Brand Guidelines

Version 1.0

itv

00 **Contents**

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Brand Guidelines

01 Introduction

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Welcome…

to the ITV Brand Guidelines, our design guide for digital platforms. These guidelines will:

- Explain the relationship between the ITV Brand and Show Brands

- Introduce the ITV and Show Brand digital assets

- Communicate our core design concepts

Who are ITV?

ITV is the biggest commercial television network in the UK, broadcasting the most talked about, entertaining television and digital content, making a major contribution to the UK's culture, economy and communities.

Our digital channels ITV2, ITV3, ITV4 and CITV plus HD and time-shifted channels are growing audience and revenue. Our Online and On Demand services allow you to watch your favourite programmes and find out more about popular shows. Our production arm, ITV Studios, produces programmes for ITV channels and other broadcasters.

Whether it's drama that chills, crime adventures that absorb, or cheeky humour, we have treats in store for everyone.

ITV Channels

ITV own a variety of digital channels all of which have a unique personality. This portfolio also extends to ITV.com, mobile and interactive.

ITV1 usually includes dramas, entertainment, arts programmes, feature films, sport, news, current affairs and factual programmes

ITV2, our younger entertaiment channel, brings to screen an exciting mix of talent, celebrity gossip and young drama.

ITV3 is our channel for sophisticated, upmarket audiences, full of character-driven narrative and drama that stirs the emotions.

ITV4 brings quality entertainment to men with a core audience of 25-55 year-old males including comedy, cult classics, movies and sport.

CITV believes it has a responsibility to make the world feel less ordinary!

We believe in a kid's right to have fun, be silly, be themselves and be listened to.

ITV Player is ITV's on demand service, offering the best of ITV1, ITV2, ITV3 and ITV4.

Our Design Principles

We have developed a set of core Design Principles, which embody our ITV Brand, to guide our experience design:

01 Exclusive

02 Playful

03 Relevant

04 Atomisable

05 Sociable

06 Service-driven

07 Tailored

08 Consistent

09 Familiar

These are detailed in part four of our Experience Brand Pack and can be viewed as a keynote presentation or a pdf.

Show brands; telling the story through design

Our ITV Brand contextualises and supports each of our Show Brands as a mark of quality and heritage. Each Show Brand needs to be individually considered to ensure the design best communicates the narrative of the show.

With every piece of design the desiger needs to ask:

What is the story behind the design and how can this best reflect the show?

02 **Logos**

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ITV Plc Logo

Colourways

There are three versions of the ITV plc logo. The version of the logo that is most visible on a given background is obviously the one which should be used. Please note, there are no other colours or combinations of colours for this logo. Please download the vector logos from our brand website and ensure that they are using the correct digital palette.

1 **Blue/white:**

Please ensure the blue is # 336699

2 **Black/white:**

Please ensure the black is # 000000

3 **White 'negative'**

Exclusion zone

At all times avoid placing any other graphic or type element with the logo's exclusion zone. The exclusion zone is a quarter of the height of the lozenge shape around all sides of the entire logo for digital media.

0.25xh

0.25xh

0.25xh

h
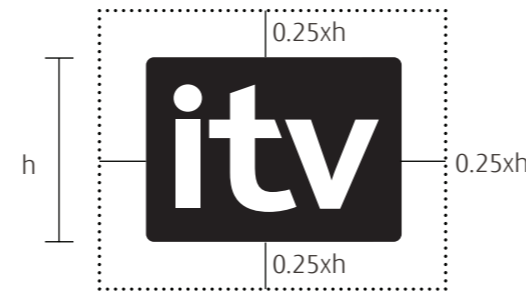
Minimum size

The logo should never appear at sizes less than 16px high.

16px

Channel logos

Please download the RGB vector logos from our brand website. Each logo should never appear at sizes less than 16px high.

ITV1 RGB black version:

ITV2 RGB black version:

ITV3 RGB black version:

ITV4 RGB black version:

ITV1 RGB white version:

ITV2 RGB white version:

ITV3 RGB white version:

ITV4 RGB white version:

Show logos

Please ensure that show logos are colour-corrected and high enough resolution for RGB-on-screen use: the resulting logo should be sharp, with correct saturation and contrast levels and be true to the logo used for the tv show.

03 **Palettes**

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ITV Generic Colour Palette

ITV digital content uses a default palette of accent and supporting colours.

