

LUV Brand Guidelines

v1.3 English

These brand standards are for promotional and marketing materials for LUV.

For any additional brand-related enquiries, please contact TFO Brand Governance.

brandgovernance@tfo.com

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Introduction

LUV is a new dynamic process to create content developed by Groupe Média TFO and its partners. LUV is a unique incubator for a whole new generation of digital content.

Born of collaborative research on TV production environments, LUV's distinguishing feature is its original pairing of the latest software and technologies from the gaming industry with traditional broadcast content production.

The LUV brand is a living expression of this limitless space, only bounded by one's imagination.

Primary logo: Colour

There are various versions of the primary logo. Select the option that is needed within the context of the application.

The primary logo with name should be used within primary touchpoints where the name doesn't exist elsewhere.

The closed logo should be used in applications where the name exists elsewhere to avoid repetition.

The bilingual logo can be used in place of the logo with name for applications that require both languages.

Primary logo: Closed



Primary logo: Opened



Primary logo: Bilingual



Primary logo: Knockout

The primary knockout logos follow the same guidelines as the coloured versions.

The knockout version should be used for improved contrast and legibility on darker surfaces. This includes placement on TFO Dark Blue and dark photography.

Select the version that will provide the most contrast when choosing between colour and knockout.

Primary logo: Closed



Primary logo: Opened



Primary logo: Bilingual



Secondary Logo: Dark Blue

A single coloured Dark Blue version has been developed for instances where a gradient becomes problematic. Ensure that there is proper contrast when applying the Dark Blue logo to an application.

Only use this version when the primary logos can not be used.

Primary logo: Closed



Primary logo: Opened



Primary logo: Bilingual



Secondary Logo: Light Blue

A single coloured Light Blue version has been developed for instances where a gradient becomes problematic. Ensure that there is proper contrast when applying the Light Blue logo to an application.

Only use this version when the primary logos can not be used.

Primary logo: Closed



Primary logo: Opened



Primary logo: Bilingual



Single colour: Black

A single coloured black version has been developed for instances where colour is restricted and white doesn't provide enough contrast.

Only use this version when the primary logos can not be used.

Primary logo: Closed



Primary logo: Opened



Primary logo: Bilingual



Attribution

When closed, the LUV logo can be locked up with Group Media TFO attribution.

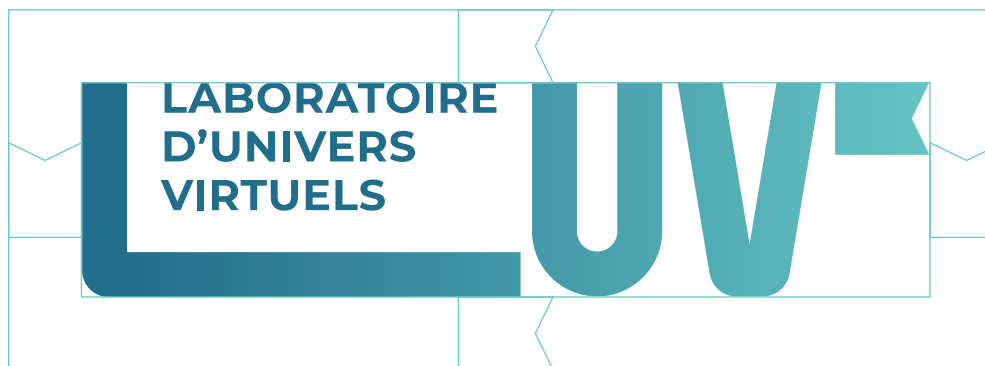
Type is set in Montserrat Bold with 20 tracking in uppercase. Point size is determined by the size of the logo. Maintain at least one line-height between the TFO flag and the attribution.



Logo clear space and minimum size

Always maintain clear space around the LUV logo. This space is equal to the height of the TFO flag found within the logo.

Minimum sizes have been provided. Avoid going below these sizes to maintain legibility.



