Top Up TV Brand and Communication Guidelines

Top Up TV

1.0 Colour Palette
1.1 Typeface
1.2 Typography Usage
1.3 Logo Usage
1.4 The Strapline
1.5 Legal Requirements

1.0

1.0 Colour Palette

Top Up TV Primary Colour Palette

The primary colours for Top Up TV are below.

Pantone 109

Process Black

You can also use tints of the primary colours.

Pantone 109 | 90 % | 80 % | 70 % | 60 % | 50 % | 40 % | 30 % | 20 % | 10 %

Process Black | 90 % | 80 % | 70 % | 60 % | 50 % | 40 % | 30 % | 20 % | 10 %

Top Up TV Secondary Colour Palette

The secondary colour for Top Up TV is below.

Process Cyan

You can also use tints of the secondary colour.

Process Cyan | 90 % | 80 % | 70 % | 60 % | 50 % | 40 % | 30 % | 20 % | 10 %

1.1

1.1 Typeface

Top Up TV Font Usage

Conduit ITC Light

adcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789=!@£$%ffi&*( )_+{ }<>?ff

Conduit ITC Medium

adcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789=!@£$%ffi&*( )_+{ }<>?ff

Conduit ITC Bold

adcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789=!@£$%ffi&*( )_+{ }<>?ff

1.2

1.2 Typography Usage

Top Up TV's Font

ITC Conduit should be used when creating any printed or digital material.

Body Text

In most instances, body text should be set in Conduit Light. When there is a need to increase the contrast between the type and the area behind it (for instance, if the text is knocking out of a light or textured background) Conduit Medium should be used. Its slightly bolder strokes will aid in legibility. White body text should never be knocked out of the Top Up TV yellow.

Headlines

For Headlines, titles, etc., set in Conduit Bold. For smaller sub headings Conduit Medium can be used.

Example 1

Itaque earud reruam hist sapiente?

Endium caritat praesert cum omning null sit cuas peccand quaert en imigent cupidat a natura facile explent sine julla inaura autend inanc sunt is parend non est nihil enim ad desiderabile. Concupis plusque in insupinaria detriment est quam in his et rebus emolument oariunt iniur.

Example 2

Lorem ipsum dolor

Ut enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lab oris nisi ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in reprehendert in voluptate velit esse molestaie consequat, vel illum dolore eu fugiat nulla pariatur. At vero eos et accusam et iusto odio blandit praesent luptatum delenit aigue duos dolor et molestias exceptur sint dupic non provident, simil tempor sunt in culpa qui deserunt mollit anim id est laborum et dolor fuga. Et harumd dereund facilis est er expedit distinct. Nam liber tempor cum mobis eligend optio comgue nihil impedit doming id quod maxim placeat facer possim omnis voluptas assumenda est, omnis dolor repellend. Temporibud autem quinusd at aur office debit aut tum rerum necessit atib saepe eveniet ut er repudiand sint et molestia non recus.

1.3

1.3 Logo Usage

Top Up TV Logo

For best results the Top Up TV logo should be reproduced as below.



Colour Logo



Colour White Out Logo



Mono Logo



Mono Logo Reversed

1.3.1

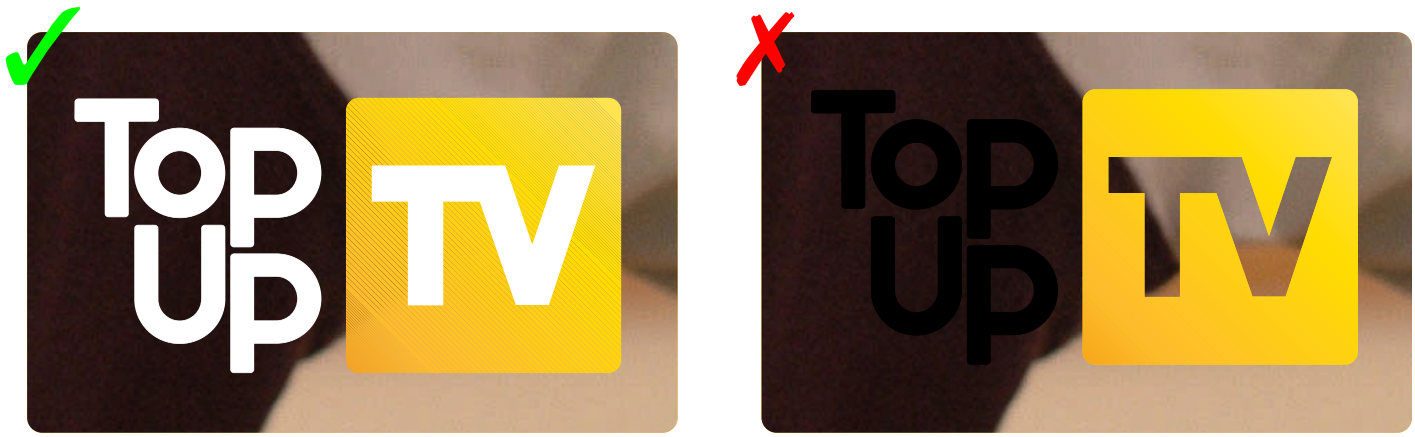
1.3.1 Logo Usage

Top Up TV To Go Logo Usage

For best results the Top Up TV To Go logo should be reproduced as below. The logo must never appear on the yellow background without the white background.



