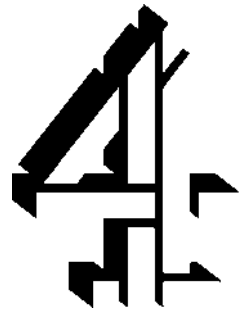


Channel 4 Identity Style Guide



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1 Introduction

At its best, the Channel 4 identity has always been about transformation and movement. The original, animating logo came to be seen as the embodiment of an organisation that was constantly re-inventing itself and challenging the expectations of its viewers.

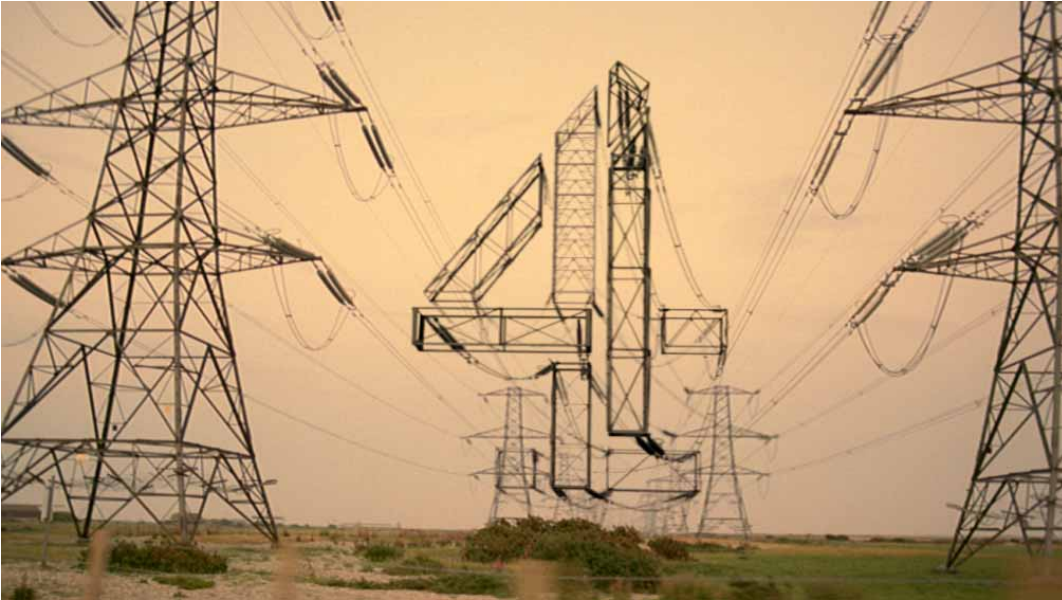
The new Channel 4 identity uses cutting edge technology to push the brand into exciting new areas.

1.1 The guidelines

Whether it is seen on screen or in print, the logo is continuously changing. It can adapt its texture and colour to the surrounding environment. The new identity reflects Channel 4. It is challenging, distinctive and innovative.

However, the new identity can only make a positive impact if it is used consistently and correctly.

The *Identity Style Guide* has been developed to provide a comprehensive understanding of the new Channel 4 identity. It shows how to correctly implement the new design elements off air, on air and online.



2 Off air guidelines

The term *off air* defines anything produced by Channel 4 that is not shown on television. The first section of the guidelines describes the broad principles of the off air identity .

The subsequent sections of the guidelines – *Print and poster advertising, Literature, Sub-brands, Programme support and Consumer products* – describe in more detail how the brand is implemented in different off air areas.

2.1 Visual Style

The visual identity is the outward expression of Channel 4. It uniquely and distinctively sets it apart from other channels.

The logo is the primary element of that identity. However, other component parts play an important role in establishing the Channel 4 visual style.

These elements are:

Colour
Typography
Imagery
Tone of voice

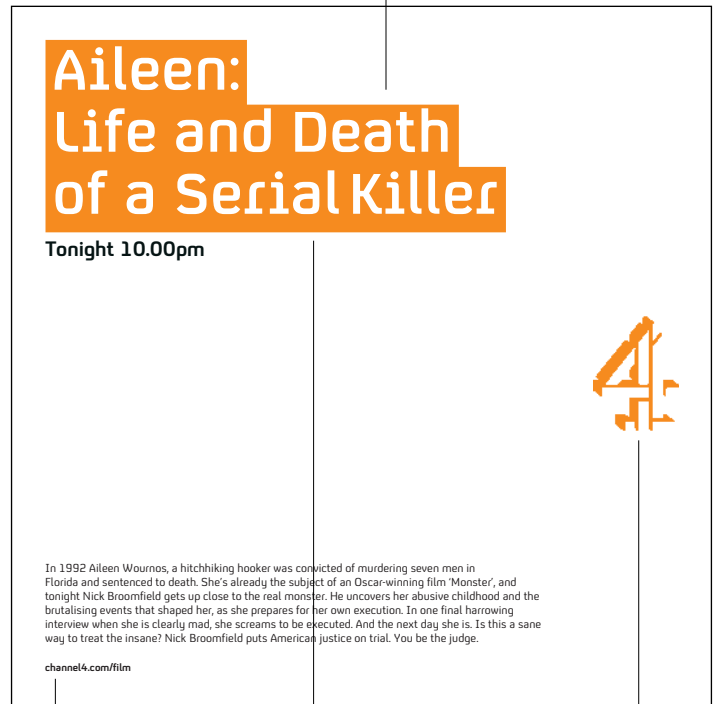


C4 Headline font placed in a text box

Channel 4 commissioned, art directed imagery

the copy is short and memorable

C4 Headline font placed in a text box. Text box colour has been selected from the colour palette.



colour chosen from the colour palette

correct size and position of the logo

the URL is positioned correctly and directs the reader to a relevant web page

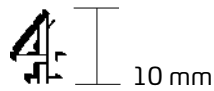
2.1.2 The logo

In print, the fascia of the logo is invisible, so that it integrates with its surroundings. We see its distinctive shadow overlaying photographs, illustrations and textures. The logo always foregrounds the real stars of the channel – the shows.

2.1.3 Logo size

The Channel 4 logo has been designed to reproduce at a minimum height of 10 mm. On the web the minimum size of the logo is 30 pixels deep. There is no maximum reproduction size of the logo.

Page 43 of the *Identity Style Guide* will give you more information about sizing the logo in different formats.



2.1.4 Logo position

Many brands place their logos in the bottom right position of the page. However Channel 4 places its logo in a distinctive centre right position. This is unique to the channel and is therefore instantly recognisable.

Page 39 of the *Identity Style Guide* will give you more instruction about how to position the logo in many different formats and situations.



2.1.5 Isolation area

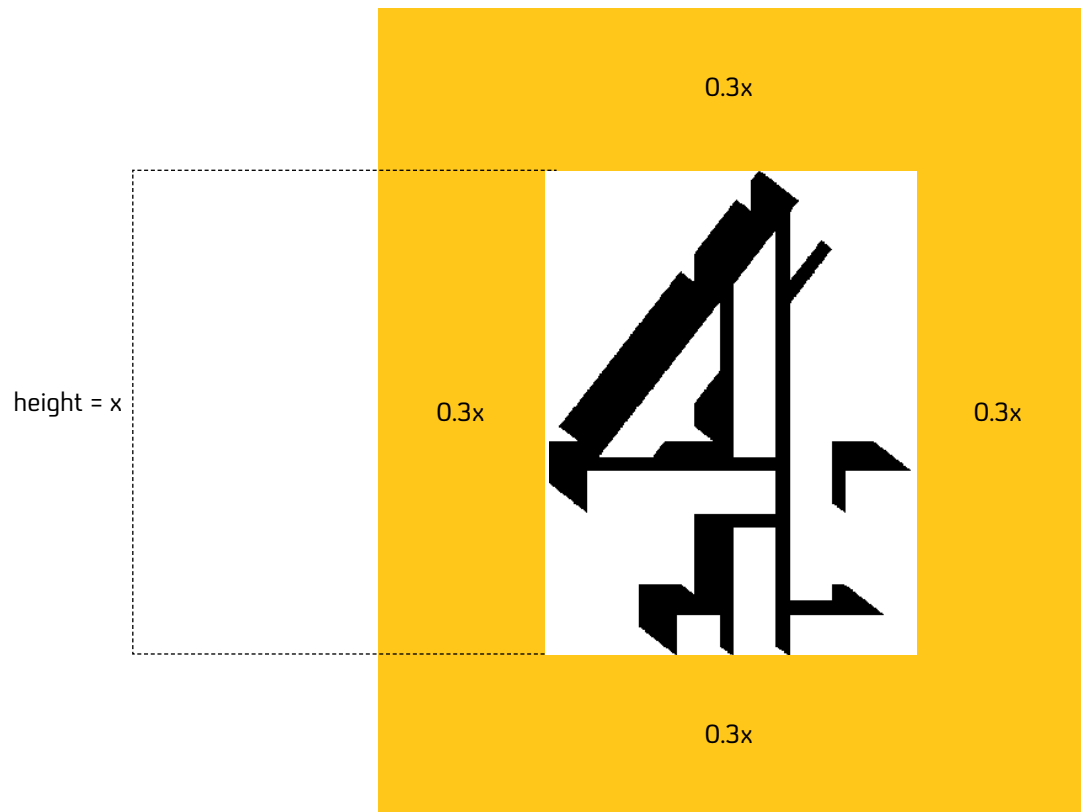
The Channel 4 identity should always be surrounded by a minimum area of space. The area of isolation ensures that headlines, text or other visual elements do not encroach on the logo.