Print



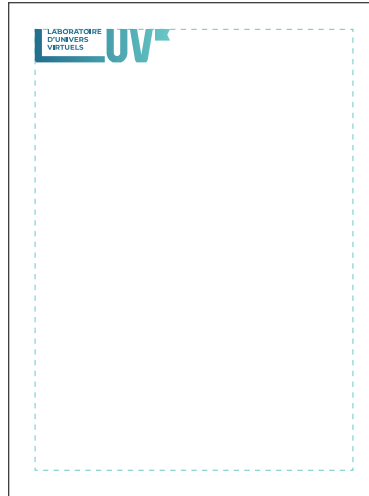
Digital



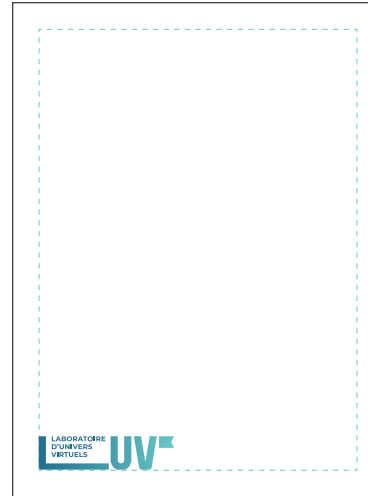
Logo placement

Always maintain clear space while placing the logo on applications. Aligning the logo with margins is encouraged for stronger layouts.

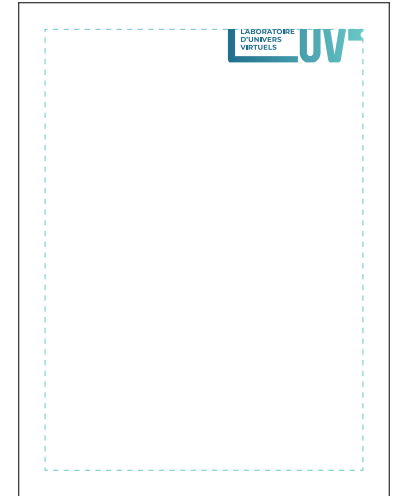
When stretched, using relevant alignment points for the beginning and end will create a more purposeful placement.



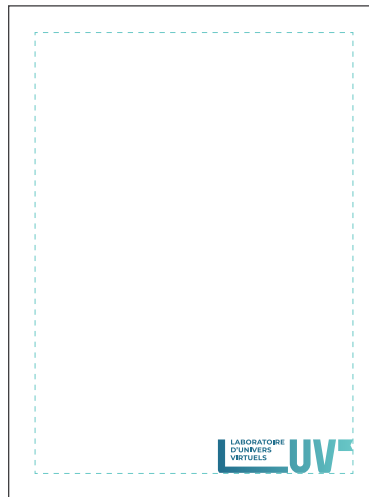
Left aligned: Top



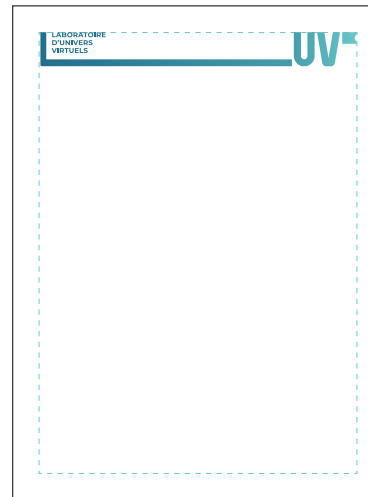
Left aligned: Bottom



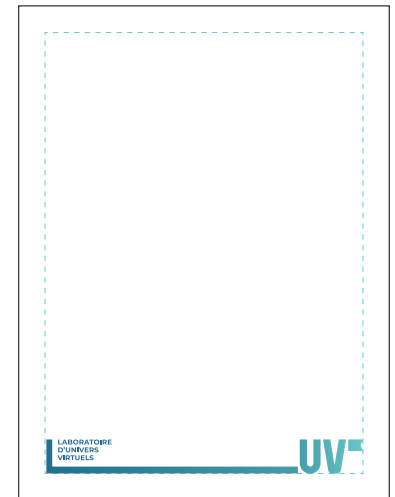
Right aligned: Top



Right aligned: Bottom



Extended: Top



Extended: Bottom

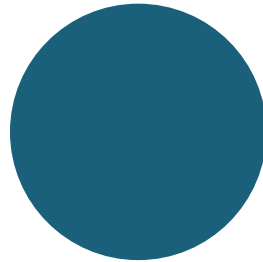
Colours

A consistent use of colours from the provided palette will help maintain brand recognition.

