



Brand Guidelines

Our Logo

# Logo

## Introduction

The Cine4 logo is a combination mark, consisting of a logotype and a symbol. The logotype has been custom created to align with the logotype in TG4's main brand. There are three different permitted versions, illustrated here.

As the primary identifier for our brand, it's crucial to maintain the logo's integrity across all applications and communication types.



Horizontal Logo



Compact Logo



Simplified Logo

# Logo

## Horizontal

The *horizontal* version serves as our primary logo and is intended for use in situations where a prominent logo display is desired. For example, it can be effectively utilised on covers or on a black screen at the beginning of a film.



# Logo

## Compact

The *compact* version of the logo aligns seamlessly with our *Rule of Four*\* design system. It is particularly well-suited for placement in the top-right corner of artwork, such as on social media assets.



\*More about the Rule of Four can be seen from page 19.



# Logo

## Simplified

The logotype is our *simplified* version of the logo, meant for use on stationery or print elements where a smaller-scale or simpler logo is required. Its use can also be a stylistic choice on digital displays, where a less prominent logo is desired, for example on word documents, presentation slides or layouts where elements of the symbol are being used elsewhere as a graphic device.

CINE4

07/12

Quisque porttitor diam vitae

• Curabitur vulputate sagittis magna id varius

• Suspendisse auctor vulputate ante

• At pellentesque lacus mattis id

Donec varius risus et nisl ultricies

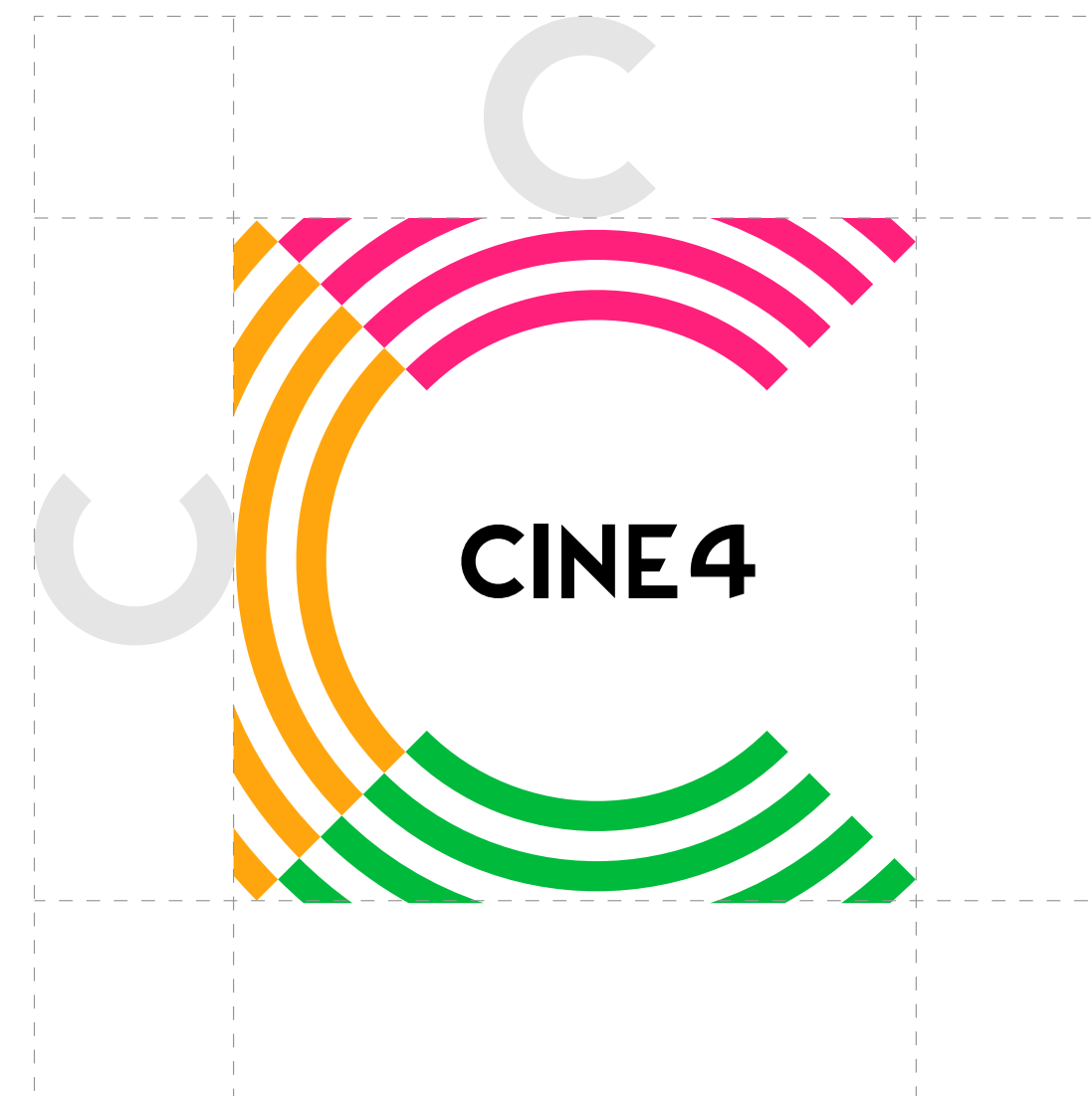
CINE4

# Logo

## Clear space

Our logos need generous clear space around them to ensure visibility. The height of the 'C' letter represents the minimum clear space needed to preserve our logo's legibility.

The clearance area must be observed and always be equal to or greater than 'C' height. Graphic elements or type must never interfere with the logo and this clearance area.





# Logo

## Brand protection

Protecting our logo is critical to the delivery of our brand identity. In order to maintain a cohesive and consistent approach to the usage and representation of our Cine4 logo, always use the master artwork files available in the brand package and never alter the logo in any way.

