

E4

Off Air Identity
Style Guide



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2. E4 Off air style guidelines

The term off air defines anything that is produced by E4 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 E4 logo should always appear in **Purple** and **White** but in situations where colour cannot be used it can appear as a mono in **Black**.

The 'bold keyline' and 'E' of the logo should always be white and can never be transparent.

At no time should the logo appear in grey or a tint of the purple.

Logo size

The E4 logo has been designed to reproduce at a minimum height of 8mm. There is no maximum reproduction size.



2.1.2 The Logo as a sticker

The current re-fresh of the E4 brand uses the logo as a sticker. When is it used in this way, an second white keyline around the outer edge of the E4 logo must be added.

The outer keyline must always be **White** and identical in width to the inner keyline.

It is important that this logo always looks like a sticker. It must retain some dimensionality and can even appear to be peeling off.

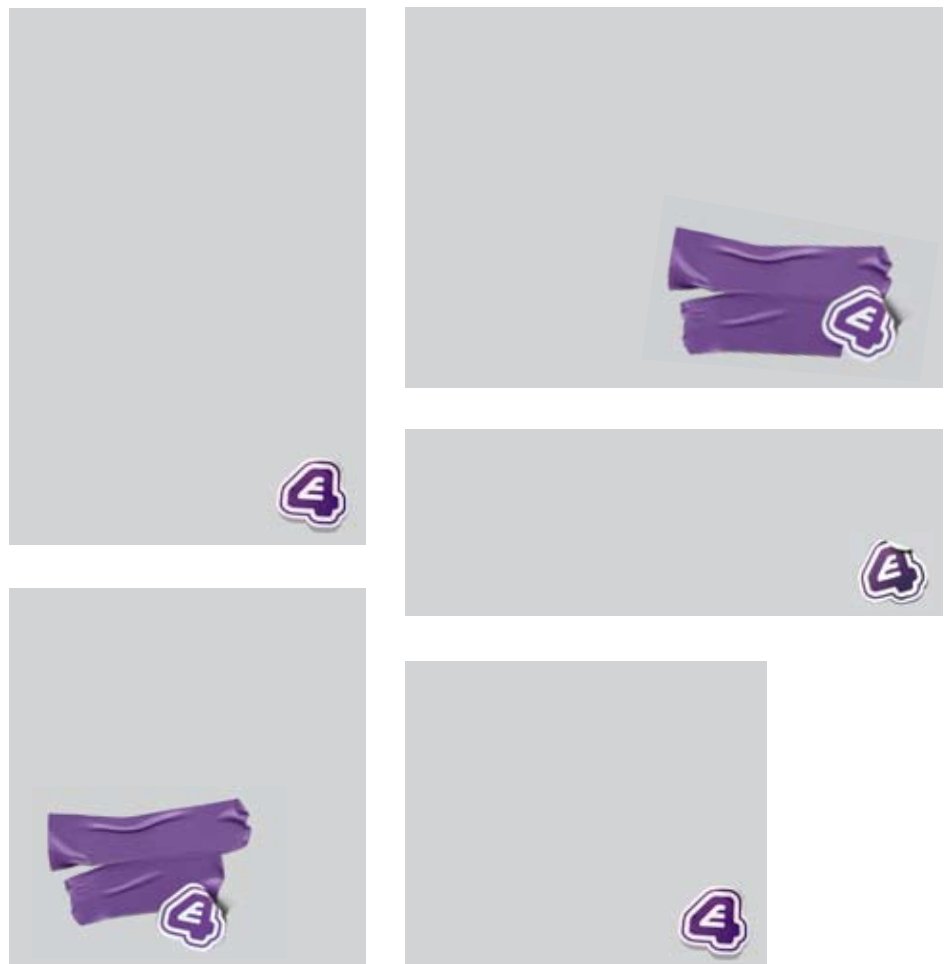


2.1.3 The Logo position

Where possible in print, the E4 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.

However, when the logo is used with the strips of tape, it must always form a unit by being positioned over one or both pieces of tape. This unit can then be used anywhere within the print space.