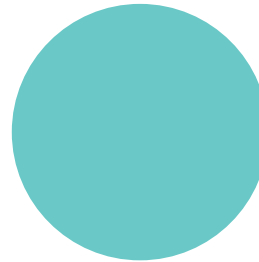
The gradient from the coloured logo can be used as a background swatch for applications.

LUV Text Gray has been provided as a preferred colour for setting type on white backgrounds.

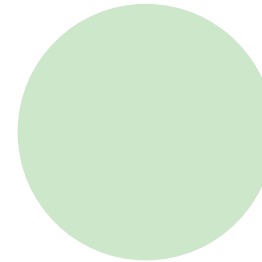
LUV Palette



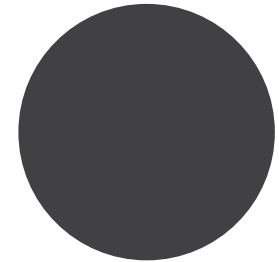
LUV Dark Blue
C 90 / M 55 / Y 35 / K 15
R 27 / G 96 / B 123
#1B607B



LUV Light Blue
C 55 / M 0 / Y 25 / K 0
R 106 / G 201 / B 200
#6AC9C8



LUV Green
C 20 / M 0 / Y 25 / K 0
R 205 / G 231 / B 202
#CDE7CA



LUV Text Gray
C 0 / M 0 / Y 0 / K 90
R 65 / G 64 / B 66
#414042

LUV Gradient



Typography

Primary font

Montserrat is a Google font that can be used for both digital and print applications. Using our font across all material is an important aspect of maintaining brand consistency.

When possible, setting headlines in TFO Purple adds visual interest to copy.

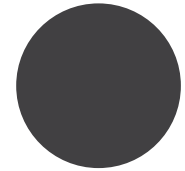
TFO Text Gray should be used when setting body copy on white.

Our copy can always be set in white when sufficient contrast is necessary.

You can download Montserrat [here](#).

Montserrat in Bold for headlines in LUV Dark Blue

Montserrat regular for all other copy
in text gray.



LUV Text Gray
C 0 / M 0 / Y 0 / K 90
R 65 / G 64 / B 66
#414042

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()_+

Montserrat Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

!@#\$%^&*()_+

Montserrat Bold

Typography

Body copy

Body copy sizing will change based on the application. After a type size is selected, multiply that number by the leading factor to calculate your final leading point value.

Generally, smaller type will require larger leading and larger type will require smaller leading. Categories have been created with predetermined leading factors to avoid guessing.

Always make sure to use point values that are either exact or rounded to the nearest half point (.5 pt).

Montserrat should not be used at point sizes less than 6 pt.

Tracking should always be set to metrics.

Small Type: 8 pt and below / Leading = *1.6 pt

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Example: 8 pt / 13 pt

Medium Type: 9 pt to 18 pt / Leading = *1.4 pt

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Example: 10 pt / 14 pt

Large type: 18 pt and above / Leading = *1.2 pt

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Cras id arcu dolor.

Example: 21 pt / 25 pt

Typography

Type styles

When setting type, always maintain proper leading and tracking. A combination of point size and / or colour can be used to differentiate headings from body copy.

Lorem ipsum dolor sit amet con sectetur adipiscing elit gravida tor dolar sit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras id arcu dolor. Phasellus vel augue fringilla, vulputate velit nec, elementum mauris. Praesent ullamcorper gravida tortor at efficitur. Nullam sed turpis quis nisl lacinia imperdiet.

