



FASHION TELEVISION

Graphic Standards Manual



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Fashion Television Personality

"Sexy, stylish and spectacular, the legendary Fashion Television uncovers the brains and the beauty shaking the world of fashion and design."

Fashion Television is looking to be the world's leading style program. Continually searching for the visual stimulation and innovative creations of today's news makers in fashion, art, architecture and photography. Fashion Television is a weekly world wide syndicated program from Toronto, Ontario Canada. It is part of the Chum City television station and is a cable channel as well. The program is 16 years old, with host Jeanne Baker. It is well known to those in the media and art industries as well as anyone with an interest in staying up-to-date with the latest fashions and trends.

Please Adhere to Standards

This manual provides an easy-to-use reference to ensure consistent use of the new graphic identity for both internal and external applications. A graphic identity represents the image and aspirations of a company. It is the cornerstone of all communication efforts, and must be applied consistently to convey a single, clear message. Considering the importance of a logo, it's vital that to safeguard it by using the graphic identity correctly. This graphic standards manual contains guidelines for the proper use of the Fashion Television identity. It describes authorized usage for communication of all kinds. Any exceptions to the requirements of the Graphic Standards Manual must be approved by the President's Office prior to authorizing usage in all media. Please do not deviate or distort the given standards in this manual.

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INTRODUCTION

Logo Redesign

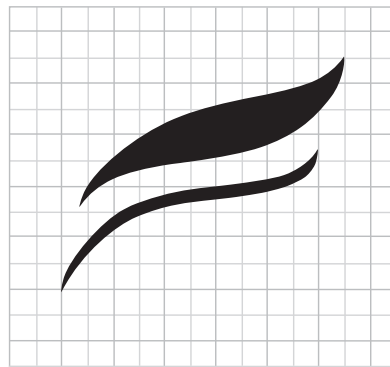
Fashion Television is more than just a TV program, it has its own cable channel, with more content than just clothes. The weekly program itself focuses on all different types of happenings in the glamorous world of fashion, art and architecture. It's online and interactive with its viewers. This design is meant to be simple for reasons of versatility, to be easily transferable to all different types of media. It lends itself well to animation because it already appears to be moving across the screen! The logo is an abstract iconic symbol, able to stand alone and communicate with viewers across the globe. It makes a dramatic impact and does not represent anyone thing, yet it is representative of everything that Fashion Television stands for. This abstract symbol can be a letter symbol, looking like an 'F' or it can be a pictorial icon, looking like an eye or it can also appear to be a dynamic movement reaching up to find the new and latest. It knows just what to say at just the right time and it shows viewers that Fashion Television will tell them everything they want to know about the creative world. It is simple, concise, easy to recognize, yet sophisticated and elegant as well, with the ability to arouse interest and make a statement.

Colour Usage

This logo has been purposely made to be either black on a light background or white on a dark background. It has no colour, because in the fashion industry there is so many different trends and colours that if it were to be a particular colour the logo would get lost when set against these images. In addition, this logo is quite open, and in order to maintain its boldness and impact, only a high contrast between the logo and background is possible. A dark colour could work, although in some lights the colour would look black anyway, so there is reason to maintain the black and white simplicity. Black and white tones are very representative of the Fashion Television image, because black and white never go out of style. It will forever remain chic and stay current with the latest trends. These shades also signify the elegance and grace of black and white photography, the cinema and elegance of a moonlit skyline.

SYMBOL

Logo Buffer Zone



The Fashion Television logo must be surrounded by a minimum amount of clear space on all sides to separate it distinctly from all other graphic elements and document edges.

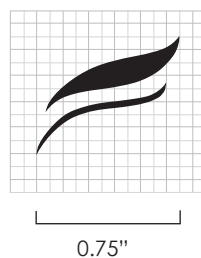
The minimum space as shown in the adjacent grid is two units to the left and right. Two units of space from above and three below. Each unit is a perfect square.



Reverse application of the logo is acceptable with the above outlined buffer zone.

The logo must be reversed to white when the background is dark. Please view background options concerning photography and colour on page 6 of this manual.

Minimum Logo Size



The logo cannot be smaller than 0.75 inches wide.

SIGNATURE

Word Mark Usage

When the logo is joined together with the Fashion Television word mark and there is enough horizontal or vertical space available to necessitate the buffer zones, it must be placed and set in the same typographic standards as shown below. Further details of the typographic standards can be viewed on page 6. The logo may only be connected with the Fashion Television word mark and must be aligned as shown in the grid below. Any other suggested word marks or arrangements must be approved by Fashion Television's communication department.

Horizontal Arrangement Buffer Zone



The Fashion Television signature when placed horizontal must be surrounded by a minimum amount of clear space as shown in the adjacent grid. Two units of space at all sides.

