

Brand Guide Line

<https://token.script.tv/>



Brand Role

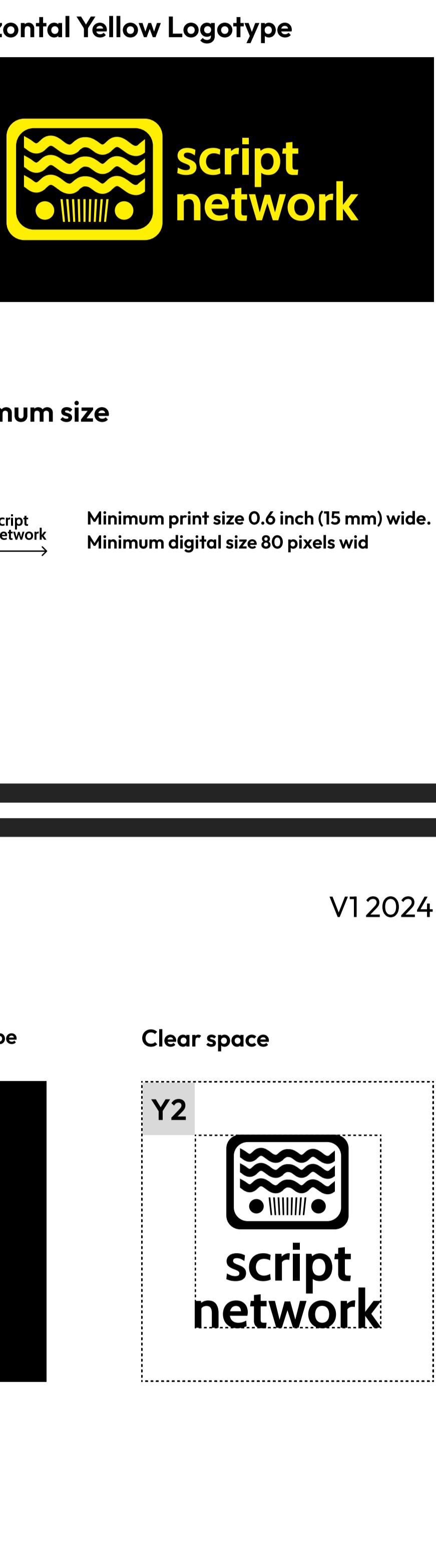
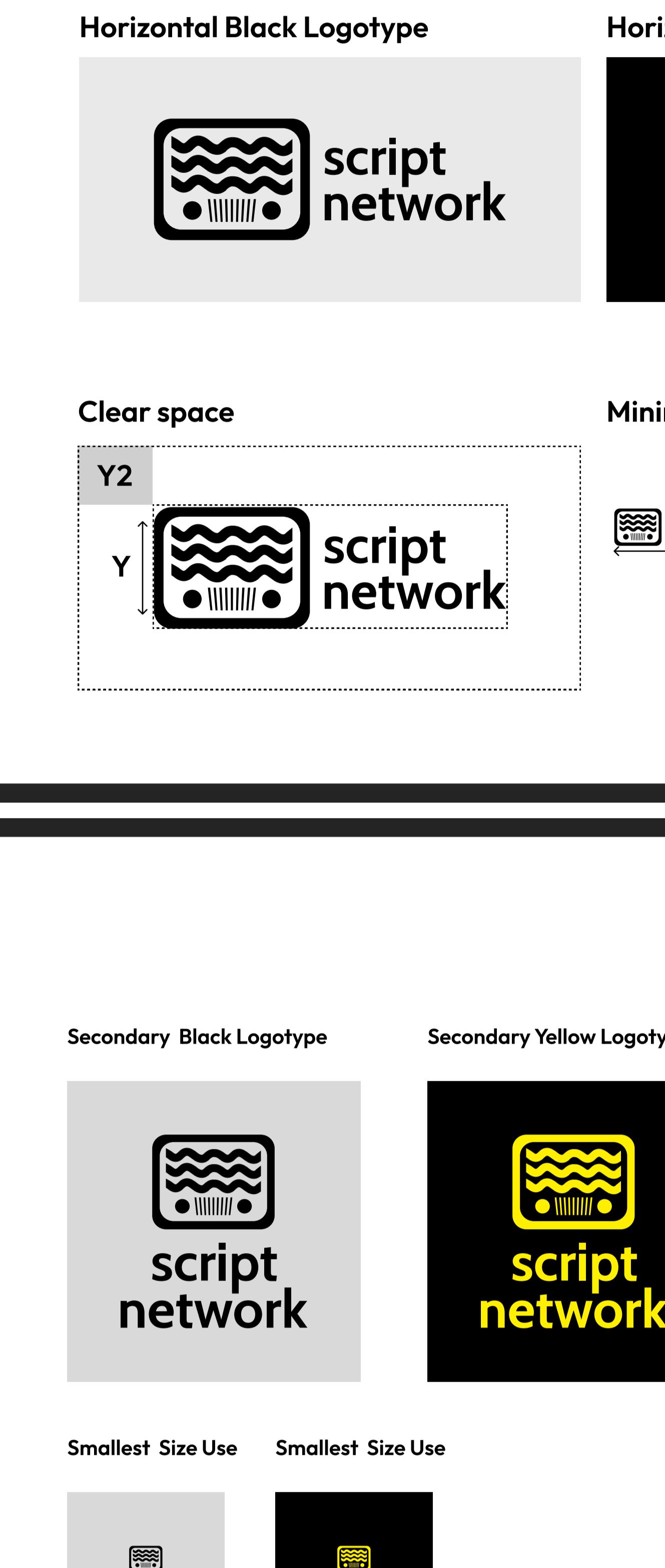
V1 2024