The area is defined by using a third of the height of the logo which is referred to as x.

A margin of clear space equivalent to 0.3x is drawn around the logo to create the invisible boundary of the area of isolation.

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

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



2.1.6 Misuse of the logo

It is important that the appearance of the logo remains consistent. The logo should not be misinterpreted, modified or added to.

The logo must never be redrawn, adjusted or modified in any way. It should only be reproduced from the artwork provided.

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



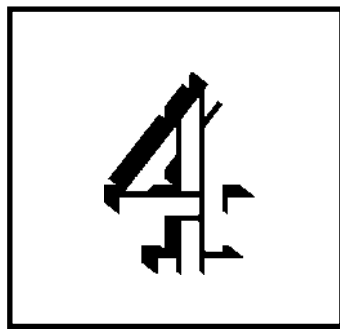
Do not distort the logo.



Do not place text on the logo.



Do not place the logo in a box.



Do not place the logo in a frame.



Do not add tone to the logo.



Do not outline the logo.

2.1.7 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. Below are the correct titles for the channel.

Correct titles

Channel 4
Channel Four Television Corporation

Incorrect titles

Channel 4 Television Corporation
Channel Four Television
Channel 4 Television

2.1.8 Colour

Channel 4 uses a basic colour palette to avoid using different versions of the same colour. Percentage tints can be used in any of these colours. Other colours may be used where appropriate.

Pantone 5275	C70 M70 K45	R46 G31 B84	Web 33 33 66
Pantone 2602	C72 M98	R82 G5 B127	Web 66 33 99
Pantone 207	M100 Y46 K23	R191 G3 B59	Web CC 00 33
Pantone 186	M96 Y65 K4	R240 G10 B54	Web CC 33 33
Pantone 173	M76 Y84 K5	R237 G59 B33	Web CC 66 33
Pantone 144	M59 Y100	R255 G105 B8	Web FF 99 33
Pantone 123	M22 Y90	R255 G199 B25	Web FF CC 33
Pantone 377	C52 Y100 K28	R89 G140 B20	Web 66 99 33
Pantone 5545	C51 Y45 K59	R51 G82 B56	Web 33 66 66
Pantone 549	C57 K34	R74 G133 B148	Web 33 99 99
Pantone 540	C100 M60 K65	R5 G23 B54	Web 00 33 66
Pantone Black 6	C98 M40 K100	R0 G0 B0	Web 00 00 00
Pantone Warm Grey 8	M12 Y18 K56	R112 G99 B87	Web CC 66 66
Pantone Warm Grey 4	M6 Y12 K31	R176 G166 B150	Web CC 99 99
Pantone 538	C4 M1 K10	R219 G224 B227	Web CC CC CC
Pantone 621	C11 Y9 K2	R219 G238 B222	Web CC FF CC

2.1.8 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.



2.1.9 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.

C4 is supplied in the Open Type format and is supported by pc and mac.

C4 is a clean, modern font and has been supplied with the following weights:

C4 Headline Regular **C4 Guides** (used to make text boxes)

C4 Text Regular

C4 Text Italic

C4 Medium

C4 Medium Italic

C4 Text Bold

C4 Text Italic

C4 Condensed Regular

C4 Condensed Italic

C4 Condensed Bold

C4 Condensed Bold Italic

2.1.10 C4 Font

C4 Headline has been designed to create headlines in print. It is recommended for use with large titles and it should be used extensively when designing posters. *C4 Headline* looks most effective when it is used at 14pt and above. In print it is the only type face that should be placed in a box. Type in boxes should always be upper and lower case.

C4Headline

abcdefghijklmnopqrstuvwxyz ßæœ•ABCD
EFGHIJKLMNOPQRSTUVWXYZÆŒ&012
3456789*#@+<=>'"/µ£\$€ƒ¥¢,.;:…
“”“»»»»!?!zi(/)[\](|)®©™ÄÅÂÁÃÀÇÉÊËÈÍÎÏÑ
ØÓÔÕÖÜÚÛÜÛÿáàâãäåçéèêëìíîïñøóòôõ
úùûüÿ†‡§ª°-•¶¹º»¼½¾·—_

C4 Guides (used to make text boxes)

□ ■ ▣

▣ ▣ ▣

2.1.10 C4 Font

C4 Text Medium is a slightly heavier font than *C4 Text Regular*. It is most effective for longer passages of text at sizes of 14pt upwards.

C4 Italics should be used within text to give emphasis to a word or a phrase.

C4Text

abcdefghijklmnopqrstuvwxyz ßæœ•• ABCD
EFGHIJKLMNOPQRSTUVWXYZÆ&012
3456789 * # @ + < = > " ' ÷ ± % ‰ / µ £ \$ € f ¥ ¢ , ; : ...
" " " " « » « » „ „ „ „ ! ? ¡ ¢ (/) [\] { | } ® © ™ Ä Å Â Ã Ä Ç È É Ê Ë Ì Í Î Ï Ñ
Ø Ó Ô Õ Ö Ù Ú Û Ü Ý à á â ã ä å ç è é ê ë ì í î ï ñ ø ó ò ô õ
ù ú û ü ý ÿ † ‡ § º ¸ • ¶ ¡ º ~ ^ ~ ~ ~ ~ ~ • — — — — —

C4Text Italic

abcdefghijklmnopqrstuvwxyz ßæœ•• ABCD
EFGHIJKLMNOPQRSTUVWXYZÆ&012
*3456789 * # @ + < = > " ' ÷ ± % ‰ / µ £ \$ € f ¥ ¢ , ; : ...*
" " " " « » « » „ „ „ „ ! ? ¡ ¢ (/) [\] { | } ® © ™ Ä Å Â Ã Ä Ç È É Ê Ë Ì Í Î Ï Ñ
Ø Ó Ô Õ Ö Ù Ú Û Ü Ý à á â ã ä å ç è é ê ë ì í î ï ñ ø ó ò ô õ
ù ú û ü ý ÿ † ‡ § º ¸ • ¶ ¡ º ~ ^ ~ ~ ~ ~ ~ • — — — — —

2.1.10 C4 Font

C4 Text Regular is a light, clean practical font and is ideal for body copy in brochures leaflets, letters and memos. It looks most effective when set in 7, 9, 10, 11 and 12pt type.

C4 Italics should be used within text to give emphasis to a word or a phrase.

C4 Text

abcdefghijklmnopqrstuvwxyz ßæœ•• ABCD
EFGHIJKLMNOPQRSTUVWXYZ ÆŒ&012
3456789 * #@+<=>'" ÷±%%/µ£\$€ f ¥ ¢,,:;...
"" "" <><> ,,, !? ;(/ [\] { } ® © ™ Ä Å Â Ã Ä Ç È É Ê Ë Ì Í Î Ñ
Ø Ó Ô Õ Ö Ù Ú Û Ü Ý à á â ã ä å ç è é ê ë ì í î ï ñ ø ó ò ô õ
ù ú û ü ý ð † ‡ § º ¬ • ¶ ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

C4 Text Italic

abcdefghijklmnopqrstuvwxyz ßæœ•• ABCD
EFGHIJKLMNOPQRSTUVWXYZ ÆŒ&012
*3456789 * #@+<=>'" ÷±%%/µ£\$€ f ¥ ¢,,:;...*
"" "" <><> ,,, !? ;(/ [\] { } ® © ™ Ä Å Â Ã Ä Ç È É Ê Ë Ì Í Î Ñ
Ø Ó Ô Õ Ö Ù Ú Û Ü Ý à á â ã ä å ç è é ê ë ì í î ï ñ ø ó ò ô õ
ù ú û ü ý ð † ‡ § º ¬ • ¶ ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

2.1.10 C4 Font

C4 Condensed is a useful font for on screen or off air usage when a large amount of text needs to be set in a small space. It is available in regular, regular italic, bold and bold italic.

