

**CANELA.TV**

**GUIDELINES - 2022, V4**

## OUR BRAND

CANELA KIDS is a safe edutainment space with curated content for different age groups. Fun and engaging for both parents and kids and most importantly 100% in Spanish.

It's also the most playful brand in the CANELA family, so we created the following graphic elements that can be combined to create a fun space.

# CANELA.TV

## MAIN LOGO

Our CANELA Red represents energy and excitement to keep discovering new stories.

Whenever possible, we should use the CANELA.TV wordmark on red background.

Alternatively, we could use black and white backgrounds with our wordmark in red.

**CANELA.TV**

**CANELA.TV**

**CANELA.TV**

## **BLACK VERSION**

CANELA Red is our brand's signature color, but our Wordmark does appear in black when use of color is limited by production.

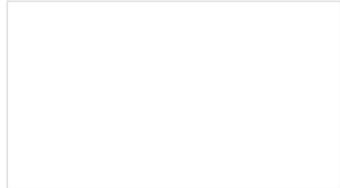
DO NOT USE without approval from the Canela Brand Team.

**CANELA.TV**

# CONTRAST

When placing a logo on a background, aim for a contrast ratio of 2.25:1 or higher to ensure readability. If the contrast is too low, adjust the background or choose a different one.

## WHITE LOGO

					
✗ 0% Black	✗ 10% Black	✗ 20% Black	✗ 30% Black	✓ 40% Black	✓ 50% Black
					
✓ 60% Black	✓ 70% Black	✓ 80% Black	✓ 90% Black	✓ 100% Black	

## RED LOGO

					
✓ 0% Black	✓ 10% Black	✓ 20% Black	✓ 30% Black	✗ 40% Black	✗ 50% Black
					
✗ 60% Black	✗ 70% Black	✗ 80% Black	✓ 90% Black	✓ 100% Black	

## CLEAR SPACE

Clear space free the logo from images, text, or other graphics that compromise its impact and visibility.

The more breathing room you give our logo, the greater the impact it can have.

The clear space around the logo must be equal to or greater than the size of the E in CANELA wordmark.



# TYPOGRAPHY

TITLES

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**MONTSERRAT  
BLACK**

BODY COPY & SUBTITLES

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Montserrat  
Regular

Montserrat  
Semi Bold

Montserrat  
Extra Bold

**STREAMING**

**Aud**

**Película**

**SIEMPRE GRATIS**

# COLORS

The Wordmark should appear in our brand standard Red or White, except when limited by production.

**CANELA RED**  
**#d12222**

PANTONE-P 48-16 C  
R-209 / G-34 / B-34  
C-11 / M-69 / Y-91 / K-2

**BLACK**  
**#000000**

PANTONE-P Process Black C  
R-0 / G-0 / B-0  
C-60 / M-0 / Y-0 / K-100

**WHITE**  
**#ffffff**

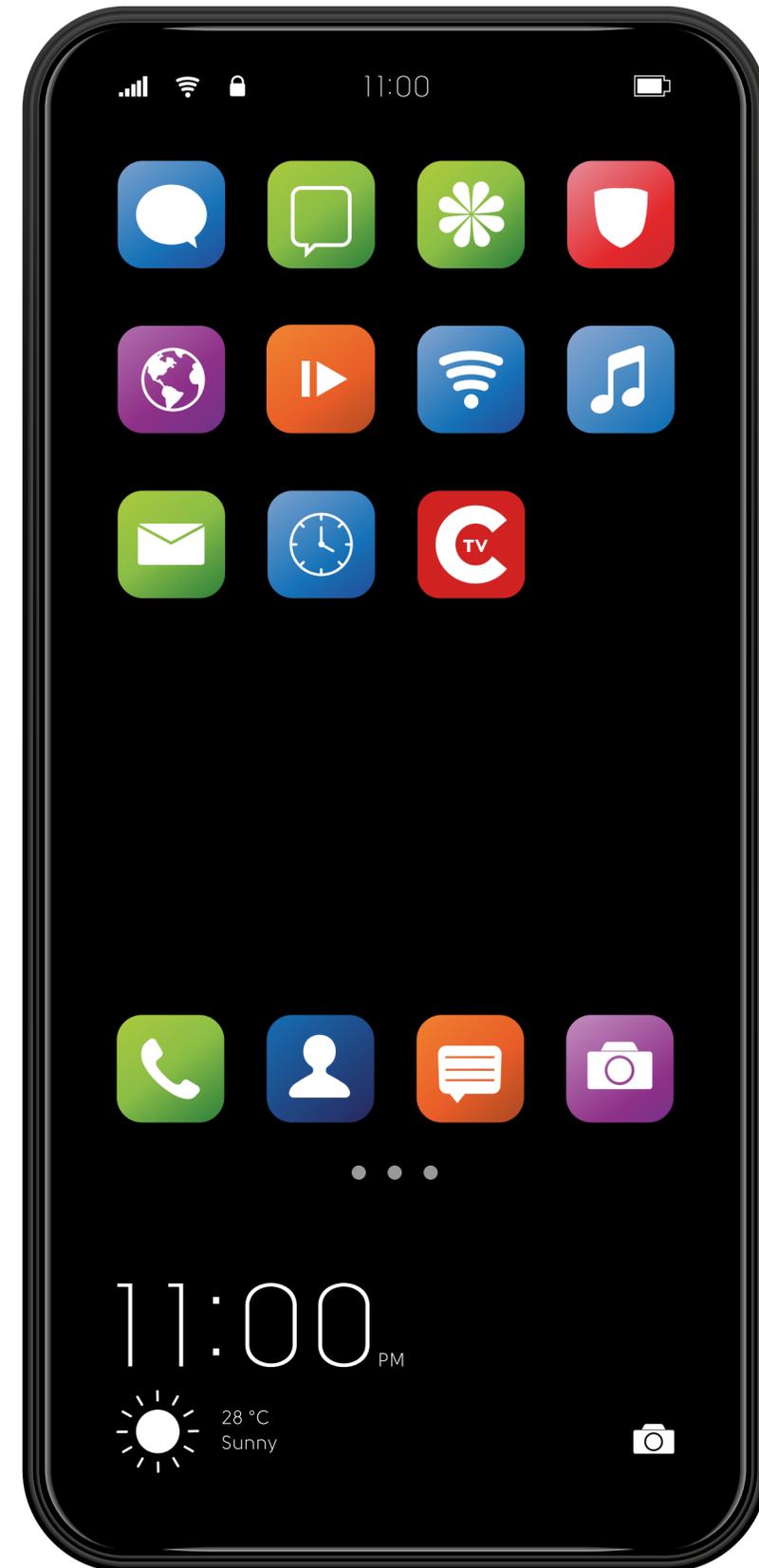
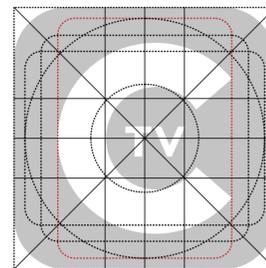
PANTONE-11-0602 TPX  
R-255 / G-255 / B-255  
C-0 / M-0 / Y-0 / K-0

