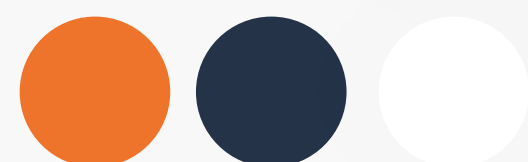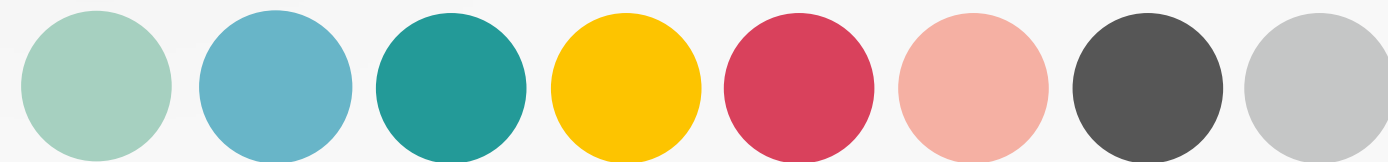# OVERVIEW

MAIN COLOURS

SECONDARY COLOURS

PHOTOGRAPHY

MOTION

TYPOGRAPHY FOR HEADINGS (BLOOM SPEAK ULTRA HEAVY)

THIS FONT IS FOR HEADLINES

TYPOGRAPHY FOR BODY COPY (GESTA)

This font is for body copy. We use it when we have a few words we would like to say to enhance the headline. We don't use paragraphs but prefer it to be in a block. When we want to **emphasise something we use bold type, like this**.

GRAPHIC STYLE

1.1 COLOURS

dark blue	orange	blue-green	yellow	pink	red	blue	green	white	light grey	antracite
CMYK 89 61 33 61	CMYK 0 64 87 0	CMYK 75 10 40 10	CMYK 0 24 95 0	CMYK 0 40 31 0	CMYK 10 85 50 0	CMYK 60 10 20 0	CMYK 40 3 30 0	CMYK 0 0 0 0	CMYK 0 0 0 30	CMYK 0 0 0 80
sRGB 36 51 71	sRGB 238 116 43	sRGB 35 154 152	sRGB 253 196 0	sRGB 245 176 163	sRGB 217 65 92	sRGB 104 181 200	sRGB 168 208 192	sRGB 255 255 255	sRGB 197 198 198	sRGB 87 87 86
HEX #243347	HEX #ee742b	HEX #239a98	HEX #fdc400	HEX #f5b0a3	HEX #d9415c	HEX #68b5c8	HEX #a8d0c0	HEX #ffffff	HEX #c5c6c6	HEX #575756
RAL 5011	RAL 2011	RAL 5018	RAL 1004	RAL 3015	RAL 3018	RAL 5024	RAL 6021	RAL 9010	RAL 7047	RAL 8019
PANTONE+ C539 U2965	PANTONE+ C158 U144	PANTONE+ C7474 U321	PANTONE+ C7408 U7548	PANTONE+ C169 U488	PANTONE+ C198 U1925	PANTONE+ C7709 U7709	PANTONE+ C559 U559	PANTONE+ C000 U000	PANTONE+ C420 U427	PANTONE+ C425 U419
TEXTILE PANTONE 19-4028 TPX	TEXTILE PANTONE 15-1150 TPX	TEXTILE PANTONE 16-5533 TPX	TEXTILE PANTONE 15-0955 TPX	TEXTILE PANTONE 14-1323 TPX	TEXTILE PANTONE 18-1651 TPX	TEXTILE PANTONE 15-5217 TPX	TEXTILE PANTONE 13-6007 TPX	TEXTILE PANTONE 000 TPX	TEXTILE PANTONE 14-4503 TPX	TEXTILE PANTONE 19-5708 TPX

LOGO

Orange circle

The orange circle is important. It ensures brand recognition and makes our logo stand out even on photographic backgrounds. We try to use it whenever possible.