C4 Condensed

abcdefghijklmnopqrstuvwxyzßæœ••ABCD
EFGHIJKLMNOPQRSTUVWXYZÆŒ&012
3456789 * # @ + < = > ' " ÷ ± % ‰ / µ £ \$ € f ¥ ¢ , . : ; ...
" " " " « » « » « » , , , ! ? ; (/ [\] { } ® © ™ Ä Å Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ï Ñ
Ø Ó Ô Õ Ö Ù Ú Û Ü Ý à á â ã ä å ç è é ê ë ì í î ï ñ ø ó ô õ ö ÷
ù ú û ü ý ÿ † ‡ § ¨ ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

C4 Condensed Bold

abcdefghijklmnopqrstuvwxyzßæœ••ABCD
EFGHIJKLMNOPQRSTUVWXYZÆŒ&012
3456789 * # @ + < = > ' " ÷ ± % ‰ / µ £ \$ € f ¥ ¢ , . : ; ...
" " " " « » « » « » , , , ! ? ; (/ [\] { } ® © ™ Ä Å Â Ã Ä Å Ç È É Ê Ë Ì Í Î Ï Ñ
Ø Ó Ô Õ Ö Ù Ú Û Ü Ý à á â ã ä å ç è é ê ë ì í î ï ñ ø ó ô õ ö ÷
ù ú û ü ý ÿ † ‡ § ¨ ª « ¬ ® ¯ ° ± ² ³ ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

2.1.11 Size

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

C4 Text Regular is most suitable for 7, 9, 10, 11 and 12 pt type for body copy.

C4 Text Medium is most suitable for body copy at sizes 14 pt upwards

C4 Text Bold is most suitable for small titles in body copy.

C4 Headline is most suitable for all text used in posters and large titles.

2.1.12 Headline leading

Poster headline leading can be determined by the following equation.

$$\text{leading} = \text{font size} \times 1.1$$

for example:
font size = 10pt
 $10 \times 1.1 = 11\text{pt}$
leading = 11pt

Alternatively the auto leading can be set to 10% in QuarkXpress document preferences.

2.1.13 Body copy leading

Body copy leading can be determined by the following equation.

$$\text{leading} = \text{font size} \times 1.2$$

for example:
font size = 10pt
 $10 \times 1.2 = 12\text{pt}$
leading = 12pt

Alternatively the auto leading can be set to 20% in QuarkXpress document preferences.

This is a headline

This is C4 Medium set at 20 point with 24 point leading. It is large body text. This is C4 Medium set at 20 point with 24 point leading.

This is a Small Title

This is body copy using C4 Text Regular. It is 10 point type with 12 point leading.

Magnus es, domine, et laudabilis valde: magna virtus tua, et sapientiae tuae non est numerus. et laudare te vult homo, aliqua portio creaturae tuae, et homo circumferens mortalitem suam, circumferens testimonium peccati sui et testimonium, quia superbis resistis: et tamen laudare te vult homo, aliqua portio creaturae tuae. tu excitas, ut laudare te delectet, quia fecisti nos ad te et inquietum est cor nostrum, donec requiescat in te. da mihi,

This is C4 Text Bold

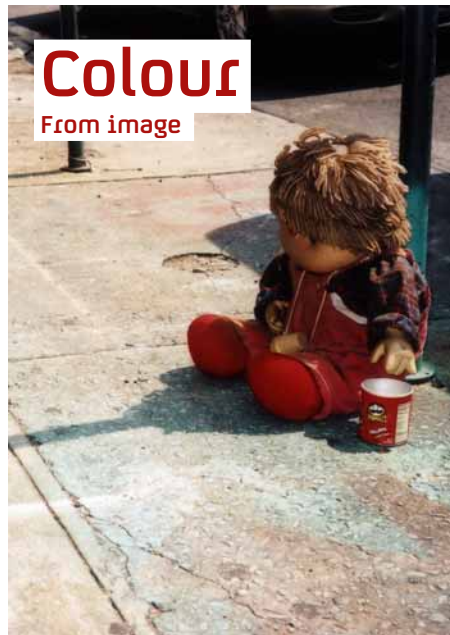
domine, scire et intellegere, utrum sit prius invocare te an laudare te, et scire te prius sit an invocare te. sed quis te invocat nesciens te? aliud enim pro alio potest invocare nesciens. an potius invocaris, ut sciaris? quomodo autem invocabunt, in quem non crediderunt? aut quomodo credent sine praedicante? et laudabunt dominum qui requirunt eum. quaerentes enim inveniunt eum et inveniunt laudabunt eum. quaeram te, domine, invocans te, et invocem te credens in te: praedicatus enim es nobis. invocat te, domine, fides mea, quam dedisti mihi, quam inspirasti mihi per

This is C4 Text Bold Italic

humanitatem filii tui, per ministerium praedicatoris tui. Caput. Et quomodo invocabo deum meum, deum et dominum meum, quoniam utique in me ipsum eum invocabo, cum invocabo eum? et quis locus est in me, quoveniat in me deus meus? quo deus veniat in me, deus, qui fecit caelum et terram? itane, domine deus meus, est quiquam in me, quod capiat te? an vero caelum et terra, quae fecisti et in quibus me fecisti, capiunt te? an quia sine te non esset quidquid est, fit, ut quidquid est capiat te? quoniam itaque et ego sum, quid peto, ut venias in me, quinon essem.

2.1.14 Type colour

Colour may be used to help differentiate between types of information. When placed over a photograph or illustration the colour of the box or type may be taken from the image. Otherwise, colours may be chosen from the Channel 4 colour palette on page 11 of the *Identity Style Guide*.



Colour from Channel 4
colour palette

Colour from Channel 4
colour palette

Colour from Channel 4
colour palette

Colour from Channel 4
colour palette

Colour from Channel 4
colour palette

2.2 Print and poster advertising

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

There are four key outdoor formats and six press formats that Channel 4 favours. When working in other formats the same design principles apply.

2.2.1 Tone of voice

At the heart of the Channel 4 visual identity is the belief that writing and design must work together.

Channel 4 is innovative, independent and irreverent. Therefore, the tone of voice needs to be bold, surprising and challenging.

Sound bites work well on posters and in advertising. They keep communication clear and simple. Below are examples of the headlines from successful campaigns.

Programme: Dying for Drugs

Drug companies are making a killing

Programme: 4 Music, Mobo Awards

Listen to your television

Programme: Nigella Bites

Nigella sucks

Programme: Six Feet Under

Skin to die for

Programme: Derren Brown plays Russian roulette live

Magic is dead

Programme: Big Brother

View, vote, control

2.2.2 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 programme, book or film. These can be signalled by the use of italics.



2.2.2 Writing copy

The 'four' in Channel 4 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: Five years ago.

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

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

Four figure numbers don't have commas. Larger ones do: 1750 and 50,000

Decades are written as 80s, 90s, 00s. 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 be used when there is relevant and corresponding information on the Channel 4 website. The URL should always be range left and can appear either broken or unbroken. The break is for long programme titles. The preferred URL position is bottom left. Yet it 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.

Programming information must always be represented in the order of day_date_month_time. Abbreviations are allowed in the following combinations:

Monday 3 January 9.00pm
Mon 3 Jan 9.00pm
3 January 9.00pm
3 Jan 9.00pm

URL construction

channel4.com/programme

**channel4.com/
extended programme title**

Poster scheduling examples

New series starts Friday 27 March 10.30pm

New series, Wednesdays 9.00pm

A season of programmes starts Tues 26 July

New series, Thursdays from 19 November

Starts Sun 5 Feb 11.00am

2.2.4 Logo position

The logo will retain the centre right position in any advertising format. It must not be placed in any other position.

The size of the logo is fixed according to each format. It should never appear at any other size. All measurements are in millimetres.

Please note that billboard formats may vary. It is essential that print specifications are obtained for each poster before the artwork is produced.

