



**HopeChannel**

Brand Style Guide



TELEVISION  
THAT  
CHANGES  
LIVES



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# HopeChannel

## Trademark

The Hope Channel logo is a globally registered trademark of Hope Channel, Inc. located in Silver Spring, Maryland, USA. Use of the logo is limited to Hope Channel network partners that maintain a current license agreement with Hope Channel, Inc. and are otherwise authorized to use the logo. Entities authorized to use the logo shall not permit or authorize any other individual or organization to use the Hope Channel logo without written authorization from Hope Channel, Inc.



# Introduction

Welcome to this first edition of the Hope Channel's brand style guide designed to unify Hope Channel's global brand. The creation of a globally recognized logo mark as part of the Hope Channel brand is a vital component of the Hope Channel's mission to offer God's good news for a better life today and for eternity. As a network, we are committed to becoming the premier Christian television network recognized everywhere for bringing Hope in a practical wholistic way to our growing viewing audience.

The stylized TV screen in the logo mark is intended to communicate that we are primarily a television network. The "hopey" figure with uplifted arms was originally selected to represent the anticipation and joy of those witnessing the Second Coming of Jesus (Isa 25:9). The Second Coming of Jesus is our ultimate Hope!

This first edition of Hope Channel's brand style guide is designed to unify Hope Channel's global brand. Developed at the direction of Hope Channel managers across the network, this style guide focuses on establishing a consistent use and application of the Hope Channel logo by all affiliated and licensed channels. Additions and modifications may be made to this style guide as Hope Channel administration and network managers work together to further develop a unified global brand.

This style guide is designed to be flexible enough to allow creative expression while ensuring the consistent use of the corporate brand elements. A strong global identity will result when all channels within the Hope Channel network maintain fidelity to this style guide on media platforms including broadcast, print, and web. Consistent application of these brand elements ensures that viewers will instantly recognize Hope Channel, regardless of the network channel they are watching.

This style guide is a result of the cooperative relationship among all Hope Channel network partners who not only contributed to the development of this style guide but also continue to work together to advance Hope Channel's global brand and encourage more viewers to prepare for Jesus' Second Coming.



# Hope Channel Logo Overview

To ensure branding uniformity and integrity, there are two applications of the Hope Channel logo:

**1.** A local application that includes **a)** the logo mark and **b)** the name “HopeChannel.” This is used by all Hope Channel affiliates within their local context and region.



*For example,* Hope Channel India uses this local application in all of its correspondence to its viewers and supporters **within** India and on all of its broadcast.

**2.** A global application that includes **a)** the logo mark; **b)** the name “HopeChannel;” and **c)** the regional or language designation. This is used by all Hope Channel affiliates outside their region.



*For example,* Hope Channel India uses this global application when promoting itself to prospective supporters **outside** India or in conjunction with a news story in the Adventist Review or HopeLINK.

## Local Application



HopeChannel

Horizontal



HopeChannel

Vertical

Use a 100% black version, with Hopey reversed for black & white printing



HopeChannel



HopeChannel



## Global Application



**HopeChannel**  
REGION OR LANGUAGE

Horizontal



**HopeChannel**  
REGION OR LANGUAGE

Vertical

\*Logo designs have been created for each existing international affiliate. Please see **Appendix A** for an overview and visit [www.hopetv.org/styleguide](http://www.hopetv.org/styleguide) to download hi-quality vector graphics for your channel.



# Logo Sizing

It is important to maintain these size considerations in order to retain legibility and recognition of the Hope Channel logo. Minimum sizing is determined on the width of the "HopeChannel" text in the logo

## Local Application

Ideally the size should be kept at or above 1.125", the size of the logo on the business cards.



HopeChannel

1.125"/26mm



HopeChannel

1.125"/26mm

Never reduce the logo below .75" width as an absolute minimum.



HopeChannel

.75"/19mm



HopeChannel

.75"/19mm

## Global Application

Affiliate logos should be kept over 1.125" in their standard form.