Vertical Arrangement Buffer Zone



The vertical signature for Fashion Television must also be surrounded by a minimum amount of clear space as shown in the adjacent grid. Two units of space at all sides.

SIGNATURE

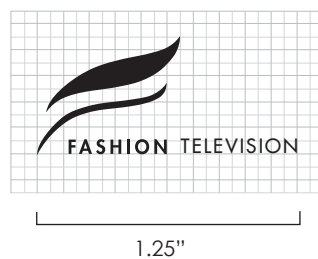
Reverse Applications

Reverse application of the logo is acceptable with the above outlined buffer zone. The reverse application of the signature follows the same rules as the logo itself.



Minimum Signature Size

The signature cannot be smaller than 1.25 inches wide when used in its horizontal arrangement. When used in its vertical arrangement it cannot be smaller than 0.75 inches wide.



COLOUR

Colour Usage

There are no corporate colours associated with the Fashion Television identity. Any colour suggestions must be approved before usage by Fashion Television's communication department. Both lines in the logo and the word mark must remain the same shade or hue, as well as tonal value and transparency. The logo cannot be set in any gray value, and must remain either 100% black or 100% white.

Incorporating Colour

Approved solid colours may be introduced into the visual identity as background elements. Any and all colours must be set behind the logo or signature cannot be combined into the identity unless approved. When set against photographic backgrounds the logo or signature must be placed in an area of the photograph where there are no distracting patterns or elements. Therefore it is preferable that the logo is set against a solid colour. Samples of how colour may be introduced are shown below. The colour choices below are approved palettes that may be used in this fashion.



Pantone Process
Cyan 67 C 0 M 0
Y 0 K



Pantone Process
Magenta
0 C 100 M 0 Y 0 K



Pantone Process 204-2
85 C 50 M 0 Y 10 K



Pantone Process 242-2
100 C 0 M 15 Y 35 K

TYPOGRAPHY

Display Typeface

The Futura family typeface must be used in conjunction with the Fashion Television identity and all promotional material associated. Futura is a sans serif font with a geometric modern feel. This font should primarily be used for display, headlines and subheads as well as auxiliary text that appears next to the buffer zones of the logo and signature. The following fonts in the Futura family are approved as well as their oblique versions for highlighting purposes. If a Futura typeface is unavailable please contact the communications department.

Futura Light

Futura Book

Futura Medium

Futura Heavy

Futura Bold

Futura Extra Bold

Futura Light

Futura Book

Futura Medium

Futura Heavy

Futura Bold

Futura Extra Bold

Headlines

All headlines must be set with a kerning of 150 points and be in Futura Heavy or one of the above typefaces that will be clearly bolder than the subheading. In headlines, there is a secondary option where the first word or few words may be bold and the second or secondary words may be set in Futura Medium or be clearly less bold than the first. However, in main headlines, all letters must remain capitalized. The following is a sample of the two headline options.

FIRST HEADLINE OPTION

SECONDARY HEADLINE OPTION

TYPOGRAPHY

Subheadings

All subheadings must be set in Futura Medium or set in one of the above typefaces that will be clearly lighter than the headline. All subheadings have a maximum kerning of 20 points and must be set in title case. All Subheadings and auxiliary text used in conjunction with the Fashion Television identity must be aligned to the left of the page. Subheadings with the first headline option can be intended past the first 6 to 12 letters in the headline or be aligned with the first word in the headline itself. The start of a subheading that follows after the secondary headline option must align with the words set in the lighter typeface. Examples of subheadings can be seen throughout the manual and below this paragraph.

FIRST HEADLINE OPTION

Subheading Goes Here

Or Subheading May Go Here

SECONDARY HEADLINE OPTION

Subheading Goes Here

Text Typeface

Goudy is the preferred typeface to be used for continuous copy in conjunction with the Fashion Television identity and all promotional material associated. Goudy is a highly distinctive serif font with a sophisticated and elegant feel. This font should primarily be used for continuous copy in body text and for any communications where a more traditional or personal image is required. If the Goudy typeface is unavailable substitutes that may be used include Minion and Times.

Goudy Old Style
Goudy Bold

Goudy Old Style Italic
Goudy Bold Italic

STATIONERY

Letterhead

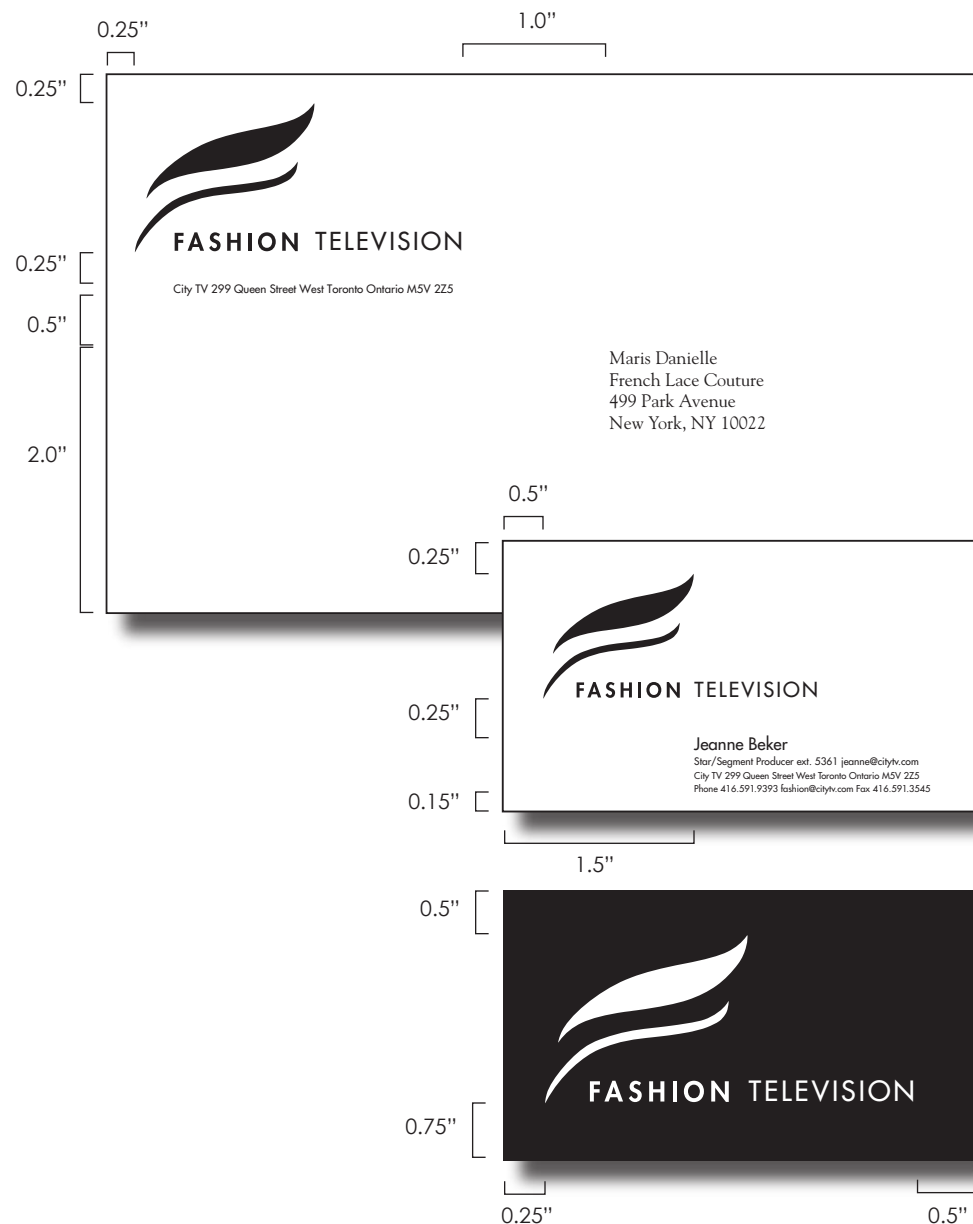
The Fashion Television letterhead includes the horizontal signature at the top and contact information at the bottom. The signature and contact information must be placed exactly as shown in the template below. Text within the letter must be set in Goudy Old Style at the number 10 point size, justified to the left and ragged right. The system does not allow for personalized stationery. For second and subsequent pages, use blank white paper stock.



STATIONERY

Envelope and Business Card

The Fashion Television envelope and business card follows the same guidelines as the letterhead with the horizontal signature. The envelope must have the Fashion Television signature placed on the left hand corner as shown below with the return address directly below. Mailing information on the envelope can be set in either Futura Medium or Goudy Old Style and must be justified to the left. The business card is double sided: the front shows all the contact information and the back displays the horizontal signature in reverse. All the contact information must be set at 5 points and the contact name at 9 points. All contact information on the business card must be set in Futura Medium, justified to the left and aligned with the first letter in the word mark.



SIGNAGE

Free-Standing Sign Format

Signage associated with the Fashion Television identity system must incorporate the horizontal or vertical signature. Any signs that are designed with the logo alone must be approved before production. All signatures must be either centered at the top of the sign or placed in the top left hand corner. Signage may be black with white or the reverse. Signs constructed with a silver metal may incorporate the silver as a background element. When a silver material is used for the sign, the signature and all information on the sign must be in black. All signs must remain rectangular, with the option of the logo flowing out of its boundaries from the top. Any new colours or materials used for signage purposes, as well as new signage shapes must be approved.