Montserrat Bold
14 pt / 20 pt
+
Montserrat Regular
10 pt / 14 pt

Lorem ipsum dolor sit amet con sectetur adipiscing elit gravida tor dolar sit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras id arcu dolor. Phasellus vel augue fringilla, vulputate velit nec, elementum mauris. Praesent ullamcorper gravida tortor at efficitur. Nullam sed turpis quis nisl lacinia imperdiet.

Montserrat Regular
14 pt / 20 pt
+
Montserrat Regular
10 pt / 14 pt

Lorem ipsum dolor sit amet con sectetur adipiscing elit.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras id arcu dolor. Phasellus vel augue fringilla, vulputate velit nec, elementum mauris. Praesent ullamcorper gravida tortor at efficitur. Nullam sed turpis quis nisl lacinia imperdiet.

Montserrat Regular
10 pt / 14 pt
+
Montserrat Regular
10 pt / 14 pt

AODA Compliance

The colour combinations on this page all have AAA rating for AODA compliance.

The LUV gradient colour positions can be adjusted to accommodate type. Avoid placing smaller type within the light part of the gradient to maintain legibility.

For further guidance on colour combinations, refer to the contrast checker [here](#).

This is an example of display copy.

This is an example of body copy.

This is an example of display copy.

This is an example of body copy.

This is an example of display copy.

This is an example of body copy.

This is an example of display copy.

This is an example of body copy.

Logo expression through extension

The expressive logo is only limited by imagination. The line can take on any shape or direction at the discretion of the designer. Because of this leniency, proper attention to design composition must be maintained.

The line should always be a consistent weight. This is based on the weight of the “L” found within the logo.

The line should always be continuous.

The LUV gradient with LUV Dark and Light blue should be used. Do not use the gradient with LUV Light Green within the logo.

The mid point of the gradient should be set to 50% for an even distribution of colour.

When extended, the company name can either appear or not. If this is the first instance of the logo that someone will see, it is recommended to include the company name.

Extended with name



Extended without name



TFO Dark Blue

50% midpoint

TFO Light Blue

Logo expression through extension: Expressive

The LUV logo is not constrained to always opening as a straight line. The logo can become expressive with an unlimited amount of line types.

Creating these lines should be done with a stroke at the same width as the capital L. Always set the joints to rounded to match the curvature of the logo.

