

city
cast
Styleguide

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CityCast Logo Inspiration

Citycast was created with the traveling professional in mind. In a city one day, another the next. Not much time for experiencing what it has to offer, but still adventurous enough to give it a try. Citycast is geared towards the mature and sophisticated young professionals, and the look reflects that. Calm, muted colours, with an illustrative, infographics feel. Something that will catch their eye, and lead them through the city, never losing their interest.

Citycast's logo was inspired by the feeling of connection and travel, with the London Underground specifically in mind, flowing here and there, en route to its destination. The imagery is reminiscent of the icons you regularly encounter while traveling. The airplane gives a feeling of anticipation and adventure, and the graphic nature of the logo means a flexibility with colour and backgrounds.



CityCast Logo

Print / Merchandise



C: 8
M: 86
Y: 92
K: 0

On-air / Online Logo*



R: 220
G: 74
B: 47

*On-air / Online Logo (*a drop shadow should be added when used as on-top graphic)

Drop Shadow:
Distance: 0.2cm
Opacity: 35%
Size: 0.19cm
Angle: 50%
Spread: 0%
Noise: 0%

Drop Shadow Colour:
R: 18
G: 20
B: 33

CityCast Logo Don'ts

The CityCast logo can be expressed in many remarkable ways, however, here are several incorrect and unappealing uses of the CityCast logo.

Don't add extra items close to the logo



Don't change the colour



Don't remove or alter any parts



Don't distort or warp the logo



Don't use outlines



Don't cover the logo with another shape



Font Usage

Century Gothic is used as the official accompanying font for CityCast because of its clean, round lines, and level of sophistication. Any other fonts used directly with the logo, must be approved.

Century Gothic Regular

ABDCEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890,!.?'"

Century Gothic Regular Italic

ABDCEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnop

nopqrstuvwxyz

1234567890,!.?'"

Century Gothic Bold

ABDCEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnop

nopqrstuvwxyz

1234567890,!.?'"

Century Gothic Bold Italic

ABDCEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklmnop

nopqrstuvwxyz

1234567890,!.?'"

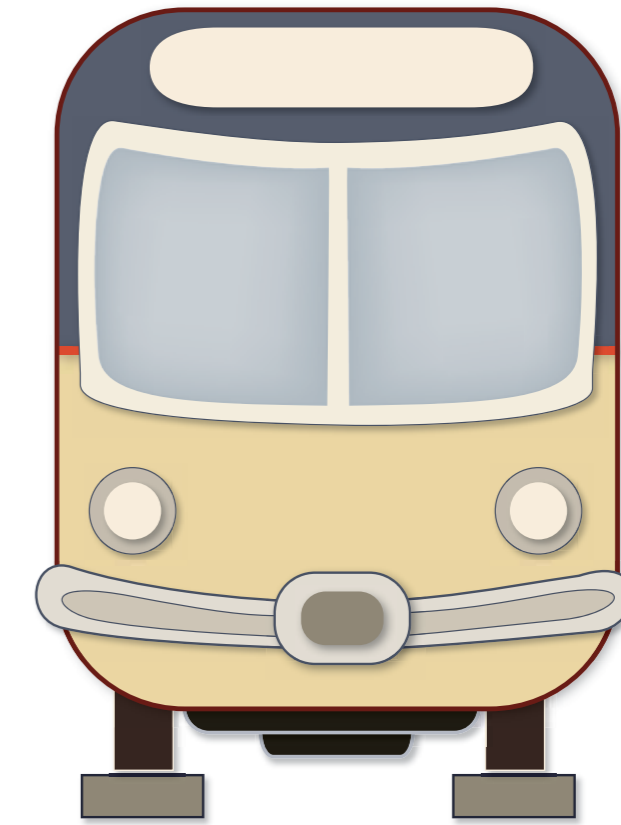
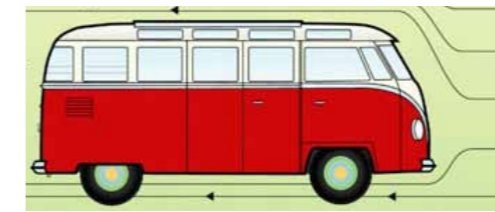
CityCast colours:

These are the colours that should primarily be used in the creation of CityCast materials, whether they be illustrations or complementary graphical elements.

