

Channel 4 Television

Third Party VOD Branding Guidelines



Please note, if you have produced a programme for Channel 4 Television and intend to distribute it independently, to either wholly owned or the third party provisioned 'On Demand' platforms, it must follow the guidelines set out below.

These guidelines set out what we require from all programmes commissioned by Channel 4 sitting on any third party VOD platforms for any exploitation. In these guidelines 'Channel 4 programmes' refers to any programme that has been commissioned by Channel 4 Television and has broadcast on Channel 4 or its network of channels including but not limited to E4, All 4 and More 4.

1. We require the Channel 4 pre-roll ident to play before the opening credit of any Channel 4 programme available on a third party VOD platform.
2. We require prominent Channel 4 logo placement on all imagery appearing on third party VOD including but not limited to the programme image tile.

The following pages give specific guidelines of common situations and placements on third party platforms, but is not exhaustive and regardless of the platform, it is required to use the Channel 4 pre-roll before opening credits and logo placement on all programme image tiles representing Channel 4 commissioned programmes on third party VOD platforms.

1. Channel 4 pre-roll ident before opening titles

The Channel 4 pre-roll ident is required to be played prior to the opening credits of any Channel 4 programmes on third party VOD platforms.

The pre-roll ident should never be obscured, edited or manipulated in any way.

The pre-roll ident can be downloaded here:

<https://www.channel4.com/info/commissioning/production-information/programme-management>



2. Channel 4 logo placement

These are the two versions of the Channel 4 logo that should be used across all programme image tiles on third party VOD platforms.

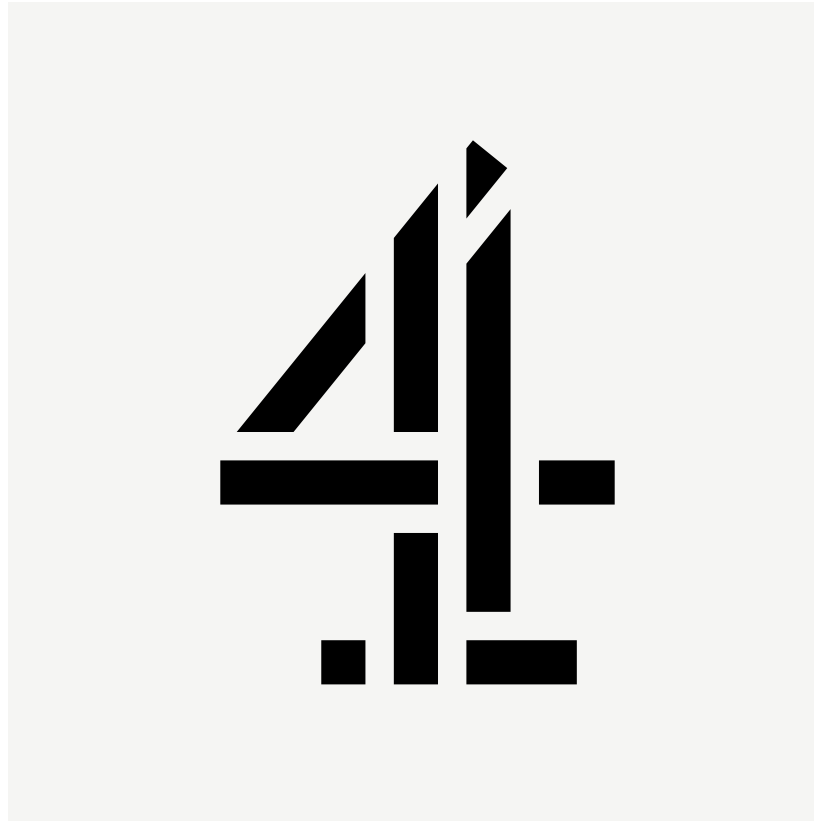
Black logo

The black logo should sit over light background imagery.