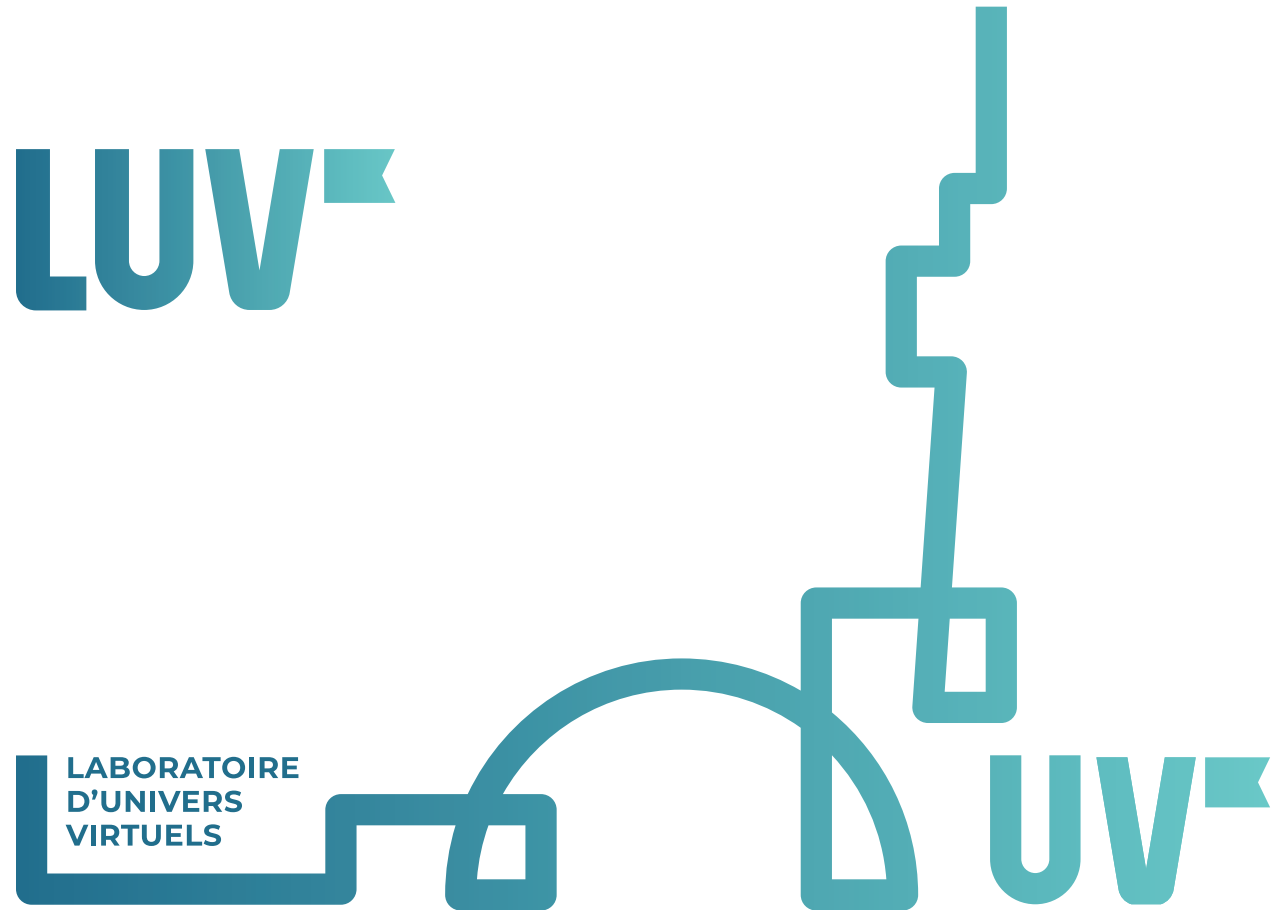
The standard LUV logo, consisting of the letters 'LUV' in a bold, rounded, teal font. The 'L' is a simple vertical bar with a horizontal base. The 'U' and 'V' are rounded and connected to the 'L' by a straight horizontal line.The LUV logo where the horizontal line connecting the 'L' to the 'UV' is replaced by a single, continuous, wavy line that oscillates up and down between the letters.The LUV logo where the horizontal line connecting the 'L' to the 'UV' is replaced by a single, continuous, more complex wavy line with multiple peaks and valleys, creating a more expressive and dynamic look.

Logo expression through extension: Figurative

The flexibility of the logo allows for Images to be drawn. These images should be on the simpler, more graphic side and be drawn from a consistent line.

The line should always be a consistent weight. This is based on the weight of the “L” found within the logo.

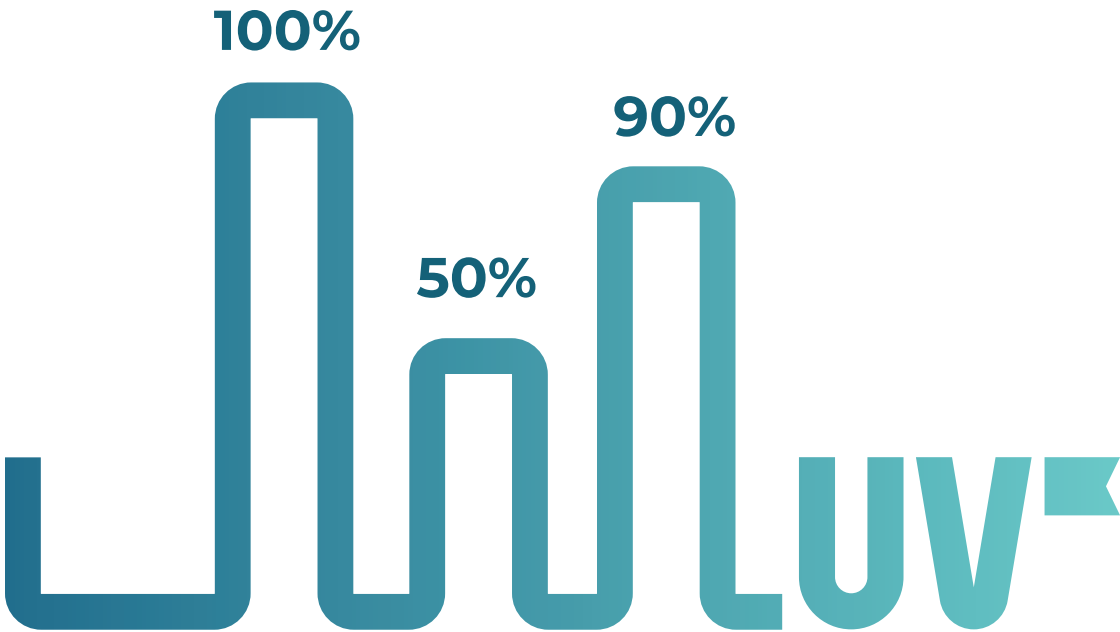
The line should always be continuous.