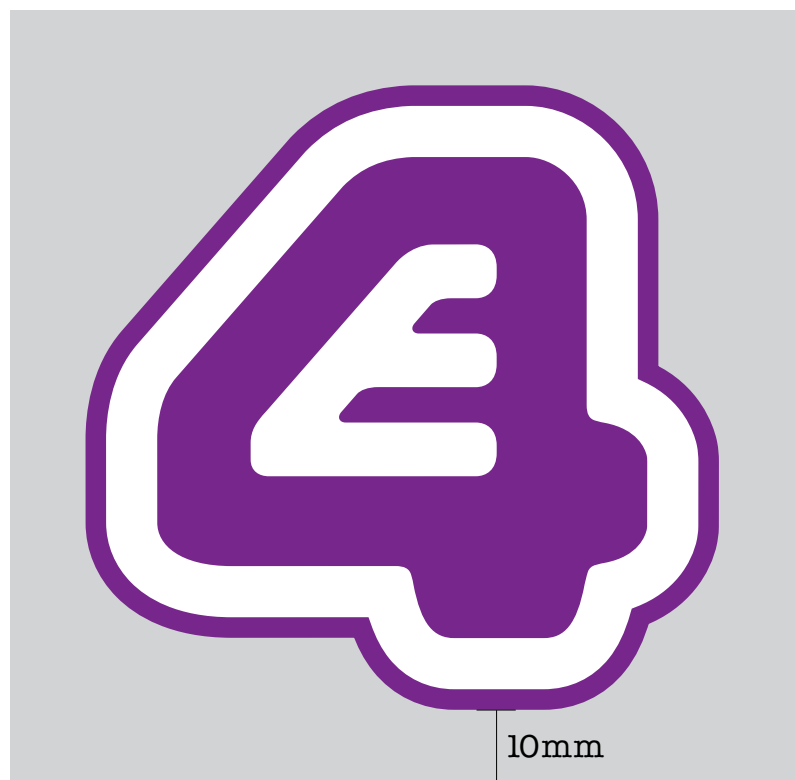
(please see print & poster section at back of style guide for examples).



2.1.4 The Logo isolation area

The E4 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.



2.1.5 Colour

E4 uses Purple as its core colour and black if the logo must appear as mono.

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

Pantone 2602c

C71 M95 Y4 K0

R109 G29 B124

Web 66 33 99

Pantone Black 6

C98 M40 Y0 K100

R0 G0 B0

Web 00 00 00

2.1.6 **E4**

The 'four' in E4 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

E4

Incorrect titles

E 4

EFour

2.1.8 Typography

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

Headlines should always be set using ITC American Typewriter Bold and always in title case.

As they are to appear in this way, the leading for headlines should be determined by the following equation:
 $\text{leading} = \text{font size} - 10\text{pt}$

for example:
font size = 70pt
leading = 60pt

Body copy should always be set using ITC American Typewriter Medium. As there is no italic version of this font, ITC American Typewriter Light can be used instead. The leading for all body copy should be determined by the following equation: $\text{leading} = \text{font size} + 3\text{pt}$

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

Skins

Brand new series 11 Feb 10pm

Body copy set using ITC American Typewriter Medium. An extra half point in the leading will help with the readability.

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2.1.9 Type Colour

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

Skins

Brand new series
11 Feb 10pm



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.

However E4 brands such as E-stings and E-speak should be written with an upper case 'E'.

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

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 functions (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).

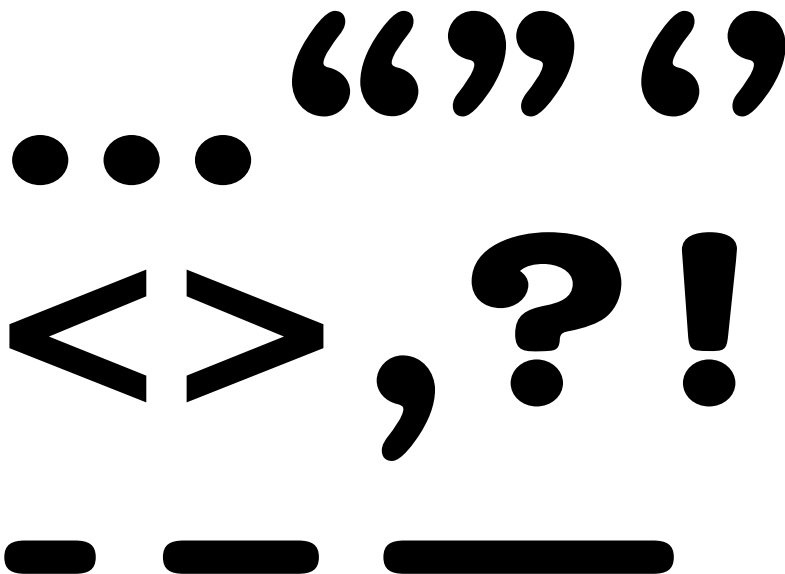
em dash (—)

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

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 programme. These can be signalled by the use of CAPS.