Script Network is the watch tv & Earn for every moment.

This is our brand role. It's a simple statement that helps to guide everything we do, including how we look and how we talk to the world.

Spotify is not just a utility that allows you to access millions of Video, it's about having the right Stream at your fingertips. Whatever mood you're in, wherever you find yourself, the perfect entertainment is always there with you.

Whether you provide devices, accessories, networks or apps, let's join forces and give people the right music for every moment.



Horizontal Logotype

V1 2024

Primary Logotype

If it's impossible to use the Primary Logotype for some reason, you have the option of using the Horizontal Logotype. It's still a good way of showing off the Spotify brand, so don't you worry!

Clear space

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clear space to the around the logotype is eq

Smallest size use

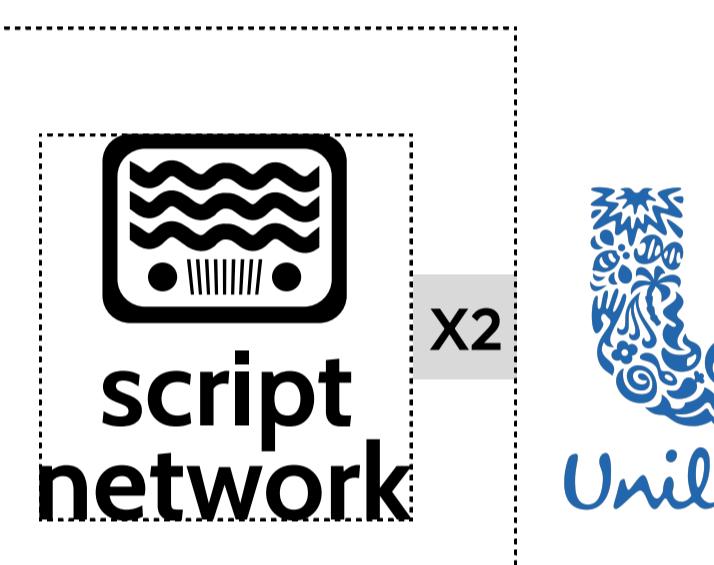
The minimum size the Primary Logotype may be used for print applications is .6" (15mm) wide. Include the registration mark for this measurement. For digital applications, the minimum size is 80 pixels wide.

Logotype artwork

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

Horizontal Black Logotype

Horizontal Yellow Logotype



Clear space



Minimum size

Minimum print size 0.6 inch (15 mm) wide.
Minimum digital size 80 pixels wide.

Secondary Logotype

V1 2024

Secondary Logotype

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype

Clear space

The minimum clear space around the Primary Logotype is equivalent to 1/3 of the width of the logotype. The minimum clear space around the Horizontal Logotype is equivalent to 1/2 of the height of the logotype.