1 Greys

The specified greys should be used for type against white and dark backgrounds.

2 Accent colours

The accent colours (blue; hex #336699 and yellow; hex #F7D41E) should be used as default accent colours.

BCBCBC

282828

1

336699

7C7C7C

BCBCBC

#FFFFFF

2

F7D41E

#E9E9E9

ITV.com Hompage showing generic accent colours for black and white backgrounds
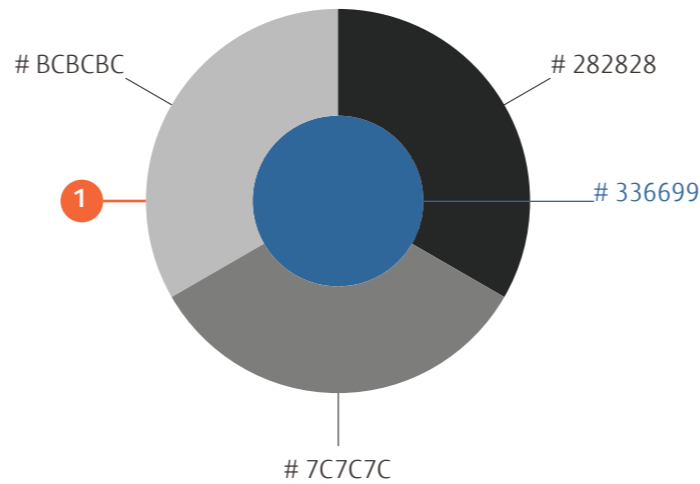
Module Title

Duis ut arcu turpis

7:00pm, MON 6 JUN 2011

Vestibulum at risus quis felis consequat mollis non sed felis.

Module Title

Duis ut arcu turpis

7:00pm, MON 6 JUN 2011

Vestibulum at risus quis felis consequat mollis non sed felis.

Bespoke Show Palettes

Shows can use bespoke accent colours to reflect the Show Brand.

2 Accent colours

Bespoke accent colours may be used to reflect the Show Brand instead of the blue and yellow, but this choice is restricted for any given page to one accent colour for a white background and one for a dark background.

These choices must meet current accessibility criteria for contrast and luminosity.

Downton Abbey Show Page showing bespoke accent colours for black and white backgrounds