The logo can be knocked out by white as long as the background has a dark enough contrast.



1.3.2

1.3.2 Logo Usage

Top Up TV To Go Logo

For best results the Top Up TV To Go logo should be reproduced as below.



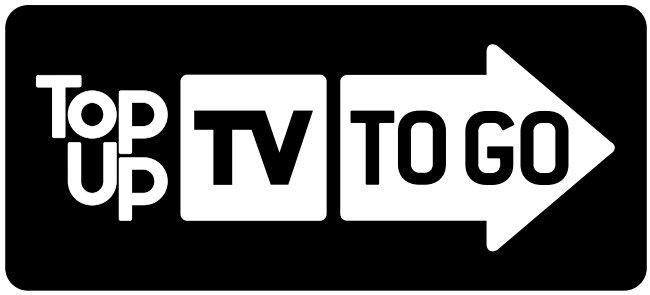
Colour Logo



Colour White Out Logo



Mono Logo



Mono Logo Reversed

1.4

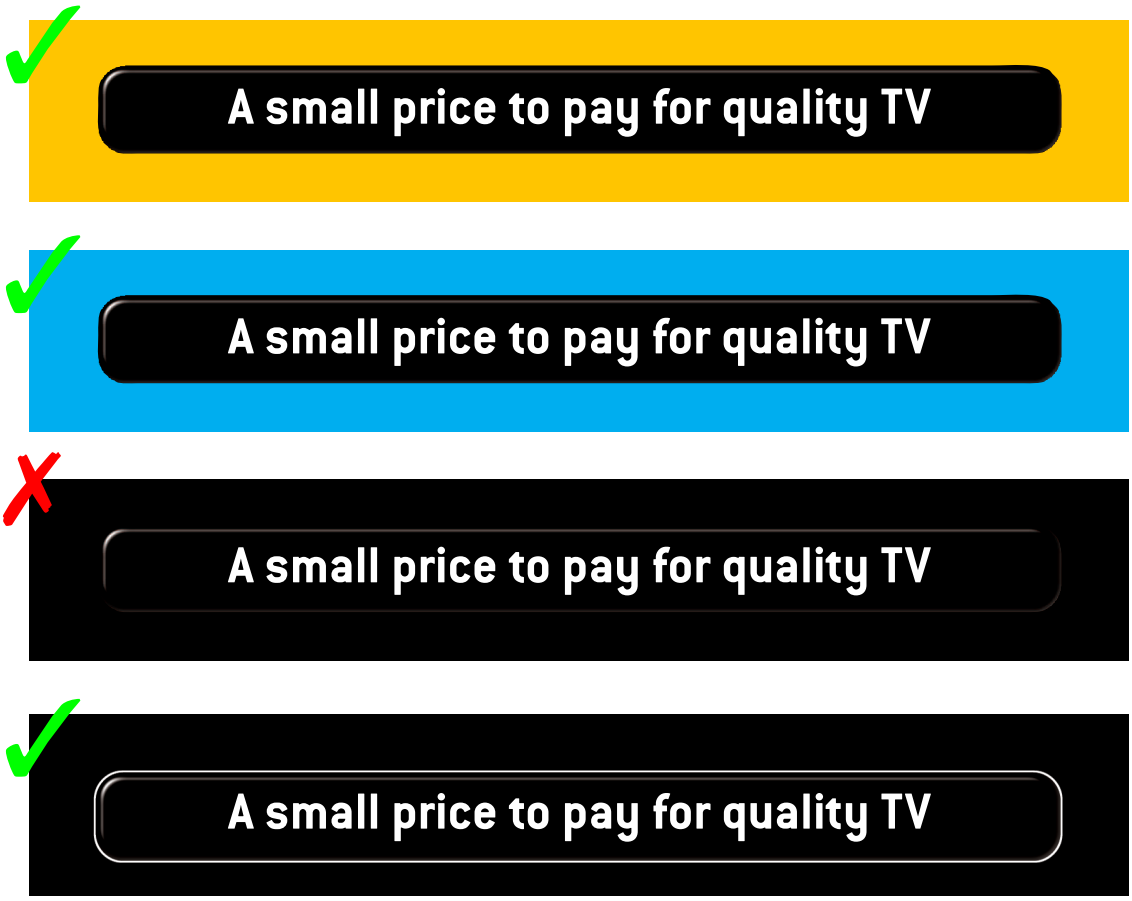
1.4 The Strapline

Top Up TV Strapline Usage

The Top Up TV strapline must be reproduced as below.

A small price to pay for quality TV

The Top Up TV strapline must where possible be placed inside the black bevelled bar. This sits well on all colours except black, in this instance the black bar must have a white keyline.



1.5

1.5 Legal Requirements

Top Up TV Legal Requirements

Top Up TV requires that legals must placed on most printed items. The terms and conditions may vary slightly from item to item but these are the general minimum requirments.

Terms and Conditions apply. For a copy please see our website (www.topuptv.com), send a blank email to starterterms@topuptv.com or request a copy on 08 712 712 712. Price, channel line-up and channel hours subject to change. Freeview is a separate free digital TV service of up to 30 free digital channels which is not operated by Top Up TV.