guideline
version jan. 2009 (en)
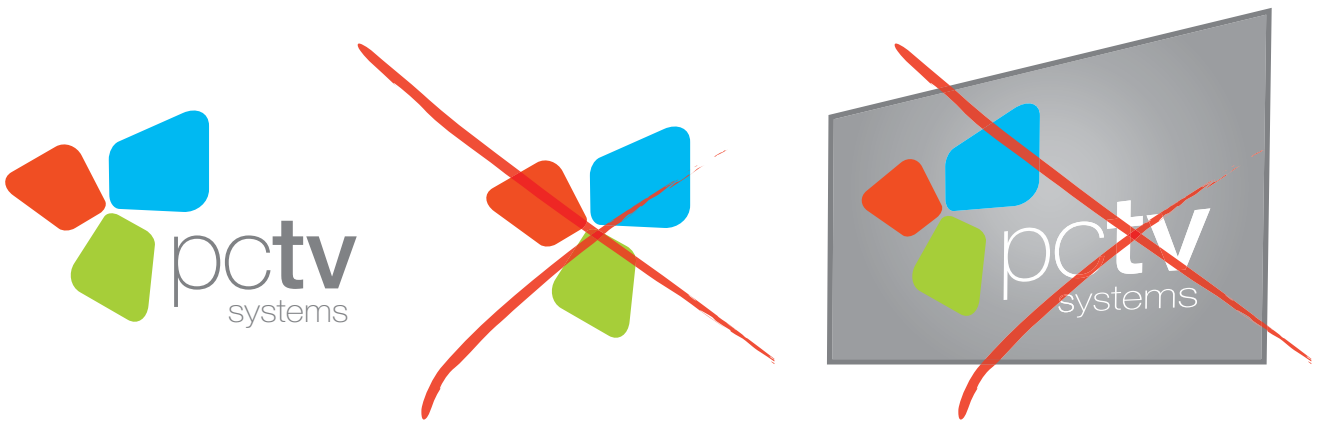
pctv systems

Content

The pctv systems logo consists out of three simplified monitors in "RGB-mode", the pctv systems name and optionally the tag line. The logo may only be used from the pre-defined versions. All versions exist as templates that can be converted for all medias and printing systems.

There are different templates available for vertical and horizontal alignment and for black or white backgrounds.

To guarantee a consitent appearance you should not use the logo with backgrounds different than black or white.

You must not change the logo by removing parts of it or by changing the typography. The templates must not be distorted, compressed, colored, trimmed, modified or rotated.

The pctv systems logo holds a protected area. No other elements are allowed to be placed inside or to touch that area. The protected area is definied by the size of an imaginary rectangle around the letter "t" and should be used as follows:
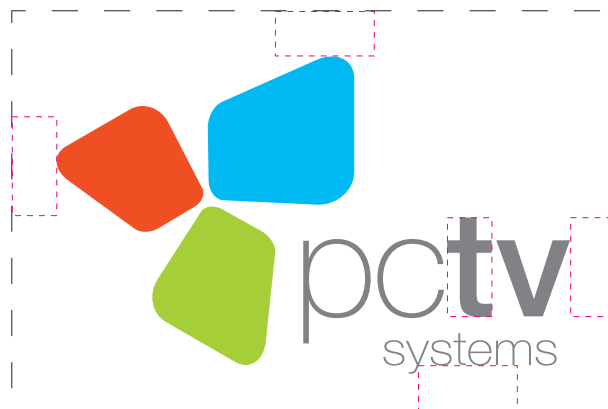
If the tag line is included in the logo template it has to be treated as part of the logo as follows:

color versions

The pctv systems logo has to appear in top-quality. As far as possible only the colored version should be used in all cases. The pantone version is preferred against the Euroscale version for all kind of printings.

PCTV_LOGO 4c euroscale

logo 4c on white

blue	080 000 000 000
green	040 000 100 000
red	000 085 100 000
grey	000 000 000 060

logo 4c on black

blue	080 000 000 000
green	040 000 100 000
red	000 085 100 000
grey	000 000 000 040

blue   k 060
green   k 040
red   k 080
grey   k 080

blue   k 040
green   k 000
red   k 060
grey   k 000

PCTV_LOGO PANTONE

logo pantone on white

blue   pantone 298 C
green   pantone 382 C
red   pantone 1665 C
grey   pantone CG 8 C

logo pantone on black

blue   pantone 298 C
green   pantone 382 C
red   pantone 1665 C
grey   pantone CG 6 C

logo pantone on white

blue   pantone CG 8
green   pantone CG 6C
red   pantone CG 11 C
grey   pantone CG 11 C