Downton Abbey palette:
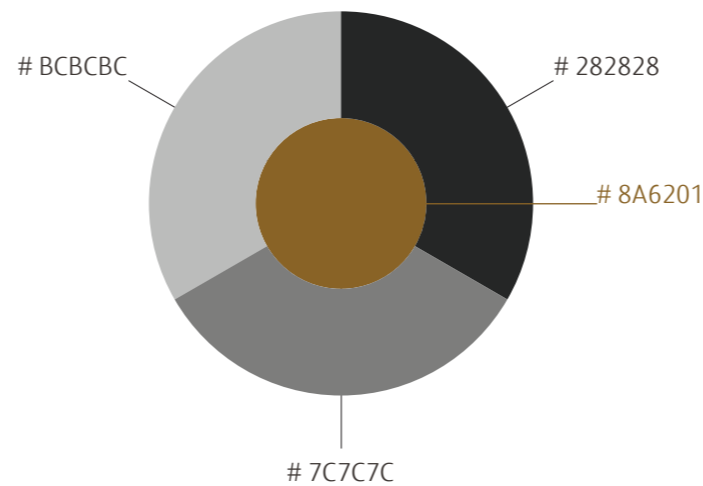
BCBCBC

282828

8A6201

7C7C7C

BCBCBC

#FFFFFF

2

DAAA36

#E9E9E9

Module Title

Duis ut arcu turpis

7:00pm, MON 6 JUN 2011

Vestibulum at risus quis felis consequat mollis non sed felis.
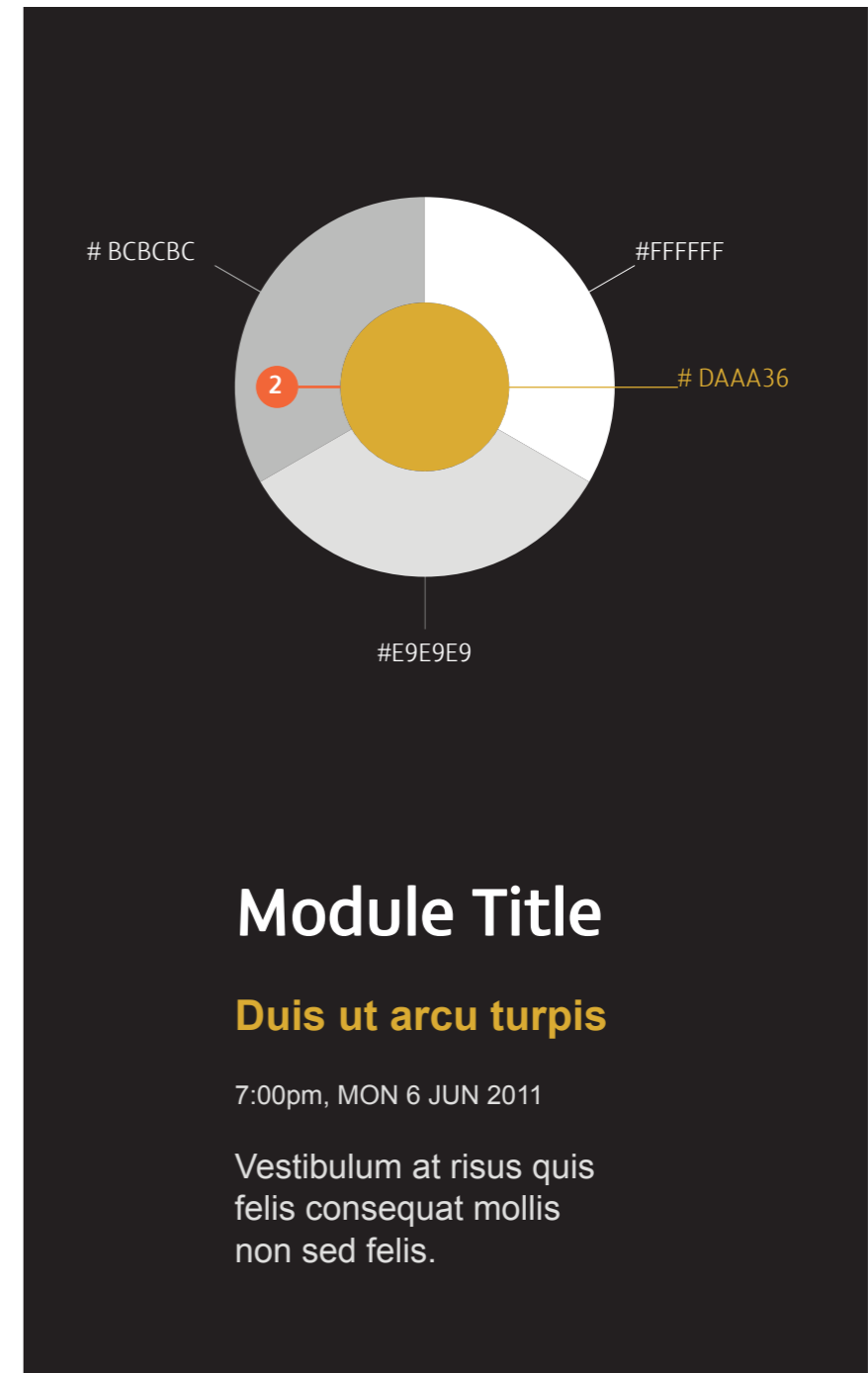
Module Title
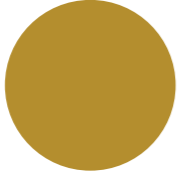
Duis ut arcu turpis

7:00pm, MON 6 JUN 2011

Vestibulum at risus quis felis consequat mollis non sed felis.

Channels colour guide

Each ITV Channel has an associated default accent colour.
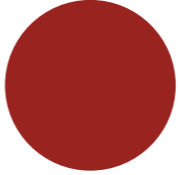
ITV 1
Accent colour = #F7D41E

ITV 2
Accent colour = #88CC22

ITV 3
Large-font accent colour = #BB0000
(fonts at least 18px or 14px bold)

Small-font accent colour = #DD3333
(fonts smaller than 18px or 14px bold)

ITV 4
Accent colour = #009999

ITV 1
Large-font accent colour = #B58D26
(fonts at least 18px or 14px bold)

Small-font accent colour = #9E6B11
(fonts smaller than 18px or 14px bold)

ITV 2
Large-font accent colour = #6CA318
(fonts at least 18px or 14px bold)

Small-font accent colour = #548210
(fonts smaller than 18px or 14px bold)

ITV 3
Accent colour = #992211

ITV 4
Large-font accent colour = #009999
(fonts at least 18px or 14px bold)

Small-font accent colour = #1F8282
(fonts smaller than 18px or 14px bold)

04 **Typography**

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Typefaces for digital use

All copy should use one of the following typefaces:

ITV Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()?

