SHOP CHANNEL

styleguide

Shop Channel Telop Graphics Refresh 2004

Introduction

Welcome to the Shop Channel Telop Graphics Refresh 2004! In order to build and maintain a comprehensive, consistent visual identity throughout Shop Channel's on-screen communications, we have developed a system for color, type and graphic usage across all areas. These graphic building blocks are designed to help in-house staff present a consistent brand message to its audience. As you progress through the style guide, you will learn about each element and how it fits into the bigger picture of the new Shop Channel look.

- The Red8 Studios Team



















Color Palette

The new color palette is expressed in a graduated form, The flat equivalents for each Telop color is provided below.



Single Item Graphic Template Page

Primary Brand Telop Color

Light Green
CMYK:49-0-88-0
RGB:164-230-100
Web:#A4E664

Middle Green
CMYK:78-5-100-1
RGB:103-173-37
Web:#67AD25

Dark Green
CMYK:100-25-100-15
RGB:51-122-70
Web:#337A46

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Section 1

Single Item Graphic Elements

SINGLE ITEM GRAPHIC ELEMENTS

1.Call Out Area
TWnowgb
20pt/19pt

2.Item Number Title
TWnowgb
18pt

3.Item Number
TWnowgb
20pt

4.Item Name
TWnowgb
19pt/24pt

5.Item Description
TWnowgb
15pt/24pt

6.Third Price Title
TWnowgb
10pt/10pt

7.Third Price
TWnowgb
16pt

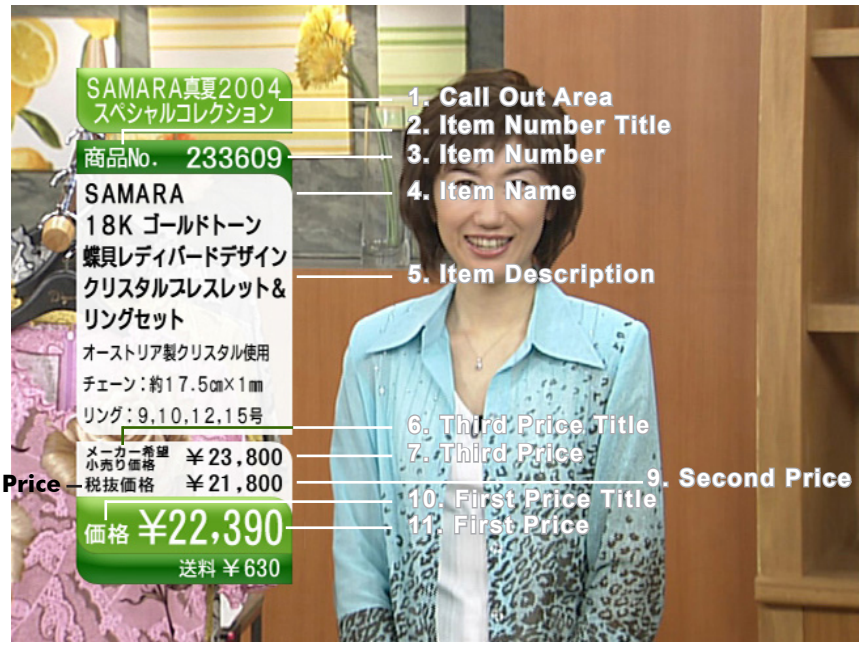
8.Second Price Title
TWnowgb
13pt

9.Second Price
TWnowgb
16pt

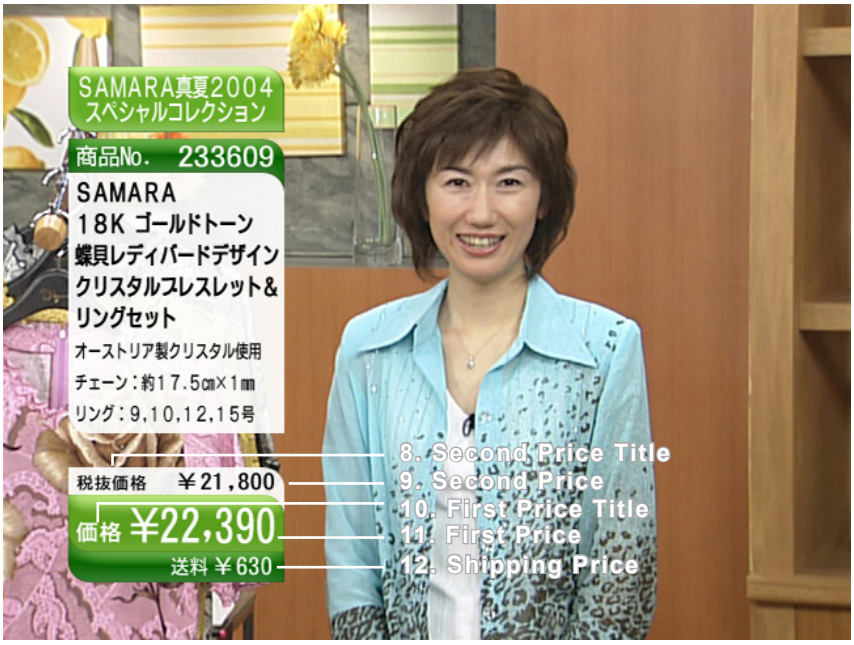
10.First Price Title
TWnowgb
17pt

11.First Price
TWnowgb
34pt

12.Shipping Price
TWnowgb
17pt



Single Item Graphic Sample - 3 Price



Single Item Graphic Sample - 2 Price

