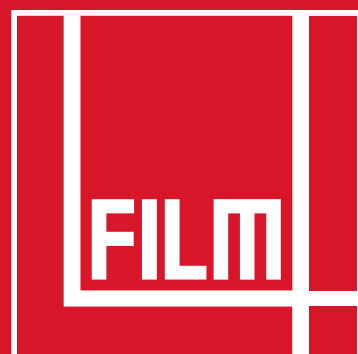


Film4

Identity Style Guide



1. On-air identity style guide

- 1.1 Film4 on-air font
 - 1.2 Film4 on-air colour
 - 1.3 Notes on making promo captions
 - 1.4 Notes on making promo endboards
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 - 1.13 News story slides, TX Breakdown slides, 2 Programme pointer type sizes and placement
 - 1.14 Straps, Lozenge, type sizes and placement
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1.1. Film4 on-air font

Film4 on-air graphics use two versions of the same font depending on the system used.

Aston and systems which use Discreet-Logic based software (including Smoke and Flame) should use the **Film4-DiscreetLogic** font. Heavy Anti-aliasing should be avoided on these systems as the result is a skinny, featurless typeface. The render setting for anti-aliasing should be set to AUTO SOFTNESS not ANTI-ALIASING 1,4,9 or 16.

Systems such as Clarity, PC's and Mac's should use the **Film4-medium** version.

Great films
you know

Film4 Medium

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OPQRSTUVWXYZÆOE&0123456789*#@+<=>""÷±%
%oo/?£\$€f¥ç,,:;... "" "" <>><>.,,,""! ? ¿ i (/) [\] { | } ® © ™ Ä Å Â Ã Ä Å Æ Ç È É Ê Ë Ì Í Î Ï Ñ Ò Ó Ô Õ Ö Ù Ú Û Ü Ý à á â ã ä å ç è é ê ë ì í î ï ð ó ô õ ö ù
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1.1. Film4 on-air font

There are four type sizes which cover most on-air graphics situations:

Type size	Clarity measurements Film4 - medium font	Smoke measurements Film4-DiscreetLogic font	Aston measurements Film4-DiscreetLogic font	PC measurements Film4 - medium font
A	Height: 46 Width & character space: 100%	Size: 48	Size: 39	Size: 50 pt Leading: auto
B	Height: 36 Width & character space: 100%	Size: 38	Size: 30	Size: 39 pt Leading: auto
C	Height: 32 Width & character space: 100%	Size: 33	Size: 26	Size: 34 pt Leading: auto
D	Height: 28 Width & character space: 100%	Size: 29	Size: 22	Size: 30 pt Leading: auto

1.2. Film4 on-air colour

Film4 uses red as its core colour with black and white acting as contrasting colours.
No other variants of red can be used.

R163 G0 B0

R0 G0 B0

R255 G255 B255

1.3. Notes on making promo captions

Titles are often captioned when a promo showcases multiple films. For uniformity, type size and placement should follow the guidelines below.



Type size A is the preferred choice for promo captions. Line spacing if 2 or more lines should be set to default unless otherwise stated.

The baseline of a caption sits 75 px above the bottom of the screen. The x position is 190px at 16:9 ratio, this falls within 4:3 title safe.



1.4. Notes on making promo endboards

Promos end with a six second logo and type sequence.

The line work of a figure 4 animates onto the screen, as the figure forms a red tint wipes vertically from the bottom upwards. When the line work of the 4 de-constructs out of frame, the Film4 logo is revealed underneath and a quick fade up reveals the TX information and url. The animation ends with the tint mixing to solid red during a subtle light pass.

Frame1	Logo wipe starts
Frame 12	Red treated footage vertical wipe from bottom of screen - duration 28 frames
Frame 27	Text fade up - duration 28 frames



1.5. Promo endboard type placement

The following information is for producing Promo endboards using Smoke or a similar compositing system.



Vertically central placement of text

The Film4 logo, destination info and film titles should all be centred vertically within the screen height.

The x position for all endboard type is 190px at 16:9 ratio, this falls within 4:3 title safe.

Tomorrow 9.00pm
Apocalypse Now

To find the vertical centre of a block of type, measure from the cap height to baseline (do not include descenders).