Smallest size use

Primary Logotype should never be smaller than .4" (10mm) wide. Include the registration mark for this measurement.

For digital applications, the Primary Logotypes' minimum size is 45 pixels wide. Horizontal Logotype should never be smaller than .6" (15mm) wide.

Include the registration mark for this measurement. For digital applications, the Primary Logotypes' minimum size is 80 pixels wide.

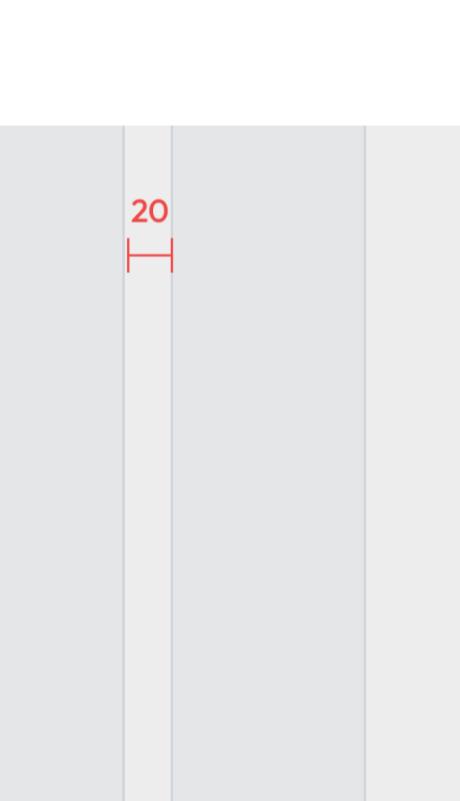
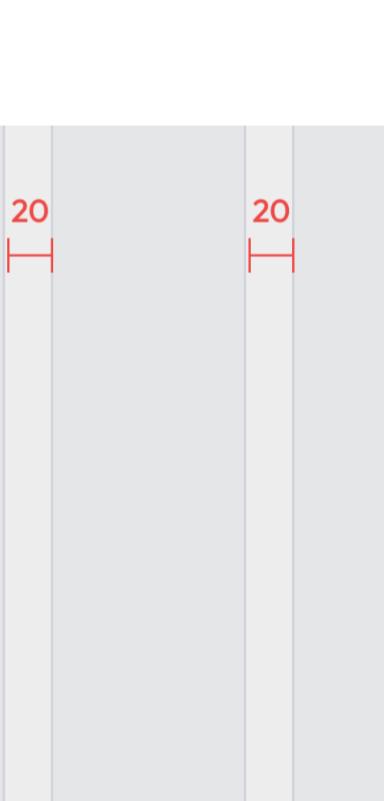
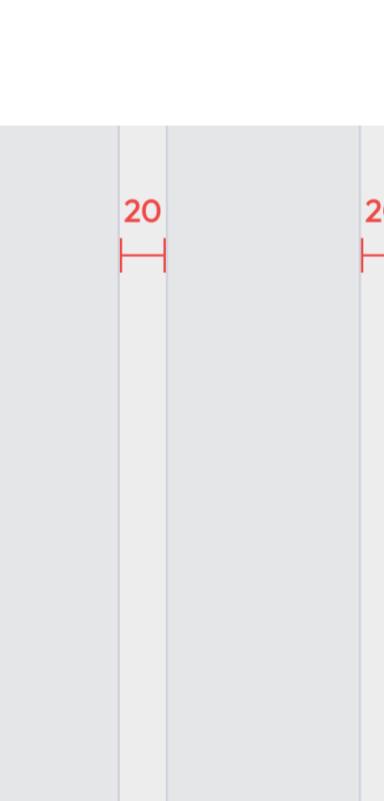
Logotype artwork

