

freeview™

**BRAND GUIDELINES**

March 2023

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## PURPOSE

**TO ENSURE ALL NEW ZEALANDERS HAVE  
FREE ACCESS TO QUALITY INFORMATION  
AND ENTERTAINMENT.**

Like decent internet and clean water, access to reliable information and quality entertainment can be considered a fundamental right and crucial to a healthy society.

The only difference here is – it's free.

## VALUES

### **Togetherness**

Everyone is very welcome to be part of our story. Access to reliable information is a fundamental right and live television and radio has the power to connect us to a shared experience.

### **Relevant**

What's important to our valued viewers? We bring together a variety of broadcasters who are devoted to the pursuit of providing content for: our times, our culture, our people.

### **Trustworthy**

It's a privilege to inform and entertain the people of Aotearoa New Zealand. You can trust us to bring together broadcasters who make the best curatorial decisions on your behalf.

## **TONE OF VOICE**

### **Warm**

We genuinely care about people. We talk to them like they are our old friends. Our language is approachable and familiar. It brings our audience in and welcomes them like a home-cooked family dinner.

### **Real**

We don't get too clever or take our audience on long creative journeys just to tell them something very straightforward. In the nicest possible way – we get to the point.

### **Representative**

We are accessible to all and appreciate the diversity of our audience. What you see is what you get. And with us you get a true reflection of Aotearoa New Zealand and the things we care about.

## **BRAND STORY**

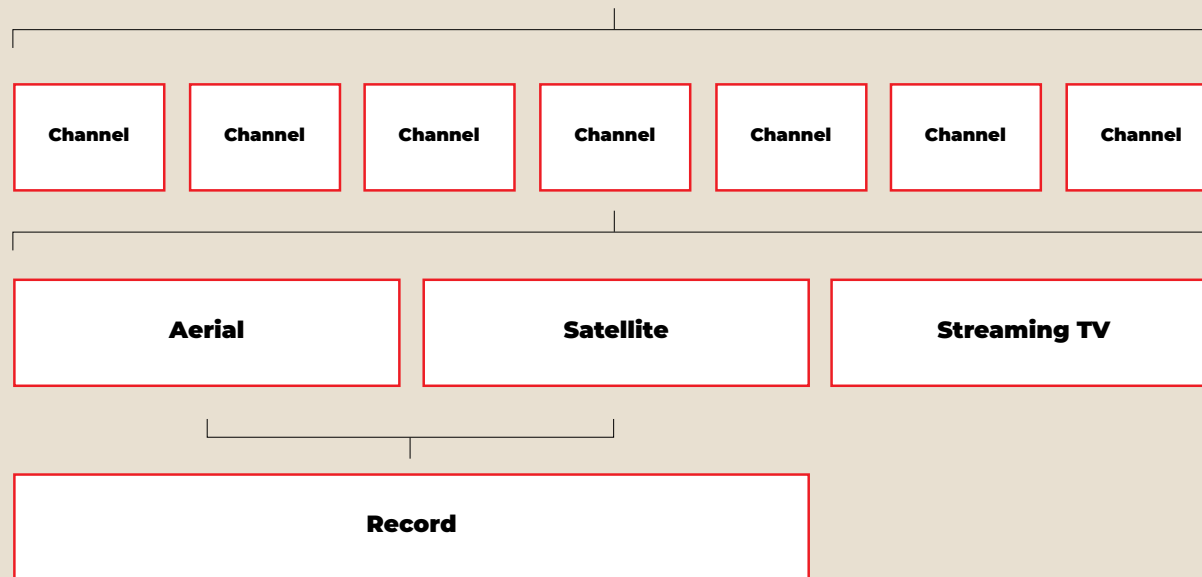
Put the kettle on and get the dog off the couch because it's time to kick back and enjoy all your favourite shows.

Whether it's the latest news in Te Reo, keeping up to date with global events or dancing around the kitchen to some serious beats – we got you!