Vertically central placement of text

If an endboard contains several films, the destination info and titles are treated as a block and again centred vertically within the screen height.

Season titles or similar headings are not included in the alignment of the central block.



Text safe area

Type should not encroach within 60 px of the Film4 logo. A grid displaying the title safe area is supplied.

1.6. Promo endboard type sizes

Endboard TX information is best when used at a large size. For this reason it is the only Film4 graphic element that doesn't always adhere to the rules regarding 4 set type sizes.

Type size A is the preferred choice for endboard information and should be maintained wherever possible. If however the TX info cannot be split successfully at type size A using line breaks, the type should be scaled proportionally to the maximum size within the title safe grid supplied.



type size A

type size D

Type size A is the preferred choice for TX information. Line spacing should be set to default unless otherwise stated.

TX info should never exceed type size A or be used smaller than size C.

URL's should always be set in type size D and sit on a baseline of 504 px unless otherwise stated.



type size A



type size B

type size A

Season titles or similar headings should be set in type size B

Line spacing between season title and TX info when type size A is (PC) 22 pt. (Smoke) 82 px above first baseline of TX info.



type size B

type size A

type size A

Line spacing between each paragraph when more than one film title at type size A is (PC) 22 pt. (Smoke) 82 px between the base line of the first title to the TX info base line of the next.

1.6. Promo endboard type sizes



Double Take endboard

Custom size

If TX info exceeds the title safe area when set in type size A, and cannot be split, it should be scaled proportionally to maximum size within the title safe area using the grid supplied.



type size C

The smallest size that text should appear on a type heavy endboard is **type size C**.

Line spacing between each paragraph when more than one film title at **type size C** is (PC) 18 pt. (Smoke) 60 px between the base line of the first title to the TX info base line of the next.

When TX info is scaled below **type size B**, Season titles reduce proportionately.

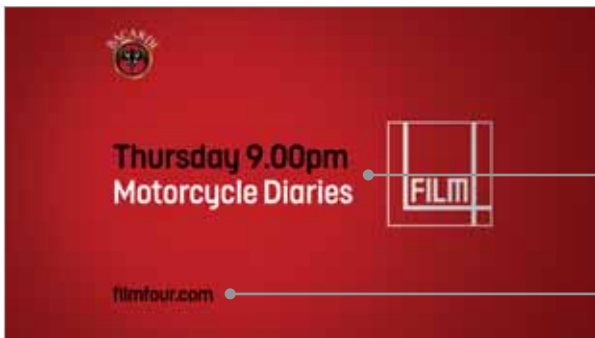
1.7. Promo endboard with sponsorship logo, Network Premiere



type size A

type size D

Normally a sponsorship logo goes top left.



type size A

type size D



type size D

type size A

type size D

Additional information, such as Network Premiere, goes top left.



type size B

type size A

type size D

type size D

If a season title sits above the info block, additional info moves to a position below the film title.

1.7. Promo endboard with sponsorship logo, Network Premiere



In this case, sponsorship logos move to the bottom, on the same baseline and to the right of the url.

1.8. Promo endboard Aston type positions

The following information is for producing Promo endboards in an on-line suite using Aston. The values correspond to Type sizes A,B,C and D, if a custom type size is used refer to section 1.3. Promo endboard type placement for vertical alignment of text.



The following examples are based on TX info at **type size A.**

The x position for all endboard type is 133 at 4:3 ratio



Additional information, such as Network Premiere have a y position of 94.