Here are examples of incorrect usage of the logo:

- Do not distort the logo
- Do not rotate the logo
- Do not produce the logo in different colourway, except the ones outlined in the guidelines
- Do not alter the colour order within the symbol
- Do not create an outlined version of the logo
- Do not apply shadow or any treatment to the logo
- Always ensure our logo remains legible
- Do not replace the logotype with a different typeface



Note: This list acts as a guide and is non-exhaustive



# Our Colours

# Colours

## Palette overview

Our brand colours are a crucial part of our identity, embodying our expressive and vibrant nature.

While our primary colours serve as accents to add dynamism, white will also be a significant element in digital designs, helping to establish a diverse and spacious feel in our layout designs.

Shades of grey can be arbitrarily determined as a percentage of black given there is always sufficient contrast to ensure legibility.



# Colours

## Colour values

Teal	Green	Orange	Pink	Black	White
RGB: 0 91 106 HEX: #005b6a CMYK: 93 52 46 22	RGB: 0 186 60 HEX: #00ba3c CMYK: 78 0 100 0	RGB: 255 166 15 HEX: #ffa60f CMYK: 00 40 100 0	RGB: 255 32 124 HEX: #ff207c CMYK: 0 95 20 0	RGB: 0 0 0 HEX: #000000 CMYK: 60 40 40 100	RGB: 255 255 255 HEX: #ffffff CMYK: 0 0 0 0

Note: This document, and it’s appearance on screen or in printout form, should not be used for accurate colour matching purposes.

# Colours

## Preferred colour usage on logo

Our colours contrast effectively on both light and dark backgrounds. In such scenarios, it is preferable to use the *horizontal* version of the logo with the symbol in its coloured form and logotype in black or white, considering contrast with the background accordingly.

However, if necessary, the logo can also be adapted to work fully in black on top of white background, or an inverted colour scheme.



# Colours

## Preferred colour usage on logo

It is recommended that the *compact* version of the logo be used in its coloured form. However, when a single-colour format is used, ensure that the colour is applied to the symbol portion of the logo and the logotype contrasts with the background in either black or white.

