



Branding Guidelines 2023

Chasing Time English logo styles

Blue logo



Blue logo on colour or photo backing

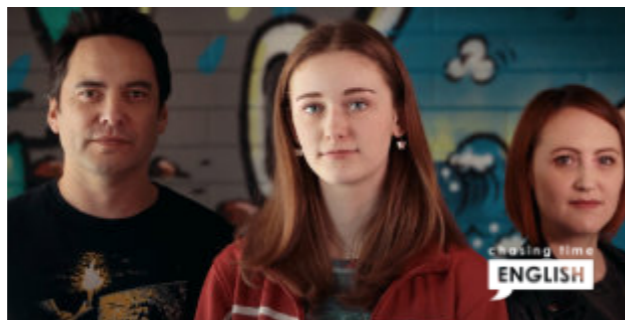


White cutout logo on colour or photo backing



White cutout logo on photo backing

Do not cover actors faces



Logo font

Century Gothic Bold

Copy font

Avenir Next (regular/demi bold)

Colours

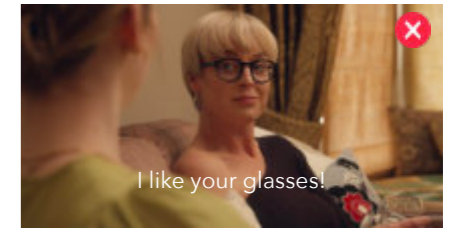


C 100 M 97 Y 36 K 40



C 64 M 11 Y 00 K 00

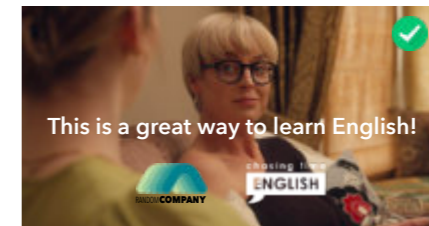
Images and spoken text taken from our drama series must mirror scripted content



Please don't promote Chasing Time English with imagery that has not been produced or cleared by Chasing Time English. No stock images or personal photos to be used



Include the Chasing Time English logo in all promotions



Do not crop the logo



Do not change the transparency



Do not use different colours



Do not change sizing of the image or the logotype



Do not distort the logo



Do not use drop shadows or any other effects



Do not outline logotype



Do not rotate any part of the logo



Above all, please be respectful to the artists when using screenshots of our drama series to promote Chasing Time English content.