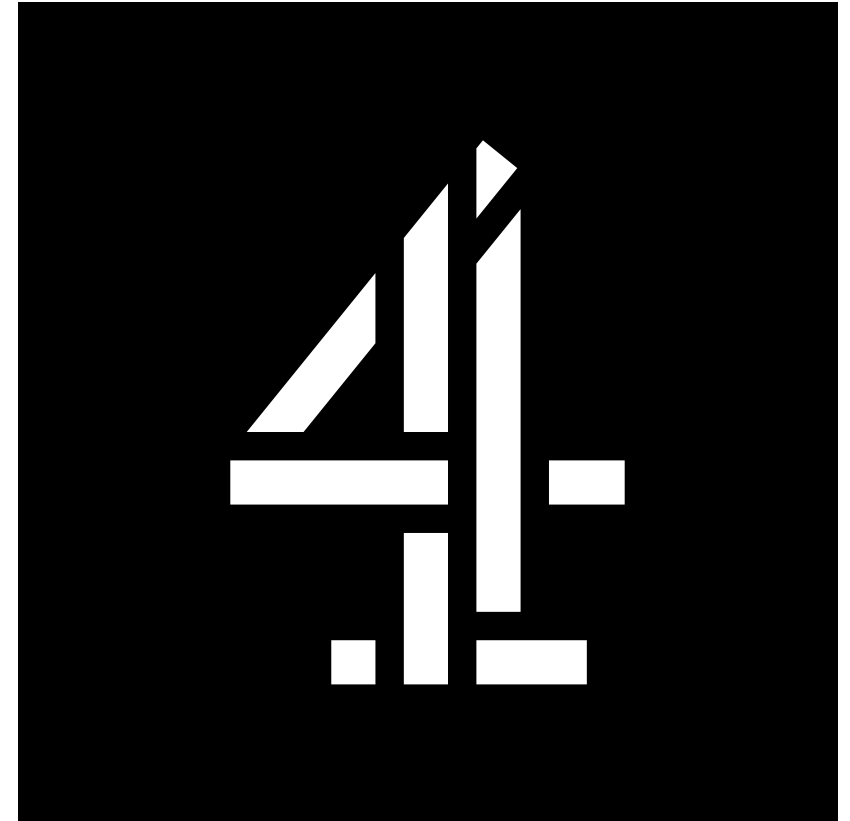
White logo

The white logo should sit over dark background imagery.

Black logo



White logo



Logo correct use

Primary position

The Channel 4 logo should align to the top left margin. Please refer to pages 10 for exact logo sizing and positioning.

Amazon

Due to the possible use of the Amazon Prime graphic device, the Channel 4 logo should align to the bottom right margin. Please refer to pages 10 for exact logo sizing and positioning.

Always use the templates provided.



Logo misuse

This page shows examples of incorrect logo use.

Always use the templates provided.



Never re-size the Channel 4 logo.



Never have a key part of the image behind the Channel 4 logo.



Always scale and position the image and header to allow for a clear read of the Channel 4 logo and show header.



Never move the logo from its fixed position to the margins (denoted by magenta keylines). Always keep the show header within the margins.



Always ensure the Channel 4 logo is legible.



Never re-colour or apply an effect to the logo.

Formats

Channel 4 logo

Primary position

The Channel 4 logo should align to the top left margin. In this format, the Channel 4 logo is scaled to 22% of the tile height.

Amazon

Due to the possible use of the Amazon Prime graphic device, the Channel 4 logo should align to the bottom right margin. In this format, the Channel 4 logo is scaled to 22% of the tile height.

Colour

Select the black Channel 4 logo for lighter backgrounds and the white Channel 4 logo for dark backgrounds.

Show logo

The show logo can be scaled to any size.

Image crop

The show imagery should be scaled and positioned to allow for a clear read of the Channel 4 and show logos.

Margin

The margin shown is set at 70px (1780px x 940px).

Always use the templates provided.

These platform specific guidelines are to guide the logo placement but are not necessarily exhaustive and the Channel 4 logo should be applied to all imagery appearing on the platform.