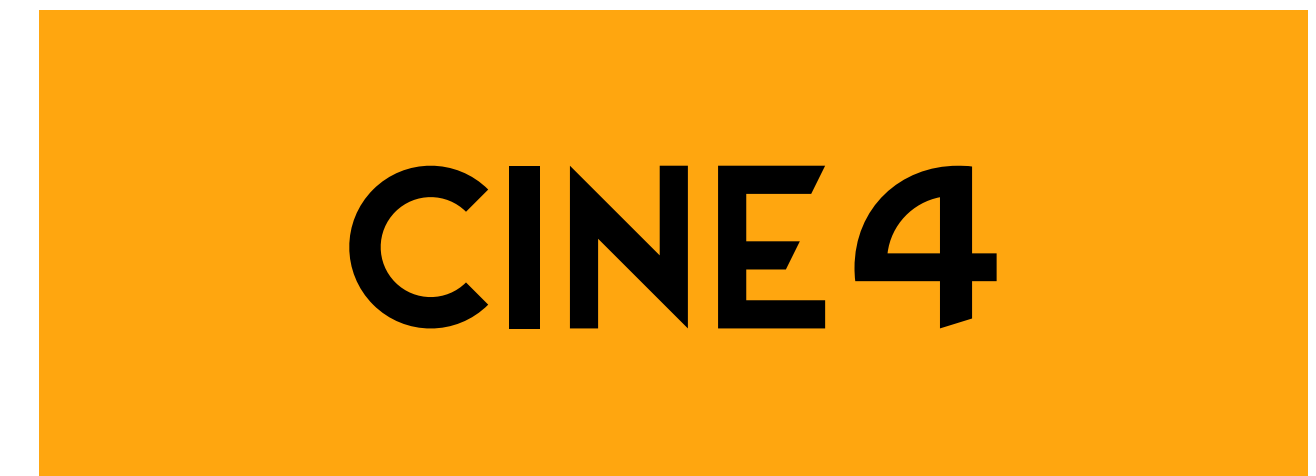


# Colours

## Preferred colour usage on logo

When the logo appears on top of footage or coloured backgrounds, the *simplified* version in black or white is recommended.

In such instances, grey may be used as an alternative for a subtler appearance. While the specific shade of grey can be chosen at discretion, it is crucial to ensure it provides adequate contrast for clear legibility.





# Typography

# Typography

## Overview

The chosen font family to complement our visual language in headlines, titles, and body copy is FS Lucas Pro.

Utilising various weights within this family helps create a clear hierarchy in typographic layouts.

FS LUCAS PRO

AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

FS Lucas Pro Light  
FS Lucas Pro Regular  
FS Lucas Pro Med  
**FS Lucas Pro SemiBd**  
**FS Lucas Pro Bold**  
**FS Lucas Pro XtraBd**  
**FS Lucas Pro Black**

Graphic Device



# Graphic Device

## Overview

The symbol in our logo is versatile, serving not only as a brand identifier in the context of the logo but as a graphic device that adds visual interest to layouts.

It can enhance photographs or act as a texture element within one of the quadrants of our design system.

When the graphic device is used alongside the logo, only the *simplified* version of the logo should be employed.



# Rule of Four



# Rule of Four

## System overview

To ensure a robust design system that will work cohesively cross-platform, we have created the Rule of Four – a grid system consisting of 4 flexible spaces.

The four spaces represent the four in TG4 and Cine4, keeping the brand values at the centre of the system. The grid will only ever consist of four modular spaces, including the Cine4 logo.

The system can move freely, allowing an infinite range of interesting layouts that can fit any print or digital formats.