1.8. Promo endboard **Aston** type positions

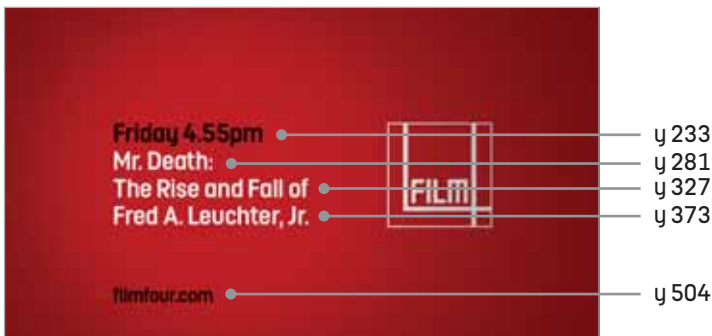


The following examples are based on TX info at **type size A.**

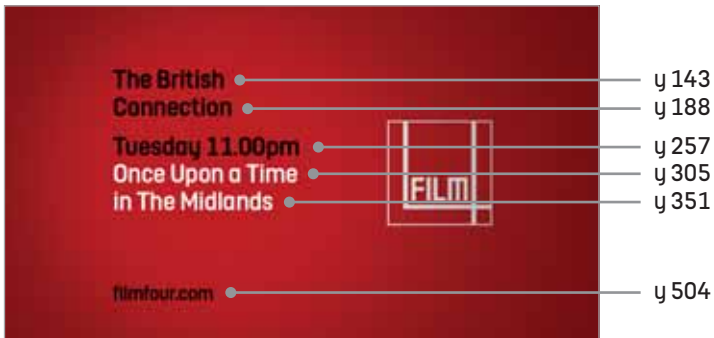
The x position for all endboard type is 133 at 4:3 ratio



The following examples are based on TX info at **type size B.**

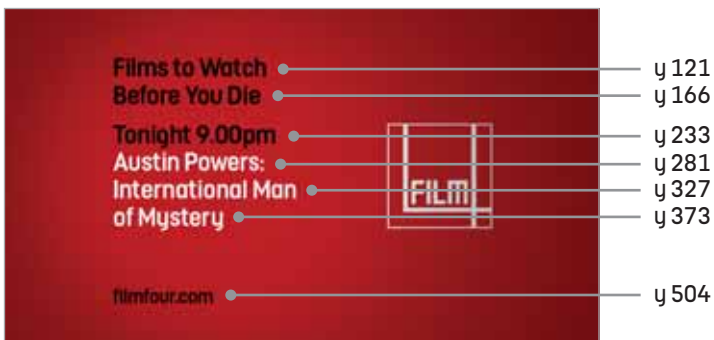


1.8. Promo endboard **Aston** type positions

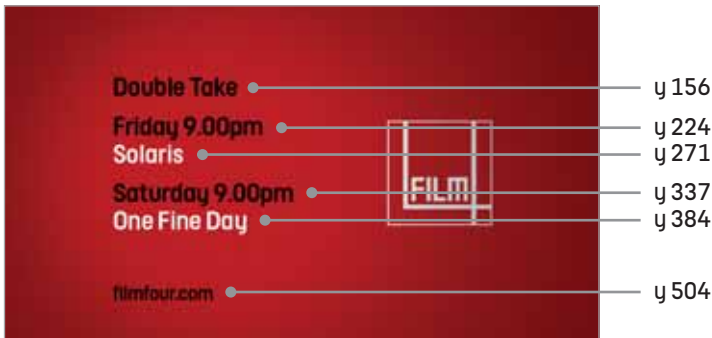


The following examples are based on TX info at **type size B**.

The x position for all endboard type is 133 at 4:3 ratio

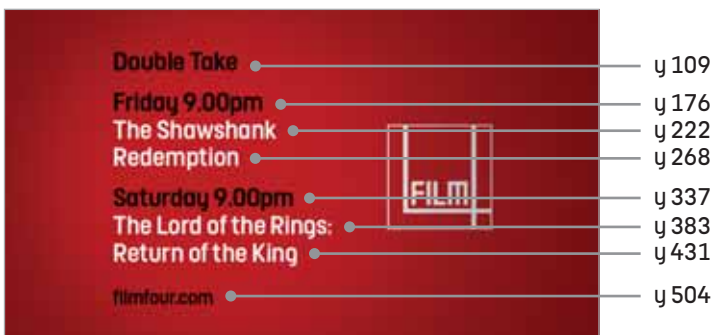
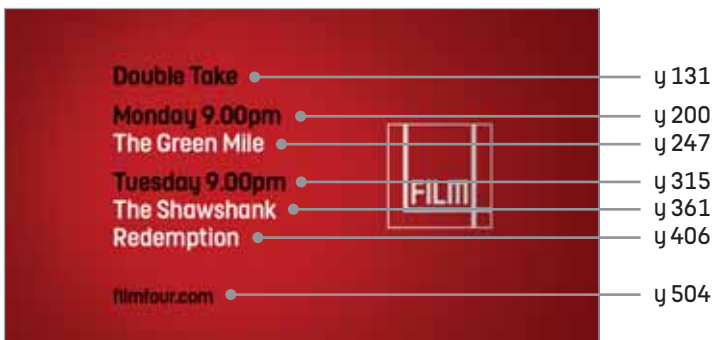