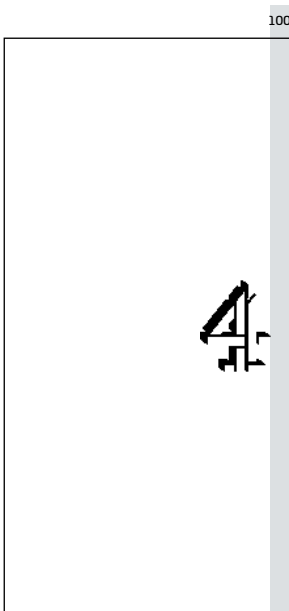
2.2.5 Logo size

48 sheet
Actual size: 3048 x 6096 mm
Artwork to be sized as:
304.8 x 609.6 mm
Logo height = Poster height
 $\times 0.333 = 1014$ mm
Right margin: 381 mm

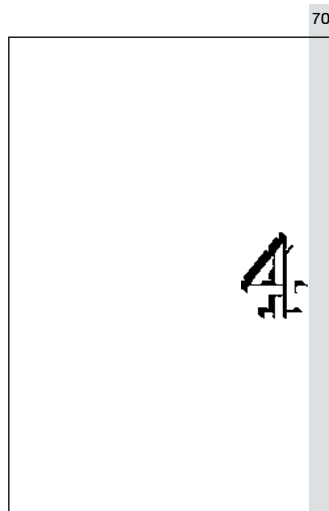
96 sheet
Actual size: 3048 x 12192 mm
Artwork to be sized as:
304.8 x 1219.2 mm
Logo height = Poster height
 $\times 0.5 = 1524$ mm
Right margin: 508 mm

6 sheet
Actual size: 1900 x 1300 mm
Artwork to be sized as:
190 x 130 mm
Logo height = Poster height
 $\times 0.185 = 352$ mm
Right margin: 70 mm

Mega 6 sheet
Actual size: 6070 x 3023 mm
Artwork to be sized as:
607.0 x 302.3 mm
Logo height = Poster height
 $\times 0.185 = 1122$ mm
Right margin: 100 mm



Mega 6 sheet



6 sheet



48 sheet



96 sheet

2.2.6 Typography

The font *C4 Headline* should be used for copy on billboard and press ads. The exception to this rule is the URL which should be set in *C4 Text Bold*. *C4 Headline* is the only font that is placed in a box.

There should never be more than three levels of typographic hierarchy. These levels are :

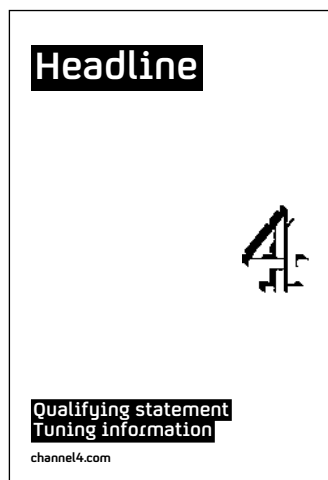
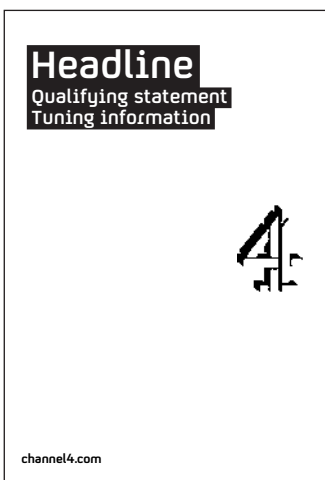
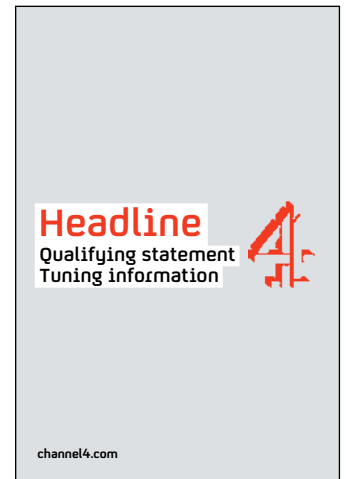
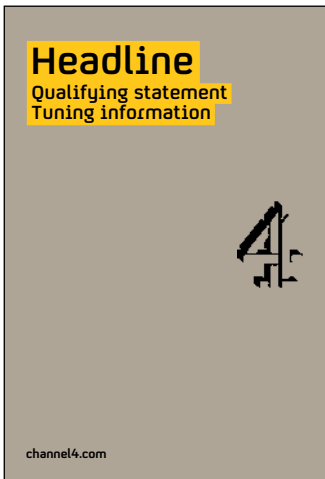
1. headline
2. qualifying statement and tuning information
3. URL

2.2.7 Text box colour

Colour may be used to help differentiate between types of information. When placed over a photograph or illustration the colour of the box or type may be taken from the image. Otherwise, colours may be chosen from the Channel 4 colour palette on page 11.

2.2.8 Typography position

To provide more flexibility the information can move up and down the left hand margin in order to accommodate the imagery. See examples below.



2.2.7 Imagery

Channel 4 should always produce engaging, original, memorable and eye-catching advertising solutions.

When commissioning artwork, the most important question is *how are the images to be used?* The use of the picture dictates the type of photographer or illustrator you need to find.

The new Channel 4 identity works best with full frame imagery as opposed to montages of smaller photographs.

Below are excellent examples of images generated exclusively for the channel.



2.2.7 Imagery

The format of the poster/ advertisement will also affect how the artwork is produced. If an image is to be used in different formats, two versions may be required. Always consider where the logo and type will sit in the composition.



2.2.8 Poster layout

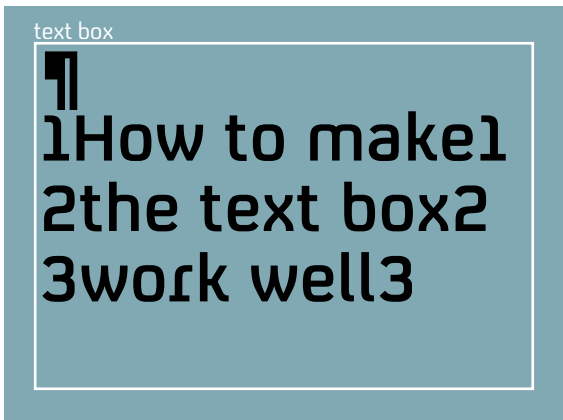
The poster text is positioned in text boxes. A special font called C4 Guides has been developed to help designers draw the boxes.

The leading measurement is the distance between lines of type. When using C4 Headline the leading should be set to the following equation:

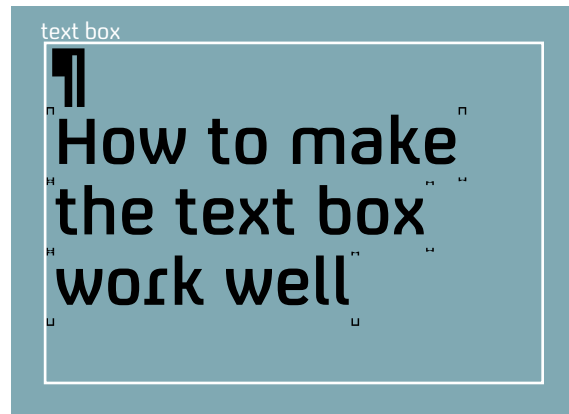
$$\text{leading} = \text{font size} \times 1.1$$

for example:
font size = 10pt
 $10 \times 1.1 = 11\text{pt}$
leading = 11pt

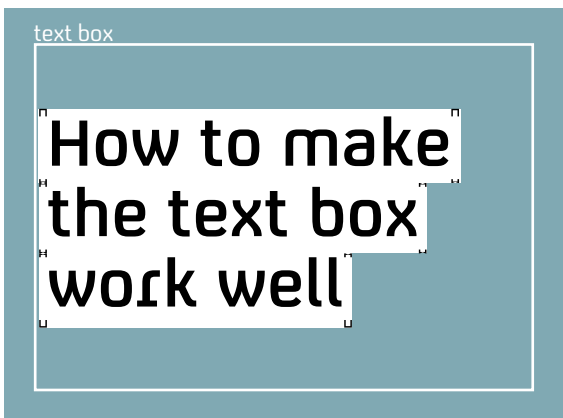
Alternatively the auto leading can be set to 10% in QuarkXpress Document Preferences.



1. Write text and insert the numbers one, two and three into the beginnings and ends of lines.



2. Change the numbers to the C4 Guides font.



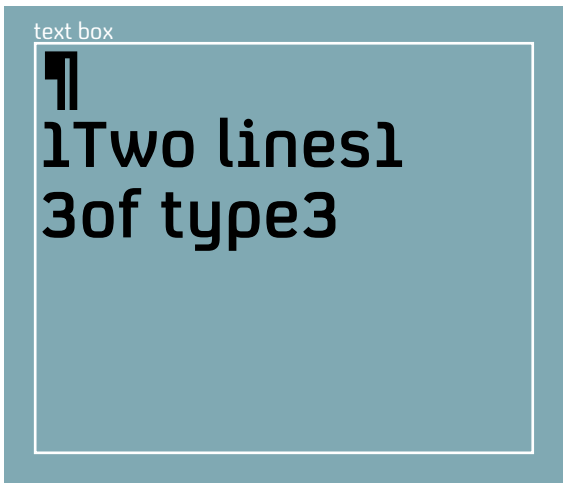
3. Create a box with the help of guides.



