



# Premiere Quick Reference Guide

This is a quick reference guide designed to provide you with an overview of the visual style and elements developed for the TiVo Premiere and Premiere XL. Please submit all materials to Brand Marketing for approval.

## General Logo and Logotype Usage

- The TiVo Premiere and Premiere XL logo should never appear smaller than 0.75".
- The TiVo Premiere and Premiere XL logo must never appear to be crowded by other elements. Clear space is essential.
- Do not alter the shape of the logo or change the spacing of the logotype. It can never be re-drawn.
- The TiVo Premiere and Premiere XL logo may be cropped as shown below.
- All logos except for the cropped versions must have the (®) symbol on the lower right hand side of the TiVo logo. This mark is provided with the logo artwork.

## Logo on Dark and Light Backgrounds

The preferred version of the Premiere logo is on a black background and the preferred version of the Premiere XL logo is on a metallic silver or light grey background. If the logo is to appear on a light background, the logotype changes to black and metallic silver or gray.

## Clear Space Example

x = Height of antennae, clear space on left and right side of logo.  
y = Height of legs, clear space above and below the logo.

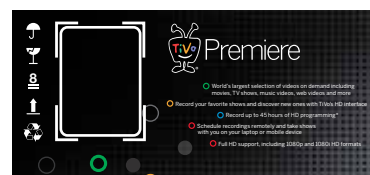
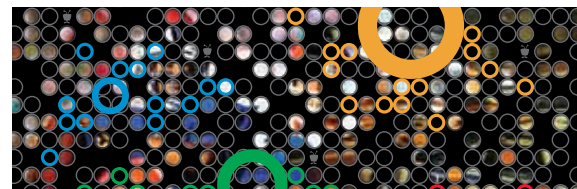


## Visual Style

The new look developed for Premiere started with the product. The colored rings relate to the LED lights on the product bezel. Cropping the Premiere logo at a large scale keeps the brand front and center. The background image of a light burst brings a splash of energy and excitement to the composition.

A grid pattern creates a bold, energetic texture that can be applied in various configurations. Compelling imagery can be masked inside the rings to add additional visual interest and motion. The TiVo silhouette logo is another element that can be integrated into the design.

Small rings can also be used as bullets as shown on the side panel of the carton. The combination of these elements help tie together the look and feel of all materials related to Premiere.





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## Typography

All messaging for TiVo Premiere is set off by bold all caps headlines in Helvetica Neue Black Condensed. On solid black or dark backgrounds, copy is set in 50%K and white for emphasis. Leading and letter spacing is tight but not touching. This applies to both print and online materials.

Helvetica Neue  
Black Condensed

**CABLE BOX**  
**MOVIE BOX**  
**WEB BOX**  
**MUSIC BOX**  
**ONE BOX**

## Print

For for large headlines, use BentonSans Light and BentonSans Book for extensive display copy. Subhead copy is set in BentonSans Medium. Body copy is set in BentonSans Regular. Depending on the application and legibility, headlines and subheads may be set in black or white on dark backgrounds.

BentonSans  
Light

BentonSans  
Book

BentonSans  
Medium

BentonSans  
Regular

**What is TiVo?**  
TiVo is not a DVR. Only.

## Control live HDTV

World's largest selection of videos on demand including movies, TV shows, music videos, web videos and more.

## Online

For display headlines and subheads, use Helvetica Neue Light and Helvetica Neue Roman for body copy. On solid black or dark backgrounds, copy is set in white. See the Online color palette for more details.

Helvetica Neue  
Light

Helvetica Neue  
Roman

**Reinvented.**  
**Reimagined.**  
**Really cool.**

See how we fit unlimited entertainment into one amazing, easy-to-use box.

## The world's best DVR


























Never miss anything! The TiVo service finds and records all your favorite shows, every time they're on, so you can watch them at your convenience. Whenever you turn on the TV, something good is on!



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## TiVo Premiere Color Palette

The TiVo brand is extremely colorful and uses a wide range of hues. This color palette should be used as a guide for any print or online collateral associated with TiVo Premiere. When creating graphics related specifically to Cable, Movie, Web or Music, refer to the color guidelines below.

