

SciFi
TV

Brand Document

About

SciFi TV is an application built for enthusiasts of Science Fiction television. It is a place to read about and stay updated with science fiction.

It's goal is to serve as a clean and stylized interface to create an enjoyable and informative user experience.



Logo

The SciFi TV logo is designed to be reflective of the history of science fiction. The logo is modelled after the popular 1950s font Alte Haas Grotesk, and is meant to pay homage to early sci-fi programs such as The Twilight Zone.

Modifications to this font include altering it to include breaks within letters and some additional symbols. The intent of this is to be suggestive of hieroglyphs, and unfamiliar, extra-terrestrial languages.



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Logo In Use

The SciFi TV logo remains as just the standard text logo on most backgrounds. When the logo sits against a background that is one of the logo's two colours, white (#ffffff) or purple (#6a69b0), the logo should be boxed in by a black rectangle (#231f20).



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The SciFi TV logo is displayed on a dark background. The word "SciFi" is in a light blue color, and "TV" is in white. The font is a clean, sans-serif typeface.

Colour



#231F20



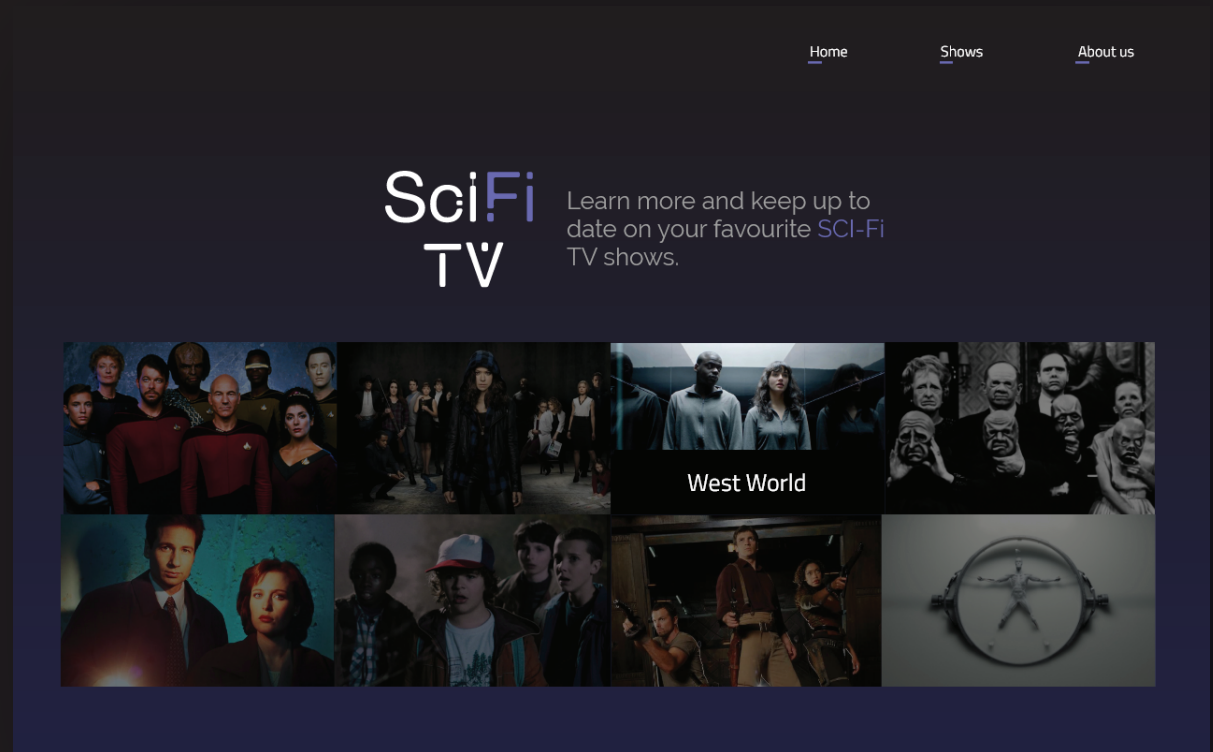
#FFFFFF



#6A69B0



#242342



The colour palette for SciFi TV is meant to be representative of space and mystery. To create this feeling, a rich, dark, and simple colour palette was chosen.

Black and purple are the primary colours with white being used as an accent.

Typography

Titillium Web

Titillium Web is used for all headings and for navigation links for web.

Raleway

Raleway is used for all body copy.

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LOOKING BACK:

The Twilight Zone.

From its inception, the Twilight Zone has been one of SciFi's greatest achievements. Featuring chilling and thought-provoking story-telling, it was a show that captivated audiences.

Written by James Clinch