# Rule of Four

## Layout examples

1	2
3	
	4

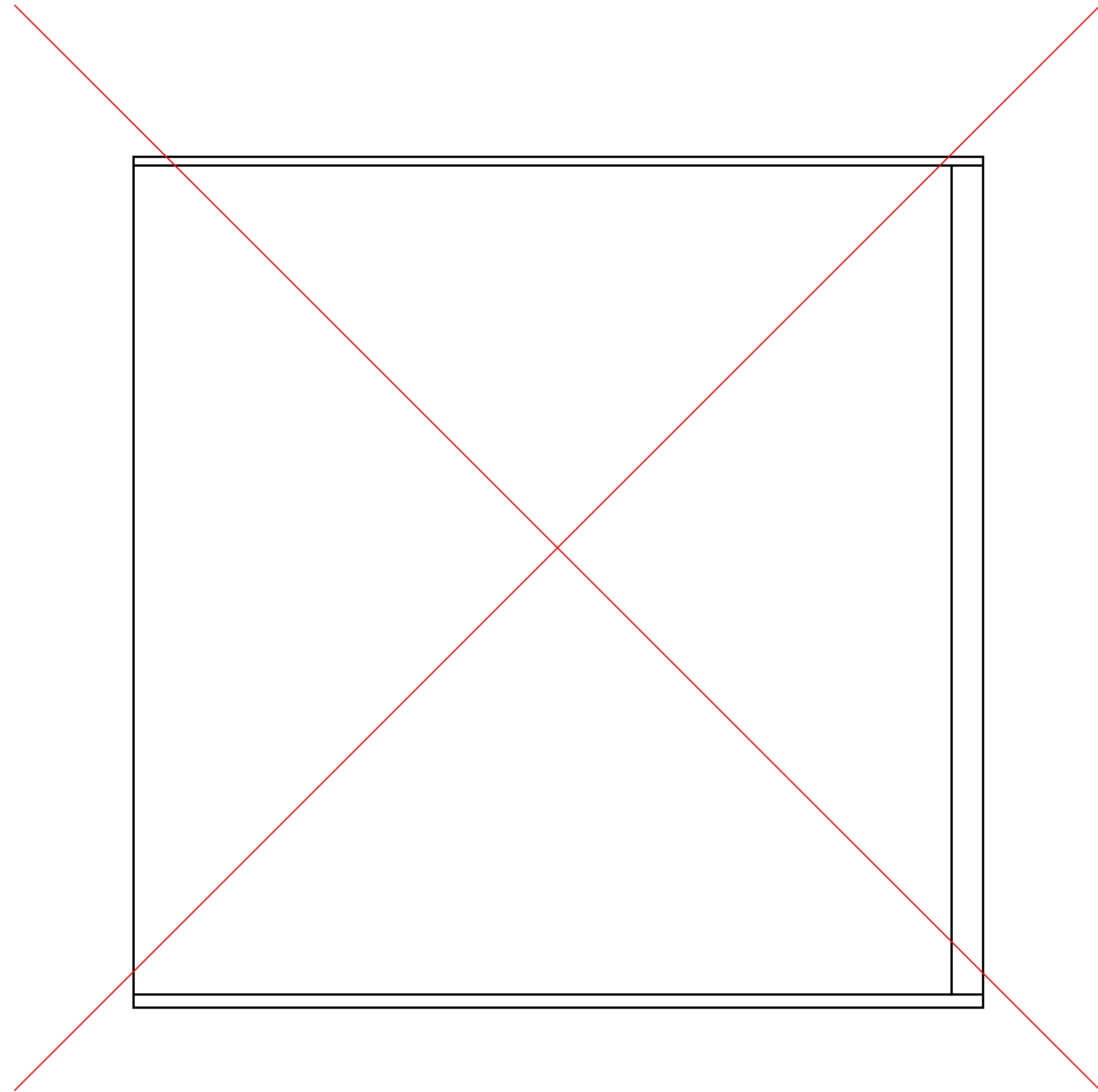
1	2
3	4

Note: These are two examples among a wide range of layout design possibilities.