LIBERTY GLOBAL

LOGO
RESPONSIVE

The orange circle is almost always used.
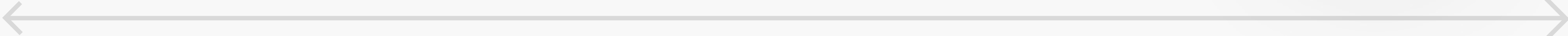The exception being when the logo is too small to read otherwise or very, very large.
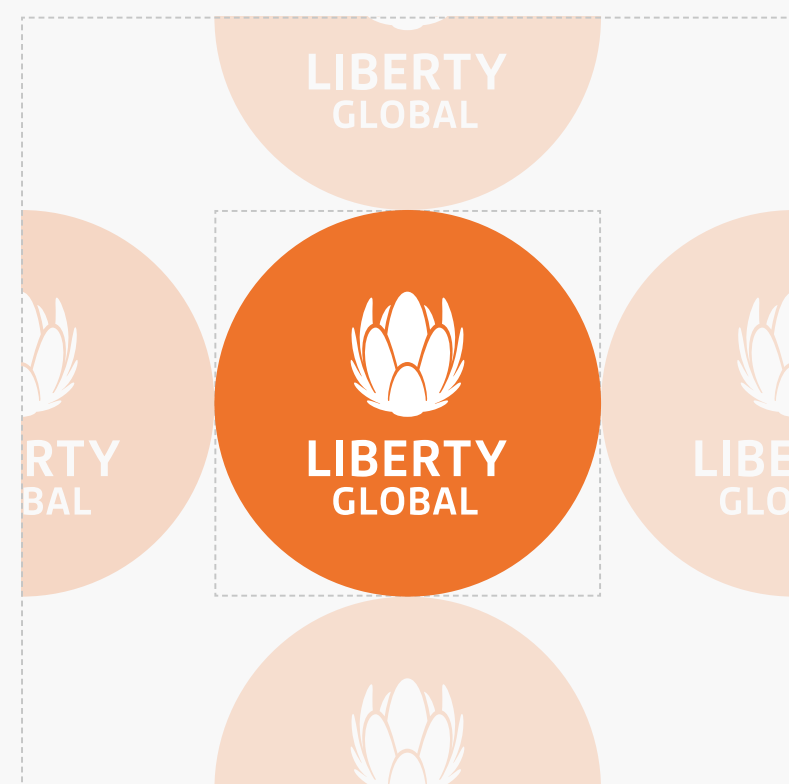
VERY SMALL

LOGO IN CIRCLE

VERY LARGE
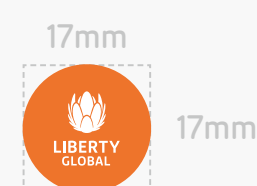
PPT

WWW

WORKING AT LIBERTY GLOBAL.

INVESTING, INNOVATING, EMPOWERING FOR EXCITING TIMES

HELLO I'M VISITING

Denver HQ 007

WELCOME TO OUR TEAM DAY

15

LOGO

USAGE – DOS & DON'TS

GO

Keep Space - No other content in this area except the background image.
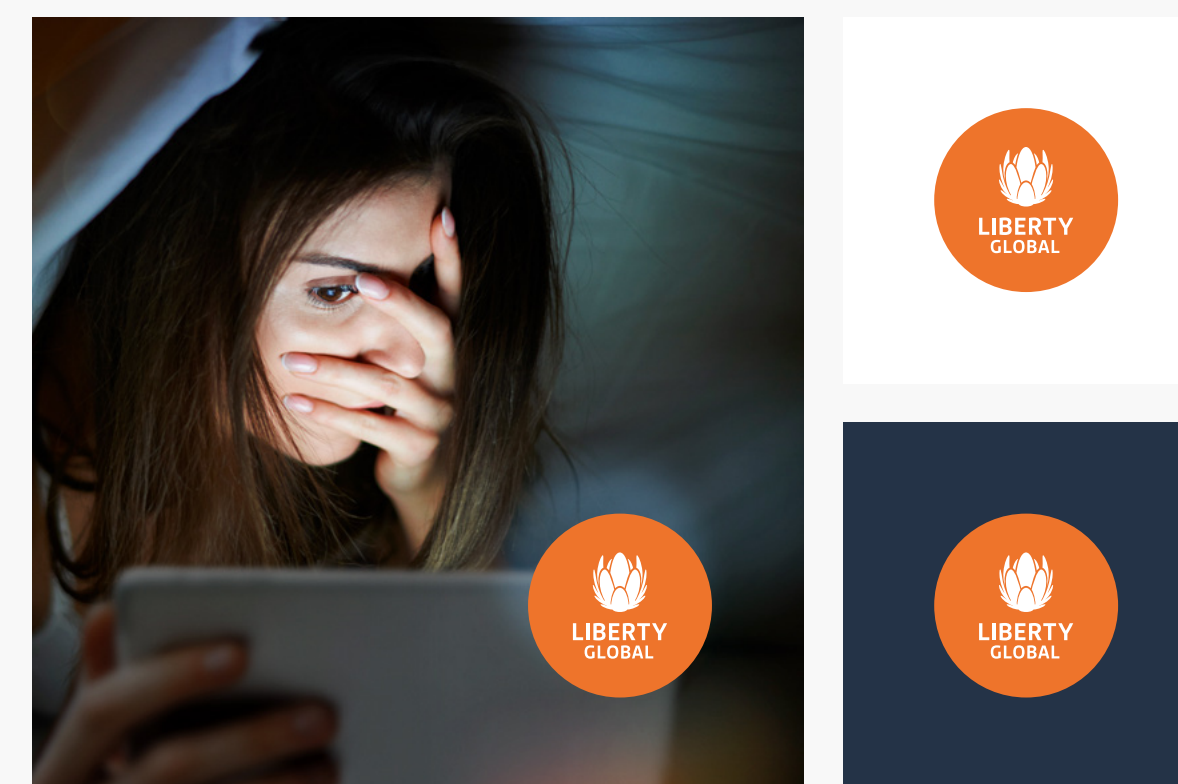