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()?

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()?

05 **Iconography**

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Icon Set

ITV has a set of icons for use on digital media. Please develop new icons inline with these.

Embedded video / play	Audio	Photo gallery	Pop up	Print	Help

Previous	Next	Increase / decrease text size	Parental guidance	External link	Email

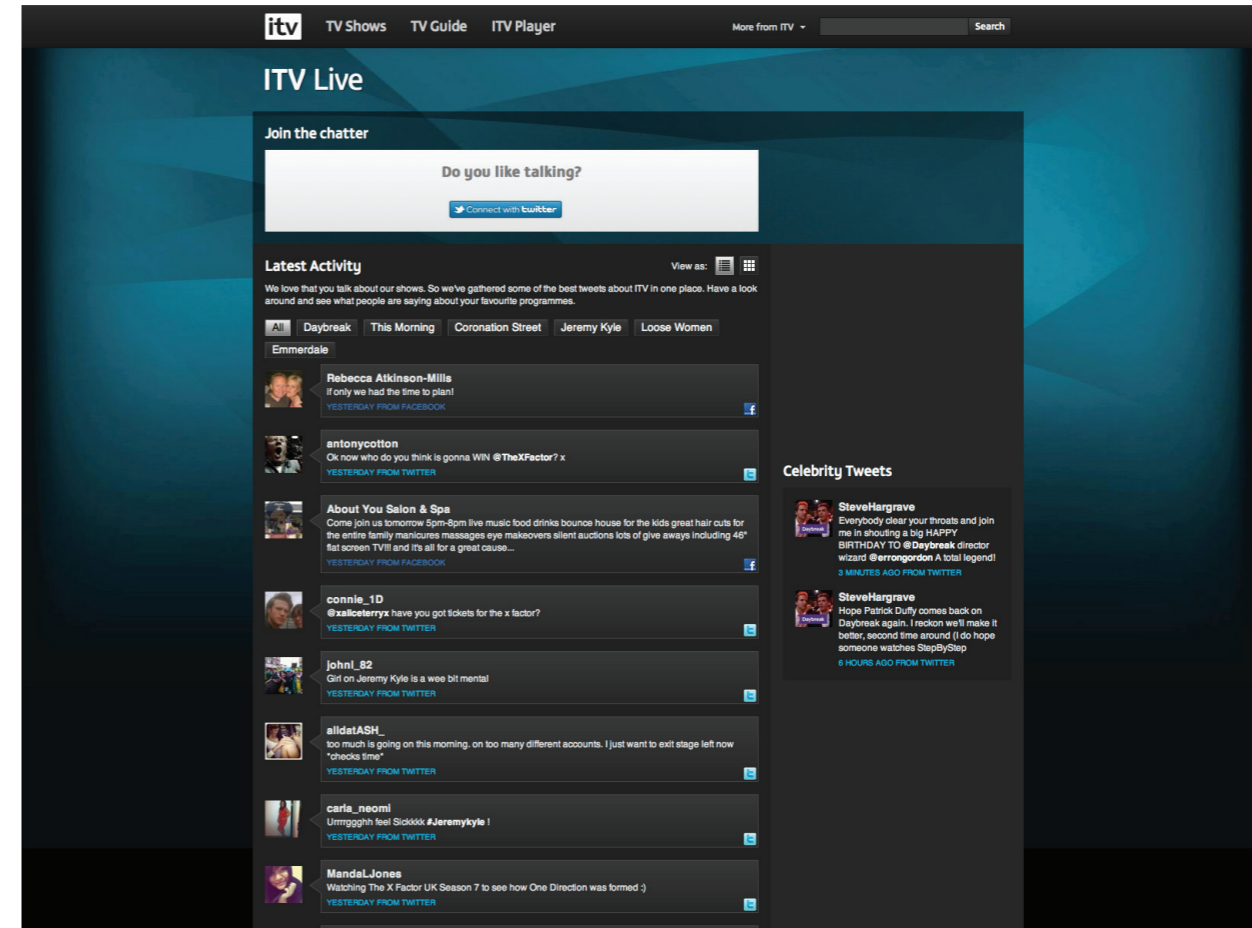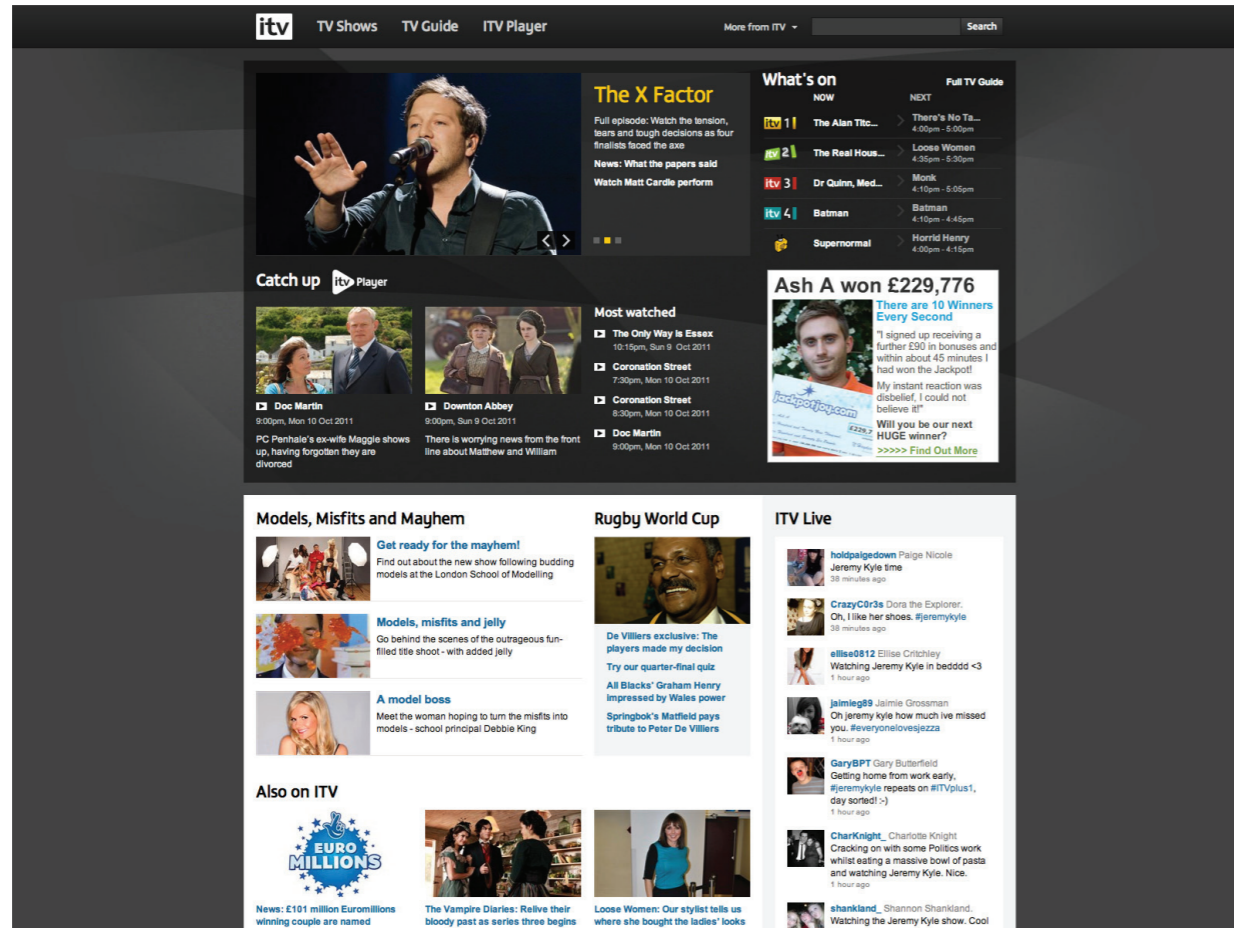| Contact us	Comment	Newsletter	Search	Facebook & Twitter	RSS & Share

# 06 **Background imagery**

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ITV Generic Background Imagery

ITV has a set of branded generic background imagery to use which incorporates the ITV 'Swoosh'.