HopeChannel  
REGION OR LANGUAGE



HopeChannel  
REGION OR LANGUAGE

In situations where affiliate logos must be smaller than 1.125", the byline may be dropped below "HopeChannel" descenders and size increased for legibility



HopeChannel  
REGION OR LANGUAGE



HopeChannel  
REGION OR LANGUAGE

When space does not allow for full size logo, it is acceptable to use the Hopey icon independently for branding purposes.



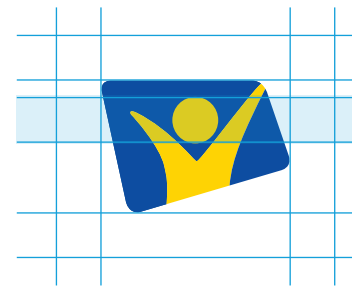




# Clear Space



A clear space equivalent to the x-height of the HopeChannel text should be maintained around the logo at all times



When the Hope Icon is used on its own, clear space should be equivalent to the diameter of Hopsy's head.



# Logo Usage



The full-color Hope Channel logo should only be used against white and VERY light, solid backgrounds.



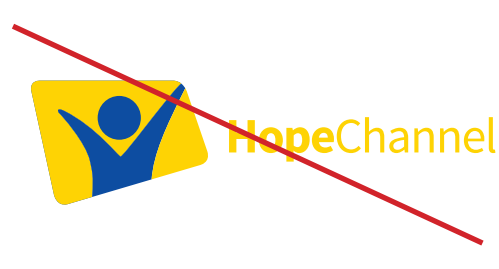
When used on solid, non-white backgrounds, the Hope Channel logo should be reversed.



# Incorrect Usage



Refrain from using any version of the logo against highly patterned or complicated backgrounds.



Please do not change the colors of the Hope Channel logo. Only use what is allowed by the style guide.



Please do not create a grayscale version of the logo. Hopey and the blue background requires more contrast than this allows.



Refrain from skewing, distorting, rotating, or scaling the Hope Channel logo.



# Typography

Typography, as much as logo and color, is a key component of the Hope Channel brand. Consistent type choices create continuity across all Hope Channel media, whereas type that departs significantly from that specified causes collateral material to lose the connection to Hope Channel, despite correct color and logo usage.

Three typefaces choices are provided for use in Hope Channel material:

Source Sans Pro

Garamond Premier Pro

Source Serif Pro



# Primary Typeface: Source Sans Pro

Source Sans Pro Regular

Aa	Bb	Cc	Dd	Ee
Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo
Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy
Zz				
1	2	3	4	5
6	7	8	9	0
\$	%	&	@	#
.	;	“”	?	,

Source Sans Pro is available in many styles and weights. Some examples:

Aa	<b>Bb</b>	<i>Cc</i>	<b>Dd</b>	Ee
Light	Bold	Italic	Black	Extra Light

**ALWAYS** use the font menu to choose the appropriate weight, and please do not use the “bold”, or “italic” buttons provided in many desktop applications such as Microsoft Word.

Visit [sourceforge.net/projects/sourcesans.adobe/files/](https://sourceforge.net/projects/sourcesans.adobe/files/) to download the full free font file.



# Serif Typeface: Garamond Premier Pro

Garamond Premier Pro Regular

Aa	Bb	Cc	Dd	Ee
Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo
Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy
Zz				
1	2	3	4	5
6	7	8	9	0
\$	%	&	@	#
.	;	“”	?	,

# Alternate Serif: Source Serif Pro (free)

Source Serif Pro Regular

Aa	Bb	Cc	Dd	Ee
Ff	Gg	Hh	Ii	Jj
Kk	Ll	Mm	Nn	Oo
Pp	Qq	Rr	Ss	Tt
Uu	Vv	Ww	Xx	Yy
Zz				
1	2	3	4	5
6	7	8	9	0
\$	%	&	@	#
.	;	“”	?	,

Source Serif Pro is designed specifically to work with Source Sans Pro and is an ideal choice for the Hope Channel brand. However, there are currently few options for font styles (i.e. no italics). Keep this in mind when using Source Serif Pro.