In Aotearoa New Zealand we value diversity and fairness. We think everybody deserves free access to quality information and entertainment. We see this as fundamental to a healthy society.

Live free-to-air is something we can all share. It belongs to every single one of us. And Freeview brings together a variety of channels we all love, weaving our unique cultural threads into a strong and vibrant fabric – a true reflection of our nation and its people.

# BRAND HIERARCHY



## WHY

Freeview is the home of live TV in Aotearoa New Zealand

## WHAT

It brings together a broad range of TV and radio channels

## HOW

It's easy to get connected

## HOW

You can even record your favourite shows

## OUR LOGO

**freeview™**



## OUR LOGO

# freeview™

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### CLEAR SPACE



### MINIMUM SIZE FOR PRINT – 10MM



### LOGO VARIANTS

- Red, white, black
- Opaque

## OUR SYMBOL



## OUR SYMBOL

To be used when space is limited such as favicons for social media.



---

### CLEAR SPACE



### MINIMUM SIZE FOR PRINT – 5MM



### LOGO VARIANTS

– the rules of the master logo apply

LOGO VARIANTS



freeview™

RED



freeview™

WHITE



freeview™

WHITE



freeview™

OPAQUE

Opacity depends on placement and visibility



freeview™

BLACK



freeview™

WHITE ON GRADIENT



## FREEVIEW LOCK-UPS FOR PRODUCTS

These logos allow consumers to select the right product and can be used on packaging and promotional material.

### STREAMING TV VARIANTS

**freeview**<sup>™</sup>  
streaming tv

**freeview**<sup>™</sup>  
aerial+streaming tv

**freeview**<sup>™</sup>  
satellite+streaming tv

**freeview**<sup>™</sup>  
aerial+satellite+streaming tv

### SIGNAL ONLY VARIANTS

**freeview**<sup>™</sup>  
via aerial

**freeview**<sup>™</sup>  
via satellite

**freeview**<sup>™</sup>  
aerial+satellite

### RECORDER VARIANTS

**freeview**<sup>™</sup>  
record via aerial

**freeview**<sup>™</sup>  
record via satellite

**freeview**<sup>™</sup>  
record via aerial+satellite

# FREEVIEW LOCK-UP FOR PRODUCTS

## STREAMING TV

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM



LOGO VARIANTS

– Red, white, black



# FREEVIEW LOCK-UP FOR PRODUCTS

## AERIAL + STREAMING TV

Please use this for products that has a DVB-T tuner and supports the Freeview Streaming TV app.

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM



LOGO VARIANTS

– Red, white, black



# FREEVIEW LOCK-UP FOR PRODUCTS

## SATELLITE + STREAMING TV

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM



LOGO VARIANTS

– Red, white, black





# FREEVIEW LOCK-UP FOR PRODUCTS

## AERIAL + SATELLITE + STREAMING TV

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM (LOGO)



LOGO VARIANTS

– Red, white, black



# FREEVIEW LOCK-UP FOR PRODUCTS

## VIA AERIAL

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM



LOGO VARIANTS

– Red, white, black



# FREEVIEW LOCK-UP FOR PRODUCTS

## VIA SATELLITE

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM



LOGO VARIANTS

– Red, white, black



# FREEVIEW LOCK-UP FOR PRODUCTS

## AERIAL + SATELLITE

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM



LOGO VARIANTS

– Red, white, black



# FREEVIEW LOCK-UP FOR PRODUCTS

## RECORD VIA AERIAL

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM



LOGO VARIANTS

– Red, white, black



# FREEVIEW LOCK-UP FOR PRODUCTS

## RECORD VIA SATELLITE

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM



LOGO VARIANTS

– Red, white, black



# FREEVIEW LOCK-UP FOR PRODUCTS

## RECORD VIA AERIAL + SATELLITE

CLEAR SPACE



MINIMUM SIZE FOR PRINT – 15MM (LOGO)



LOGO VARIANTS

– Red, white, black



## THE ONSCREEN EXPERIENCE

We use our Freeview logo for our services across TV screens. The only exception being the Freeview Streaming TV app, for that we use the Freeview Streaming TV lockup.