Make me readable - Minimum size for general use.

17mm
17mm

Make me dark grey – Only if printing techniques don't support colours.

Colours - The logo can be on white, dark blue and on an image. Watch out for good contrast when we use the logo on an image.

NO GO

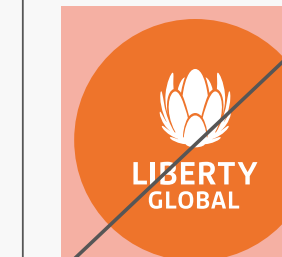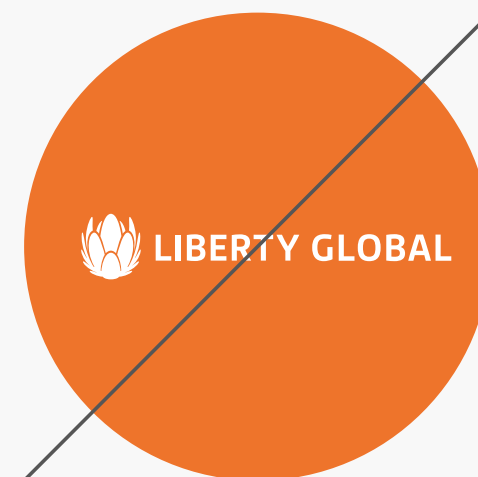| Don't change colour circle	Don't add shadow	Don't add a stroke	Don't rotate	Don't change size of the elements	Don't change position	Don't add gradient	Don't use orange logo without the circle	Don't use on coloured background (only dark blue)

HORIZONTAL LOGO

We have an alternative logo lock up that is only used in very specific situations.

For instance, on small narrow surfaces of items that travel outside the office and need to be branded.
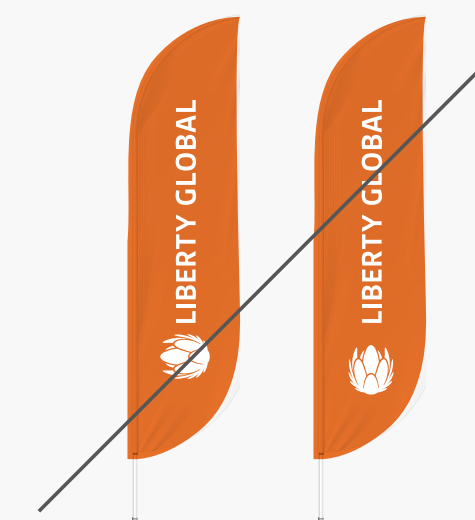
GO

NO GO

Don't use in a circle

Don't use on printed communication

LOREM IPSUM DOLOR.

Or adiosse riamen odis et fugitiate reritist ut lis si adicilique molupic.

Don't use on big formats

Don't use online