Visit [sourceforge.net/projects/sourceserifpro.adobe/files/](https://sourceforge.net/projects/sourceserifpro.adobe/files/) to download the full free font file.



# Primary Colors

Hope Channel corporate documents and business papers should ONLY use Hope Channel Blue, Hope Channel Yellow, and screens of black (grays). For general-purpose Hope Channel art, darker and lighter screens of Hope Channel Blue and Hope Channel Yellow may be used.



## Hope Channel Blue

**CMYK | C100 M80 Y0 K0**

**WEB | R3 G78 B162**

**BROADCAST | R16 G78 B162**

**HEX | #231f20**

**PMS | 2728**



## Hope Channel Yellow

**CMYK | C0 M15 Y100 K0**

**WEB | R255 G212 B0**

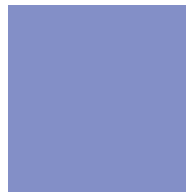
**BROADCAST | R235 G212 B44**

**HEX | #FFD400**

**PMS | 116**



**C100 M80 Y0 K50**



**C100 M80 Y0 K0**  
50% Screen



**C0 M15 Y100 K50**



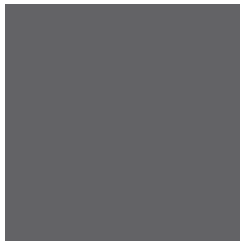
**C0 M15 Y100 K0**  
50% Screen





# Secondary Colors

Secondary colors should be used only to emphasize or complement the emotional content of a design. Secondary colors should not be used solely for decoration.



**CMYK | C0 M0 Y0 K75**  
**WEB | R64 G64 B64**  
**BROADCAST | R64 G64 B64**  
**HEX | #626366**  
**PMS | Process Black 75%**

For text and corporate documents on white paper.



**CMYK | C0 M0 Y0 K100**  
**WEB | R0 G0 B0**  
**BROADCAST | R16 G16 B16**  
**HEX | #000000**  
**PMS | Process Black 100%**

For somber or serious topics.



**CMYK | C80 M0 Y90 K0**  
**WEB | R0 G183 B96**  
**BROADCAST | R16 G183 B96**  
**HEX | #00b760**  
**PMS | 354**

For health and nature focused topics.