	Spot		Process				RGB			HEX
<b>TiVo Logo Colors</b>	PMS 1788 c		C: 0%	M: 91%	Y: 78%	K: 0%	R: 253	G: 43	B: 18	FD2B12
	PMS 339 c		C: 72%	M: 0%	Y: 58%	K: 0%	R: 42	G: 164	B: 117	2AA475
	PMS 1375 c		C: 0%	M: 50%	Y: 98%	K: 0%	R: 255	G: 154	B: 22	FF9A16
	PMS 2715 c		C: 58%	M: 51%	Y: 0%	K: 0%	R: 113	G: 112	B: 178	7170B2
	White		C: 0%	M: 0%	Y: 0%	K: 0%	R: 255	G: 255	B: 255	FFFFFF
	Black c		C: 60%	M: 40%	Y: 40%	K: 100%	R: 0	G: 0	B: 0	000000
<b>Premiere XL Color</b>	PMS 877 c		C: 0%	M: 0%	Y: 0%	K: 40%	R: 167	G: 169	B: 172	A7A9AC
<b>Ring Colors</b>	PMS Cool Gray 9 c		C: 0%	M: 0%	Y: 0%	K: 70%	R: 109	G: 110	B: 113	6D6E71
Cable	PMS 485 c		C: 0%	M: 100%	Y: 90%	K: 0%	R: 237	G: 27	B: 47	ED1B2F
Movie	PMS 299 c		C: 100%	M: 10%	Y: 0%	K: 10%	R: 0	G: 147	B: 208	0093D0
Web	PMS 1375 c		C: 0%	M: 50%	Y: 98%	K: 0%	R: 255	G: 154	B: 22	FF9A16
Music	PMS 7482 c		C: 100%	M: 0%	Y: 100%	K: 0%	R: 0	G: 166	B: 81	00A651
<b>Online Colors</b>										
Standard Header			C: 85%	M: 70%	Y: 43%	K: 32%	R: 45	G: 66	B: 90	2D425A
Highlight			C: 0%	M: 52%	Y: 100%	K: 0%	R: 244	G: 142	B: 4	F48E04
Bullets, Steps, Visited Links			C: 63%	M: 50%	Y: 38%	K: 10%	R: 103	G: 114	B: 128	677280
Buttons			C: 80%	M: 57%	Y: 17%	K: 0%	R: 65	G: 107	B: 156	416B9C
Inactive States/Elements			C: 30%	M: 22%	Y: 20%	K: 0%	R: 179	G: 184	B: 191	B3B8BF
Background Gradient, Dark Accents			C: 96%	M: 82%	Y: 50%	K: 63%	R: 4	G: 26	B: 51	041A33
Background Gradient, Dark Accents			C: 90%	M: 72%	Y: 35%	K: 22%	R: 40	G: 71	B: 105	284769
Website Background			C: 91%	M: 83%	Y: 52%	K: 69%	R: 0	G: 10	B: 42	000A2A
Links on Light Background			C: 64%	M: 30%	Y: 0%	K: 0%	R: 77	G: 134	B: 201	4D86C9
Links on Dark Background			C: 45%	M: 15%	Y: 0%	K: 0%	R: 123	G: 191	B: 255	7BBFFF
Legal on Dark Background			C: 12%	M: 10%	Y: 10%	K: 0%	R: 221	G: 221	B: 221	DDDDDD
Bright Emphasis			C: 30%	M: 85%	Y: 0%	K: 0%	R: 208	G: 0	B: 201	D000C9
Bright Emphasis			C: 0%	M: 68%	Y: 100%	K: 0%	R: 255	G: 85	B: 0	FF5500



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## Graphic Elements

The sizes of the colored rings are determined by the initial grid of rings. The weight of the thick rings are proportional to the rings on the product bezel.