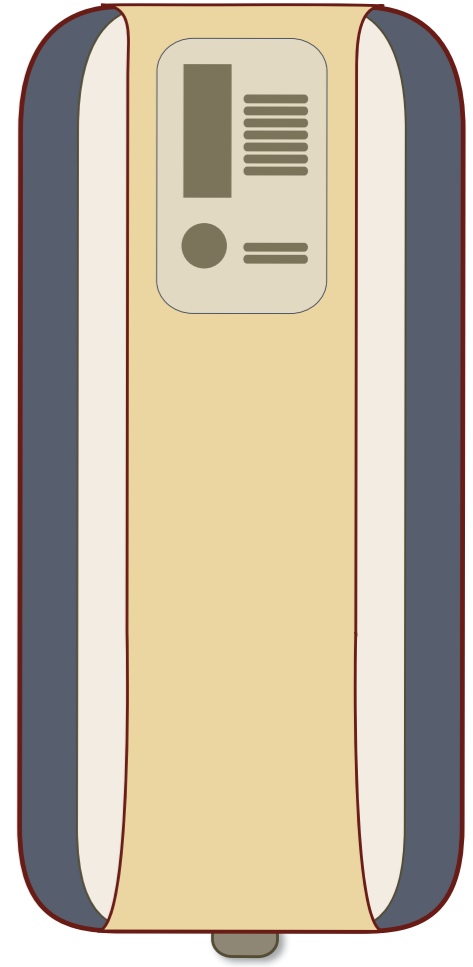
	R: 105 G: 27 B: 21	R: 183 G: 148 B: 120	R: 235 G: 214 B: 162	R: 220 G: 74 B: 47	R: 219 G: 193 B: 68	R: 135 G: 185 B: 201	R: 218 G: 118 B: 47	R: 95 G: 101 B: 59	R: 121 G: 133 B: 68	R: 87 G: 94 B: 110	R: 222 G: 219 B: 213
	C: 33 M: 93 Y: 92 K: 49	C: 24 M: 38 Y: 51 K: 8	C: 8 M: 13 Y: 41 K: 0	C: 8 M: 86 Y: 92 K: 0	C: 16 M: 19 Y: 87 K: 0	C: 47 M: 14 Y: 16 K: 0	C: 11 M: 64 Y: 94 K: 1	C: 57 M: 41 Y: 84 K: 32	C: 54 M: 33 Y: 88 K: 13	C: 69 M: 58 Y: 42 K: 19	C: 12 M: 10 Y: 14 K: 0
Tint 100%											
Tint 50%											
Tint 30%											

Style of Illustrative Elements

The style of CityCast is something like a stylized infographics, and are used in a 2D environment. The colours mentioned earlier should be used primarily, although of course other complementing colours may be used, but must fit within the colour scheme. All elements are made in the vector style. The following pages demonstrate the style that should be used, in a somewhat similar fashion.



Intro Sequence Elements:
Front of Train



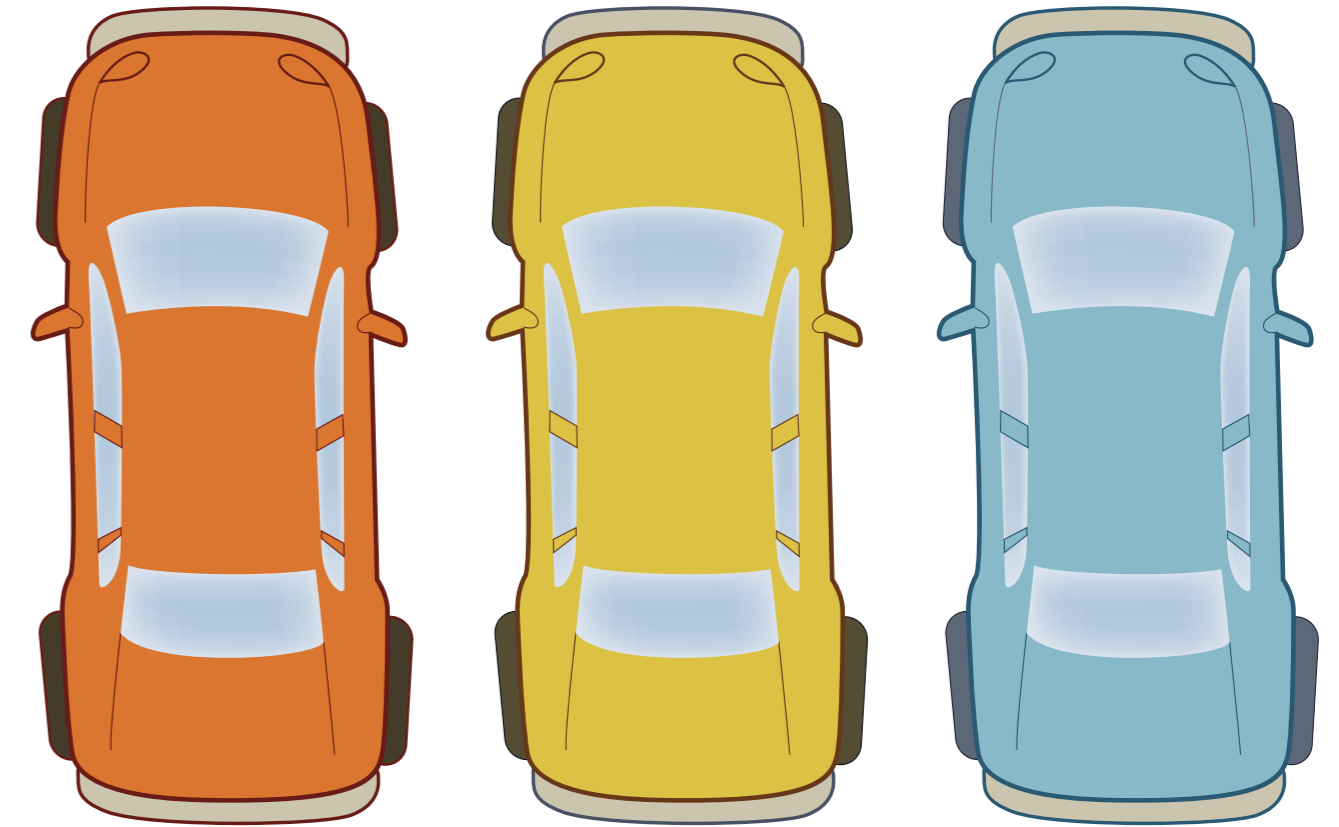
Intro Sequence Elements:
Upper Train



Intro Sequence Elements:
Background Elements (Ground and Sky)



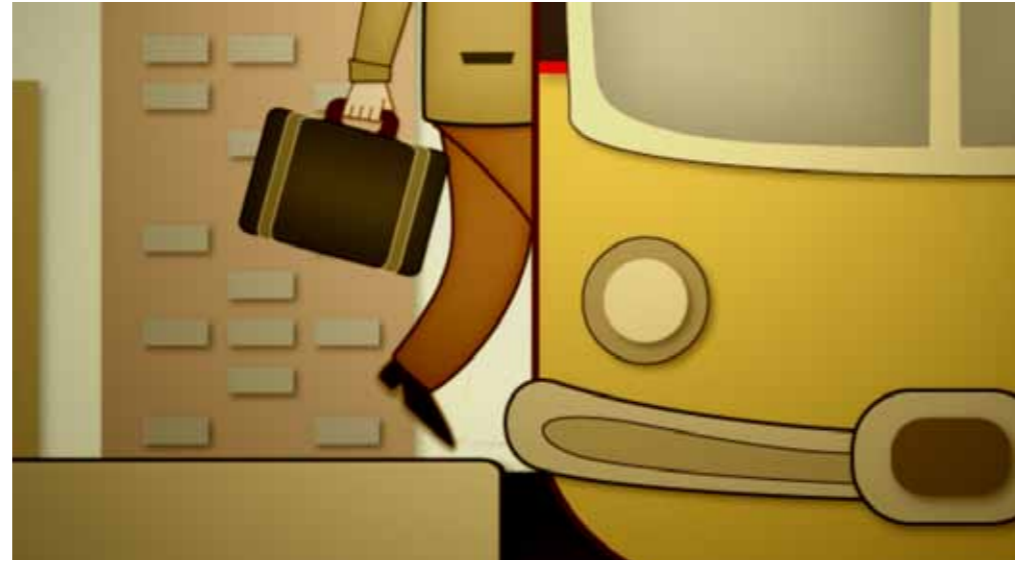
Intro Sequence Elements:
Business Man Character



Intro Sequence Elements:
Cars

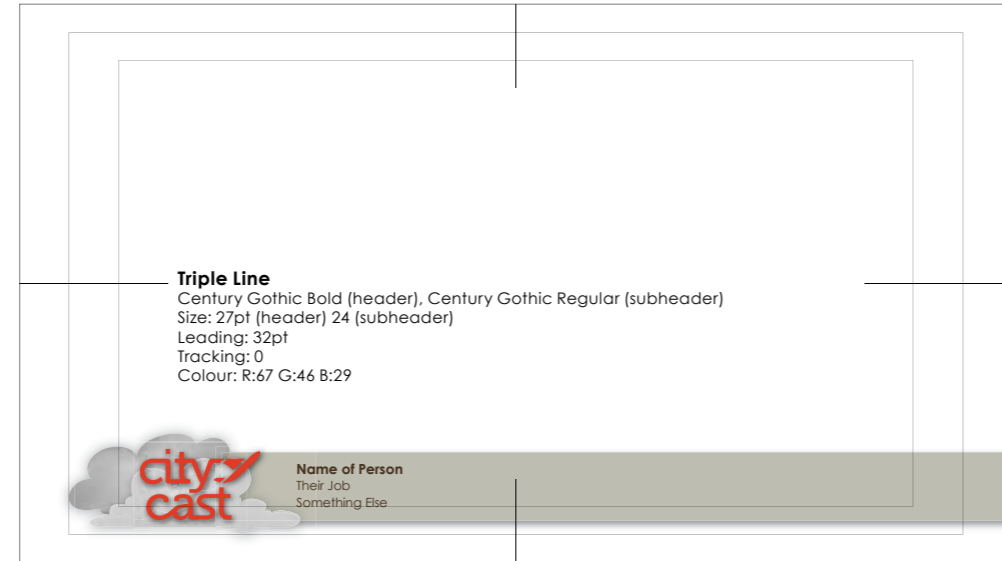
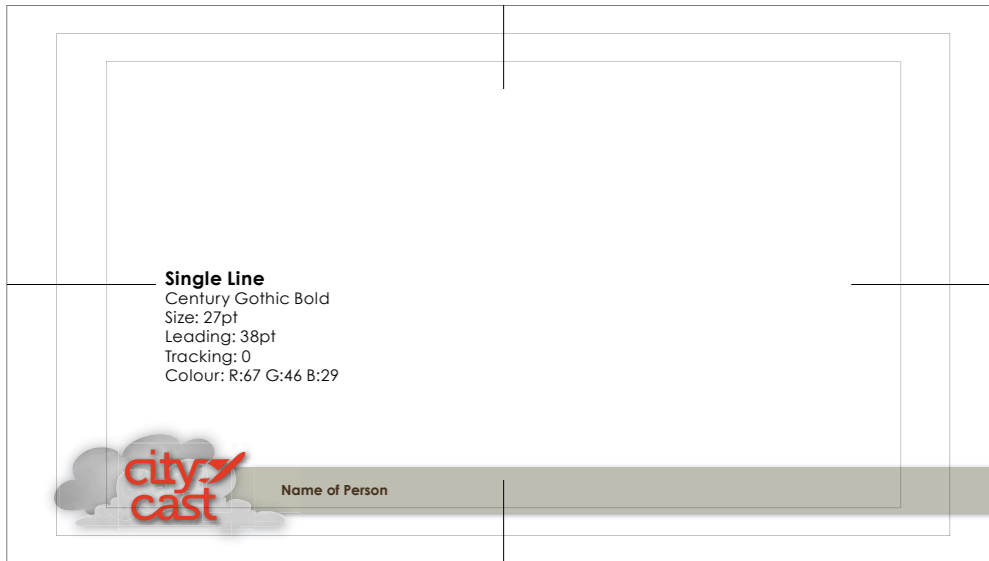
Final Animation Frames

Here are more examples of the full package in action. You have the colour correction over the illustrative elements, brought together in a dynamic 2D environment.



Lower Third

Here is the usage of the lower thirds, please place them within these guidelines. The edge of the lower third should go until the end of the screen.



Lower Third

Here are examples of the lower third in use. Please note that opacity is not 100%, and should be set at 50%, and the logo with cloud should be 100%.



