



**Guidelines update**

February 2017

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**At Freeview we enable the future of free TV entertainment.**

These are our values. We consider these at all communication touch points and in all things we do.

**We are Humorous and Informal**

Freeview is all about entertainment – great local and international news, shows, movies and more that tell New Zealand stories and tales from around the world, brought together for all Kiwis to share freely, and for free. So let's be free to have a bit of fun.

**We are User-friendly**

We want to make it easy to enjoy great TV for all New Zealanders.

**We are Progressive**

Freeview is the smart way to enjoy world class content that's varied and contemporary.

**We are Innovative**

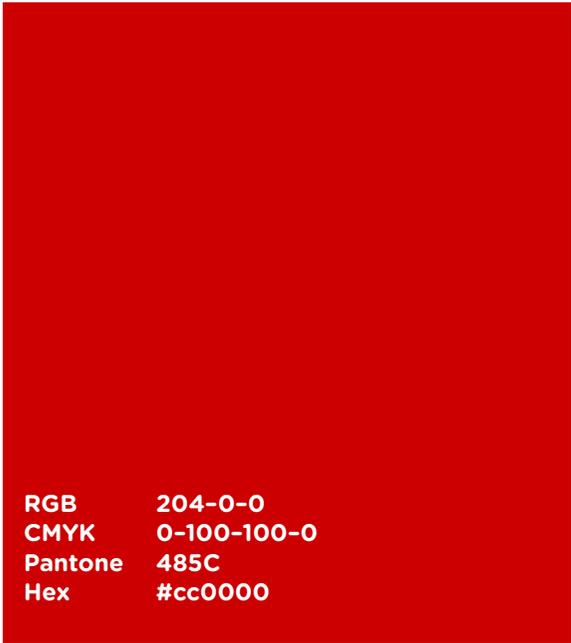
We offer viewers great ways to enjoy TV through evolving technology.

**We are Open, Honest and Accessible**

We're Kiwi, so we're friendly, direct and straightforward. Viewers have access to our support by phone or online.

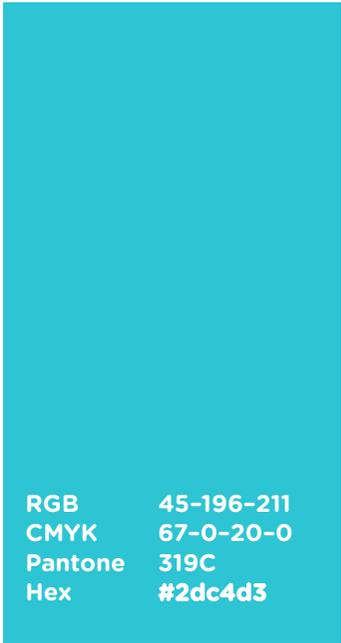
PRIMARY

SECONDARY



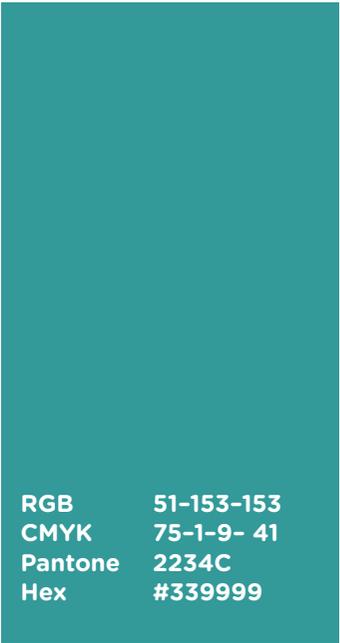
RGB 204-0-0  
CMYK 0-100-100-0  
Pantone 485C  
Hex #cc0000

Freeview Pohutukawa Red



RGB 45-196-211  
CMYK 67-0-20-0  
Pantone 319C  
Hex #2dc4d3

Tekapo Blue



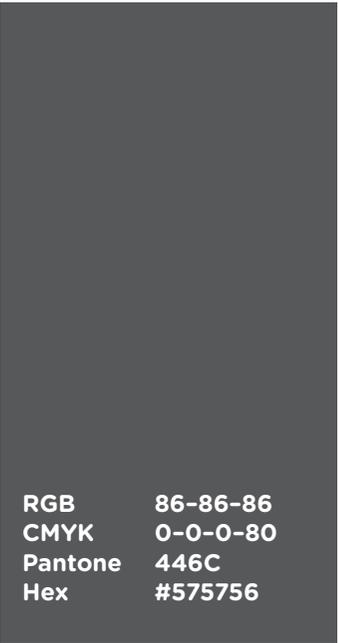
RGB 51-153-153  
CMYK 75-1-9- 41  
Pantone 2234C  
Hex #339999

Pacific Teal



RGB 255-153-0  
CMYK 00-48-93-00  
Pantone 2012C  
Hex #ff9900

Golden Bay Yellow



RGB 86-86-86  
CMYK 0-0-0-80  
Pantone 446C  
Hex #575756

West Coast Grey

**Gotham Rounded  
goes from friendly  
to high-tech to fun  
with ease.**

We use bold and medium weights in headlines.

