

Link^{TV}

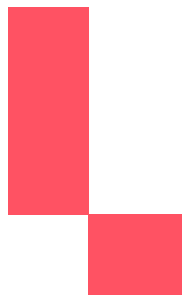
Logotype



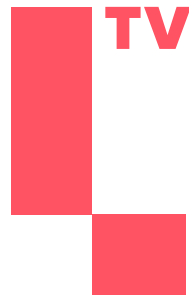
Link TV logotype can exist in three versions; color, white and black. Buffer space based on the width of vertical "L" should be applied around logotype at all times.



Symbol

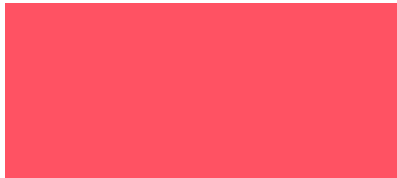


Icon



In cases when the Link TV brand has been established we can use the Link TV symbol or icon.

Colors



HEX RGB
#FF5263 255, 82, 99

PMS-C CMYK-C
184 0, 80, 40, 0



HEX RGB
#1940FF 25, 64, 255

PMS-C CMYK-C
2387 88, 56, 0, 0



HEX RGB
#0B0073 11, 0, 115

PMS-C CMYK-C
072 100, 95, 0, 3

The primary Link TV color is Melon. Secondary colors Navy, and Electric Blue are used most commonly as background colors, keeping logotype in Melon.

Color Pairing



To secure the integrity of the Link TV logotype color logotype to be used for a “louder” Link TV brand presence. Logotype may also be placed on image as white.

Color logotype or additional brand elements should not be placed on image in color unless high contrast is possible.

Primary Logotype

Founders Grotesk

Founders Grotesk Semibold
ABCDEFGHIJKLMNOPQR
STUVWXYZ abcdefghijklm
nopqrstuvwxyz

Founders Grotesk Regular
ABCDEFGHIJKLMNOPQR
STUVWXYZ abcdefghijklm
nopqrstuvwxyz

Founders Grotesque is the primary typeface for Link TV.

FG Semibold in titlecase is used for most titles and headlines.

Founders Grotesk Regular is used for most body copy and subheaders.

All uppercase is not used according to Link TV brand guidelines.