2.2.2 Writing numbers

The 'four' in E4 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 started 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 E4 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/e4
e4.com

Poster scheduling examples

Skins Monday 11 February at 10pm
Hollyoaks Weekdays 6.30pm

2.2.4 Logo position and size

When appearing alone

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

The logo should be placed equidistant from the bottom and the 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.

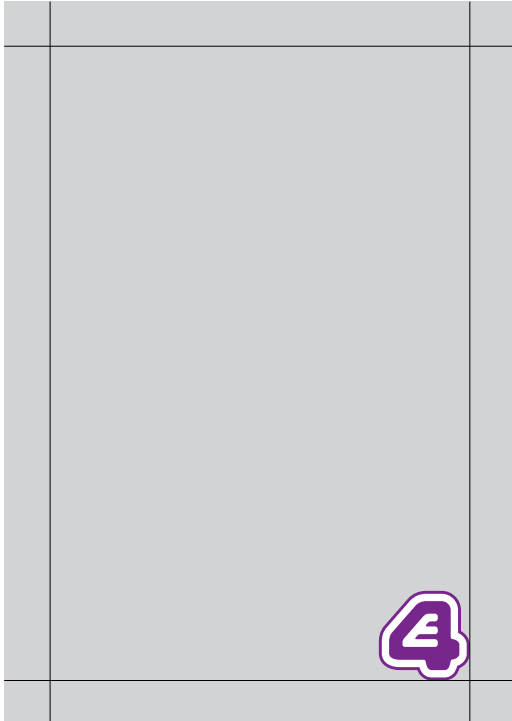
When appearing as a unit with tape

The logo should form a unit with the two pieces of tape. It can either sit anywhere over the lower piece of tape, or at the right-hand end of both pieces together.

It must be proportional to the tape and not appear too large.

There is a freedom as to how this unit can be used and therefore there are no hard and fast rules given in this guide.

Please see examples below and on the following pages.



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 programme title as a headline.



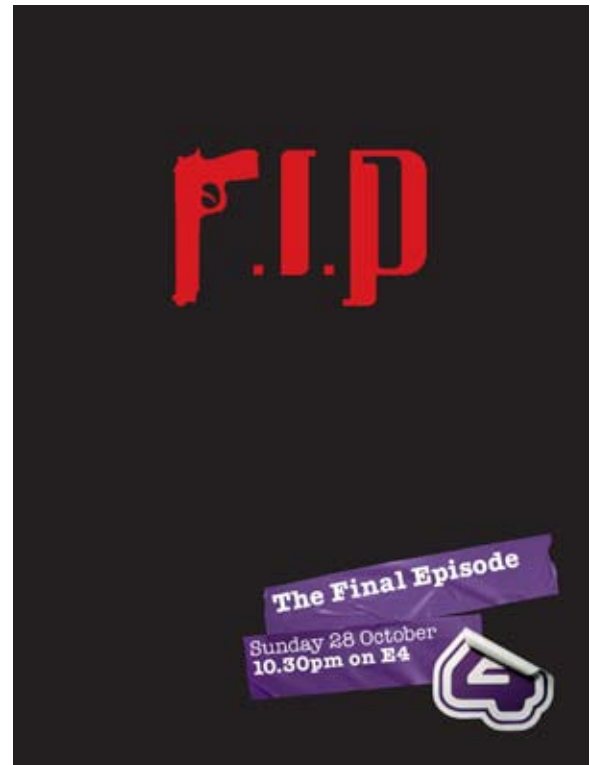
2.2.6 Type position

The headline or programme title should always appear on the upper piece of tape. It can vary in size depending on the title length, however it should be larger than the rest of the copy on the page and always appear in upper and lower case.

All type should start at the very top left-hand corner of the piece of tape and should justify left.

The tape can be positioned anywhere appropriate on the page but must have the logo attached to it.

See examples below



2.2.7 Strips of tape

The current look for E4 uses strips of tape to carry TX and programme information. As explained in previous sections, this can be placed anywhere suitable on the page as long as it appears with the E4 logo (as a sticker).

Ideally only two pieces of tape should be used to carry this information. However, further pieces of tape can be added **over the top** update details on day of TX. see next section of guide

The top piece of tape should be slightly longer than the bottom, but the variation in size should be subtle. This is a playful style so the tape shouldn't be too perfectly stuck down. Creases and peeling edges are what gives it character.

The tape must always be purple and a selection has been photographed for your use. However please feel free to create your own for a bespoke look to a project. see Skins example below



2.2.7 Updating TX details

When a campaign has been running for a while and the day of TX arrives, the details should be updated by adding another piece of tape over the top of the existing copy.

This should not be done more than 4 times and the idea is to appear almost like flyposting so shouldn't be too neat. see examples below:

