

Pickx live

Proximus TV Channel -
Visual Identity



07



15



16



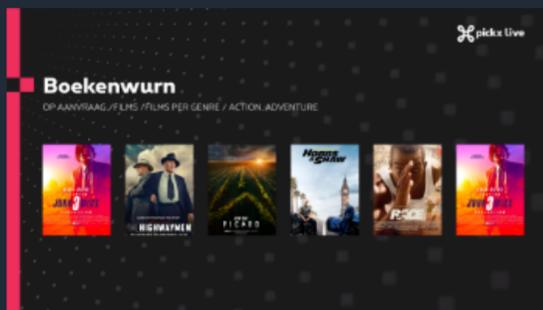
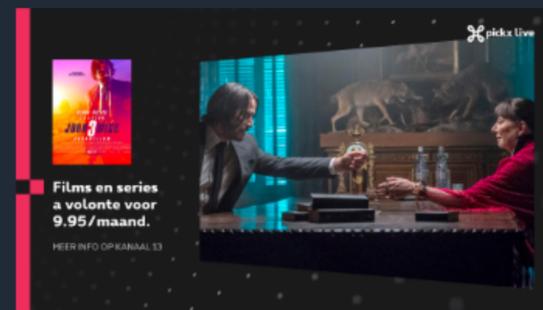


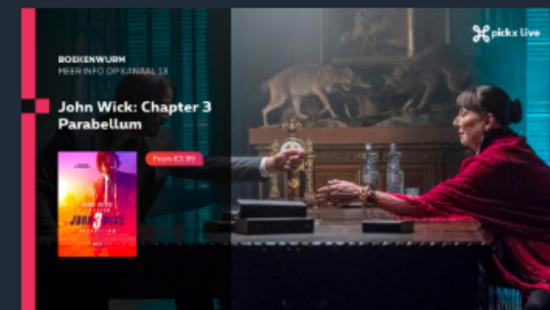
Photo-Shot-Special-B



Picture In Picture



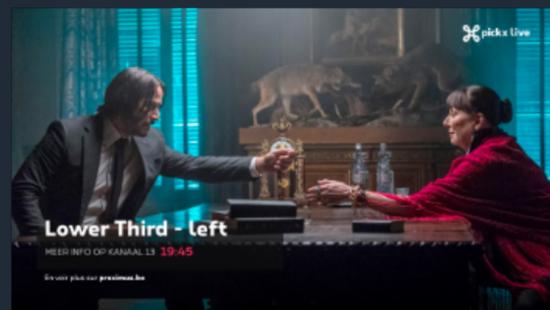
Packshot Trailer (A)



Packshot Trailer (B)



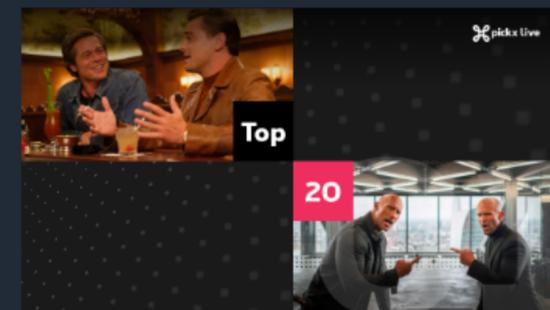
SVO



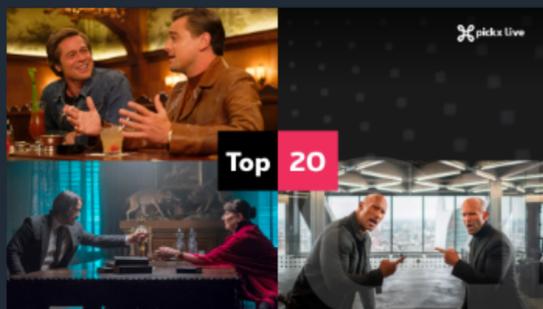
LowerThirds



Anoucements



Top 20



Top20 (Pictures)



Top20 (Details)



Top20 (List)