For the sample sign below, any extra information for way finding purposes must be incorporated in the middle box in the Futura typeface and be aligned with the first letter of the word mark.

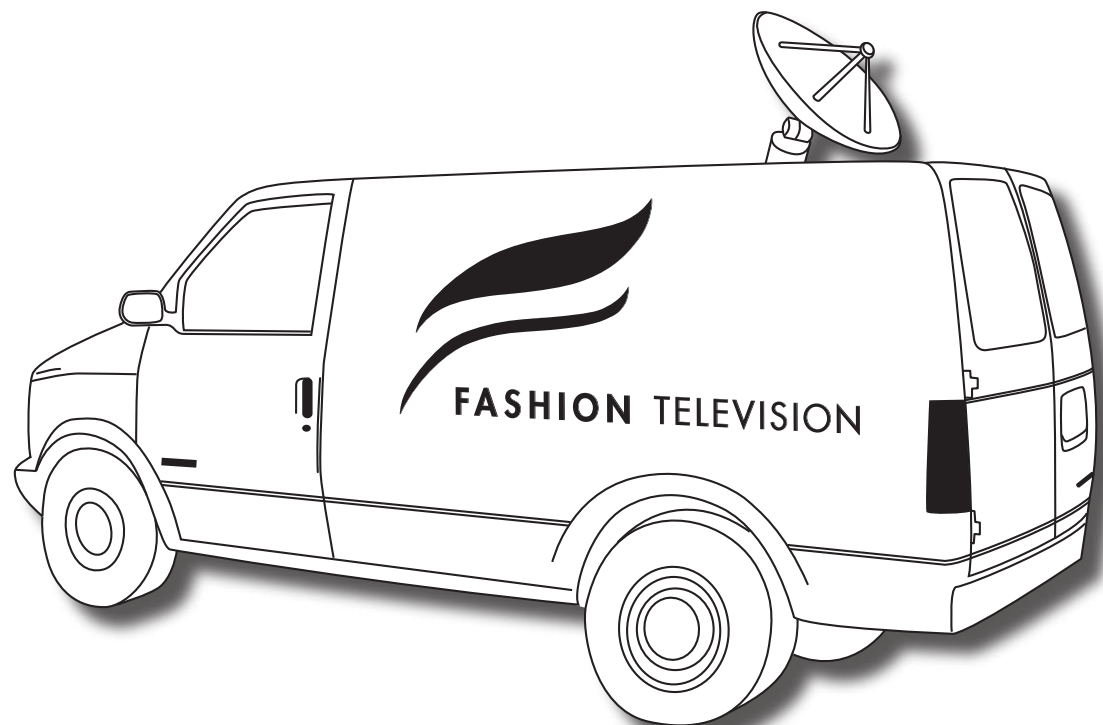


VEHICLE

TV Van

Vehicles incorporating the Fashion Television identity must be either white with the signature in black or the reverse application. A secondary choice is for the vehicle to be in silver with the signature in black. All parts of the signature must be clearly visible and be placed in the centre on the cleanest surface available. If the vertical signature arrangement is to be used, it must be placed in the top left hand corner of the vehicle.

Any auxiliary information and/or graphics must be approved. Extra information, such as a slogan or contact information must be placed below the signature in Futura in a clearly smaller point size than the word mark. Extra information must be set according to the subheading standards located on page 8 of this manual.



PROMOTIONAL MATERIAL

Brochure Cover



The Fashion Television identity system also involves setting standards for photography and illustration. All imagery used in conjunction with the Fashion Television logo must be approved. Black and white as well as colour photography is acceptable. The placement of the logo and additional graphics are all dependant on the type of imagery chosen for promotional material.

The sample brochure to the left is a template, demonstrating how the signature can be incorporated into a promotional piece with colour photography.

Fashion Television encourages creativity and exploration. However, the logo must always be used in a professional manner with appropriate imagery that reflects the identity of Fashion Television.

All promotional material created for Fashion Television independent from the Communication Department must be approved before publication.

EQUIPMENT

Microphone



Audio and visual equipment that incorporates the Fashion Television identity must display the logo and or signature on a clear flat surface.

The logo must remain visible on at least two sides of audio or visual equipment if possible.

The microphone on the left is a guide for other audio and visual equipment. The signature is displayed clearly on a flat surface and is centered in the space. In this instance the signature is applied to all four sides of the microphone. Therefore when the microphone is used on television, no matter how it is picked up, the logo will always be visible.

Any new pieces of equipment must have the placement of the logo or signature approved of before application.