# Rule of Four

## Protecting layout design

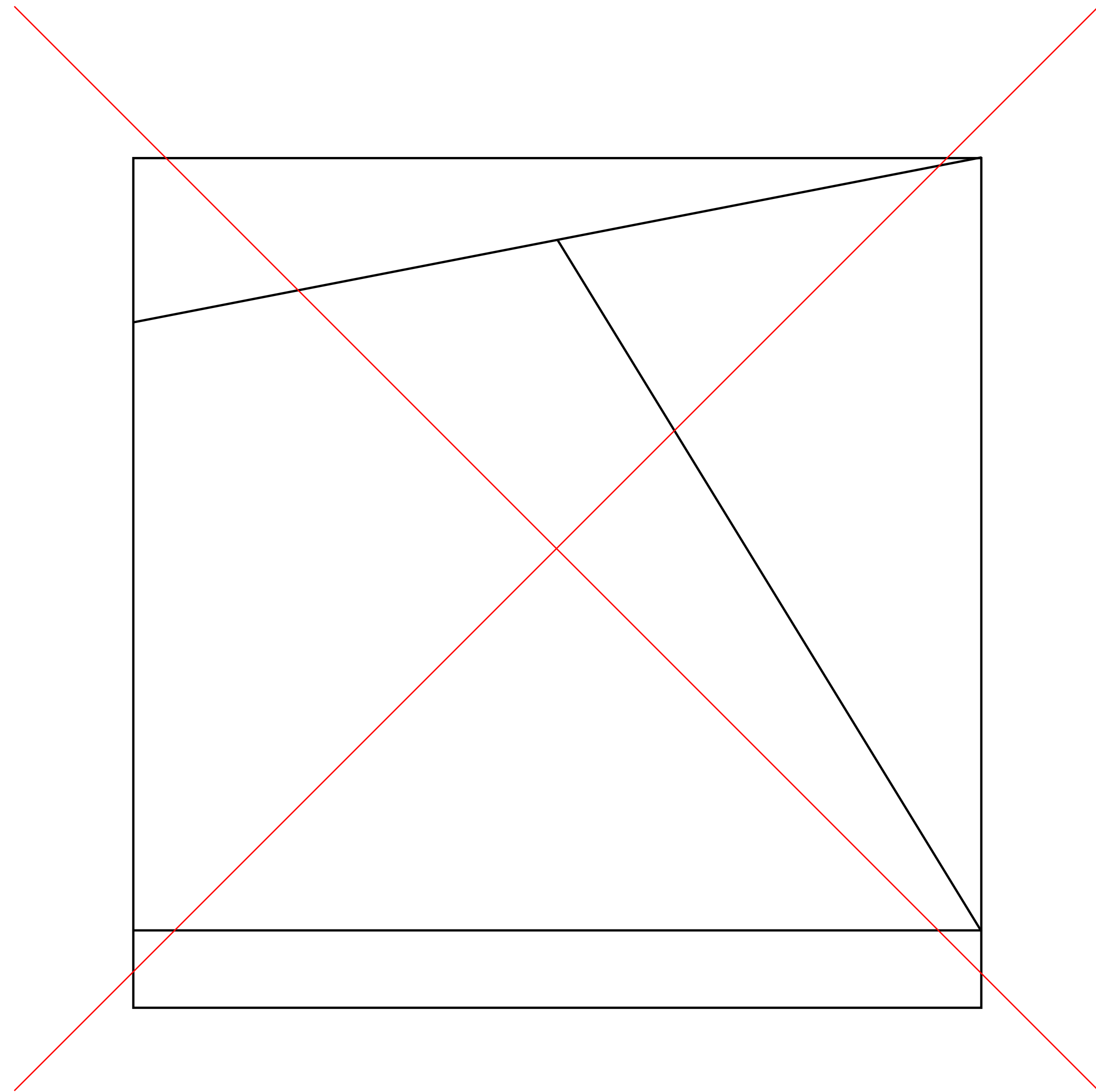
When creating layouts with the Rule of Four, always allow enough space for each individual quadrant. The minimum space on any given quadrant must be enough to fit the logo while respecting its clearance area.



# Rule of Four

## Protecting layout design

The four spaces in the layout design should always appear as clear squares or rectangles. Always create layouts using straight horizontal or vertical lines; never slant or use diagonals.