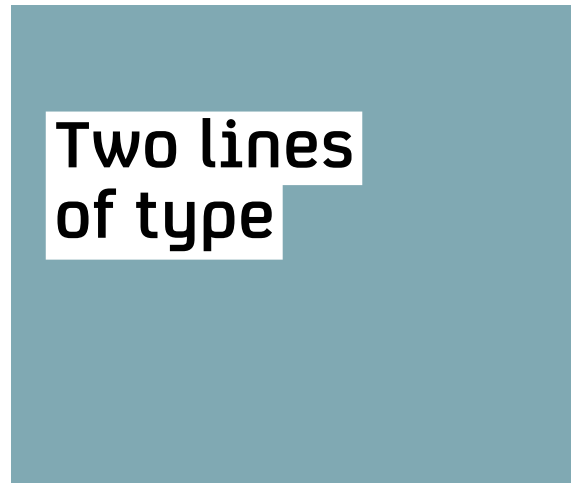
4. Remove the C4 Guides font by highlighting each guide in turn and pressing the space bar.

2.2.8 Poster layout

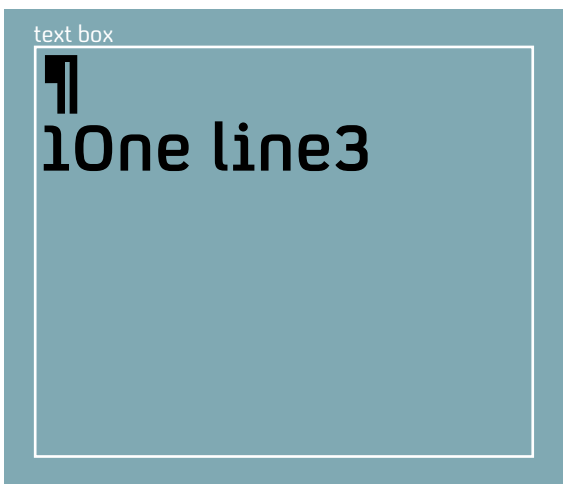
Below are guidelines which show you how to make the boxes when there are one or two lines of type.



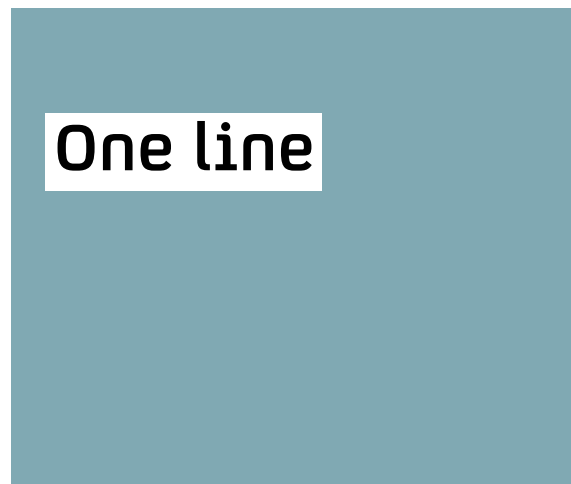
1. Write text and insert the numbers. If there are two lines insert the number one into the first line and number three into the last line.



2. Change the numbers to the *C4 Guides* font. Create a box with the help of guides. Remove the *C4 Guides* font by highlighting each guide in turn and pressing the space bar.



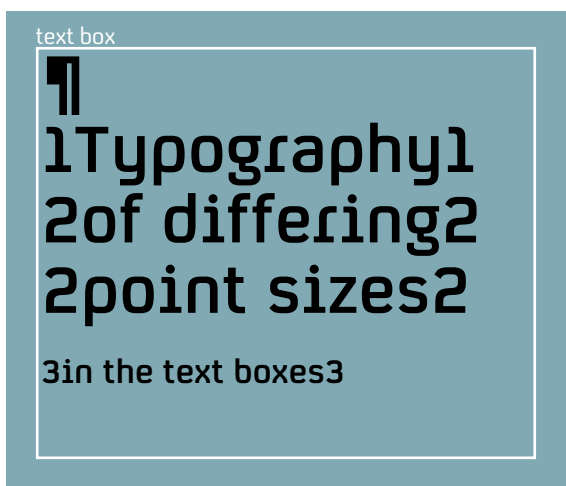
1. Write text and insert the numbers. If there is one line insert the number one at the beginning and number three at the end of the line.



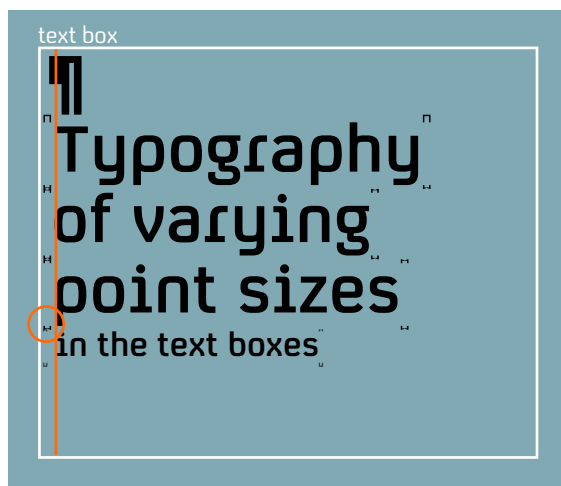
2. Change the numbers to the *C4 Guides* font. Create a box with the help of guides. Remove the *C4 Guides* font by highlighting each guide in turn and pressing the space bar.

2.2.8 Poster layout

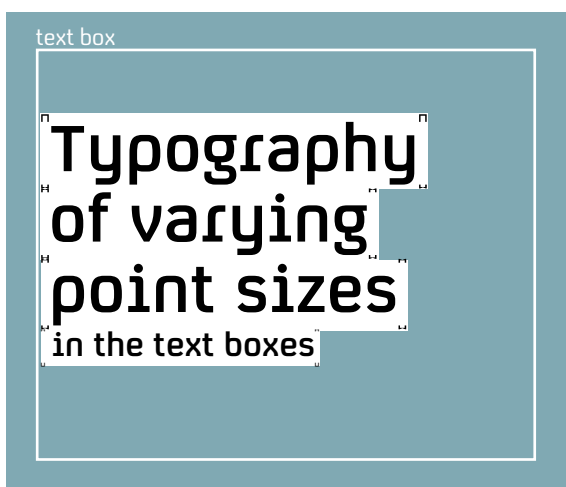
The poster text is positioned in text boxes. Below are guidelines which show you how to make the boxes when the type is of varying point sizes.



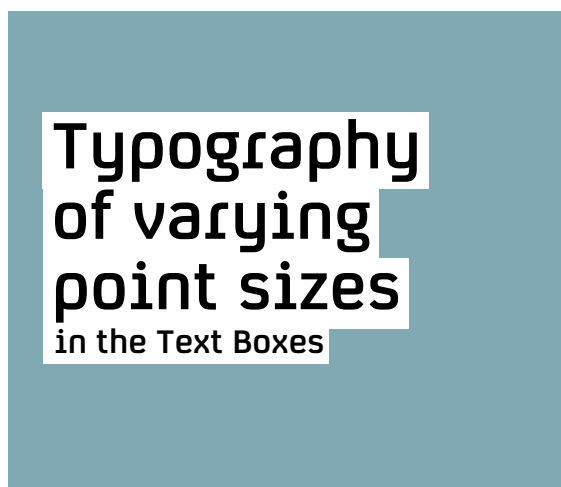
1. Write text and insert the numbers. If there are more than three lines insert the number two into all the middle lines.



2. Change the numbers to the *C4 Guides* font. Adjust the leading of the smaller type until the guides meet. Ensure that the left hand type aligns by adding space to the beginnings of lines.



3. Create a box with the help of the guides.



4. Remove the *C4 Guides* font by highlighting each guide in turn and pressing the space bar.

2.2.12 Press layout

The logo will retain the centre right position in any advertising format. It must not be placed in any other position.

The size of the logo is fixed according to each format. It should never appear at any other size. All measurements are in millimetres.

Please note that press formats may vary. It is essential that print specifications are obtained for each advertisement before the artwork is produced.