Primary use HD landscape 1920px x 1080px



Amazon HD landscape 1920px x 1080px



Logo is scaled to 22% of the tile height



Logo is scaled to 22% of the tile height

Channel 4 logo

The Channel 4 logo should remain fixed to the top left margin. In this format, the Channel 4 logo is scaled to 17% of the tile height.

Select the black Channel 4 logo for lighter backgrounds and the white Channel 4 logo for dark backgrounds.

Show logo

The show logo can be scaled to any size.

Image crop

The show imagery should be scaled and positioned to allow for a clear read of the Channel 4 and show logos.

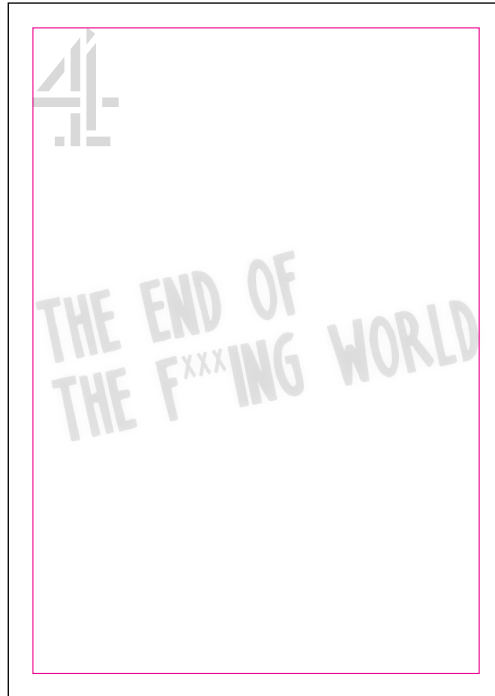
Margin

The margin shown is set at 70px (1230px x 1780px).

Always use the templates provided.

These platform specific guidelines are to guide the logo placement but are not necessarily exhaustive and the Channel 4 logo should be applied to all imagery appearing on the platform.

HD portrait 1370px x 1920px



Logo is scaled to 17% of the tile height

Channel 4 logo

Due to the possible use of the Amazon Prime graphic device, the Channel 4 logo should align to the bottom right margin. In this format, the Channel 4 logo is scaled to 25% of the tile height.

Select the black Channel 4 logo for lighter backgrounds and the white Channel 4 logo for dark backgrounds.

Show logo

The show logo can be scaled to any size.

Image crop

The show imagery should be scaled and positioned to allow for a clear read of the Channel 4 logo and show logos.

Margin

The margin shown is set at 70px (1460px x 1060px).

Always use the templates provided.

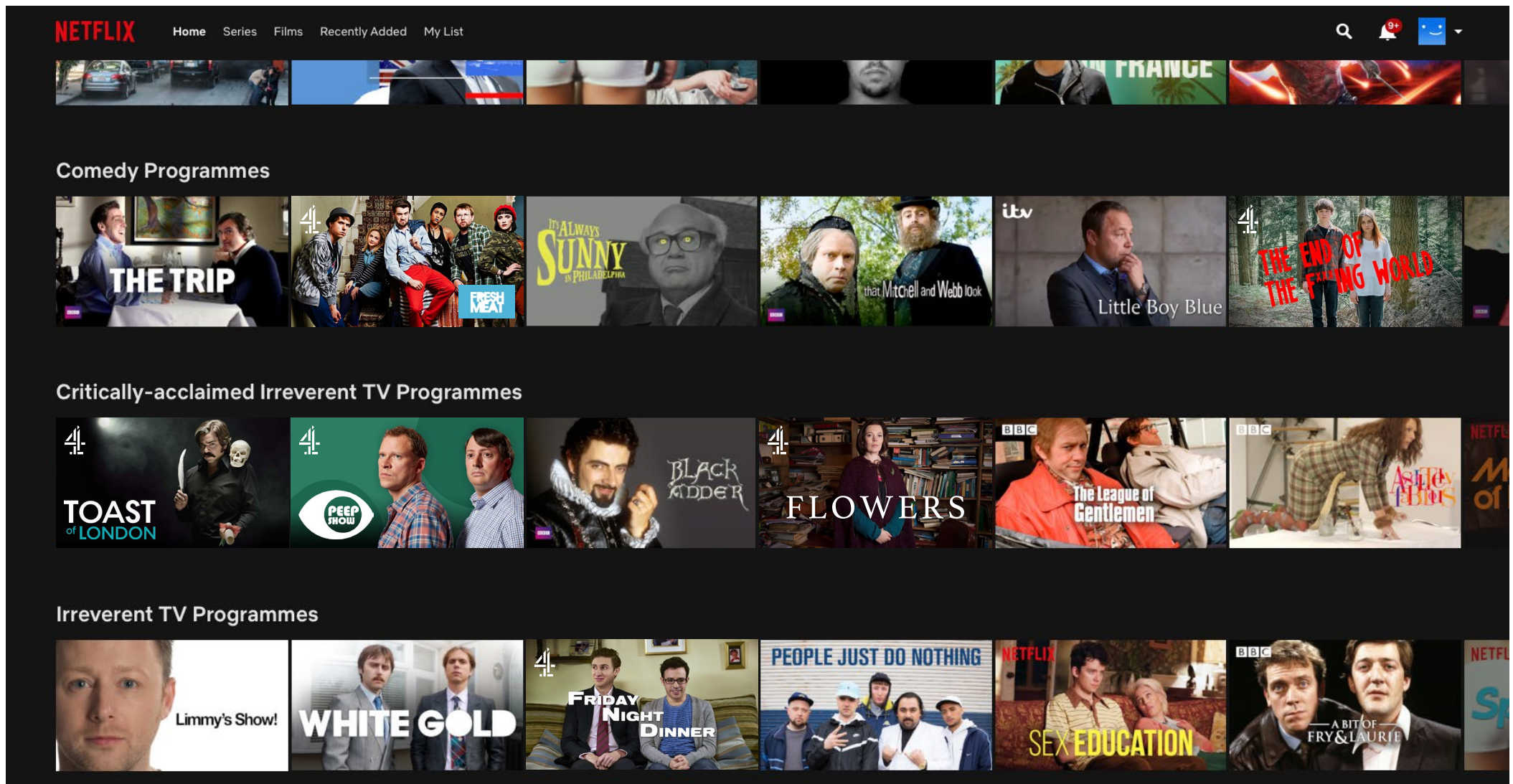
These platform specific guidelines are to guide the logo placement but are not necessarily exhaustive and the Channel 4 logo should be applied to all imagery appearing on the platform.

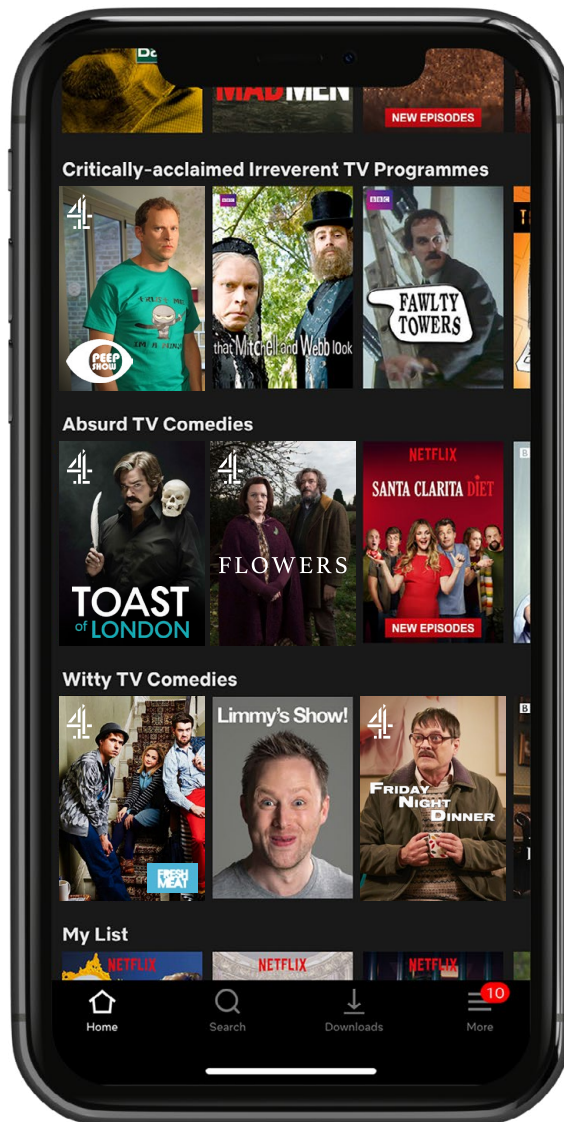
Amazon HD landscape 1600px x 1200px



Logo is scaled
to 25% of the
tile height

Examples in situ





amazon.co.uk [Try Prime](#)

Prime Video

Deliver to Beckton E6

Shop by Department

Your Amazon.co.uk Today's Deals Gift Cards & Top Up Sell Help

Hello, Sign in Your Account

Try Prime

Your Lists

[Basket](#)

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Your Watchlist Your Video Library Settings Getting Started Help

PRIME EXCLUSIVE
ATP MASTERS 1000
ROLEX MONTE-CARLO MASTERS
LIVE 14 - 21 APRIL

All Videos Included with Prime Channels Rent or Buy

prime Originals and Exclusives [See More](#)

AMAZON ORIGINAL
GUAVA ISLAND

FRESH MEAT

PRIME ORIGINAL
AMERICAN GODS
NEW EPISODES MONDAYS

PRIME ORIGINAL
The Grand Tour

TOAST of LONDON

PEEP SHOW

prime Popular Movies [See More](#)

FLOWERS

TAMMY

love island

THE END OF THE F*cking WORLD

FRIDAY NIGHT DINNER

KEDDIE MERCURY
THE KING OF QUEEN

amazon.co.uk
Try Prime

Prime Video ▾ Flowers

Q

Amazon Prime | 30-day free trial

Deliver to
Beckton E6

Shop by
Department ▾

Your Amazon.co.uk

Today's Deals

Gift Cards & Top Up

Sell

Help

Hello, Sign in
Your Account ▾

Try
Prime ▾

Your
Lists ▾

0
Basket

prime video

Home Originals TV Shows Movies Kids

Your Watchlist Your Video Library Settings Getting Started Help

Flowers

Season 1 ▾

★★★★☆ (44)

IMDb 8.2

2016

2 Seasons

15

New dark comedy starring Olivia Colman and Julian Barratt as the eccentric Deborah and Maurice Flowers. As Maurice fights inner demons and dark secrets, Deborah tries to keep their family together at all costs and becomes increasingly suspicious that Maurice is in a secret homosexual relationship.

Starring Julian Barratt, Olivia Colman, Daniel Rigby

Buy Episode 1
HD £2.49

Buy Season 1
HD £4.99

More Purchase
Options

Add Season to
Watchlist

By ordering or viewing, you agree to our [Terms](#). Sold by Amazon Video Limited.

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Episodes (6)



FLOWERS

1. Episode 1

An already black day for Maurice turns into a nightmare when Deborah, his wife, insists on celebrating their anniversary. And when Maurice's mother finds evidence of his misery, things worsen.