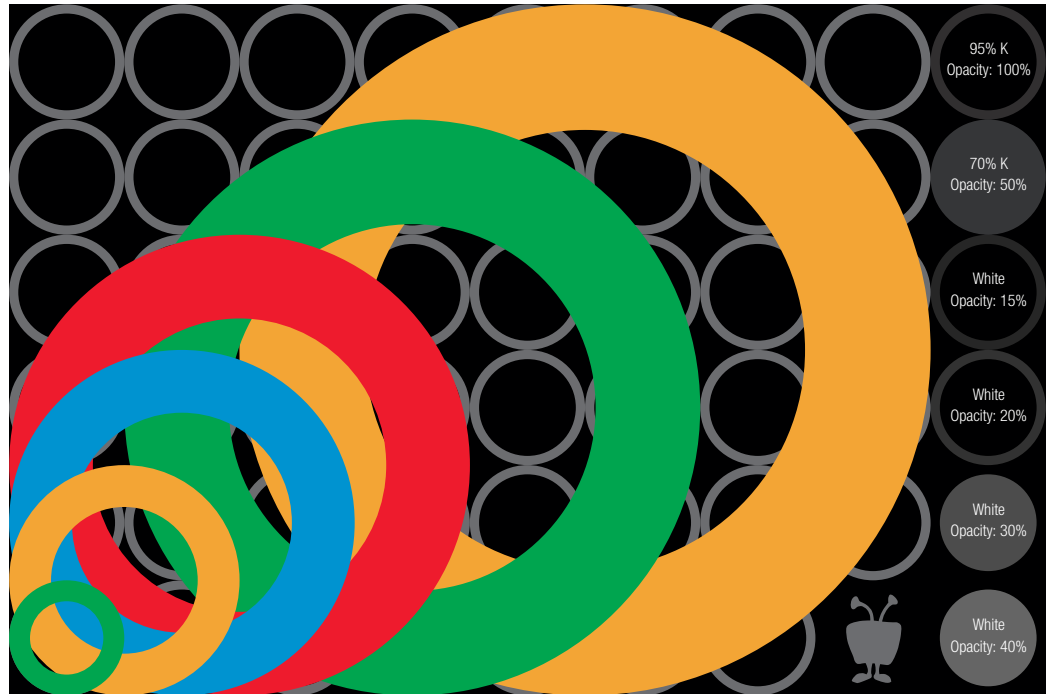
All other circles are shades of gray. To the right are various examples of the gray rings. The two sizes of solid circles are created from the outer and inner radius of the grid rings.

For example, to create the 70% K grid of rings, start with a 0.6" circle. Scale a copy of this circle by 84% to create the inner ring.

To create the thick weight 0.6" ring, scale a copy of this circle by 64% to create the inner ring.

The 70% K TiVo Silhouette logo can also be integrated sparingly throughout the grid.

Here are a few examples of how these graphic elements have been applied to print and online marketing communications.



Retail Signage



Direct Mail



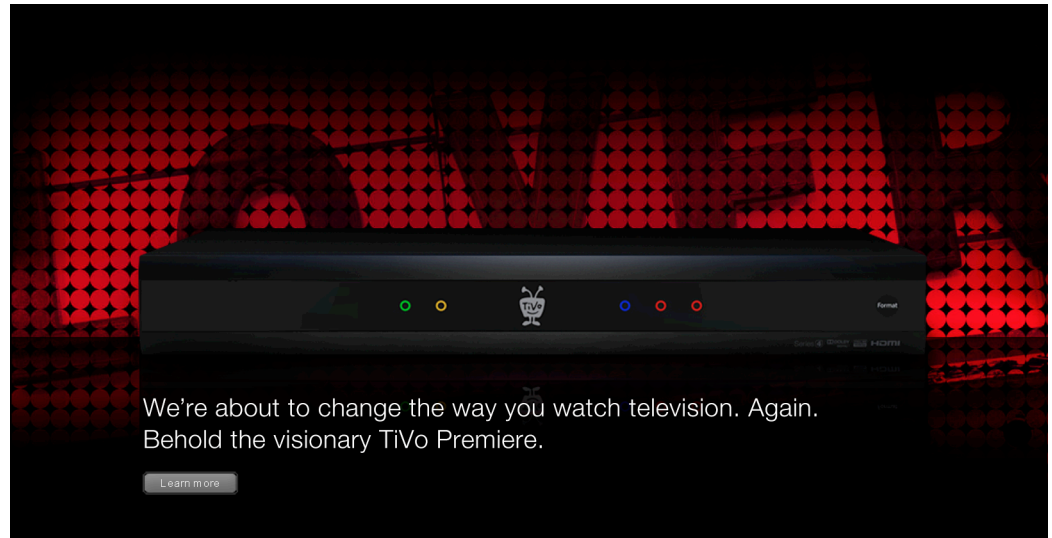
Email



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## Product Imagery

Products are photographed and rendered in a straightforward, clean style with no background except for a subtle surface reflection. The preferred approach to featuring the TiVo Premiere hardware is to place it against a bold background. In this example, a circle grid pattern is applied to accentuate a graphic look and feel representative of Premiere. A white glow may be added around the product to highlight it against a dark background.



## Background Imagery

A high-contrast, royalty-free image of a burst is used on the front panel artwork of the Premiere S and XL cartons. The black background image is identified with Premiere S and the metallic silver background image with Premiere XL. These background images can be utilized in various print or online collateral associated with Premiere.