National press full page

The Times broadsheet
Actual size: 540 x 343 mm
Logo height: 80 mm
Right margin: 15 mm

The Times tabloid
Actual size: 338 x 264 mm
Logo height: 54 mm
Right margin: 12 mm

National press half page

The Times broadsheet
Actual size: 270 x 343 mm
Logo height: 60 mm
Right margin: 15 mm

The Times tabloid
Actual size: 200 x 264 mm
Logo height: 45 mm
Right margin: 10 mm

National press horizontal strip

Guardian 7 x 8
Actual size: 70 x 341 mm
Logo height: 35 mm
Right margin: 12 mm

National press 10 x 7

The Sun
Actual size: 100 x 264 mm
Logo height: 33 mm
Right margin: 10 mm

Magazine page ad

Heat Magazine
Actual size: 300 x 222 mm
Logo height: 48 mm
Right margin: 10 mm

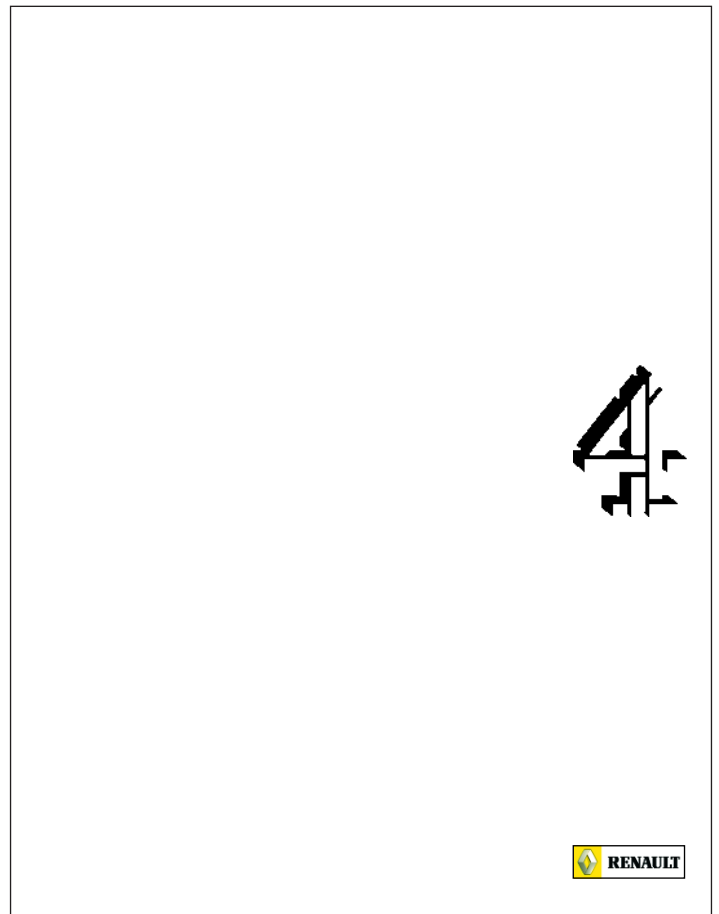
2.2.13 Sponsorship and third party logos

Sometimes there will be a need to include subsidiary information such as a sponsor's logo. This is most likely to occur on posters and advertisements. Such information should be positioned at the base of the layout, ranging right or occupying the same width as the Channel 4 logo.

Additional logos may be permissible in cases where it is necessary to reflect the identity of an external sponsor or partner organisation.

In general, any additions to advertising should be kept as discreet as possible and in no way be allowed to obstruct or visually dominate the Channel 4 logotype. Strict adherence to the clearspace regulations must be followed.

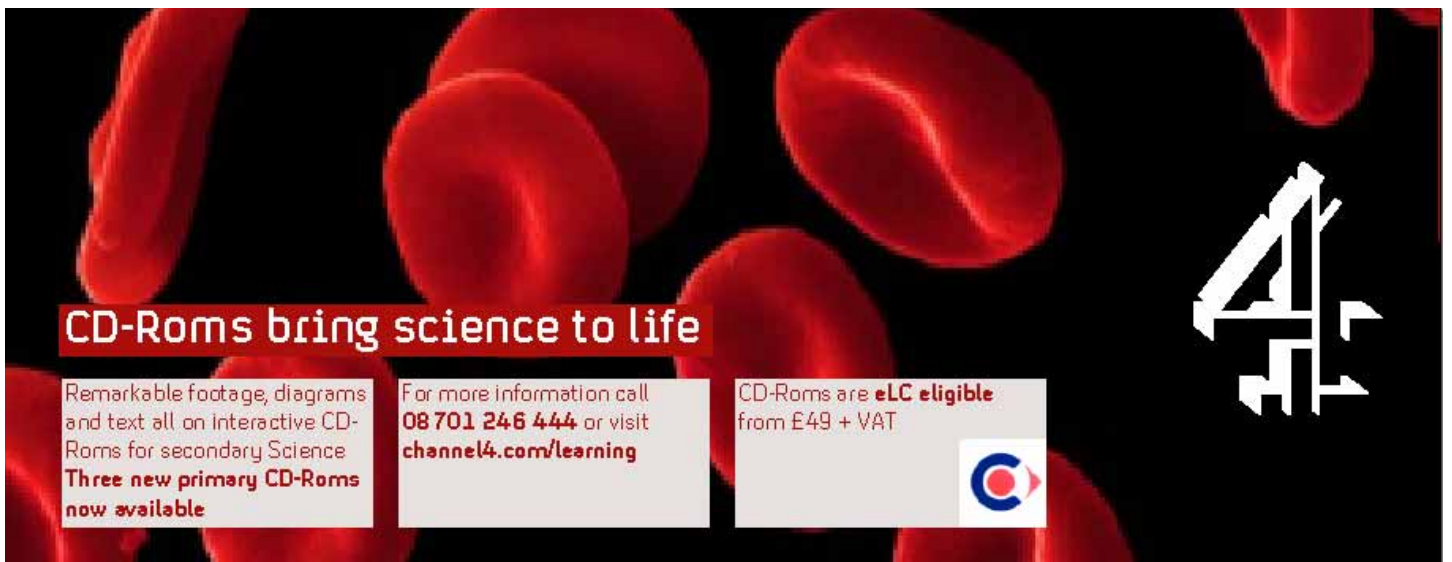
No two logotypes are the same shape or dimension, so it is impossible to give strict size guidelines. However, as a guide additional logos must not exceed the width of the Channel 4 logo.



2.2.14 Response advertising

When creating response advertising large amounts of information need to be delivered to the reader.

Boxes may be used to contain the information. The logos of external sponsors may also be contained within the boxes.




CD-Roms bring science to life

Remarkable footage, diagrams and text all on interactive CD-Roms for secondary Science
Three new primary CD-Roms now available

For more information call **08 701 246 444** or visit **channel4.com/learning**

CD-Roms are **eLC eligible** from £49 + VAT



2.2.15 Black and white reproduction

When full colour reproduction is not possible, monochrome printing of the logotype is acceptable. The logo can also be reversed white out of solid black or a background tone of sufficient contrast.

When the logo is placed over a black and white image, extra care must be taken to ensure that it is legible.



2.2.16 Media considerations

Particular media will have a stronger appeal to some groups than others. Therefore, it is important to understand what an advertisement needs to say, to whom it is speaking, and in what time scale should it be delivered? Each media has advantages and disadvantages which need to be considered when planning an advertisement.

Newspapers deliver timely, current messages. It can be predicted when the ad will be viewed. The quick turnaround of the ad means that it can be very topical.

The fact that the reader physically holds the paper means that they pay close attention to its contents. There is a substantial choice of ad sizes and positions.

However, the cheap paper and crude printing process means that the quality of photographic images is low.

Magazine advertisements offer better quality image reproduction. They target very specific audiences. Research has revealed that people pay close attention to magazine advertisements.

The reputation of prestigious magazines can help to enhance the message of an advertisement.

Magazine ads have a long life span compared to newspapers. However this can mean that the ad is out of date before it is seen. This is exacerbated by the need to supply the artwork weeks before the magazine is published.

Outdoor billboard advertising attracts a lot of attention because of its size and location. This medium works

best with clear and concise messages. Billboard ads reach a lot of people, many of whom see them repeatedly on regular routes of travel.

It is hard to reach a specific audience with billboard advertising. The format can be creatively inhibiting because of unusual proportions and the need to be 'snappy'.

2.2.17 Print and poster advertising examples

Factual Insert

The headline and programme title are set in C4 Headline and placed within a box. The programme scheduling is set in C4 Text Bold and body copy is set in C4 Text.



