



Identity Guidelines

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These guidelines outline the elements which make up the More4 brand. They include all rules to create on and off air communications. This will help you in designing and producing exciting designs with a high degree of creative flexibility.

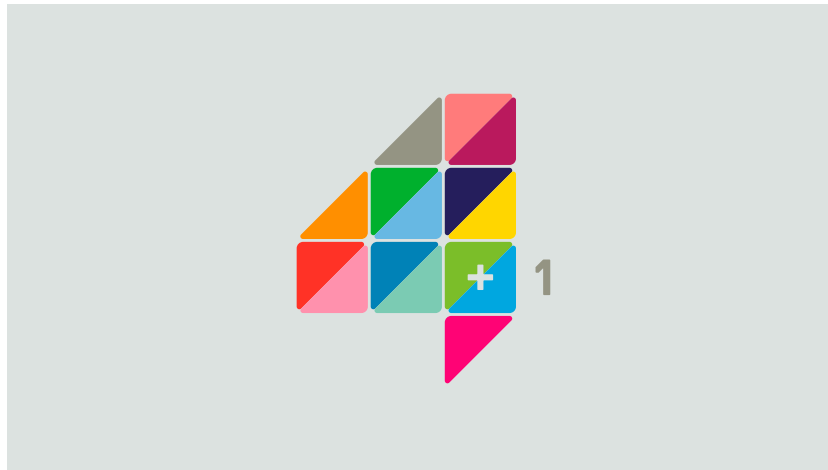
The More4 logo



The primary background for the More4 logo is Breeze. It can also be used on Elephant in some executions. The values for these colours can be found on page 10 of these guidelines.



The More4 +1 & HD logos



The More4 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 one cell of the logo which is referred to as x. A margin of clear space equivalent to x is drawn around the logo to create the invisible boundary of the area of isolation.

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

The same logo should be used on all communications except for the .ico file when the specific version should be used.



Print

There are no predetermined sizes for the More4 logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the More4 logo. Minimum sizes are as shown here.

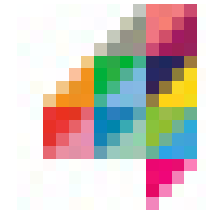
There is a specific file for Icos which is 16px by 16px



Digital



.ico file



When using the logo be aware the logo is not constructed in such a way that E is centered in an invisible cell. The E has been manually adjusted to create visual harmony.

The image show here shows the true position in Dusk. The centered E is marked in red outline.



When using the More4 logo the following rules should be adhered to at all times.

Distorted



The logotype should never be manipulated, stretched, distorted or cropped.

Amended



The relationship between the cells and More4 should never be changed.

Colour



The logo should never be placed on a brand colour, only background colours should be used.

Imagery



Take care when placing the logo over an image. It should never obscure the focus of the picture.

Logo colour



The logo brand colours should not be switched in their position. The supplied logos should be used at all times.

Visual effects



The logo should never be have drop shadows or other graphic effects added

Typography



The logo typography should never be altered or replaced, The supplied logos should be used at all times.

Altered



The logo should not be altered in any way. This includes spacing and cell arrangement.

Brand colour names & values

The More4 Colour palette has 15 logo colours and two background colours.

Percentage tints can be used of any of these colours.

 <p>Dusk</p>	<p>RGB 148/148/131</p> <p>Hex 949483</p> <p>CMYK 0/0/11/42</p> <p>PMS 7536c/7536u</p>	 <p>Ham</p>	<p>RGB 244/123/123</p> <p>Hex F47B7B</p> <p>CMYK 0/66/39/0</p> <p>PMS 486c/487u</p>	 <p>Plum</p>	<p>RGB 159/31/92</p> <p>Hex 9F1F5C</p> <p>CMYK 23/100/44/4</p> <p>PMS 215c/215u</p>	 <p>Mandarin</p>	<p>RGB 239/144/32</p> <p>Hex EF9020</p> <p>CMYK 0/53/100/0</p> <p>PMS 137c/137u</p>	 <p>Parsley</p>	<p>RGB 0/175/62</p> <p>Hex 00AF3E</p> <p>CMYK 100/0/100/0</p> <p>PMS 360c/360u</p>
 <p>Sky</p>	<p>RGB 133/183/226</p> <p>Hex 85B7E2</p> <p>CMYK 54/11/1/0</p> <p>PMS 291c/292u</p>	 <p>Navy</p>	<p>RGB 41/36/92</p> <p>Hex 29245C</p> <p>CMYK 100/100/31/25</p> <p>PMS 273c/275u</p>	 <p>Citron</p>	<p>RGB 255/214/22</p> <p>Hex FFD616</p> <p>CMYK 0/18/100/0</p> <p>PMS 108c/107u</p>	 <p>Kite</p>	<p>RGB 229/53/43</p> <p>Hex E5352B</p> <p>CMYK 0/91/87/0</p> <p>PMS 485c/485u</p>	 <p>Rose</p>	<p>RGB 233/144/171</p> <p>Hex E990AB</p> <p>CMYK 0/55/9/0</p> <p>PMS 183c/182u</p>
 <p>Waves</p>	<p>RGB 0/129/180</p> <p>Hex 0081B4</p> <p>CMYK 100/34/13/0</p> <p>PMS 660c/660u</p>	 <p>Aqua</p>	<p>RGB 150/203/179</p> <p>Hex 96CBB3</p> <p>CMYK 51/0/38/0</p> <p>PMS 337c/337u</p>	 <p>Apple</p>	<p>RGB 145/190/62</p> <p>Hex 91BE3E</p> <p>CMYK 57/0/100/0</p> <p>PMS 375c/375u</p>	 <p>Ocean</p>	<p>RGB 57/166/221</p> <p>Hex 39A6DD</p> <p>CMYK 87/9/2/0</p> <p>PMS 299c/298u</p>	 <p>Hibiscus</p>	<p>RGB 235/9/115</p> <p>Hex EB0973</p> <p>CMYK 0/96/24/0</p> <p>PMS 213c/213u</p>

Background names & values

 <p>Breeze</p>	<p>RGB 221/226/224</p> <p>Hex DDE2E0</p> <p>CMYK 13/6/9/0</p> <p>PMS 420c/Cool Grey1u</p>	 <p>Elephant</p>	<p>RGB 51/60/65</p> <p>Hex 333C41</p> <p>CMYK 79/63/57/50</p> <p>PMS 432c/433u</p>
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The More4 identity uses a bespoke cut of the typeface Omnes which comes in two weights.

More4 Omnes is supplied in the Open Type format and is supported by PC and Mac. You should always use this version.

More4 Omnes Medium

abcdefghijklmnopqrstuvwxyz ßæœ•AB
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f ¥ ¢ , . : ; ... " " " " « » « » « » „ „ „ „ ! ? ¿ i (/) [\] { | } ® © ™ Ä Å Â Á Ã Ä Ç È É Ê Ë
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More4 Omnes Regular

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" ÷ ± % ‰ / ? £ \$ € f ¥ ¢ , . : ; ... " " " " « » « » « » „ „ „ „ ! ? ¿ i (/) [\] { | } ® © ™ Ä Å
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ø ó ò ô õ ö ú û ü ÿ † ‡ § ¨ • ¶ || ° ` ~ ^ ^ ? ? ? ? • - - - - _

Typographic design should be applied using the following parameters:

Weight

More 4 communications use both weight of More4 Omnes

Regular should be used for all body copy and Medium where appropriate for titling and other uses.

Style

Manipulating the typeface is prohibited. Stretching, condensing, outlining and drop shadow must never be used.

Spacing

Type should be set at 100% word spacing and 0% letter spacing. In some circumstances it may be necessary to adjust the spacing between individual characters manually.

Sizing

The smallest size permitted is 4 point. This should only be for certain print uses such as credits. There is no upper size limit.

Alignment

More4 should be generally ranged left. Range right is used in some instances on screen.

Leading

Leading should always be set to +16.6%. So leading on 24pt type would be 28pt.

Above 36pt leading can be adjusted manually. The ascenders and descenders in the typeface should never touch.

Colour

Type can be set in any colour from the More4 colour palette.

Channel4
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