# Rule of Four

## Layout examples

**Lorem ipsum dolor**  
Consectetur adipiscing elit

07/12

Quisque porttitor diam vitae

- Curabitur vulputate sagittis magna id varius
- Suspendisse auctor vulputate ante
- At pellentesque lacus mattis id

**Donec varius risus et nisl ultricies**

CINE4

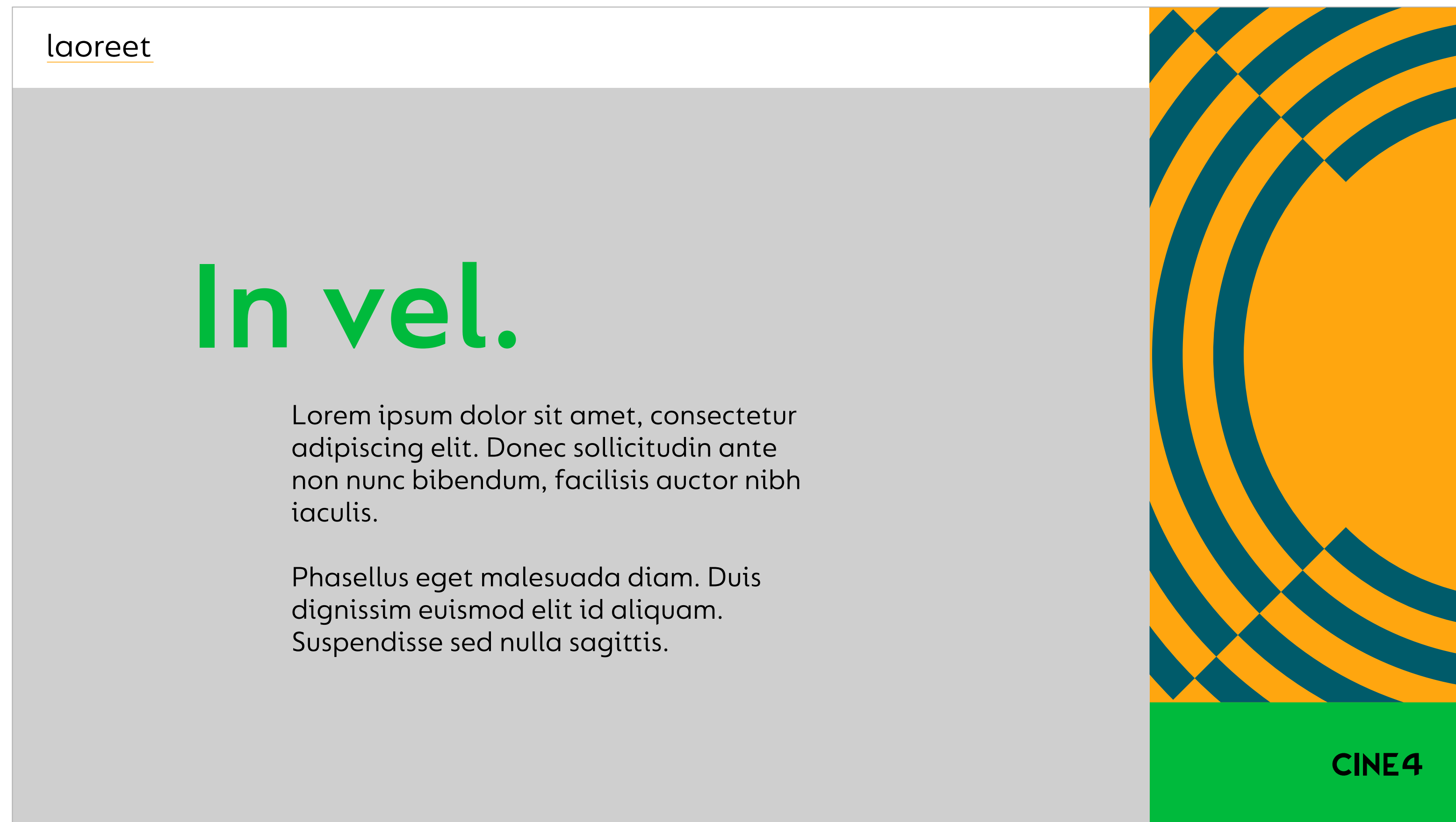
# Rule of Four

## Layout examples



# Rule of Four

## Layout examples





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