Aileen: Life and Death of a Serial Killer

Tonight 10.00pm



In 1992 Aileen Wournos, a hitchhiking hooker was convicted of murdering seven men in Florida and sentenced to death. She's already the subject of an Oscar-winning film 'Monster', and tonight Nick Broomfield gets up close to the real monster. He uncovers her abusive childhood and the brutalising events that shaped her, as she prepares for her own execution. In one final harrowing interview when she is clearly mad, she screams to be executed. And the next day she is. Is this a sane way to treat the insane? Nick Broomfield puts American justice on trial. You be the judge.

channel4.com/film

2.2.17 Print and poster advertising examples

Billboard

C4 Headline is used extensively in posters and press ads. Below the programme title and scheduling information are placed in a box.



2.2.17 Print and poster advertising examples

Text only posters

Sometimes a pure typographic solution can make a more powerful statement.

Skin to die for



Six Feet Under
New series, Thursdays from 19 November

Danger:Ice

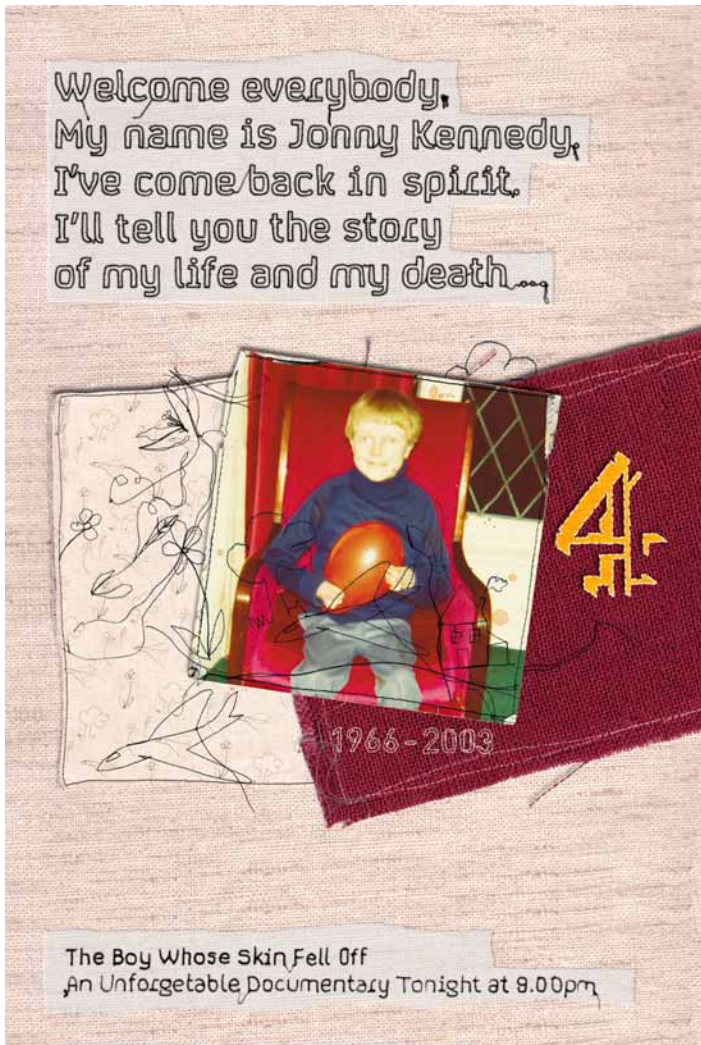


Shackleton
Epic drama coming soon

2.2.17 Print and poster advertising examples

Press ad

This ad was made from a collage of unusual materials. However it still adheres to the Channel 4 guidelines.



2.3 Literature

The term *literature* describes the printed leaflets, brochures and books produced by Channel 4.

2.3.1 Using the logo on literature

Below are the dimensions of some of the most common literature formats. All measurements are in millimetres.

<i>A3 Portrait</i>	420 x 297
<i>A4 Portrait</i>	297 x 210
<i>A4 Landscape</i>	210 x 297
<i>Brochure</i>	235 x 297
<i>210 Squared</i>	210 x 210
<i>A5 Portrait</i>	210 x 148
<i>A5 Landscape</i>	148 x 210

2.3.2 Logo position

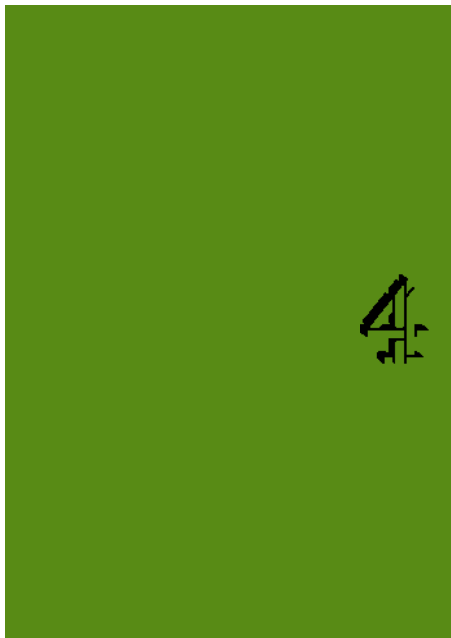
The logo position is right centre. This is fixed and it should never appear in any other position.

The logo should sit range-right against the determined margin.

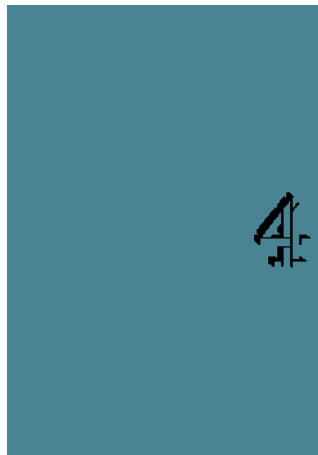
These are recommended logo sizes. In special circumstances the logo size may need to be increased.

2.3.3 Logo height

<i>A3 Portrait</i>	54 mm
<i>A4 Portrait</i>	40 mm
<i>A4 Landscape</i>	42 mm
<i>Brochure</i>	44 mm
<i>210 Squared</i>	38 mm
<i>A5 Portrait</i>	34 mm
<i>A5 Landscape</i>	34 mm



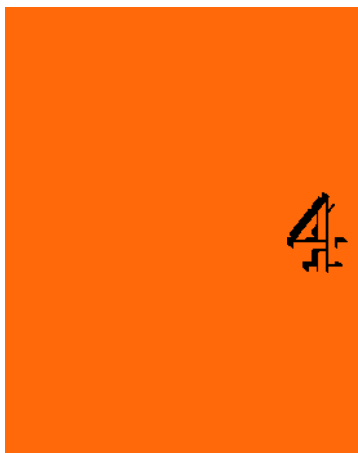
A3 Portrait



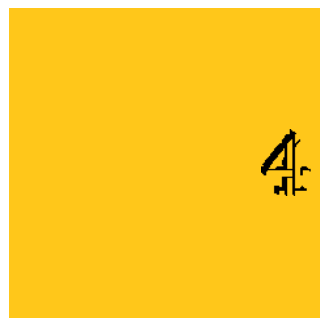
A4 Portrait



A4 Landscape



Brochure



210 x 210



A5 Portrait



A5 Landscape

2.3.4 Margins

Each format has a set of recommended margins within which the text and logo must be contained. Below are the margins for each format.

A3 Portrait

top 25.426 mm
bottom 26.223 mm
left 16 mm
right 16 mm

A4 Portrait

top 22 mm
bottom 21 mm
left 10 mm
right 10 mm

A4 Landscape

top 16.933 mm
bottom 19.5 mm
left 14 mm
right 14 mm

Brochure

top 21.26 mm
bottom 21.8 mm
left 12 mm
right 12 mm

210 Squared

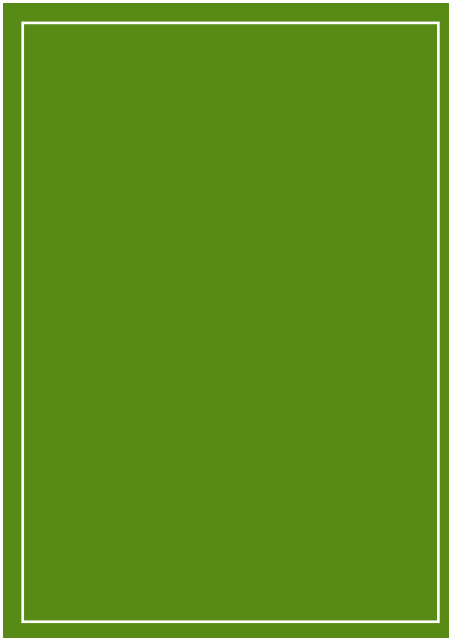
top 12.7 mm
bottom 12.7 mm
left 12.7 mm
right 12.7 mm