USE FOR ONSCREEN EXPERIENCES  
(EXCEPT THE APP)

The logo consists of the word "freeview" in a lowercase, rounded, red sans-serif font. A small "TM" trademark symbol is located at the bottom right of the word.

USE FOR THE FREEVIEW STREAMING TV APP

The logo consists of the word "freeview" in a lowercase, rounded, red sans-serif font, with a small "TM" trademark symbol at the bottom right. Below it, the words "streaming tv" are written in a lowercase, rounded, red sans-serif font.



## FREEVIEW STREAMING TV APP

Used to differentiate the Freeview Streaming TV app from the standard Freeview experience accessed by tuning in via an aerial or a satellite dish.

Also used as app icon.

**freeview**<sup>TM</sup>  
streaming tv



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### CLEAR SPACE



### MINIMUM SIZE FOR PRINT – 15MM



### LOGO VARIANTS

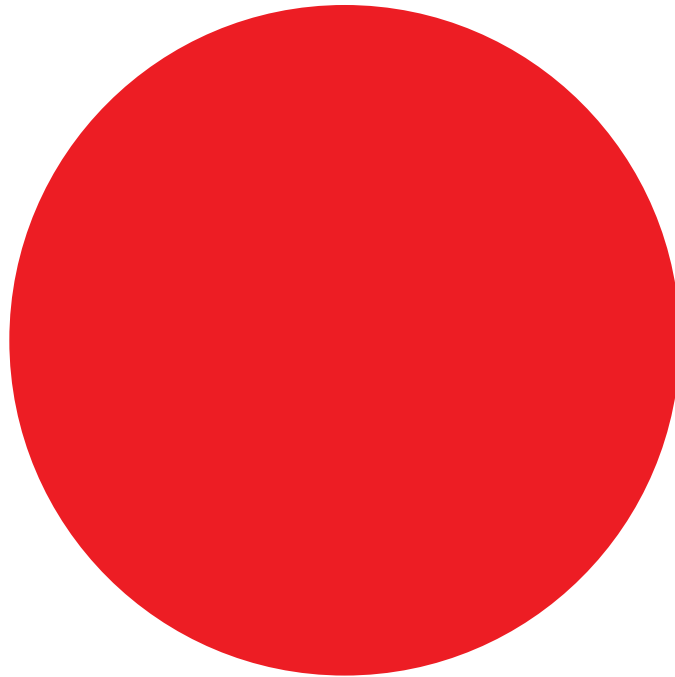
- Red, white, black
- on purple version of gradient

# COLOUR

Our colour palette conveys an overall feeling of energy and warmth.

The inclusion of gradients in our palette brings vitality, modernity and visual interest.

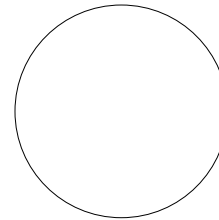
## PRIMARY



### RED

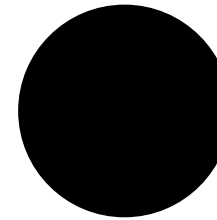
CMYK: 0, 100, 100, 0  
PMS: 485 C  
RGB: 237, 32, 39  
Hex: #ED2027

## SECONDARY



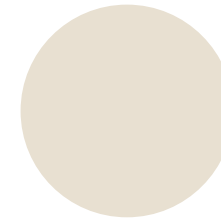
### WHITE

CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex: #FFFFFF



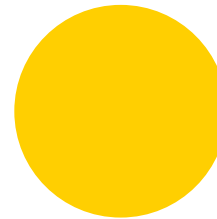
### BLACK

CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
Hex: #000000



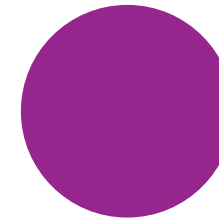
### WARM GREY

CMYK: 8, 9, 17, 0  
PMS: Warm Grey 1 C – 60% tint  
RGB: 233, 224, 208  
Hex: #E9E0D0