Trailer



Circles Effect



Trailer MS LastChance



Stripes Effect



Upper Third

TOP 20

MEER INFO OP KANAAL 13



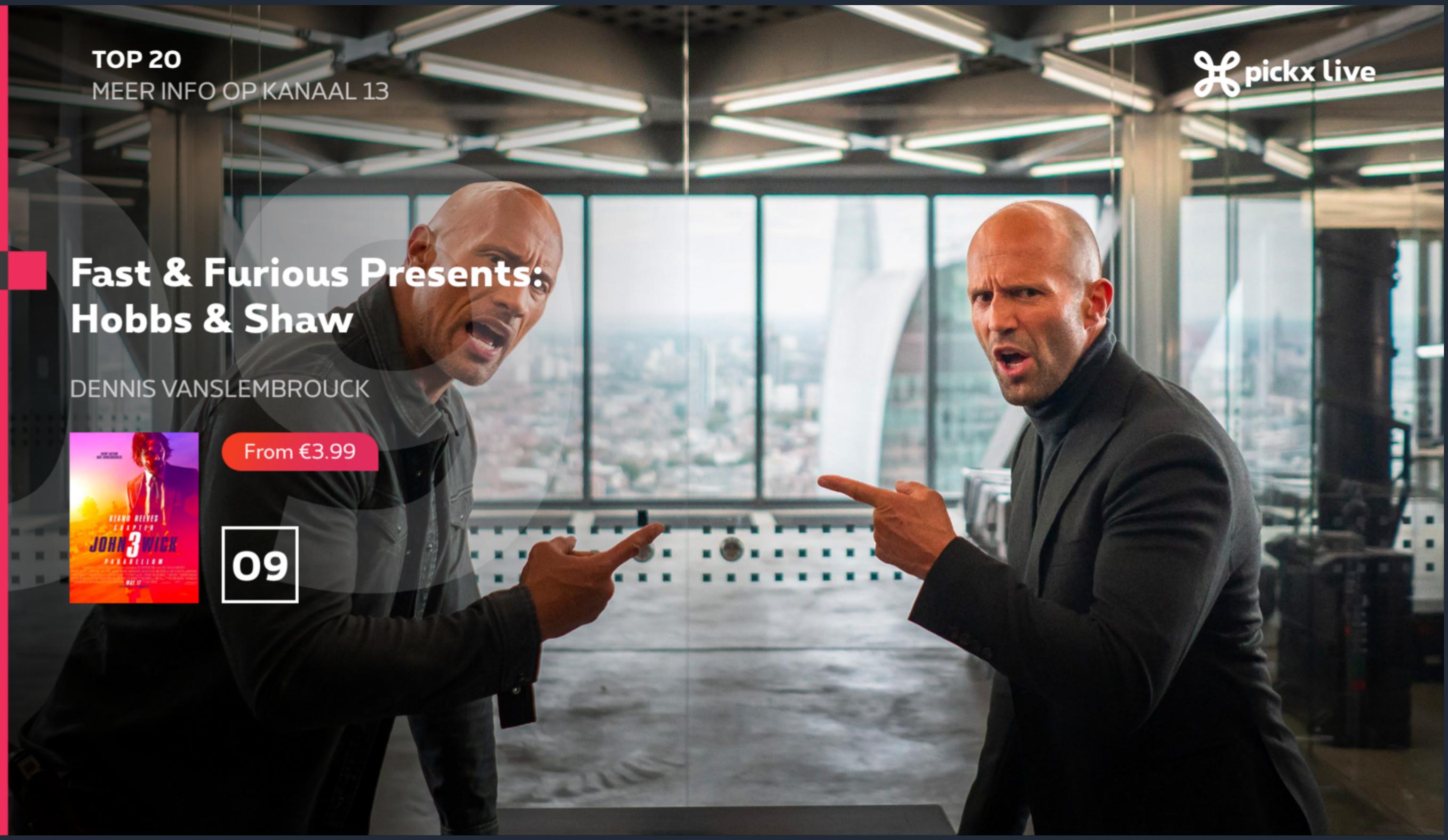
Fast & Furious Presents: Hobbs & Shaw

DENNIS VANSLEMBROUCK



From €3.99

09





**Films en series
a volonte voor
9.95/maand.**

MEER INFO OP KANAAL 13



Boekenwurn