A5 Portrait

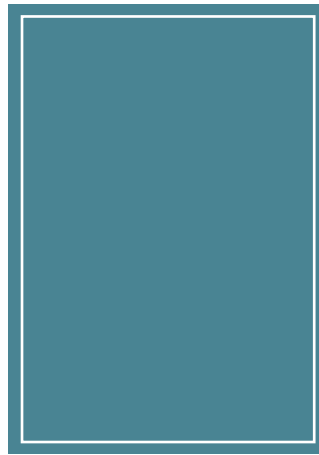
top 16.943 mm
bottom 19.49 mm
left 8 mm
right 8 mm

A5 Landscape

top 12.62 mm
bottom 12.708 mm
left 12 mm
right 12 mm



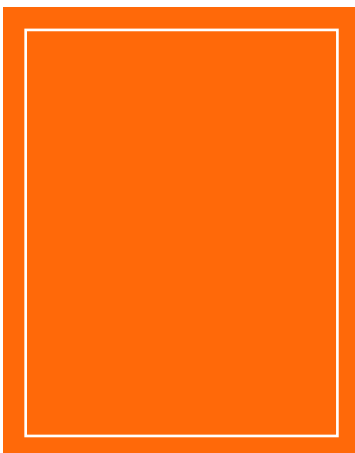
A3 Portrait



A4 Portrait



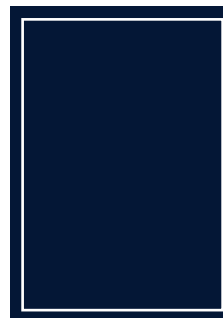
A4 Landscape



Brochure



210 Squared

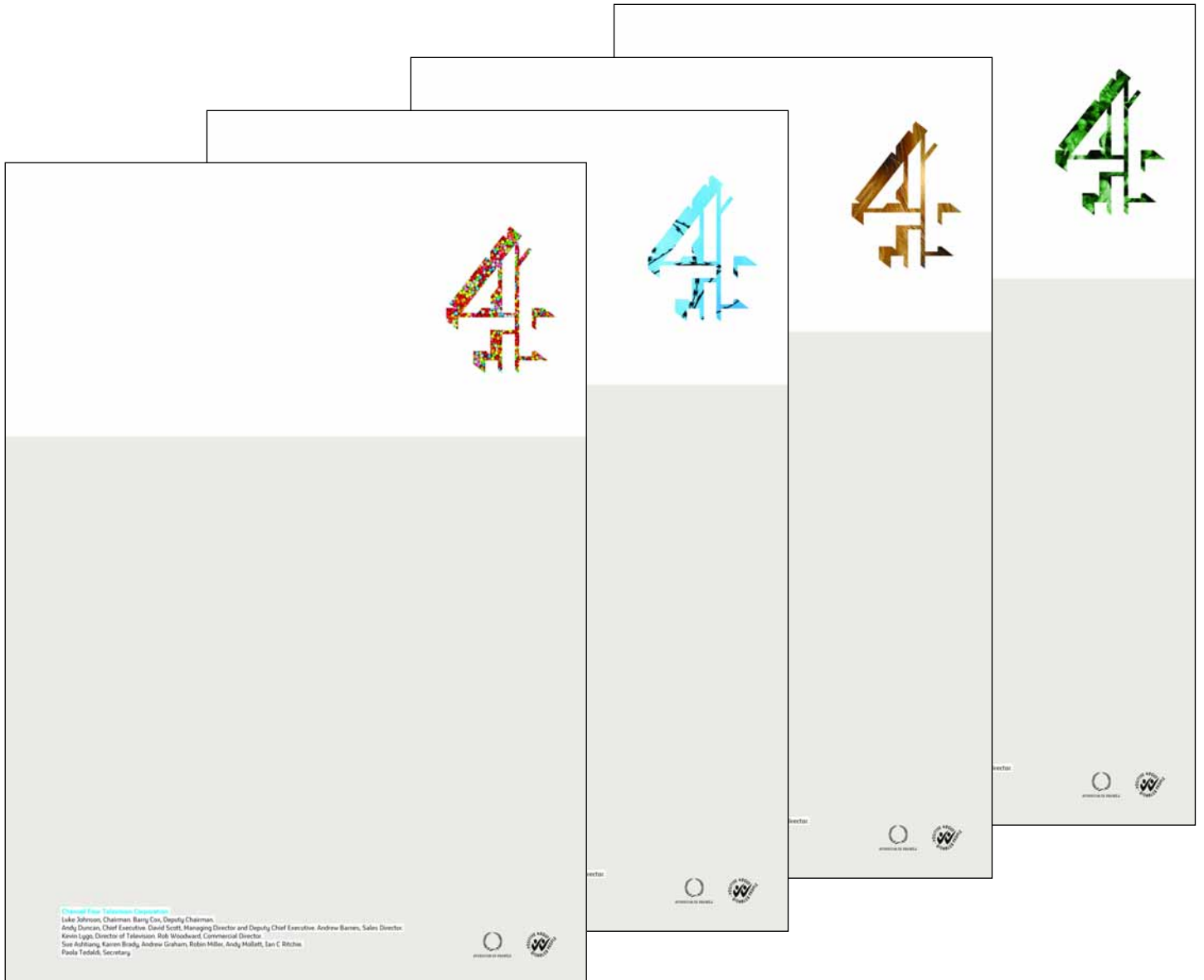
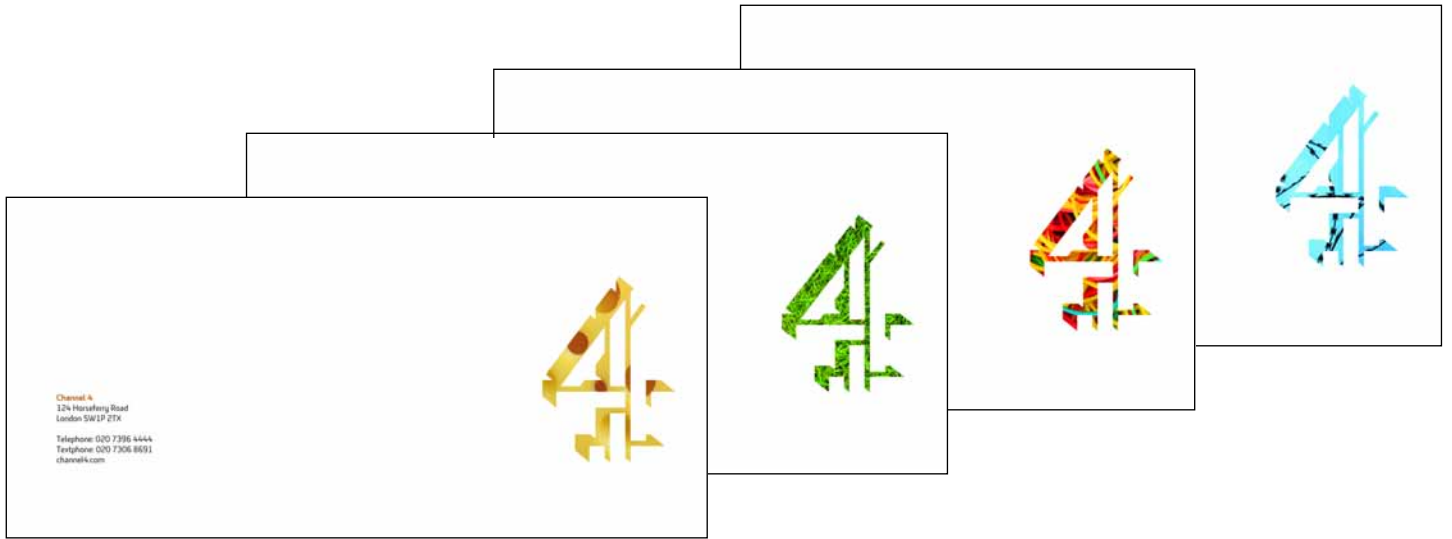


A5 Portrait



A5 Landscape

2.3.5 Stationery and collateral



2.3.6 Letters

Templates have been created for letters. They allow the following information to be included at the top of the letterhead.

Letters can be folded for use with DL window envelopes.

Channel 4
124 Horseferry Road
London
SW1P 2TX
Telephone: 020 7396 4444
Textphone: 020 7306 8691
channel4.com
Direct Tel: 020 7306 0000
Direct Fax: 020 7306 0000
aname@channel4.co.uk

Name of Addressee
Title of Addressee
Name of Company
Street Address 1
Street Address 2
City
Post Code

Day Month Year

2.3.7 Envelopes

Envelopes marked with the Channel 4 logo are available in the following sizes:

C4 landscape
C4 portrait
C5 landscape
DL landscape