logo pantone on black

blue   pantone CG 6C
green   white
red   pantone CG 8
grey   white

logo pantone on white

pantone CG 8

logo pantone on black

pantone CG 6C

logo version with tag line

logo 4c on white

blue	080 000 000 000
green	040 000 100 000
red	000 085 100 000
grey	000 000 000 060

logo 4c on black

blue	080 000 000 000
green	040 000 100 000
red	000 085 100 000
grey	000 000 000 040

blue	k 060
green	k 040
red	k 080
grey	k 080

blue	k 040
green	k 000
red	k 060
grey	k 000

logo pantone on white

blue	pantone 298 C
green	pantone 382 C
red	pantone 1665 C
grey	pantone CG 8 C

logo pantone on black

blue	pantone 298 C
green	pantone 382 C
red	pantone 1665 C
grey	pantone CG 6 C

logo pantone on white
pantone CG 8

logo pantone on black
pantone CG 6C

logo pantone on white

blue	pantone CG 8
green	pantone CG 6C
red	pantone CG 11 C
grey	pantone CG 11 C

logo pantone on black

blue	pantone CG 6C
green	white
red	pantone CG 8
grey	white

logo version with tag line

While using the logo version with tag line you must only use the full template version that includes the tag line. There are dedicated template versions available including logo and tag line for white and black backgrounds. There are no vertical-alignment versions of these tag line-templates available.
No other logo versions should be used. Adding the tag line by a layout software or similar instead of using the full templates is not allowed.

The pctv systems tag line has to appear directly below the logo. Not beside or above. Also in that case you must not change the logo by removing parts of it or by changing the typography. The templates must not be distorted, compressed, colored, trimmed, modified or rotated.

Please use the tag line-template only one time per appearance/ advertisement. It can be placed in the center as suggested in the ad example on page 13 or at the bottom as suggested in the box example on page 11.
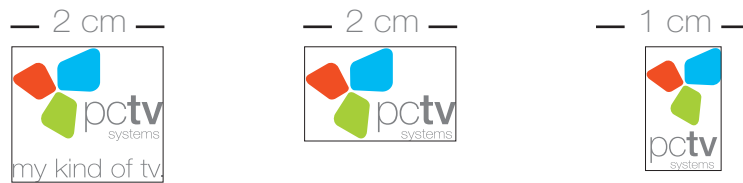
The logo-only template may be used as often as necessary per appearance (compare to the box example).

A discreet placement of the logo is preferred in general.

size of pctv systems

The logo width must not be smaller than 2 cm (horizontal alignment) and 1 cm (vertical alignment) to guarantee a clear appearance!

— 2 cm —   — 2 cm —   — 1 cm —

colors of pctv systems

Base colors of the pctv systems logo are green, red and blue.
The colors are defined for different color spaces as follows:

CMYK 040 | 000 | 100 | 000
Pantone 382 c

CMYK 000 | 085 | 100 | 000
Pantone 1665 c

CMYK 080 | 000 | 000 | 000
Pantone 298 c

These colors are the most important colors of pctv systems and have to be treated carefully: They have to be used selectively, cautiously and effectively.

further colors

You may use further colors in addition to the base colors for packagings, artworks or advertisements. They have to be clearly different from the base colors. Examples:

color gradients - possible color ranges
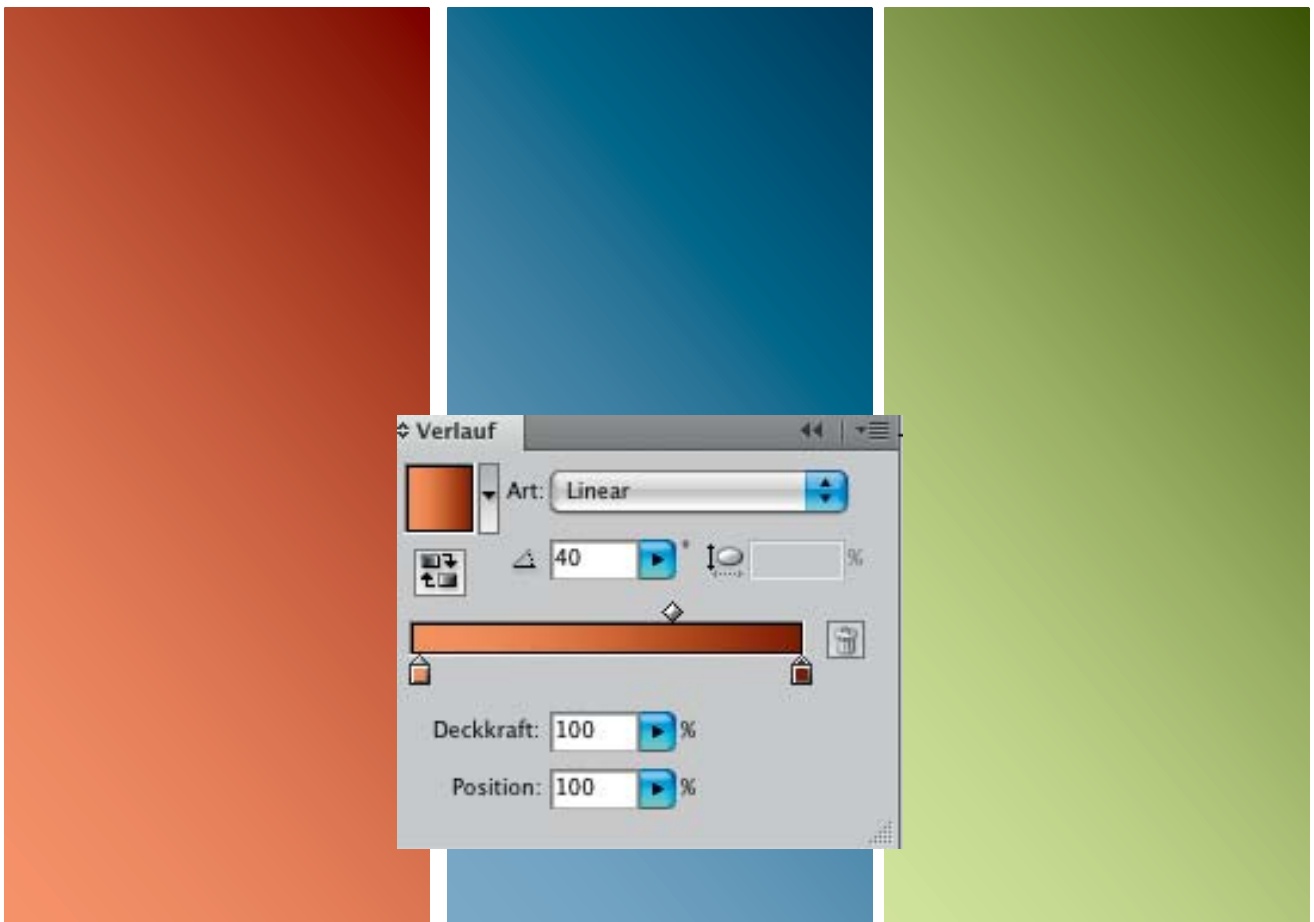
Examples for color gradients to be used with packagings.
Darker color value of the base colors is mixed with a lighter co-
lor (example shows red) in a 40° angle. The color tolerance can
be selected freely but should base on the colors named above.

pctv systems fonts

The logo is based on Helvetica Neuen 35 Thin, Helvetica Neuen 55 Roman and Helvetica Neuen 65 Medium. Please use these font styles also in flyers, advertisments, posters, packagings and further documents.

Examples:

continuous text – Helvetica Neue 35 Thin

Id mollaceri sae ipsuntia volupta cus, quis volore pelibus eumquat aut omnimus modi que est et res di tet a incia quisimi, aboruptatqui qui optas esed que esto qui berumqu iaepta ped quiscit occulpa dolupta aut est, que lam quatem erio corumet offictin rest, auta ilis et asitiore aut ea qui blab int, et lat quiae quas mostrume doluptia doluptat assintur rero est, aut el illesciaesti di dellaborumet voluptatur?

headlines – Helvetica Neue 65 Medium

Id mollaceri sae ipsuntia volupta cus, quis volore pelibus eumquat

emphasis – Helvetica Neue 55 Roman

Id mollaceri sae ipsuntia volupta cus, quis volore pelibus eumquat aut omnimus modi que est et res di tet a incia **quisimi, aboruptatqui qui** optas esed que esto qui berumqu iaepta ped quiscit occulpa dolupta aut est, que lam quatem erio corumet offictin rest, auta ilis et asitiore aut ea qui blab int, et lat quiae quas mostrume doluptia doluptat assintur rero est, aut el illesciaesti di dellaborumet voluptatur?

To place emphasis on parts of text you may of course work with colors. It is not allowed to underline text or to use italic letters.

Text alignment depends on the usage case and the situation. In general you should use left alignment and avoid center.

Helvetica Neue is scaled on 108% horizontal in all styles. Tracking and vertical scale must not be changed.

design elements for packaging

The above example uses blue as gradient color based on the blue color of the pctv systems logo. Furthermore rays are used as design element. The rays also use a gradient color. You may use another packaging with a different color to differentiate between products (example below in green). You can select these colors freely.

