playroom*

BRAND ASSETS

"Playroom is a mesmeric, provocative, preposterous, off-colour alter ego of today's television cable, for young adults to engage and hook up to."

We believe in a new world commanded by a new generation that is not afraid to speak up and act. For this reason, we must listen and build an effective relationship with our audience. We do not follow or comply with the genre; we may parody it, but we are our own distinctive media network. Playroom is self-aware and risky.

Whether it is on air, on screen or off screen, we are unique and confident with the provocative, bizarre approach towards our audience, especially on an oversaturated market with neutral lifeless networks.

The identity of Playroom on all designs must always be easily identified with the Network's personality attributes.

Playroom's logo is a custom typeface inspired by contemporary geometric sans typefaces such as Aktiv Grotesk, Helvetica and Futura.

The logo and the line are the primary elements of playroom's identity and must always appear together. However, all other parts also play an important role in establishing playroom's visual style.

The Playroom's logo should always be surrounded by a minimum area of space. This space should be set with the height of the "y" on all sides.

For more creative approaches, playroom's logo may be masked, animated, textualized or recreated, as long it maintains its legibility and its typeface.

This also implies for the small version of the logo, which is encouraged to be used only on print.
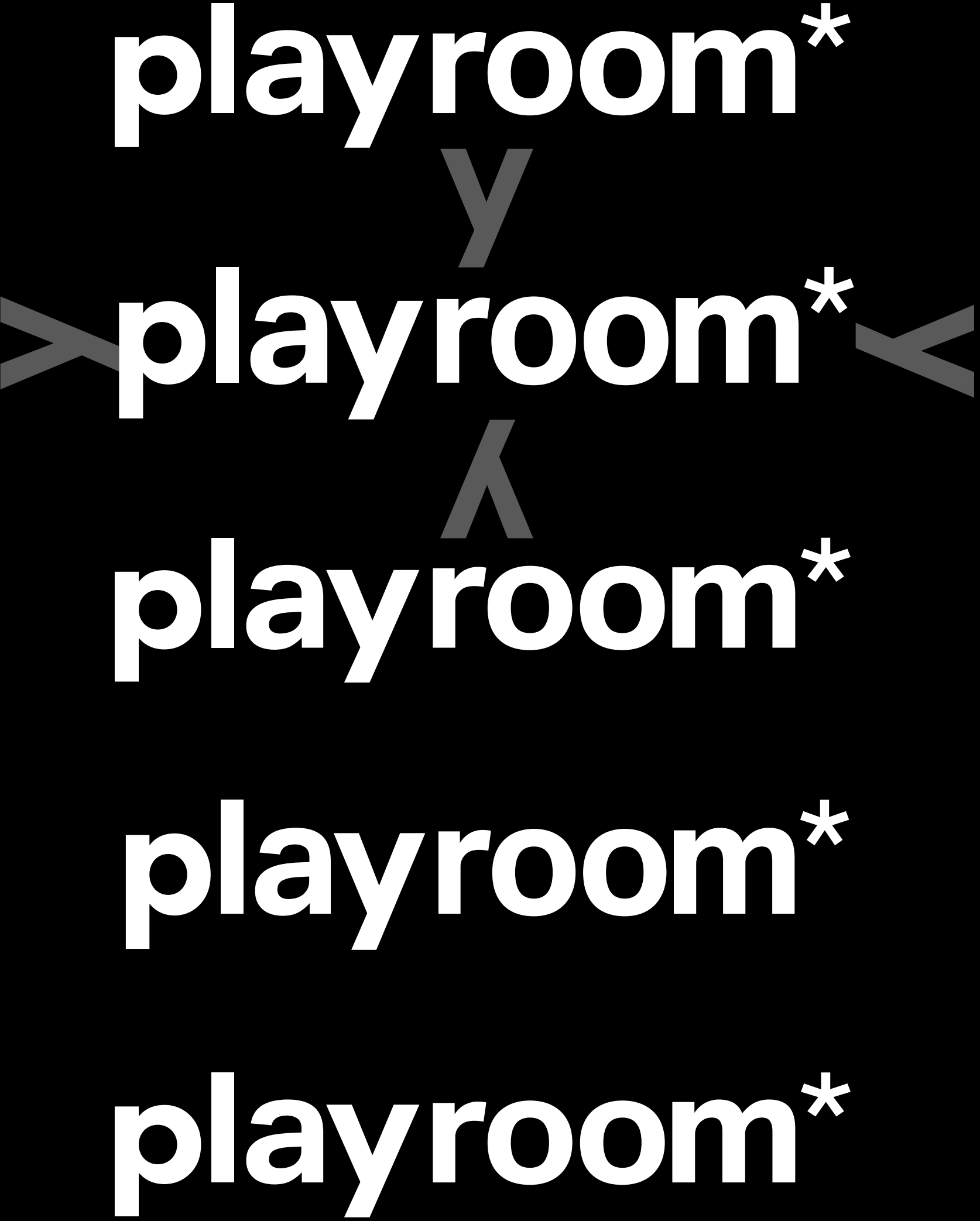
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Playroom is preposterous and provocative. Therefore, the tone of voice needs to be bold, surprising, and ridiculous. Wordplay is encouraged. Any writing, it on air, on screen or off screen must be clear and simple to communicate. Our audience is young adults, not boomers.

Playroom's imagery must comply and reflect the brand's personality traits; it must be mesmeric, provocative, preposterous and/or off-colour. All imagery's colours must stay with the same tone as the network's colour palette. Playroom's imagery is always full frame, engaging and eye-catching.

FORGET CHILL. IT'S TIME TO PLAY.

playroom*

"The line" may interact with any type of media, and deform itself without any restrictions, except for its colour, width, texture and feel.
It is important that "the line" feels dynamic and relevant with the brand's attributes.

Playroom's logo and "the line" may interact in any creative way, on the emphasis that it must stay eligible.
In case of video, it must stay eligible for one third of its appearance time.

Both "line's" ends are not relevant to its objective, so they are encouraged to never be showed. They may be obstructed by imagery or be placed out of bounds.
At its best, only one instance of "the line" will be used on screen, however, there is no limit on how many instances there can be in one moment.

For the main audience, "the line" must resemble a combination of an oscilloscope's signal and a guitar string.
It is encouraged for "the line" to be smoothly animated interacting with sound.

EYEBROW: NEWS

DISPLAY HEADLINE: NEW MERCHANDISE

Sub-line 1: It's super slick and cool.

Sub-line 2: Your gradma would be jealous.

Paragraph: This is a overly complicated article just to sell merch.

Legal: We don't actually sell merchandise.

Eyebrow
Font Family: Neue Haas Grotesk Display 75 Bold
Text Transform: UPPERCASE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Display Headline
Font Family: Neue Haas Grotesk Display 95 Black
Text Transform: UPPERCASE
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sub-line 1
Font Family: Neue Haas Grotesk Display 65 Medium
Text Transform: Sentence case
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sub-line 2 + Paragraph
Font Family: Neue Haas Grotesk Display 55 Roman
Text Transform: Sentence case
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Legal
Font Family: Neue Haas Grotesk Display 35 Thin
Text Transform: Sentence case
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

White
HEX #ffffff
RGB 255,255,255
CMYK 0,0,0,0

Black
HEX #000000
RGB 0,0,0
CMYK 0,0,0,100

Red
HEX #ff0000
RGB 255,0,0
CMYK 0, 100, 100, 0
PSM 2347 C

Blue
HEX #0000ff
RGB 0,0,255
CMYK 100, 100, 0, 0
PSM 2736 C

Electric green
HEX #00ff00
RGB 0,255,0
CYMK 100, 0, 100, 0
PSM 2271 C

Yellow
HEX #ffff00
RGB 255,255,0
CMYK 0, 0, 100, 0
PSM 3945 C

Playroom's identity should be primarily enforced using only a combination between Black, White and/or Red. Therefore, this combination must always be present on every brand's design.

Blue, Electric Green and Yellow should only be used with the objective of gratifying or exaggerating the contrast between white, black and/or red.

White
HEX #ffffff
RGB 255,255,255
CMYK 0,0,0,0

Black
HEX #000000
RGB 0,0,0
CMYK 0,0,0,100

HEX #4d4948
RGB 70,70,70
CMYK 67, 60, 58, 42
PSM 2347 C

HEX #8a8584
RGB 129, 129, 129
CMYK 51, 43, 43, 7
PSM 2736 C

HEX #e5e4e3
RGB 221, 221, 221
CYMK 12, 9, 10, 0
PSM 2271 C

HEX #fbfbfc
RGB 248, 248, 248
CMYK 2, 1, 1, 0
PSM 3945 C

Playroom's grayscale colour palette
should never be used on any medium
besides print.

Percentage tints can be used in any
of these colours.

Please avoid creating the following misuses.

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**Do not stretch/
distort the logo.**

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**Do not outline
the logo.**

playroom*

**Do not place text
inside the logo.**

playroom*

**Do not place the
logo in a frame.**

playroom*

**Do not place the logo
on a box/container.**

playroom*

**Do not make
the logo crap.**