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Section 2

Lower Third Elements

LOWER THIRD ELEMENTS

1.Quantity Title
TWnowgb
14pt

2.Quantity Number
TWnowgb
14pt

3.Clock
TWnowgb
13pt

4.Information Area
RFSirius-Bd
15pt

5.Phone Number

6.Web Address



Lower Third Sample - Counter and Clock



Lower Third Sample - Counter Only

LOWER THIRD INFORMATION AREA

The Lower 3rd Information Area is used to display multiple pieces of information, including credit cards, host and guest names, and descriptions.

1.Host Name
RFSirius-Bd
16pt

2.Guest Name
RFSirius-Bd
16pt

3.Guest Name Title 2 & 3 Line
RFSirius-Bd
13pt

4.Guest Name 2 & 3 Line
RFSirius-Bd
16pt



Lower Third Sample - Credit Card Page 01



Lower Third Sample - Credit Card Page 02



Lower Third Sample - Host Name - Green Type



Lower Third Sample - Guest Name - Black Type



Lower Third Sample - Guest Name + 1 Line of Description



Lower Third Sample - Guest Name + 2 Lines of Description

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Section 3

Coming Up Pop-Up Promo Elements

COMING UP POP-UP PROMO ELEMENTS

The coming up element is used to promote shows and products coming up later on the Shop Channel.

1.Title
TWnowgb
15pt

2.Still Picture Window
Width: 150pixel
Height: 112pixel

3.Description A
TWnowgb
18pt

4.Time
TWnowgb
15pt

5.Show Logo Example

6.Description B
TWnowgb
16pt/21pt



Coming Up Pop-Up Sample 01 - Still Picture



Coming Up Pop-Up Sample 02 - Graphic Window

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Section 4

Single Item Graphic Fact Sheet Elements

Single Item Fact Sheet Elements

These fact sheets provide information for items shown in the Single Item Graphic.