Logo expression through extension: Analytical

The logo can also take the shape of analytical images such as graphs.

In this scenario, numbers may be applied to add further context.



Logo expression through extension: Framing

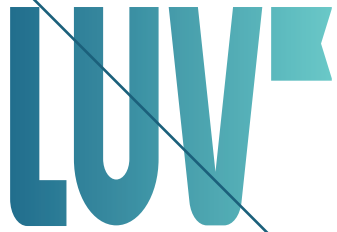
The LUV logo can be extended and act as a framing device for content. The focus of what is being framed should always be above the logo.

Avoid including the company name when using the logo as a framing device.

LUV



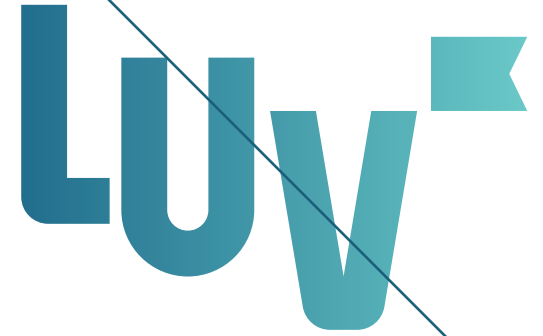
Logo don'ts



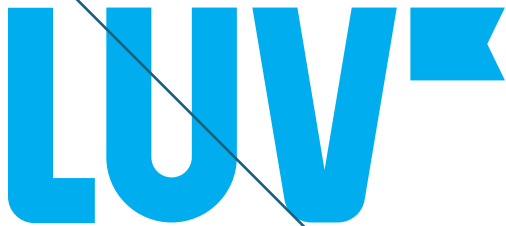