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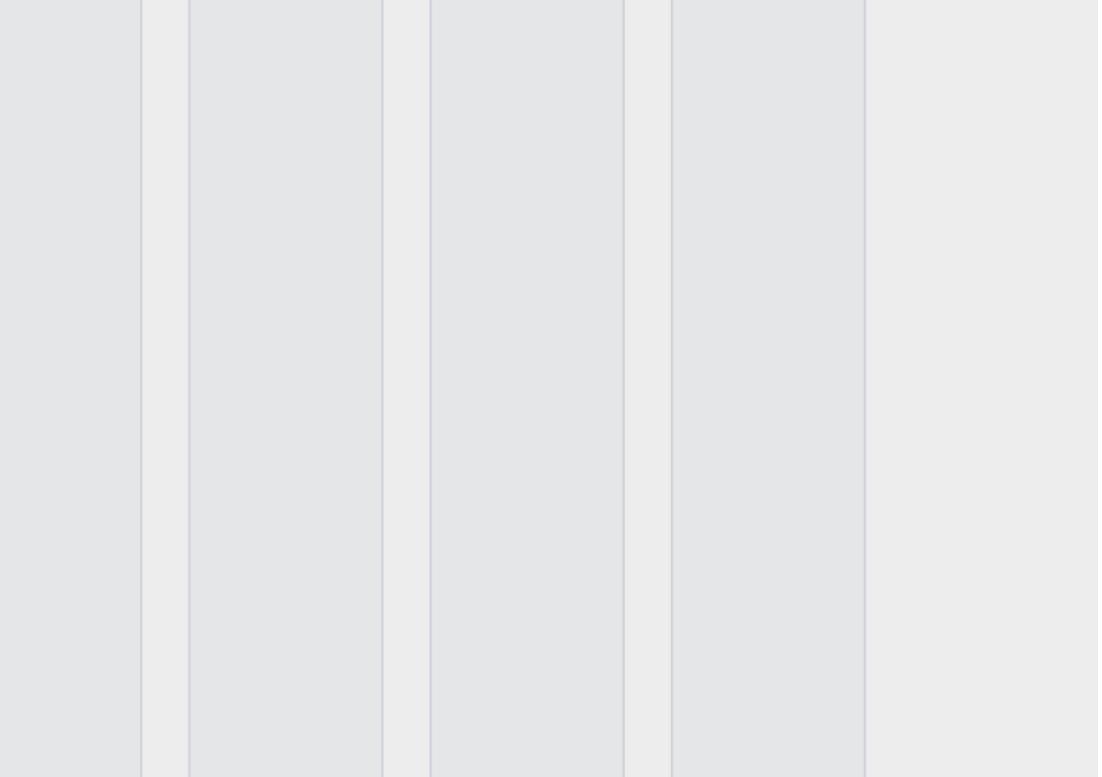
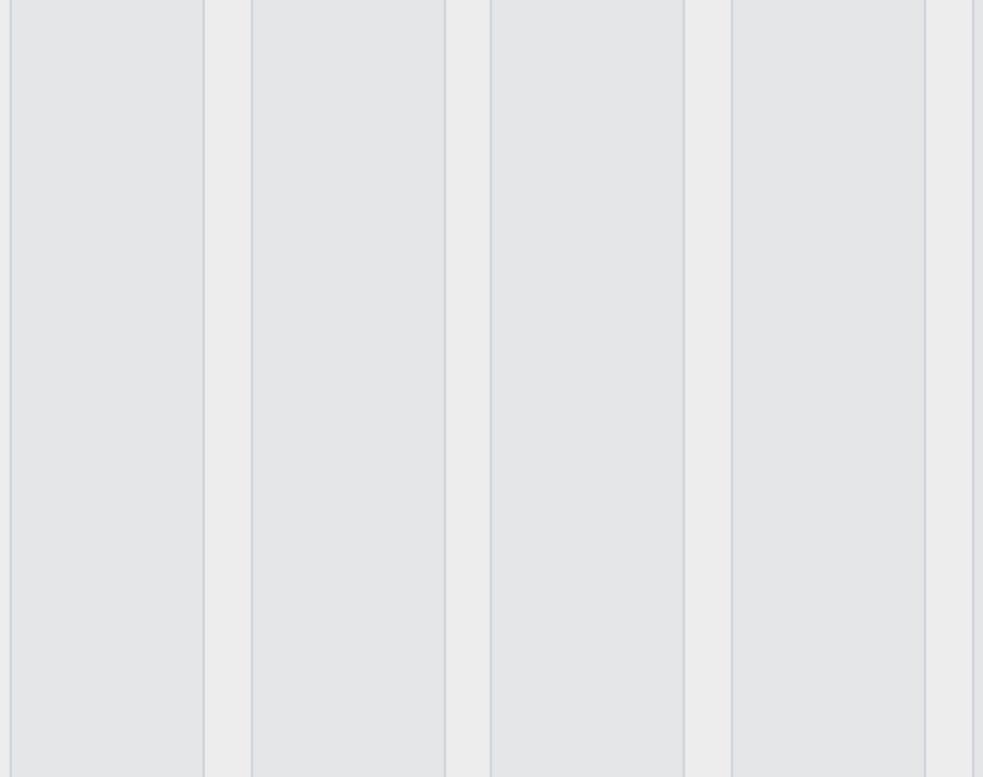
Secondary Black Logotype