OP AANVRAAG / FILMS / FILMS PER GENRE / ACTION, ADVENTURE

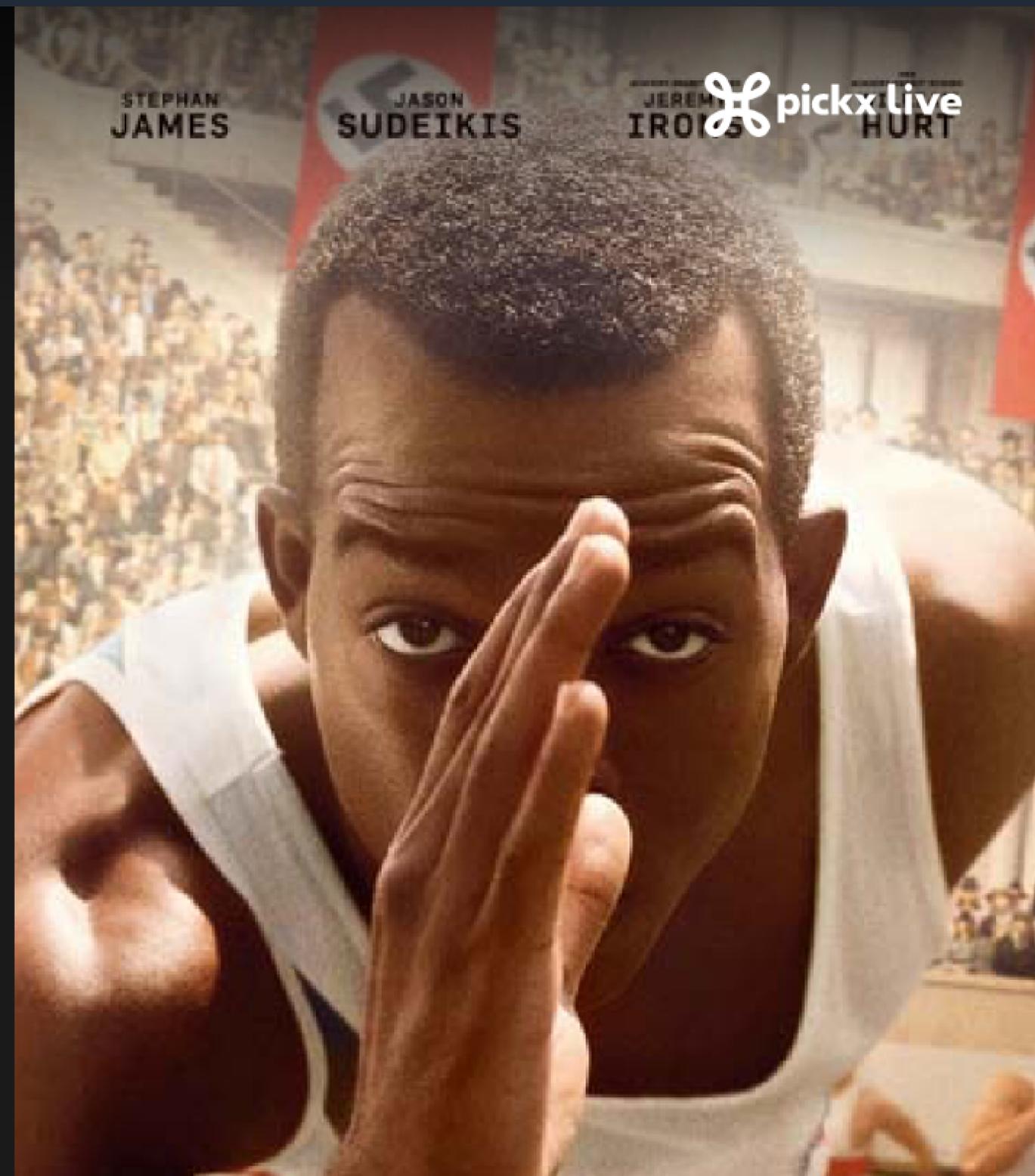




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 **pickx live**

A découvrir en exclusivité sur Pickx Live



Logo

Pickx live is a product of Proximus and has been built scientifically in order to be perfectly integrated with the ecosystem of the brand.