1.9. Double Take promo endboard **Aston** type positions

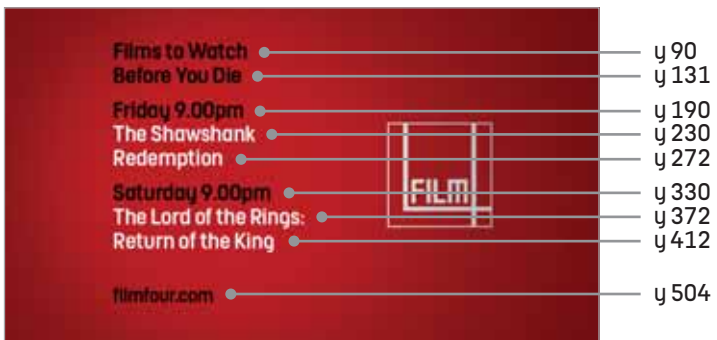


The following examples are based on TX info at **type size B**.

The x position for all endboard type is 133 at 4:3 ratio



1.9. Double Take promo endboard **Aston** type positions



The following example is based on TX info at **type size C**.

The x position for all endboard type is 133 at 4:3 ratio

1.10. Start of part (SOP), End of part (EOP) type sizes and placement

The following graphic elements are produced in Clarity. Type should be positioned using the examples and grids provided.



Vertically central placement of text

SOP titles require a 12 frame fade up if preceded by a promo endboard.

Film titles should all be centred vertically within the screen height.

The Blair Witch Project

To find the vertical centre of a block of type, measure from the cap height to baseline (do not include descenders).



Text safe area

Type should not encroach within a safe distance of the animating Film4 logo. A grid displaying the title safe area is supplied.



type size A

All SOP and EOP titles should be type size A.

1.1.1. Half frame credits panel with video **type sizes and placement**



Type size C is the preferred size for Squeeze type.

URL's should always be set in type size D.



Squeeze channel numbers are a custom size of: (Clarity) 25 Height, width & character space 100% (PC) 27 pt, leading 34 pt.



Where there are lots of words for a squeeze, the type size drops to type size D.

When a squeeze points to two or more films, use the same type size for all titles.

1.12. Pub anno type sizes and placement



Vertically central placement of text

Information blocks for most full page annos, panel squeeze annos and Breakdown slides are centred vertically within the screen height.



type size A

type size D

type size D



type size B

type size D

For pub annos with a pack shot, type sits lower than most elements.



type size A

type size D

type size D

1.13. News story slides, TX Breakdown slides, 2 Programme pointer type sizes and placement



News story slide

TX Breakdown slide info is centred vertically within the screen height, and must sit within 4:3 title safe.

For news story slides, **Type size A** is the preferred choice or type size.



Breakdown slide

Breakdown slides use a slightly reduced size font compared to News story slides.



2 Programme pointer

2 Programme pointers are a custom size of: **(Clarity)** 44 Height, width & character space 100% **(PC)** 48 pt, auto leading.

1.14. Straps, Lozenge, type sizes and placement



News strap

type size C

News straps are designed to hold 2 lines of type.



Breakdown strap

Custom size

When used as a Breakdown strap type should be used at a slightly smaller size. The custom size is: **(Clarity)** Height 25, width & character space 100% **(PC)** 26 pt, auto leading.



Lozenge

Custom size

Lozenges hold 2 lines of type that sit inside 4:3 title safe. The custom size is: **(Clarity)** Height 20, width & character space 101% **(PC)** 21 pt, leading 22pt.