Link TV logotype can exist in three versions; color, white and black. Buffer space based on the width of vertical “L” should be applied around logotype at all times.

In cases when the Link TV brand has been established we can use the Link TV symbol or icon.
Colors

The primary Link TV color is Melon. Secondary colors Navy, and Electric Blue are used most commonly as background colors, keeping logotype in Melon.

**HEX RGB**

- Melon: #FF5263 (255, 82, 99)
- Navy: #1940FF (25, 64, 255)
- Electric Blue: #0B0073 (11, 0, 115)

**Color Pairing**

To secure the integrity of the Link TV logotype color logotype to be used for a “louder” Link TV brand presence. Logotype may also be placed on image as white.

Color logotype or additional brand elements should not be placed on image in color unless high contrast is possible.
Founders Grotesk

Founders Grotesk Semibold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Founders Grotesk Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz

Founders Grotesque is the primary typeface for Link TV.

FG Semibold in titlecase is used for most titles and headlines.

Founders Grotesk Regular is used for most body copy and subheaders.

All uppercase is not used according to Link TV brand guidelines.