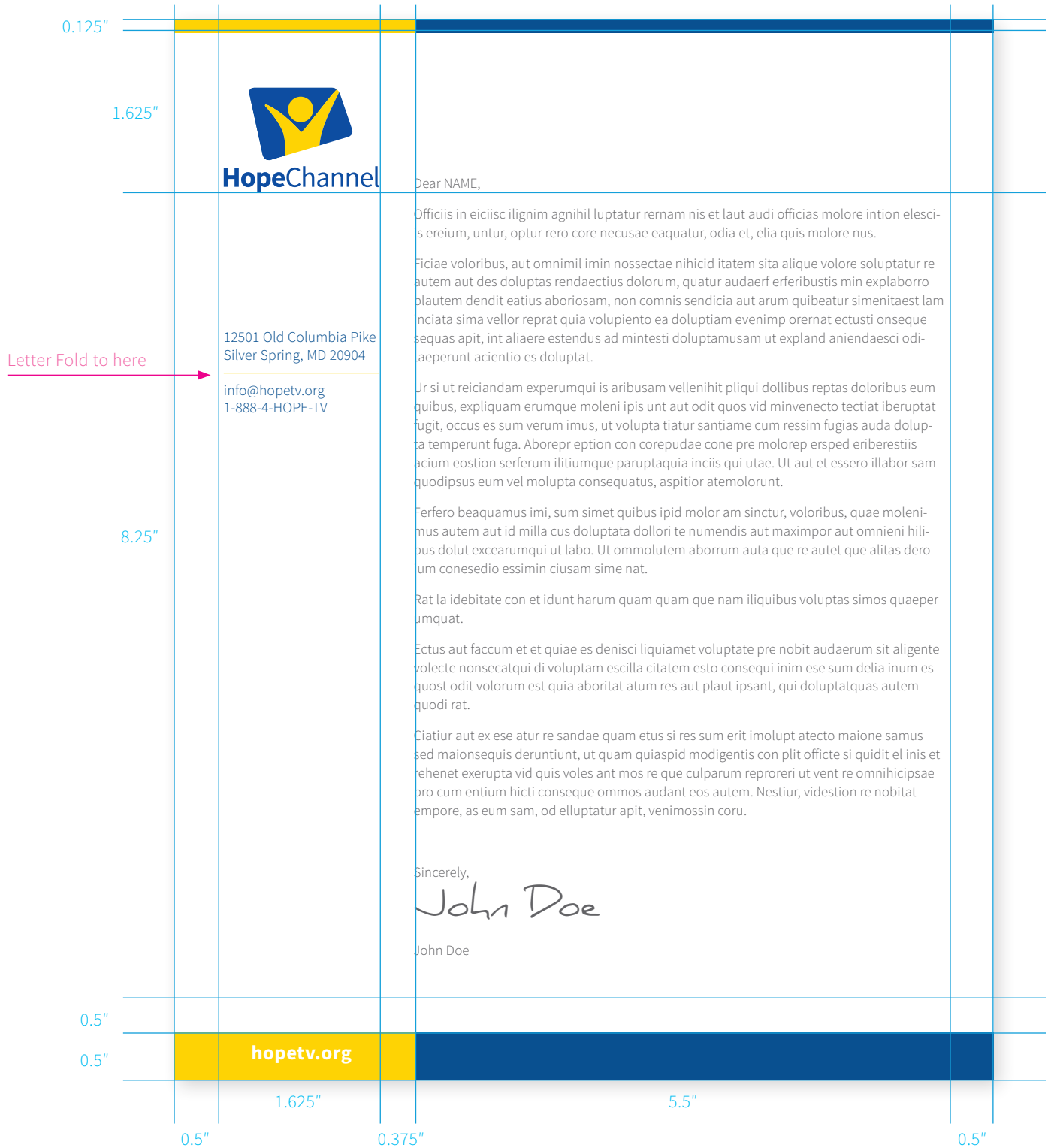


**CMYK | C85 M100 Y0 K0**  
**WEB | R76 G0 B134**  
**BROADCAST | R76 G16 B134**  
**HEX | #4C0086**  
**PMS | 2597**

For spiritual and biblical focused topics.