Do not squish the logo



Do not stretch the logo



Do not alter the arrangement of the logo



Do not change the colour of the logo / logo suite



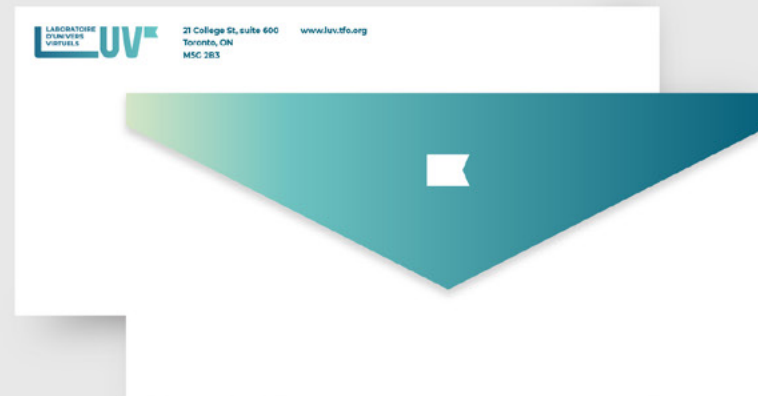
Do not add effects to the logo



Do not add a keyline to the logo

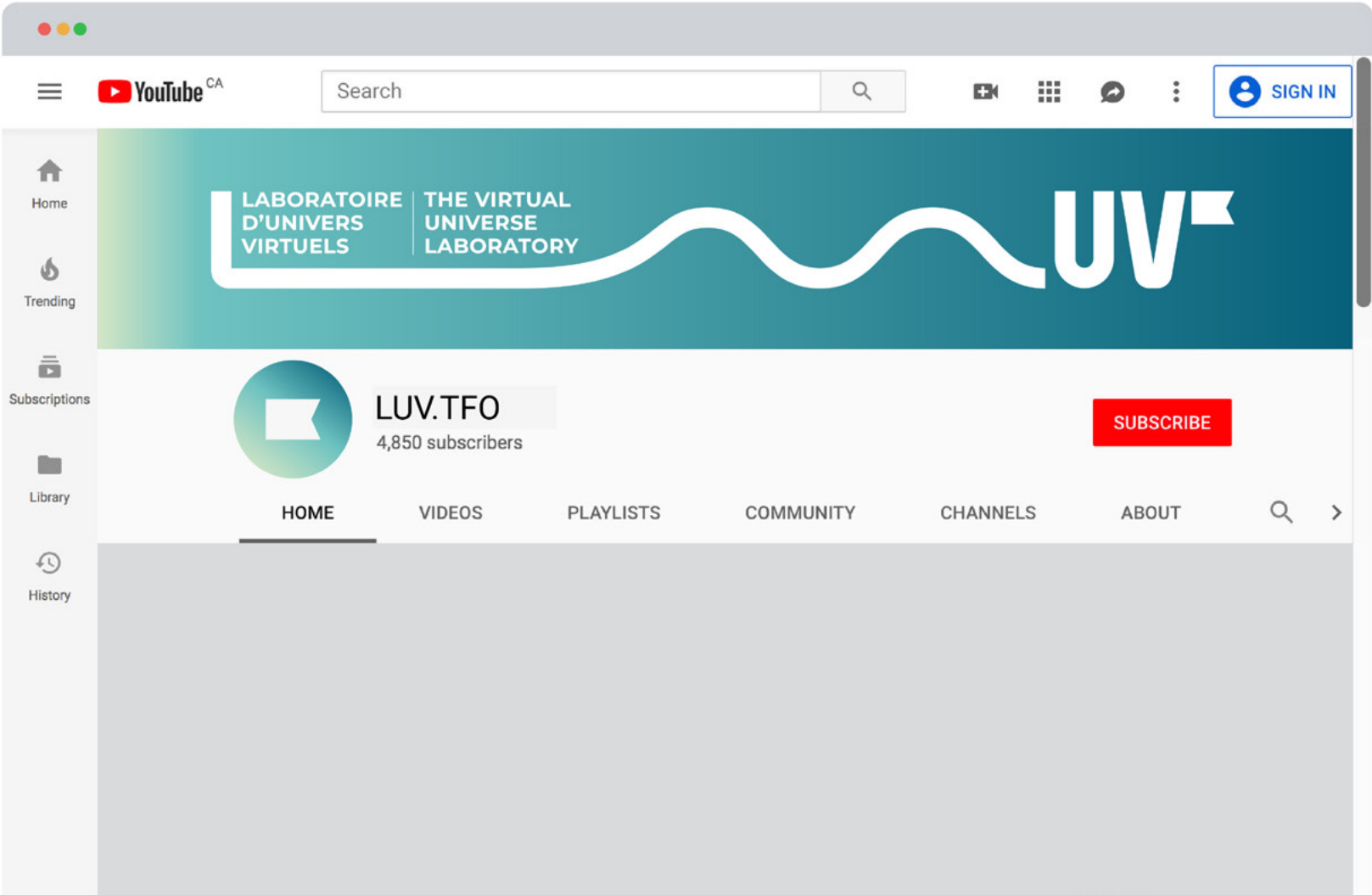
Applications

Stationery



- Point size for the body of the letterhead should be set in 9.5 pt Montserrat Regular
- The address and info blocks should be set smaller at 8 pt Montserrat Bold.
- There should be at least .5 in of margin around the letterhead.

YouTube header



Logo animation

