



A N C E S T O R S
the style guide

ANCESTORS the style guide

LOGO USAGE

<ul style="list-style-type: none"> •The logo and logotype may be applied together or independently of one another. 	<ul style="list-style-type: none"> •You may use any of the episode logos from the last series but not the logotype.
<ul style="list-style-type: none"> •The logotype uses Gill Sans Bold that has been tracked 100/200 em. Do not use any other font/treatment in place of this. 	<ul style="list-style-type: none"> •Please do not use the logo with the hollow border (double line border).
<ul style="list-style-type: none"> •The logo and logotype can be used in any of the colors included in the color palette, in black or reversed in white. 	<ul style="list-style-type: none"> •The logo to logotype proportions can be altered according to the requirements of the application.

ANCESTORS



FONTS

<p>TITLES Ancestors <i>Ancestors</i></p>	<p>TITLES Gill Sans Bold <i>Gill Sans Bold Italic</i></p>	<p>TITLES ANCESTORS ANCESTORS</p>
<p>BODY COPY Ancestors Ancestors <i>Ancestors</i> Ancestors</p>	<p>BODY COPY Gill Sans Gill Sans Bold <i>Gill Sans Bold Italic</i> <i>Gill Sans Italic</i></p>	<p>BODY COPY ANCESTORS ANCESTORS ANCESTORS ANCESTORS</p>
<p>BODY COPY Ancestors <i>Ancestors</i> Ancestors <i>Ancestors</i></p>	<p>BODY COPY Century Schoolbook <i>Century Schoolbook Italic</i> Century Schoolbook Bold <i>Century Schoolbook Bold Italic</i></p>	<p>BODY COPY ANCESTORS ANCESTORS ANCESTORS ANCESTORS</p>
<p>ACCENTS Ancestors</p>	<p>ACCENTS Humanst521 Cn BT Regular</p>	<p>ACCENTS ANCESTORS</p>
<p>FOR THE WEB Ancestors Ancestors</p>	<p>FOR THE WEB Arial Times New Roman</p>	<p>FOR THE WEB ANCESTORS ANCESTORS</p>

COLOR PALETTE

- Check a PMS swatch book for an accurate reproduction of these colors.
- Use PMS 666 only as an accent color.
- Use PMS 4975 sparingly. Think light and bright.
- You may use these colors as tints (any percentage).



PMS 123
C 0 R 100
M 30.5 G 74.4
Y 94 B 10.1
K 0



PMS 658
C 47 R 36.6
M 23.5 G 61.3
Y 0 B 81.1
K 0



PMS 402
C 0 R 62.7
M 6 G 57.1
Y 15 B 52.8
K 34



PMS 484
C 0 R 62.2
M 87 G 16.8
Y 83 B 11.9
K 31



PMS 159
C 0 R 85.8
M 65 G 31.6
Y 100 B 7.7
K 9



PMS 666
C 34 R 52.8
M 30.5 G 40.7
Y 0 B 10.4
K 6



PMS 504
C 79 R 28.4
M 94 G 11.6
Y 100 B 12.9
K 0



PMS 4975
C 50 R 24.5
M 64 G 11.5
Y 50 B 11.4
K 75



PMS 155
C 2 R 100
M 12 G 81.1
Y 32 B 63.6
K 0



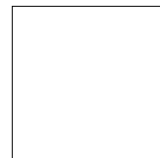
PMS 620
C 26 R 52.8
M 40 G 40.7
Y 91 B 10.4
K 22



PMS 5753
C 27 R 34.4
M 0 G 33.3
Y 79 B 19
K 65



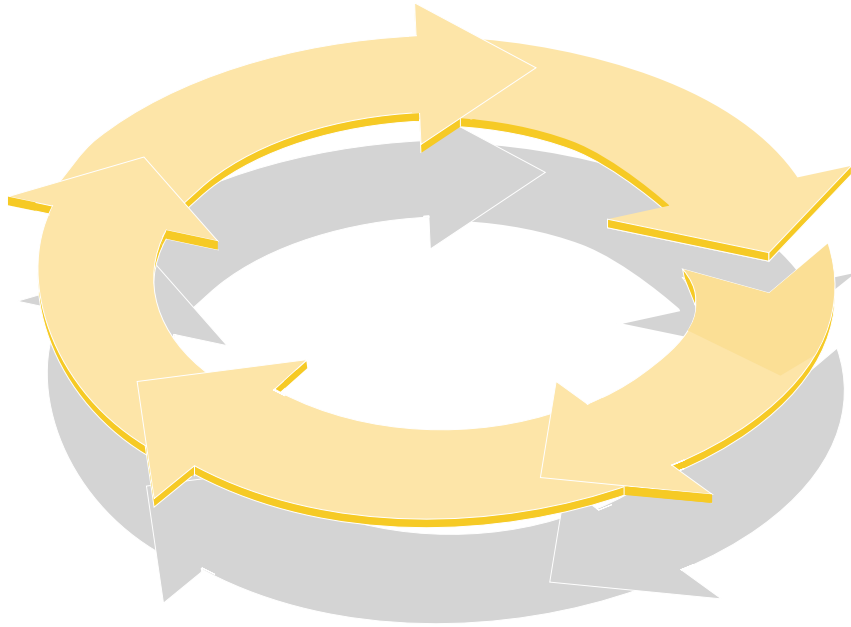
BLACK



WHITE

5 STEP RESEARCH PROCESS ILLUSTRATION

- Available as an Adobe Illustrator 7.0 file.
- This is just one option. The original can be broken into individual arrow pieces for other applications. This is a strong visual element in many of the projects that you may want to incorporate into your project.



SUGGESTIONS FOR PHOTOGRAPHERS

Due to the wide variety of projects involved in the ANCESTORS production there are a variety of photographic needs. There is a demand for stills from the set. These stills should include tighter cropped pictures as well as the standard portrait style photos. Regarding the photos from the pilot there were far too many production shots and a wider variety of shots of the talent and the sets were needed.

These three are great pictures. The interesting angles and cropping is what we are looking for as well as the more standard photos.



This is good a variety of shots from one scene. A close-up shot of hands on the keyboard and a shot of the computer would have also been useful.