Bespoke Show Background Imagery

Shows can use bespoke background imagery to create a narrative that communicates the essence of the show. It is useful to explore design routes which emphasise different aspects of the show such as recurring themes, core characters, prevalent atmospheres, iconic brand assets or key stories.

07 **Core concepts**

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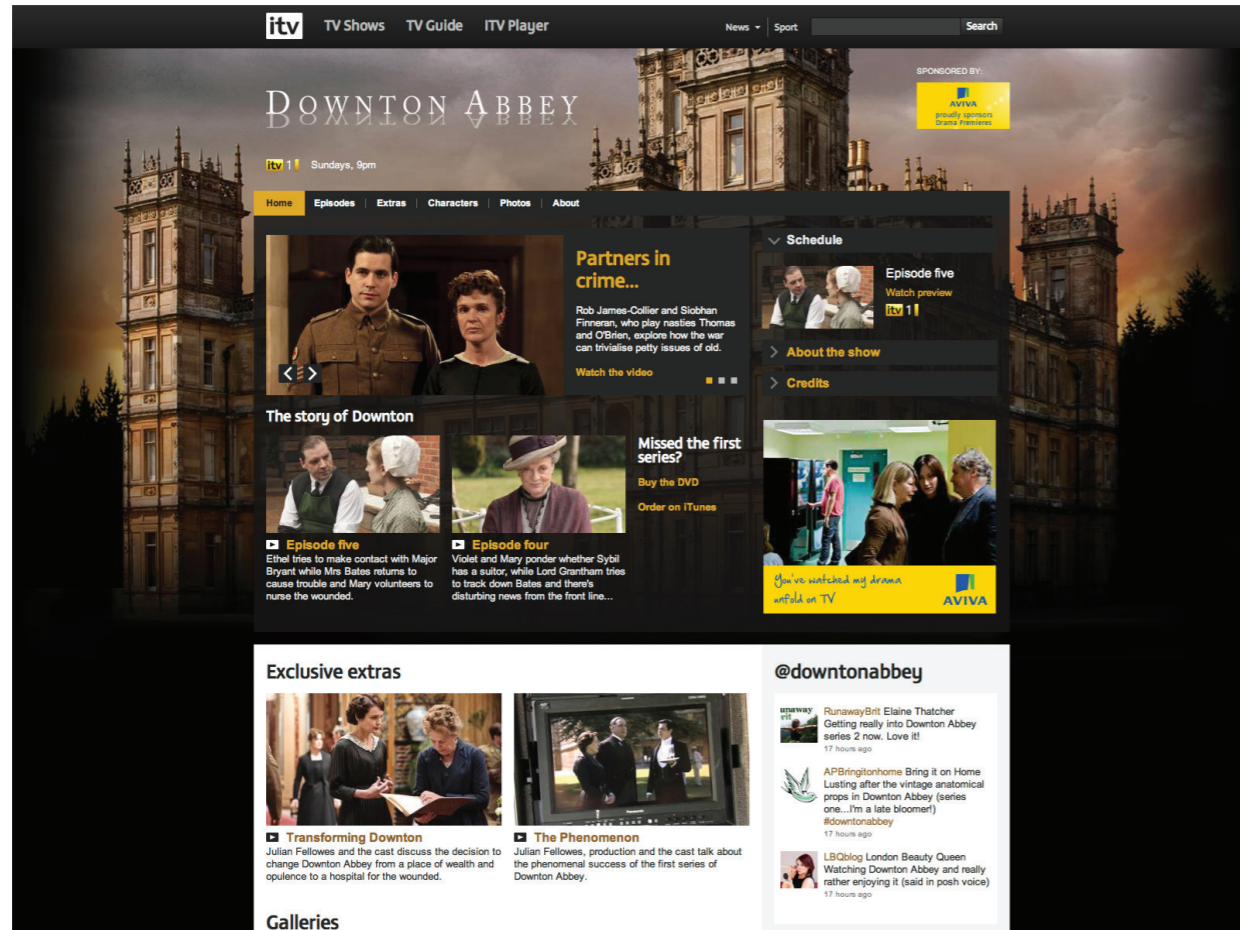
The 'Living Room'

A core concept running through our digital design is the 'Living Room'. This is a dual visual treatment which defines two distinct types of behaviour:

Lean Back (passive), represented by the TV-like 'Living Room'.