A	B	C	D	E	F	G	H	I	J	K	L
M	N	O	P	Q	R	S	T	U	V	W	X
Y	Z	a	b	c	d	e	f	g	h	i	j
k	l	m	n	o	p	q	r	s	t	u	v
w	x	y	z								

Alternates

Q	a										
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Lining Figures

0	1	2	3	4	5	6	7	8	9		
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Alternate Lining Figures

3											
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Punctuation

&	!	i	?	¿	.	,	:	;	...	“	”
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¢	@	-	-	—	(	)	[	]	{	}	

## The Freeview Brand.

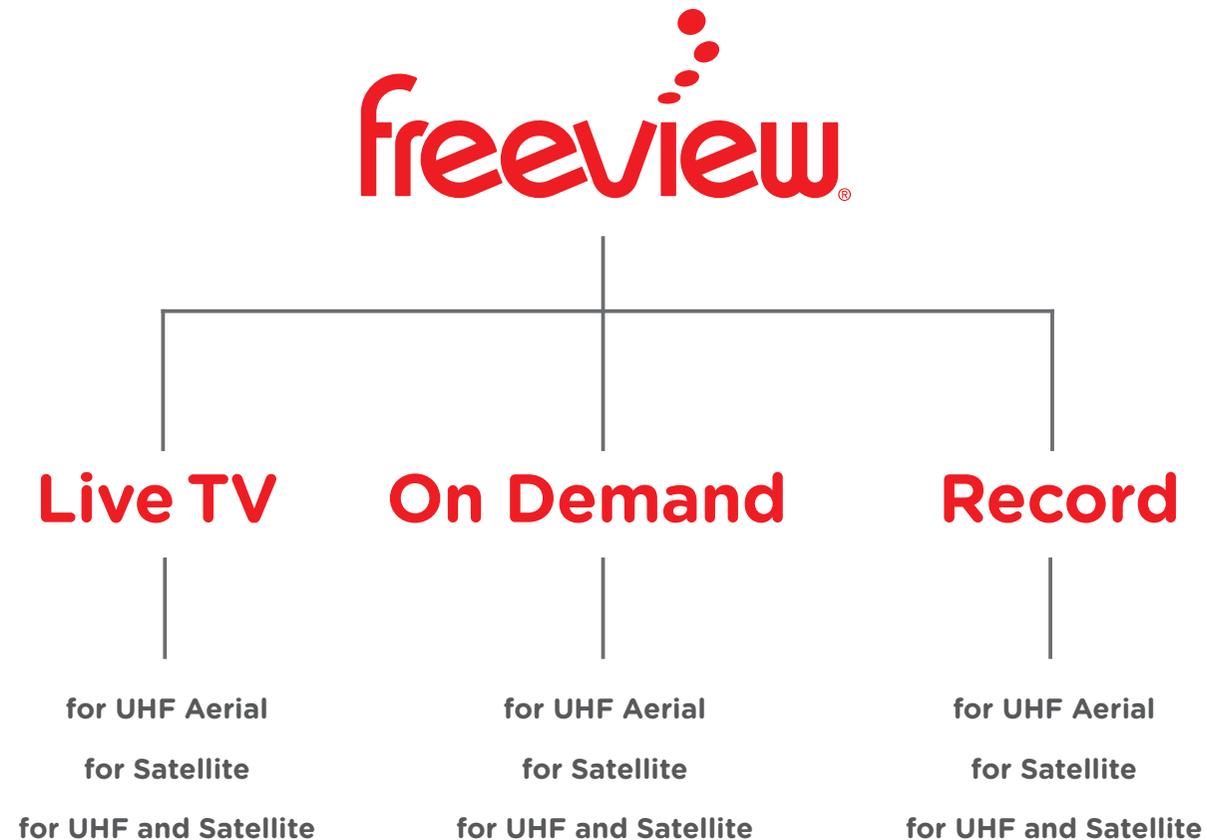
We have simplified the Freeview brand architecture, removing the sub-brands.

We want it to be super simple to understand Freeview options, so we use everyday language to make it really easy for customers to select the viewing experience they want and the product that will work with their antenna.

1. **One Brand**  
Freeview

2. **Three Viewing Options**  
Live TV  
On Demand  
Record

3. **Three Antenna Options**  
UHF Aerial  
Satellite  
UHF and Satellite



## Freeview is an entertainment brand!

It's free-to-air TV, top content for all New Zealanders to enjoy, free.