## VIDEO USAGE

Our Wordmark commonly appear on solid colors and video content, for most video content white would be the best color to use. Please consider proper contrast to ensure logo readability at all time, see contrast section.



# APP ICON



# RESTRICTIONS

Using our Wordmark consistently ensures brand recognition and allows for creativity elsewhere. Avoid these usages.



Don't stretch



Don't change the color



Don't remove the dot



Don't add effects



Don't rotate



Don't add gradients



Don't place in a shape or container



Don't write words in the style of the logo



Don't flip



Don't place over busy backgrounds

# CANELA FAMILY

The CANELA Wordmark is the most essential identifier of our brand.

In order to keep consistency and a clear connection between all CANELA platforms, we keep the Wordmark and the basic color palette of red and white across their respective brand identities.

**CANELA.TV**

**CANELA**  
**MUSIC**

**CANELA**  
**DEPORTES**

**CANELA**  
**KIDS**

**CANELA.TV**

**CANELA**  
**MUSIC**

**CANELA**  
**DEPORTES**

**CANELA**  
**KIDS**

## **EXTENDED PALETTE COLOR**

CANELA.TV is all about authentic latino content, in order to add the Latino touch to special applications, we created the following extended color palette.

Please refrain from using this color palette unless you have permission or direct guidance from the CANELA brand team, for regular applications you should use the main color palette.

Some examples in the following sections.

**HEX: f25100**

**HEX: ffbc00**

**HEX: fe0a0b**

**HEX: 00ba2c**

**HEX: 01eaff**

**HEX: ff319d**

**HEX: 033bef**

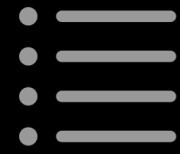
**HEX: 5e20ff**

## APP - TAB ICONS

The following icons represent the main sections within the app, if you need a new icon, please contact the CANELA brand team.



Inicio



Canales



Deportes



Kids



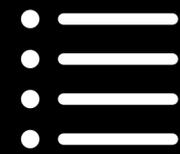
Música



Películas



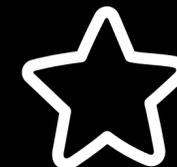
Inicio



Canales



Deportes



Kids



Música



Películas

## TV - TAB ICONS

The following icons represent the main sections within the TV app, if you need a new icon, please contact the CANELA brand team.

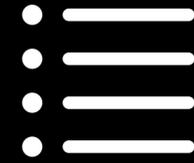
MOVIES



SERIES



CHANNELS



MUSIC



SPORTS



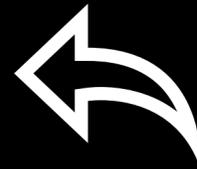
LOGIN



CANELA EN TU TV



BACK



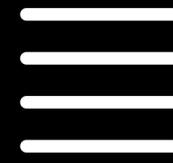
FAQs



HOME



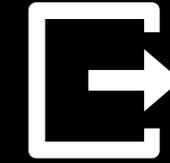
LIST



PREMIUM



LOGOUT



ABOUT



SETTINGS



PRIVACY



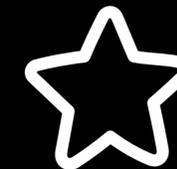
INFO



TERMS



KIDS



SEARCH



## APP - GENRES

The following posters represent the main genres within the app, if you need a new poster, please contact the CANELA brand team.



# APP - MOODS

The following posters represent the main moods within the app, if you need a new poster, please contact the CANELA brand team.



OOH CREATIVE

# CANELA.TV



DESCARGA EL APP  
**GRATIS**