# 8.5"x11" Letterhead (American)



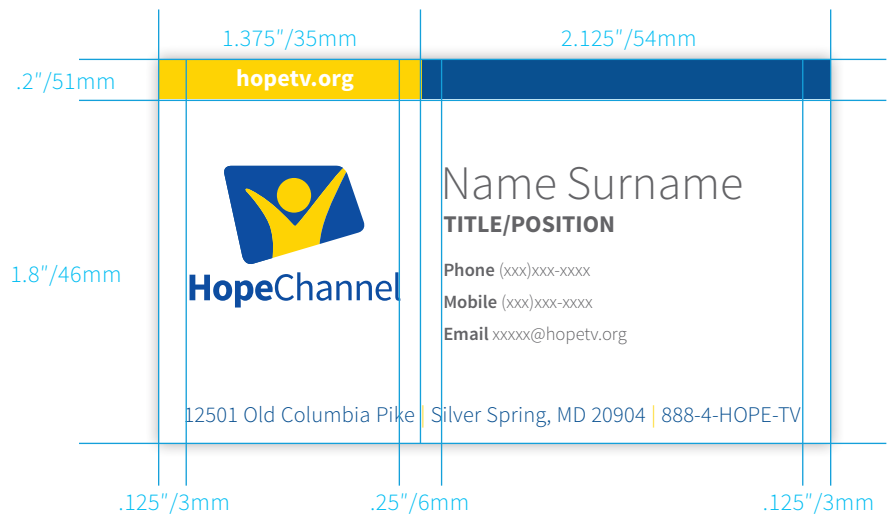


# A4 Letterhead (International, 210mm x297mm)

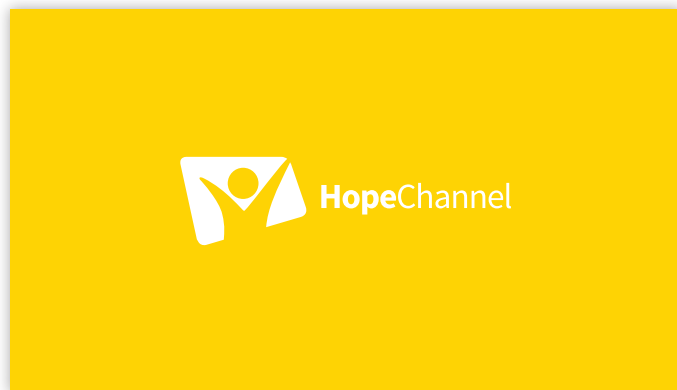




# Business Card



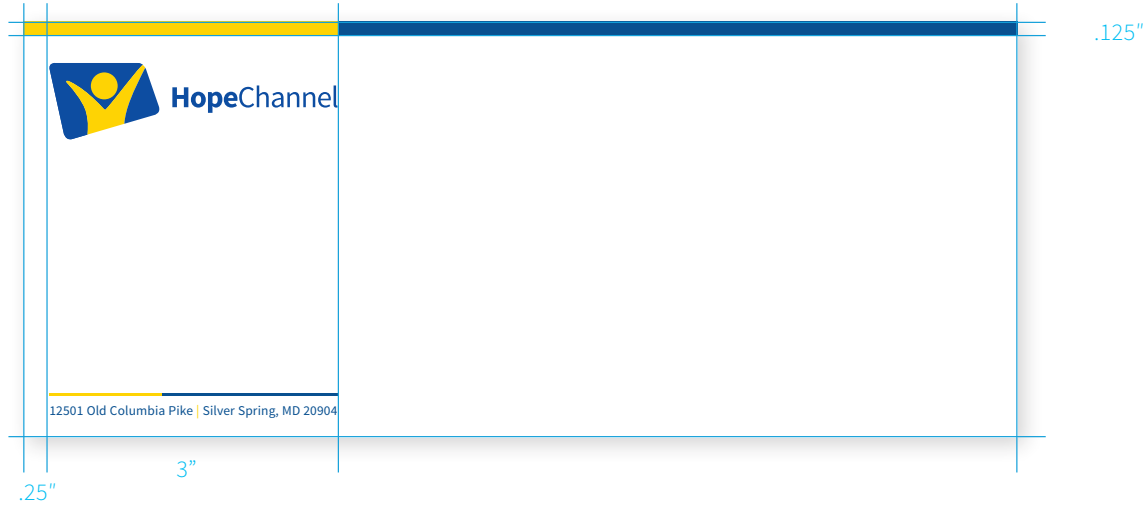
Back of card may be either Hope Blue or Hope Yellow