We use the Freeview Logo whenever we're talking about the NZ free-to-air TV experience, for example:

- Freeview homepage logo
- Smart apps menu
- On screen programme guides
- Branding on Freeview applications



## Clearspace

A clearspace the size of the 'r' in the Freeview logo must be observed at all times. Do not place any text or imagery in this space.



## Minimum Size

When the Freeview logo appears reversed in a lozenge the lozenge must be no smaller than 13mm wide.

The Freeview logo must not appear any smaller than 10mm wide.

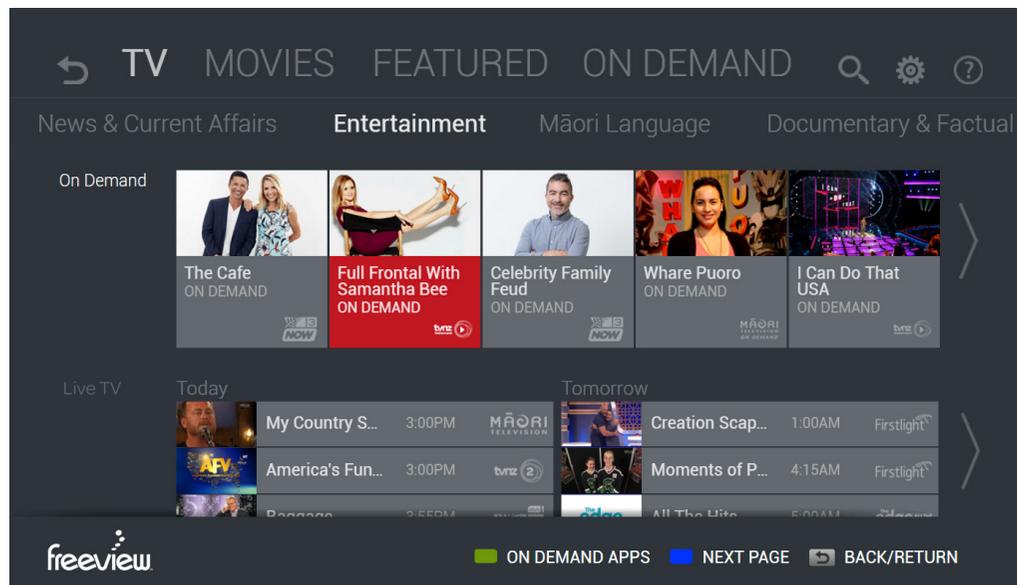


13mm

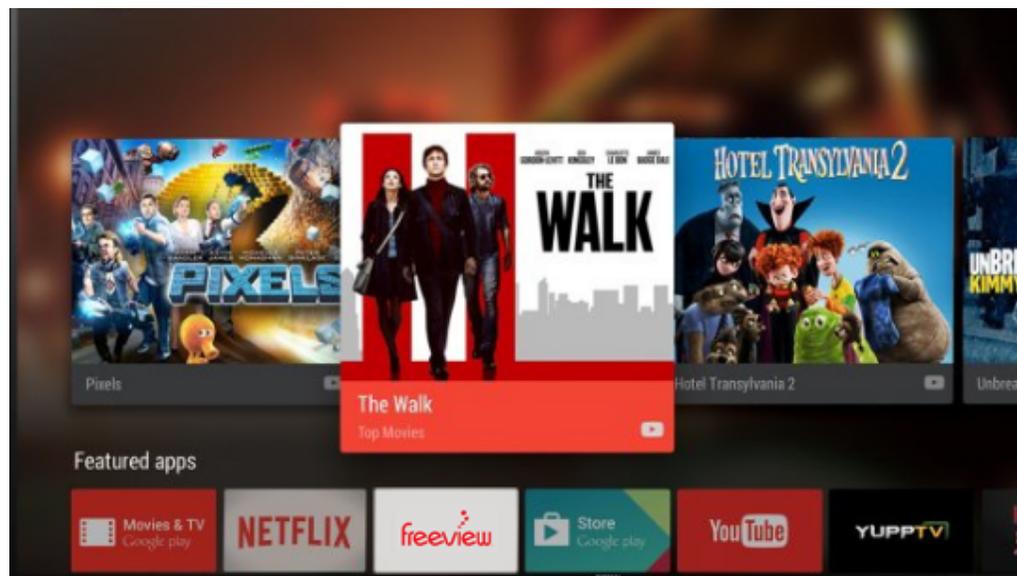


10mm

**Do NOT re-create or change the logo in any way.**  
Preferred use is red on white or white on red.  
Black is acceptable when absolutely necessary.



