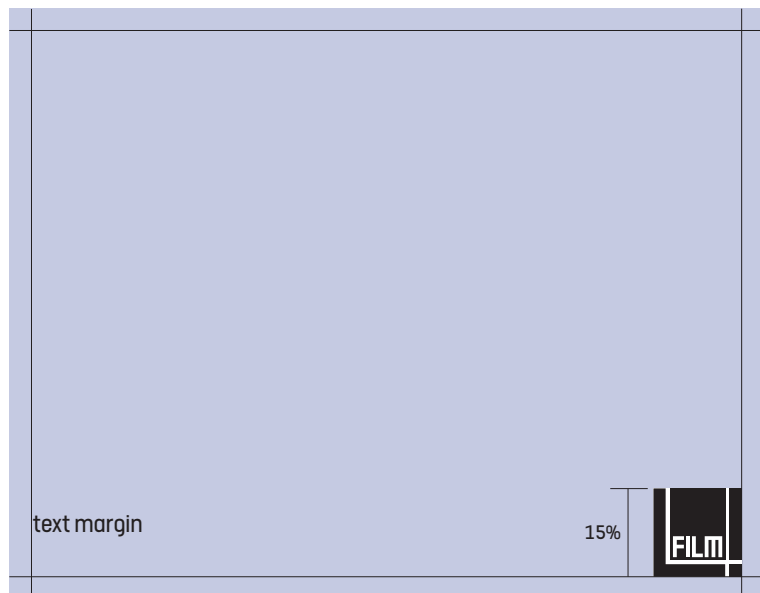
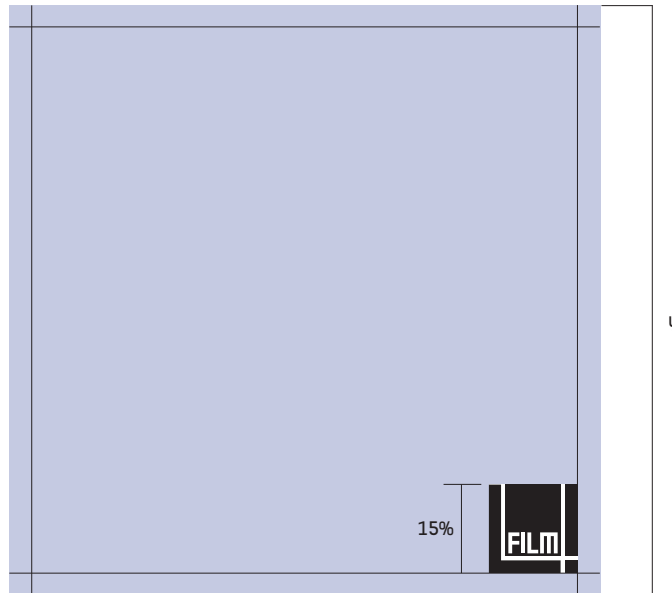
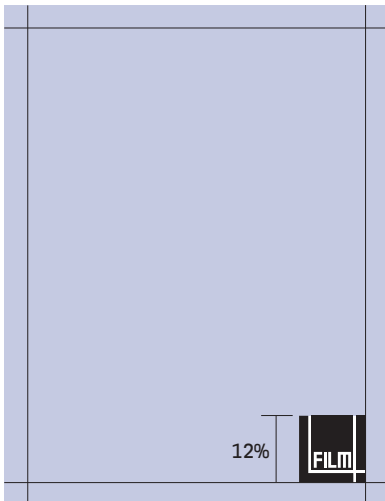
PORTRAIT ADS

The logo needs to be smaller to avoid clashing with type.

logo height = 12% poster height

BILLBOARDS

When positioning the logo on 48 or 96 sheet billboards, the right-hand margin must be increased to avoid being trimmed off after posting. It is essential that print specifications are obtained before the artwork is produced so that sufficient margin for error is worked in.



2.2.5 Typography

There are four levels of typographic hierarchy:

1. Headline
2. Programme/film title
3. TX information or qualifying statement
4. url or channel details

Ads can exist with or without a headline but when set without consider the film title as a headline.

BRUCE GOES BLONDE

The Fifth Element tonight at 9pm
channel4.com/film



FILMS TO SEE BEFORE YOU DIE

Catch the first part of Ford Coppola's award-winning trilogy **The Godfather**, tonight at 9pm.

channel4.com/film



2.2.6 Headline type position

Headline size can vary depending on the size of the advertisement and the imagery used. However it should be larger than the rest of the copy on the page and always in caps.

For portrait ads the headline copy can move up and down the left hand margin but for all ads or posters that incorporate the large positive 4s, the headline should follow the angle of this design element.



2.2.7 Imagery

Film4 should always produce engaging, original and eye-catching advertising solutions. Images and headlines should reflect the cool, edgy nature of the channel.

However there will be occasions when film stills must be used. On these occasions the 'four' from the on-air animations must be integrated into the design, either as a positive or as a negative.

A library of these shapes has been created for such usage.

In some situations, the imagery provided by the film companies may not be that stimulating and this can be helped by using a red tint over the top.

Using dramatic and unusual crops of an image can also make the composition more interesting.



shape used as a positive for large media



shape used as a negative for portrait ads



shape used as a positive for landscape ads

2.2.8 Black and white reproduction

When full colour repro is not possible, monochrome printing of the logotype is acceptable. The black logo with a white keyline must be used at ALL times and can never be reversed out.

When the logo and type are placed over a black and white image, extra care must be taken to ensure legibility. Darkening panels may help this.