### YELLOW

CMYK: 0, 18, 100, 0  
PMS: 109 C  
RGB: 255, 207, 1  
Hex: #FFCF01



### PURPLE

CMYK: 47, 100, 0, 0  
PMS 254 C  
RGB: 151, 38, 143  
Hex: #97268F



# TYPOGRAPHY

Freeview uses different typefaces for different audiences.

## CONSUMER FACING

### Montserrat Black Headings

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ? ! @ # \$ % ^ & \* ( ) { } . , / : ; ' "**

### Montserrat Medium Body text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ? ! @ # \$ % ^ & \* ( ) { } . , / : ; ' "

### Montserrat Regular Body text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9 ? ! @ # \$ % ^ & \* ( ) { } . , / : ; ' "

# TYPOGRAPHY

Freeview uses different typefaces for different audiences.

## INTERNAL / TRADE COMMS

### Montserrat Black Headings

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9 ?!@#\$%^&\*(){}.,/;:'"**

Where MONTSERAT is not available and/or a system font is required such as external-facing Word documents and Powerpoint presentations.

### Arial Black Headings

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**  
**0 1 2 3 4 5 6 7 8 9 ?!@#\$%^&\*(){}.,/;:'"**

Century Gothic  
 Regular  
 Body text

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
 0 1 2 3 4 5 6 7 8 9 ?!@#\$%^&\*(){}.,/;:'"