We always opt first for the logo with the pink symbol because it represents the identity of entertainment.

For TV, the horizontal version is preferred.

The safe area equals half the size of the symbol, on both sides. This minimum safe area must be respected for each declination of logo to ensure good readability.



Primary

Secondary



Hero

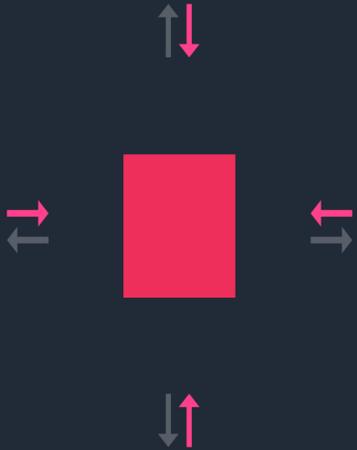
The Pixel makes the link between Proximus and the consumer. It embodies the choice made facing the abundance of content proposed by the platform. Square shape will be the generator for horizontal and vertical lines that are representative of the dynamism of the entertainment environment.



Moving

Stretching

transition



Colors

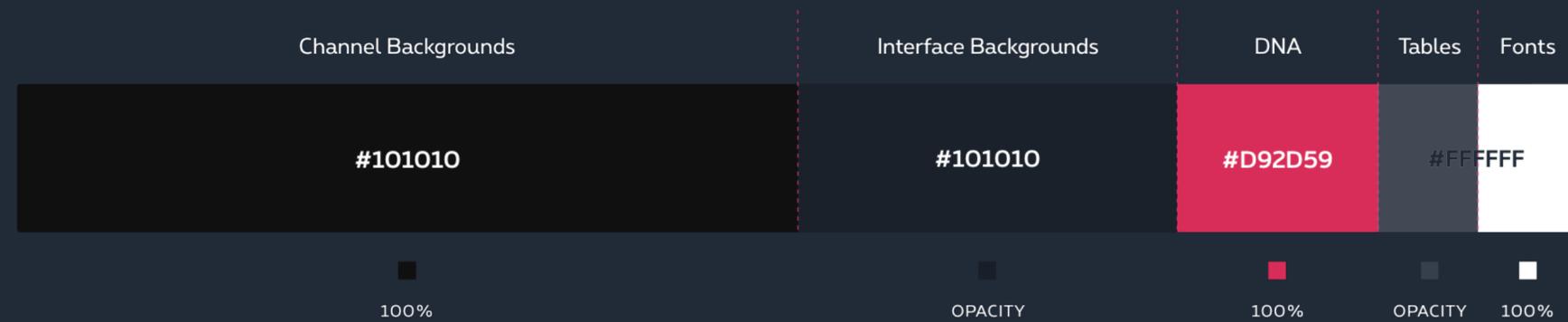
Indication of the quantities of colors for the majority of the compositions.

Backgrounds: Black is to be preferred

Interface: Black in transparency in order not to cannibalize the video signals

DNA: The color of the pixel/square is always in the color of identity of the channel.

White: The white and white in transparency is mainly used for text and lines of tables.



Typography

Format : The font system is defined on a 16/9 grid in line with today's standards.

We therefore based the grid on a 1920x1080 Full HD TV.

aA

Proximus Regular

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

aA

Proximus Bold

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

aA

Proximus Extra Bold

abcdefghijklmnoprstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Hero

Format: We designed a 16/9 grid in line with today's standards. We therefore based the grid on a 1920x1080 Full HD TV.

Margins: The left and right margins are of 90px to allow a good visibility of the graphic elements on any screen.

Rows: Each row is subdivided into 5 zones

Columns: Each column is subdivided into 2 zones, themselves dividable to position each element of the graphic system.

Bug: The bug is still stuck in the upper right corner. it appears in white and in an opacity of 90%.