Samples

SINGLE ITEM GRAPHIC FACT SHEET ELEMENTS

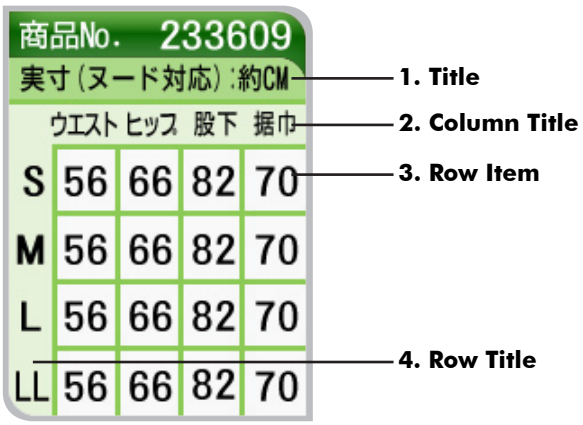
Four Row Version

1.Title
TWnowgb
16pt

2.Column Title
TWnowgb
16pt

3.Row Item
TWnowgb
22pt

4.Row title
TWnowgb
22pt



4_4 type: 4 sizes, 4 boxes across



1) 4_1 type: 4 sizes, 1 box across

2) 4_2 type: 4 sizes, 2 boxes across

3) 4_3 type: 4 sizes, 3 boxes across

4) 4_4 type: 4 sizes, 4 boxes across

SINGLE ITEM GRAPHIC FACT SHEET ELEMENTS

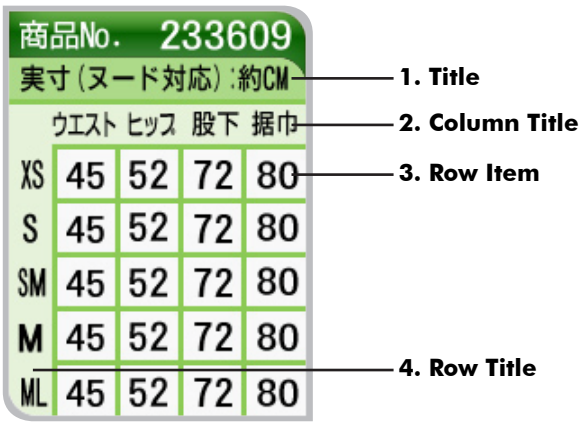
Five Row Version

1.Title
TWnowgb
16pt

2.Column Title
TWnowgb
16pt

3.Row Item
TWnowgb
20pt

4.Row Title
TWnowgb
20pt



5_4 type: 5 sizes, 4 boxes across



1) 5_1 type: 5 sizes, 1 box across

2) 5_2 type: 5 sizes, 2 boxes across

3) 5_3 type: 5 sizes, 3 boxes across

4) 5_4 type: 5 sizes, 4 boxes across

SINGLE ITEM GRAPHIC FACT SHEET ELEMENTS

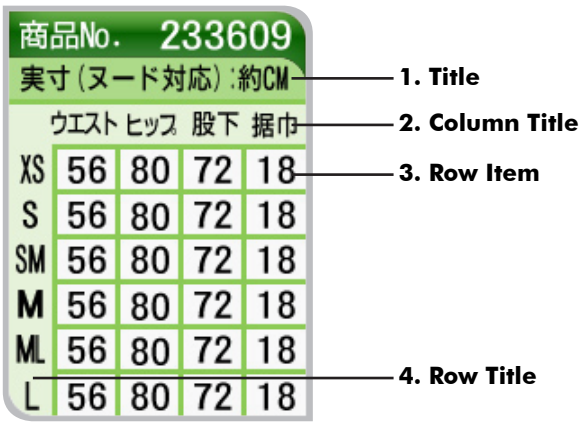
Six Row Version

1.Title
TWnowgb
16pt

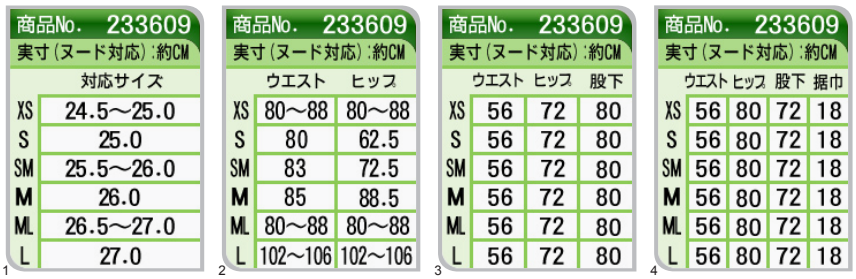
2.Column Title
TWnowgb
16pt

3.Row Item
TWnowgb
20pt

4.Row Title
TWnowgb
20pt



6_4 type: 6 sizes, 4 boxes across



1) 6_1 type: 6 sizes, 1 box across

2) 6_2 type: 6 sizes, 2 boxes across

3) 6_3 type: 6 sizes, 3 boxes across

4) 6_4 type: 6 sizes, 4 boxes across

SINGLE ITEM GRAPHIC FACT SHEET ELEMENTS

Alternate Versions

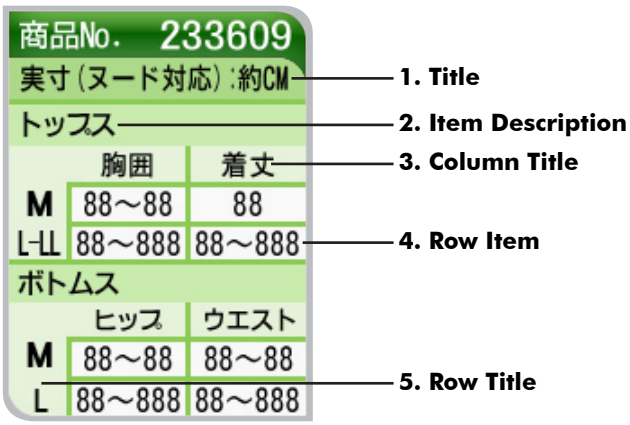
1.Title
TWnowgb
16pt

2.Item Description
TWnowgb
16pt

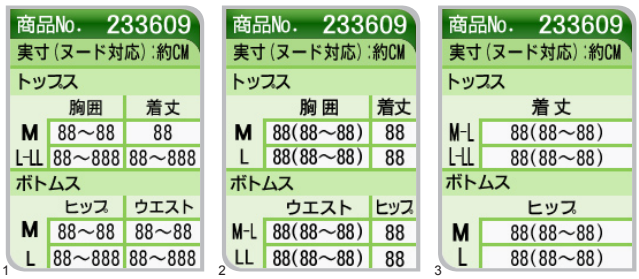
3.Column Title
TWnowgb
16pt

4.Row Item
TWnowgb
17pt

5.Row Title
TWnowgb
17.5pt



4_2 ALT 1 type: 2 ITEMS, 2 boxes across, BOXES ARE EQUAL