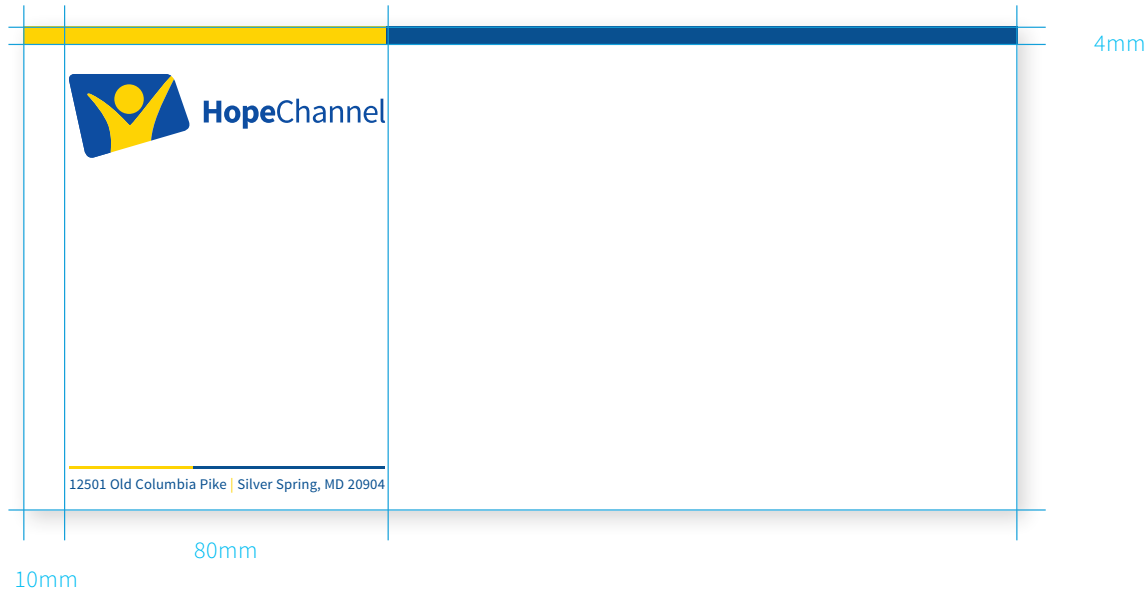


# Envelopes

#10, American, 9.5" x4.125"



DL, International, 220mm x110mm



In case of postal regulations or other reasons, there is an envelope option which has an upper-left positioning of the return address.



# Signage

Potential building signage. Uses LED backlighting in brand colors (or as close as possible).





# Appendix A: Comprehensive Logo List

	OPTION 1				OPTION 2			
	LOCAL		GLOBAL		LOCAL		GLOBAL	
Corporate								
Africa								
Australia								
Bulgaria								
Chinese Hope TV								
Costa Rica								
Croatia								
Czech								
Esperanza TV								
Fiji								
France								
Germany								
Ghana								
Hungary								
India								
Indonesia								
Italy								
International								
Japan								
Kenya								





# Appendix A: Comprehensive Logo List

	OPTION 1				OPTION 2			
	LOCAL		GLOBAL		LOCAL		GLOBAL	
Korea	HopeChannel		HopeChannel KOREA					
Malawi	HopeChannel		HopeChannel MALAWI					
Middle East and North Africa	HopeChannel		HopeChannel MIDDLE EAST		الوعد		الوعد MIDDLE EAST	
New Zealand	HopeChannel		HopeChannel NEW ZEALAND					
North America	HopeChannel		HopeChannel NORTH AMERICA					
Norway	HopeChannel		HopeChannel NORWAY		Hope Channel Norge		Hope Channel Norge NORWAY	
Papua New Guinea	HopeChannel		HopeChannel PAPER NEW GUINEA					
Philippines	HopeChannel		HopeChannel PHILIPPINES					
Poland	HopeChannel		HopeChannel POLAND		Telewizja Hope Channel		Telewizja Hope Channel POLAND	
Romania	HopeChannel		HopeChannel ROMANIA		SperantaTV		SperantaTV ROMANIA	
Russia	HopeChannel		HopeChannel RUSSIA		Надия		Надия RUSSIA	
Samoa	HopeChannel		HopeChannel SAMOA					
Soloman Islands	HopeChannel		HopeChannel SOLOMON ISLANDS					
South America (Novo Tempo)	HopeChannel		HopeChannel PORTUGAL		Novo Tempo		Novo Tempo PORTUGAL	
South America (Nuevo Tiempo)	HopeChannel		HopeChannel SPAIN		Nuevo Tiempo		Nuevo Tiempo SPAIN	
Spain	HopeChannel		HopeChannel SPAIN		Hope Channel Espana		Hope Channel Espana SPAIN	
Tanzania	HopeChannel		HopeChannel TANZANIA					
Ukraine	HopeChannel		HopeChannel UKRAINE		Надия		Надия UKRAINE	
United Kingdom	HopeChannel		HopeChannel UNITED KINGDOM		Hope Channel UK		Hope Channel UK	
Venezuela	HopeChannel		HopeChannel VENEZUELA		EsperanzaTV		EsperanzaTV VENEZUELA	







**HopeChannel**

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