Secondary Yellow Logotype

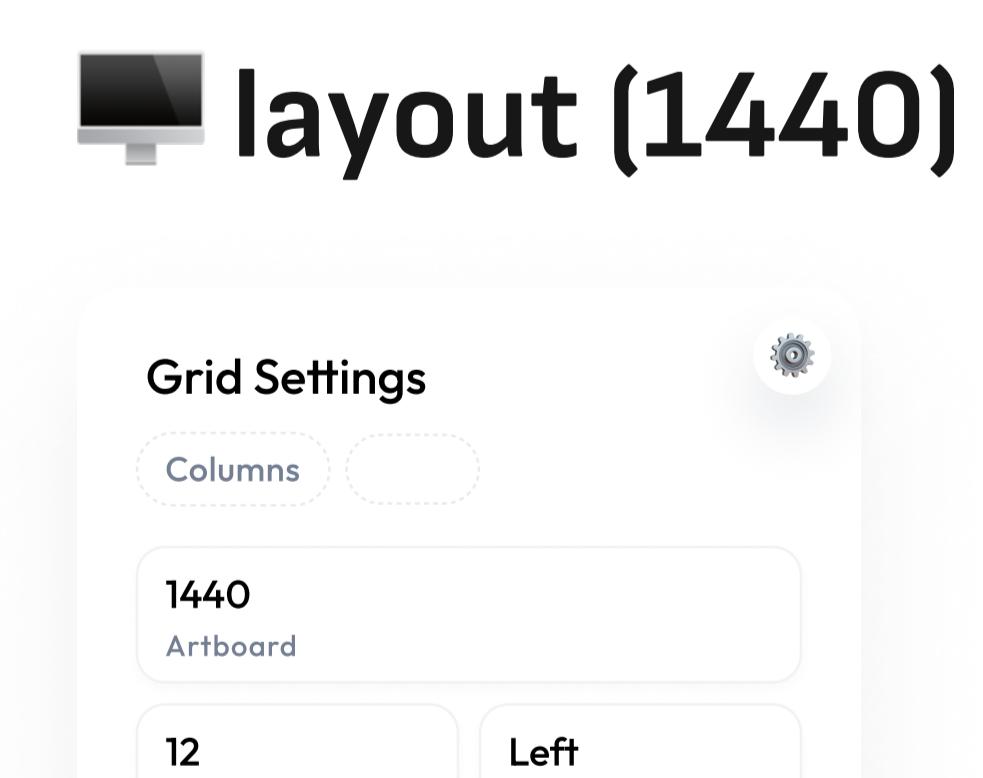
Clear space



Relationship with text-based logotypes



Relationship with icon-based logotypes



Colour

V1 2024

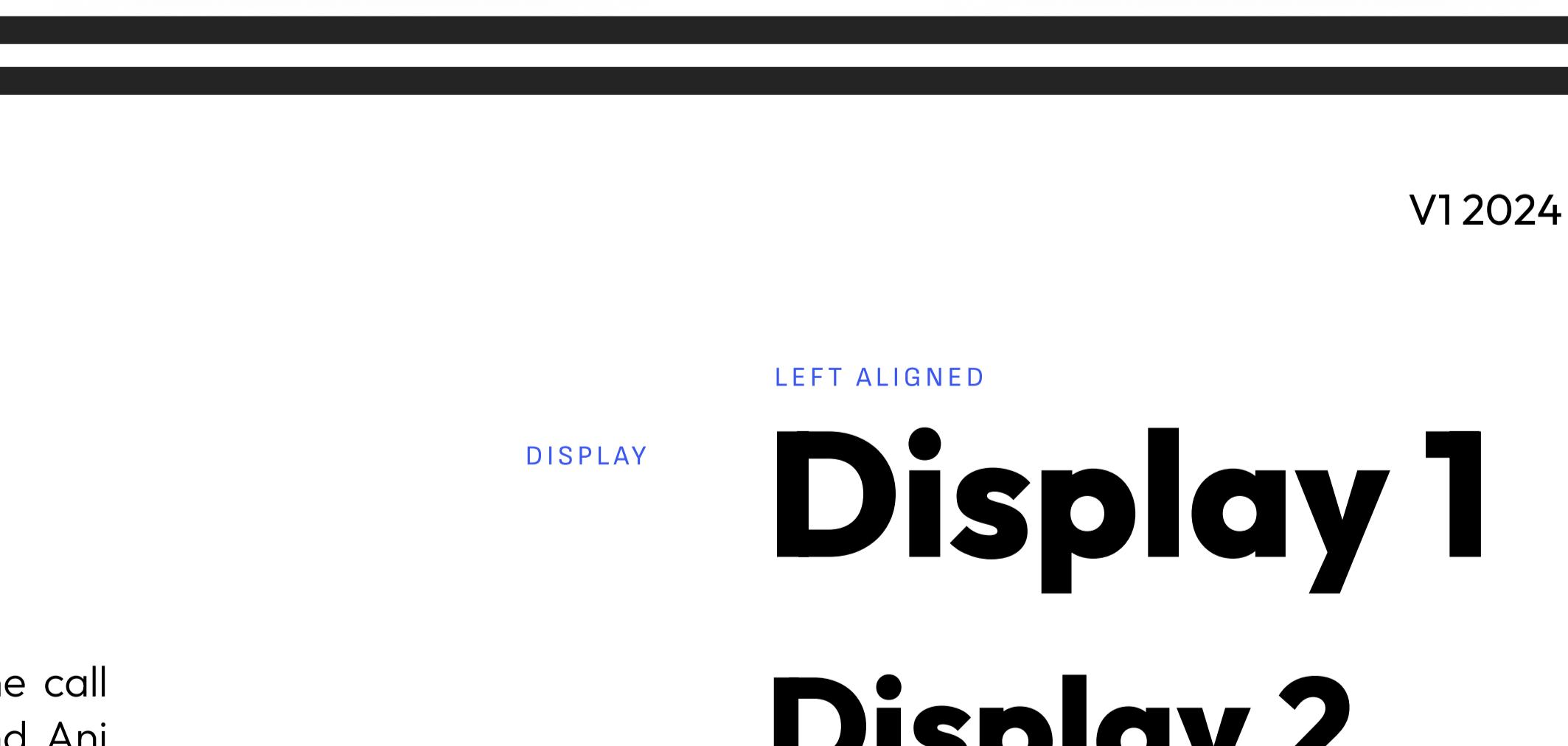
Colour

Script Network Yellow is our hero colour. We use Script Network Yellow to clearly signify the presence of Script in people's lives, and to help our users immediately identify us. Use this colour generously for our type, charts and as a background.

We have a select set of supporting neutral colours which help Yellow Script to sing. In the majority of uses, we want strong contrast between all of the colours used.

Solid colours work best in printed applications and for text.

The gradients are best applied in digital applications like our website and email.



Grid System

V1 2024

Grid > Desktop - 1440

layout (1440)

Grid Settings

Columns

1440 Artboard

12 Columns

Center Type

100 Margin

20 Gutter

Auto Width (column)

1240 Main container

Grid Settings

Columns

1440 Artboard

12 Columns

Left Type

268 Offset

70 Width (column)

1440 Main container

Grid Settings

Columns

375 Artboard

04 Columns

Stretch Type

16 Margin

08 Gutter

Auto Width (column)

343 Main container

Grid > WebApp - 1440

layout (1440)

Grid > Mobile - 1440

MOBILE

Font

V1 2024

Font

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