Buy HD £2.49

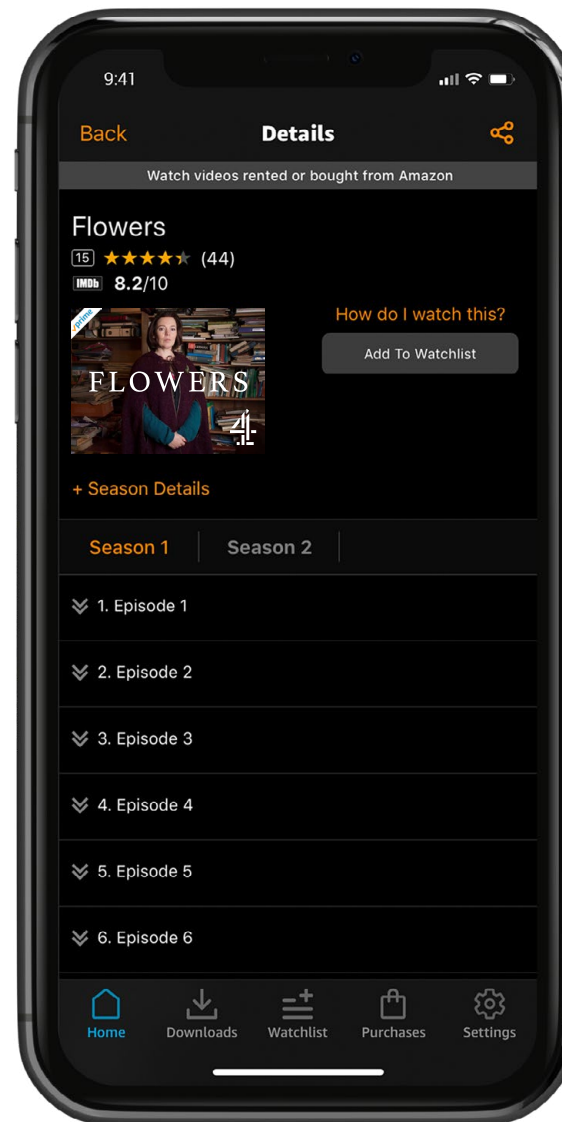
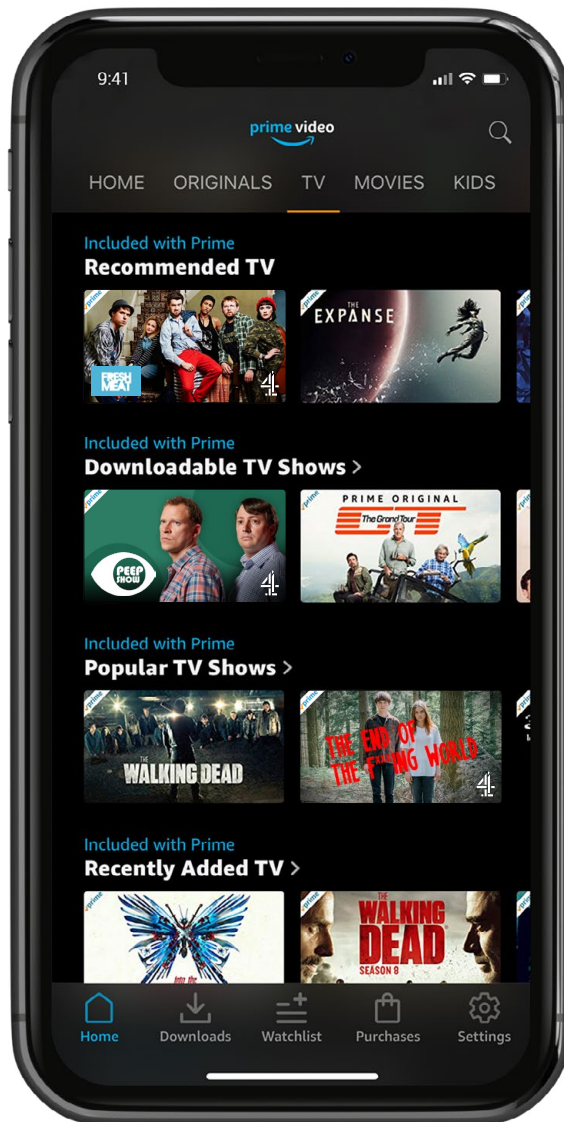
More purchase options

25 April 2016

24min

15

Audio Languages



Please note, if you have produced a programme for Channel 4 Television and intend to distribute it independently internationally then we expect the end credit to remain as it was broadcast on Channel 4 unless otherwise agreed.

Channel 4
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For more information
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