1) 4_2 ALT 1 type: 2 ITEMS, 2 boxes across, BOXES ARE EQUAL

2) 4_2 ALT 2 type: 2 ITEMS, 2 boxes across, BOX ON LEFT IS WIDER

3) 4_2 ALT 3 type: 2 ITEMS, 1 BOX ACROSS

4) 4_2 ALT 4type: 1 ITEM, 2 boxes across, BOX ON LEFT IS WIDER

5) 6_2 ALT type: 6 SIZES, 2 boxes across, BOX ON LEFT IS WIDER

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Section 7

Slate Elements

SLATE ELEMENTS

1.Title
TWnowgb
25pt

2.Description
TWnowgb
26pt/28pt

3.Time/Date
TWnowgb
26pt/80pt



Coming Up Slate-A Regular Type



Coming Up Slate-A Company Event Type

SLATE ELEMENTS

1.Title
TWnowgb
25pt

2.Description
TWnowgb
26pt/28pt

3.Time/Date
TWnowgb
26pt/80pt



Coming Up Slate-B Regular Type



Coming Up Slate-B Company Event Type

SLATE ELEMENTS

1.Title
TWnowgb
25pt

2.Description
TWnowgb
26pt/28pt

3.Time/Date
TWnowgb
26pt/38pt



Coming Up Slate-C Regular Type



Coming Up Slate-C Company Event Type

SLATE ELEMENTS

A color system has been developed for the slates so that each season will have a corresponding look.



1 2
3 4

1) Coming Up Slate Sample - Spring
2) Coming Up Slate Sample - Summer
3) Coming Up Slate Fall
4) Coming Up Slate Sample - Winter

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Section 10

Show Logos

Show Logos

The Show Logo System uses the Futura font family in various weights and sizes. Each logo is contained in a box that corresponds in both shape and proportion with the Telop Call-Out area. The color system below corresponds with the colors used in the Show Open animations.