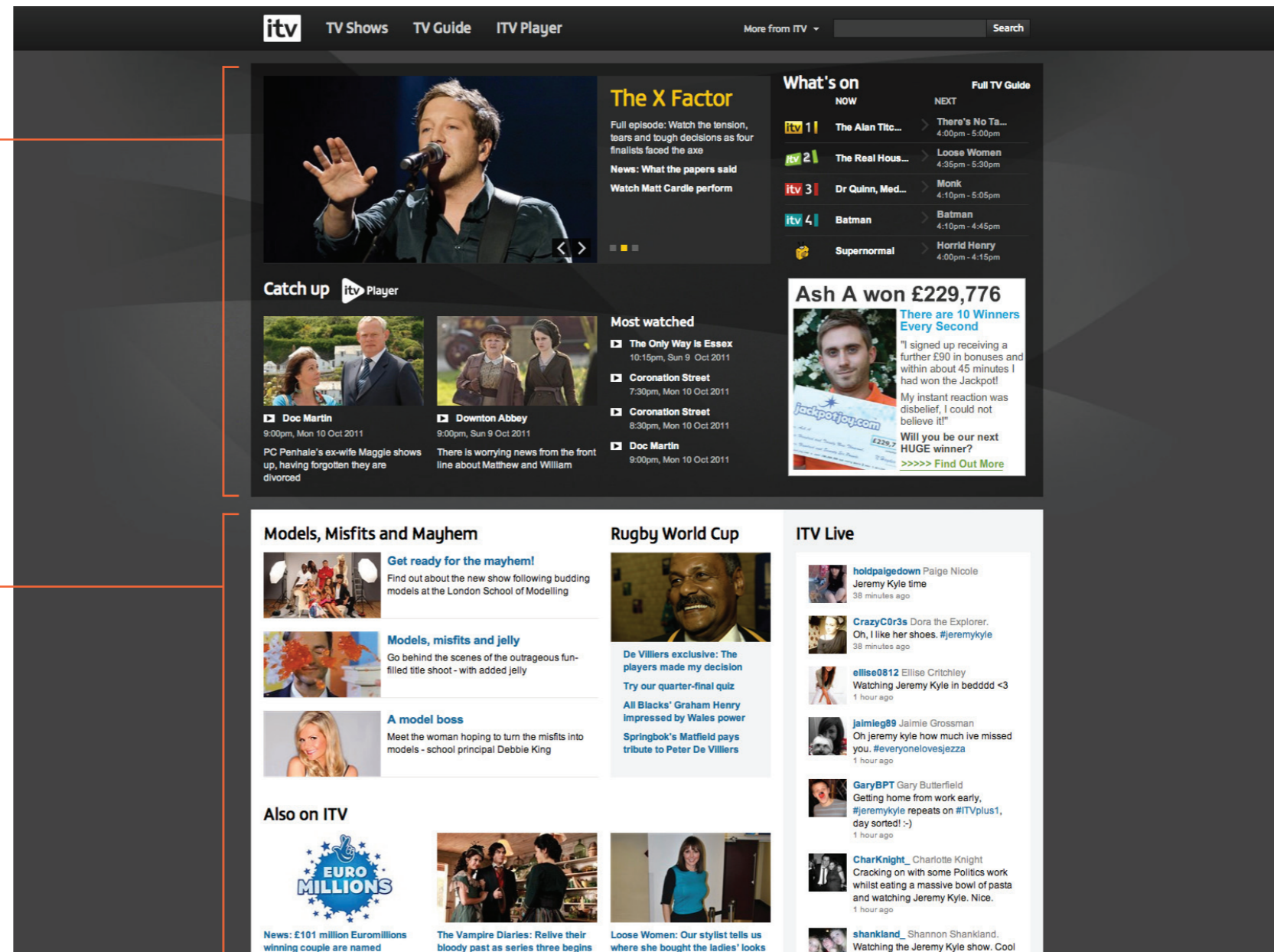Lean Forward (active), also known as the 'Web Area'.

The 'Living Room'

This area of the page delineates 'lean back' passive behaviours. It represents the 'now' and mimics the TV experience. The 'Living Room' is dedicated to media content: video and photo galleries. In show pages it also displays highlights carousels, EPG information and ITV Player content promotions.

The 'Living Room' background is black and transparent, allowing the page background to be seen through.

The 'Web Area'

This area of the page delineates more 'sit forward' active and engaged behaviours, such as getting deeper (explore, find and consume information) and taking part in the social conversation.

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