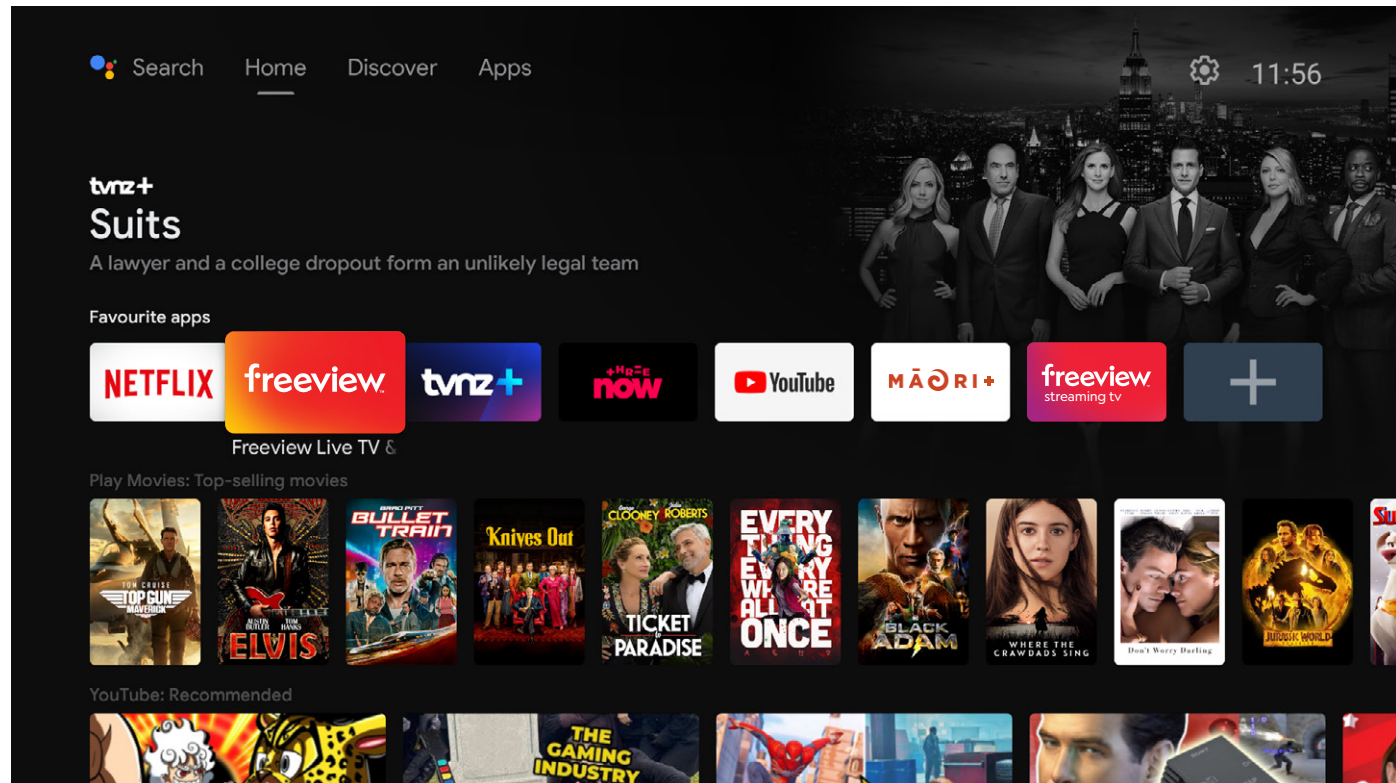
## IMAGERY

Primarily Freeview is a container brand in that it uses the imagery associated with the many channels it presents to tell the story of quality information and entertainment. When generic imagery is required we ensure they express the diversity, comfort and sense of belonging we feel at home – watching TV. Ensure the colour schematics deliver alignment with our primary and secondary palettes.



# EXAMPLE OF APPLICATION

## TV App Icons



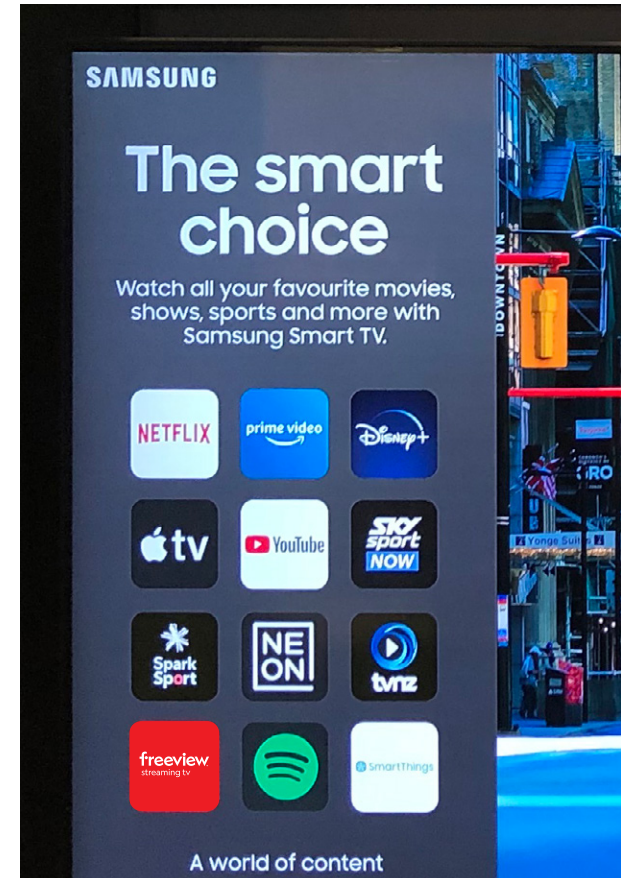


## EXAMPLE OF APPLICATION

On product collateral



LOCKUP FOR PRODUCT



APP ICON

# EXAMPLE OF APPLICATION

Product packaging





**freeview**<sup>™</sup>

For more information, please  
get in touch with us.

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