Black and White System



Color System

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Section 11

Show Opens

Show Opens

The new Shop Channel Show Opens utilize a simple, branded graphic system that brings additional consistency to the Shop brand. Each open is :10 sec. (:05 sec. + :05 sec. pad) with the logo landing at :03 sec. This allows the animation to be cut out at :05 sec. The color system in the Show Opens correspond with the colors used in the Show Logos.

Ohayou Try! Shop



Try! Shop



Show Opens

Twilight Break



Coffee Break



Show Opens

Sunday Brunch



Saturday Wakeup



Show Opens

Midnight Cafe



Midnight Chance



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Section 13

Color Palette

Color Palette

Color Palettes on this page indicate the Primary Brand and SSV color systems.

Primary Brand Telop Color

Light Green
CMYK:49-0-88-0
RGB:164-230-100
Web:#A4E664

Middle Green
CMYK:78-5-100-1
RGB:103-173-37
Web:#67AD25

Dark Green
CMYK:100-25-100-15
RGB:51-122-70
Web:#337A46

Shop Star Value Telop Color

Light Yellow
CMYK:0-0-45-0
RGB:254-252-170
Web:#FEFCAA

Middle Yellow
CMYK:15-15-100-0
RGB:216-199-59
Web:#D4CD46

Dark Yellow
CMYK:25-35-100-0
RGB:184-164-48
Web:#B8A444

Primary Brand Color Telop Color Sample





Shop Star Value Telop Color Sample





Special Event Colors

Color Palettes on this page indicate the Special Event color systems.

Special Event Orange



Light Orange
CMYK:0-15-70-0
RGB:246-222-117
Web:#F6DE75

Middle Orange
CMYK:0-45-100-0
RGB:223-162-58
Web:#DFA23A

Dark Orange
CMYK:0-60-100-0
RGB:215-136-60
Web:#D7883C

Special Event Blue



Light Blue
CMYK:100-100-100-100
RGB:132-193-240
Web:#84C1F0

Middle Blue
CMYK:92-53-13-0
RGB:66-106-163
Web:#426AA3

Dark Blue
CMYK:100-85-35-40
RGB:35-42-80
Web:#232A50

Special Event Pink



Light Pink
CMYK:0-40-0-0
RGB:255-165-238
Web:#FFA5EE

Middle Pink
CMYK:9-82-49-0
RGB:189-88-105
Web:#BD5869

Dark Pink
CMYK:30-100-100-40
RGB:102-31-32
Web:#661F20

Special Event Colors

Color Palettes on this page show usage of the Special Event color system.

Special Event Orange Sample



Special Event Blue Sample



Special Event Pink Sample



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Section 14

Promo Toolkit

Promo Toolkit

Package A end frame layouts

1.Title
TWnowgb
30pt

2.Time/Date
TWnowgb
21pt/45pt



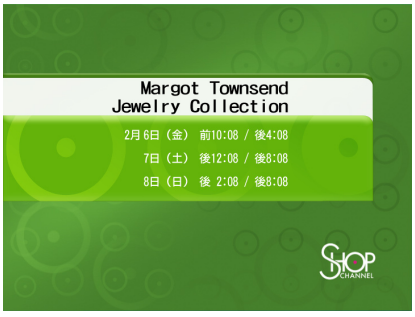
Package A Single



Package A Single



Package A Double



Package A No Picture

Promo Toolkit

Package B end frame layouts

1.Title
TWnowgb
30pt

2.Time/Date
TWnowgb
21pt/45pt



Package B Single



Package B Single



Package B Double



Package B No Picture

Promo Toolkit

Package C end frame layouts

1.Title
TWnowgb
30pt

2.Time/Date
TWnowgb
21pt/45pt



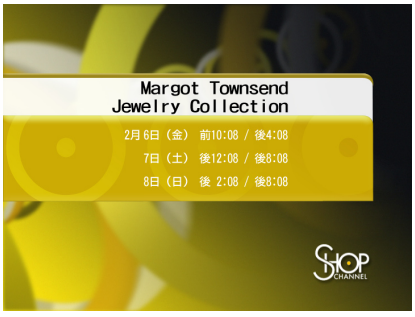
Package C Single



Package C Single



Package C Double



Package C No Picture

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Contact:

For more information or questions related to this style guide.

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