Another speciality of the packaging is the partial varnish printing that can be also defined freely.

rays as design elements

rays are set up with a radial color gradient:
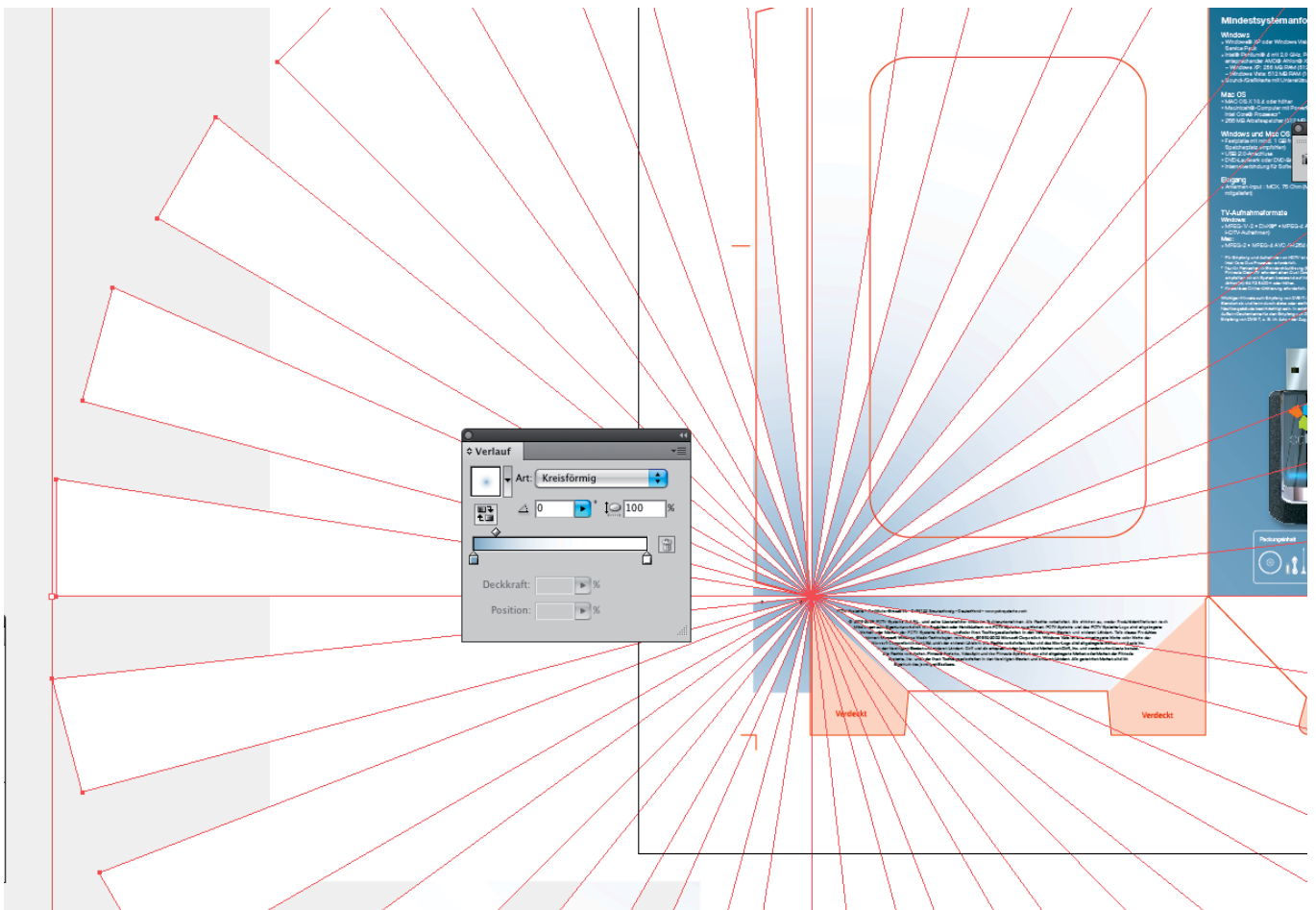
my kind of tv.

PCTV DVB-T Stick
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www.pctv.tv

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www.pctv.tv

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Product pictures and artwork are used as design elements in that example. Artwork and illustrations should be kept simple and single-colored. Background should be plain black and white. Other background colors should be avoided. The white bow of the background results from one part of the logo (blue monitor; compare below).
Advertisements only show product packagings, not the product itself.
Product boxes only show the product, not the packaging.