Branding on application



Smart apps menu

## Logo lock-ups for Products

Each product that features Freeview provides different viewing options, and with the exception of dual-tuner or hybrid TVs, most only work with either UHF aerial or with satellite dish, not both.

Logo lock-ups for products include the following to allow consumers to select the right product – one that delivers all the preferred viewing options and works with the TV antenna in use at home:

- Viewing option labels:  
LIVE TV, ON DEMAND, RECORD.
- Antenna option labels:  
for UHF aerial, for Satellite dish, for UHF and Satellite.

Please use logo lock-ups for product POS and packaging.

Please include in the Product Overview or Product Description section for each product online and in print:

- The Freeview viewing options delivered,
- And if the product works with UHF, works with Satellite, or works with both UHF and Satellite.

Use these lock-ups on product POS and product packaging.

Do NOT re-create or change the lock-ups in any way.  
Preferred use is red on white or white on red.  
Antenna options are displayed in Freeview West Coast Grey.

Black is acceptable when absolutely necessary, see usage examples.



for UHF Aerial



for UHF and Satellite



for Satellite

## Clearspace

A clearspace the size of the 'w' must be observed around the lock-ups at all times. Do not place any text or imagery in this space.

## Minimum Sizes

In print the Freeview Live TV product lock-up must not appear any smaller than 20mm wide in print. In digital format the antenna options must be legible.



Use these lock-ups on product POS and product packaging.

Do NOT re-create or change the lock-ups in any way.

Preferred use is red on white or white on red.

Antenna options are displayed in Freeview West Coast Grey.

Black is acceptable when absolutely necessary, see usage examples.



for UHF Aerial



for UHF and Satellite



for Satellite

## Clearspace

A clearspace the size of the 'w' must be observed around the lock-ups at all times. Do not place any text or imagery in this space.

## Minimum Sizes

In print the Freeview On Demand product lock-up must not appear any smaller than 20mm wide in print. In digital format the antenna options must be legible.



20mm



20mm



20mm

Use these lock-ups on product POS and product packaging.

Do NOT re-create or change the lock-ups in any way.

Preferred use is red on white or white on red.

Antenna options are displayed in Freeview West Coast Grey.

Black is acceptable when absolutely necessary, see usage examples.



for UHF Aerial



for UHF and Satellite



for Satellite

## Clearspace

A clearspace the size of the 'w' must be observed around the lock-ups at all times. Do not place any text or imagery in this space.

## Minimum Sizes

In print the Freeview Record product lock-up must not appear any smaller than 25mm wide in print. In digital format the antenna options must be legible.



25mm



25mm



25mm



POS – TV Fin



Freeview On Demand in Black on Packaging

# Our Viewing Option

## Logo Lock-ups

Freeview use only

### 3 Viewing Option Lock-ups

The viewing option lock-ups are modular, showing the additive components: Freeview Live TV, On Demand and Record.

Use the viewing option lock-ups when helping the customer choose which viewing option they prefer, for example:

- Online or in a brochure when comparing the three Freeview viewing options
- At point of sale when showing the Freeview viewing options available

**For products, use the logo lock-ups for products, see pages 10–14.**



freeview<sup>®</sup>  
LIVE TV



freeview<sup>®</sup>  
LIVE TV • ON DEMAND



freeview<sup>®</sup>  
LIVE TV • ON DEMAND • RECORD



## Clearspace

A clearspace the size of the 'r' must be observed around the lock-ups at all times. Do not place any text or imagery in this space.

## Minimum Sizes

In print the Freeview Live TV lock-up must not appear any smaller than 16 mm wide in print. In digital format the Live TV text must be legible.



16mm

**Do NOT re-create or change the logo in any way.**

Preferred use is red on white or white on red.

Black is acceptable when absolutely necessary.



## Clearspace

A clearspace the size of the 'r' must be observed around the lock-ups at all times. Do not place any text or imagery in this space.

## Minimum Sizes

In print the Freeview On Demand lock-up must not appear any smaller than 16 mm wide in print. In digital format the On Demand text must be legible.



**Do NOT re-create or change the logo in any way.**  
Preferred use is red on white or white on red.  
Black is acceptable when absolutely necessary.



### Clearspace

A clearspace the size of the 'r' must be observed around the lock-ups at all times. Do not place any text or imagery in this space.

### Minimum Sizes

In print the Freeview Record lock-up must not appear any smaller than 20 mm wide in print. In digital format the Record text must be legible.



20mm

**Do NOT re-create or change the logo in any way.**

Preferred use is red on white or white on red.

Black is acceptable when absolutely necessary.



Brochure comparing all three viewing options



On Demand Poster



For more information please contact

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