




COMCAST
NBCUNIVERSAL

LIFT Labs

Style Guide

2024

This style guide has been prepared for you to get to know our identity and values we represent at LIFT Labs.

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Comcast NBCUniversal LIFT Labs

LIFT Labs builds partnerships with strategically relevant startups that inform our strategy, impact, the ways we work, and transform the products and experience that Comcast, NBCUniversal, and Sky deliver to our customers.



Logo

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Primary Logo (Stacked)

[DOWNLOAD LOGOS](#) ↓

Our primary logo serves as the main symbol of our brand, embodying our values and mission. It should be used prominently across all major brand touch points.

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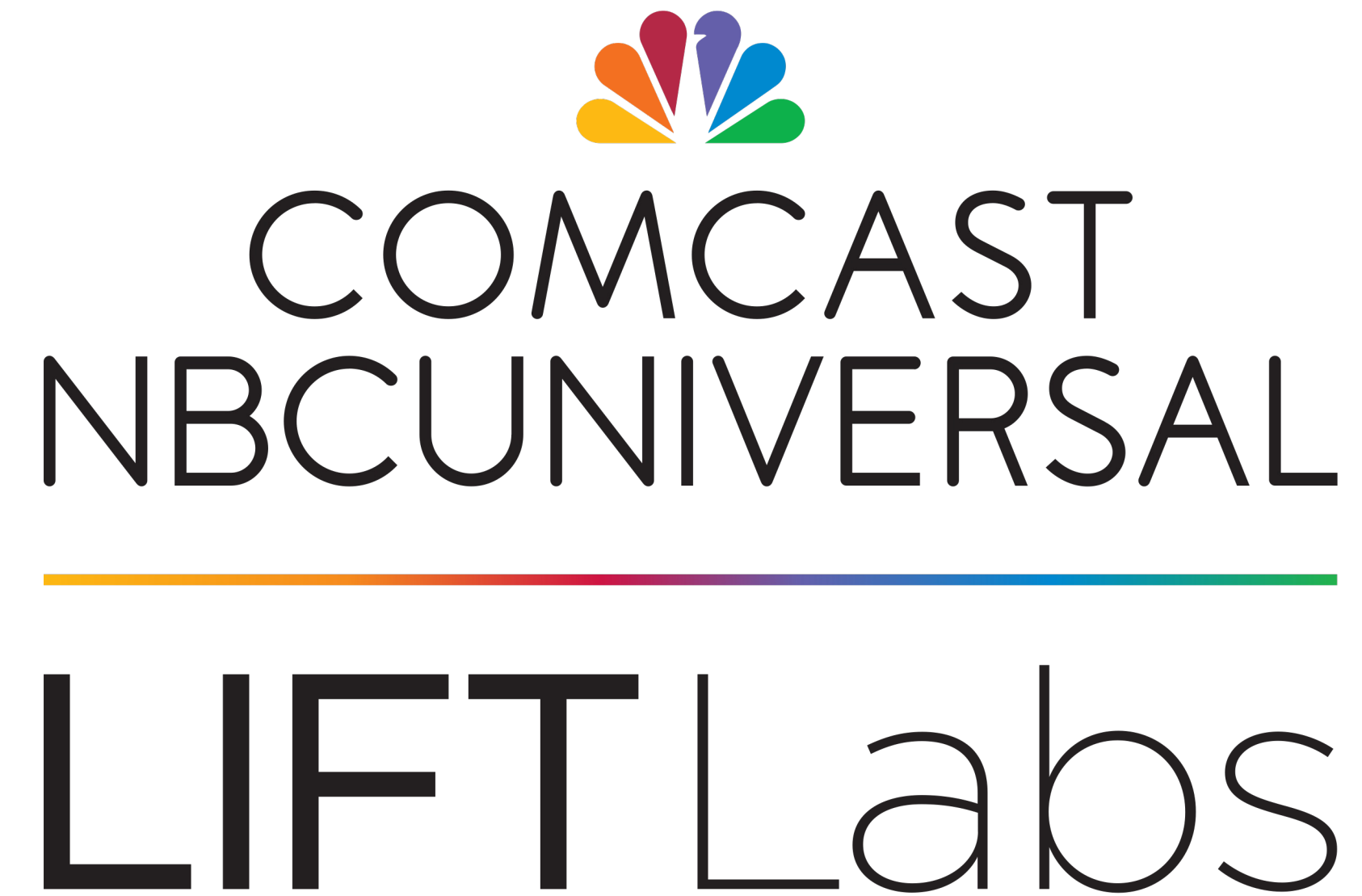
Iconography

Photography

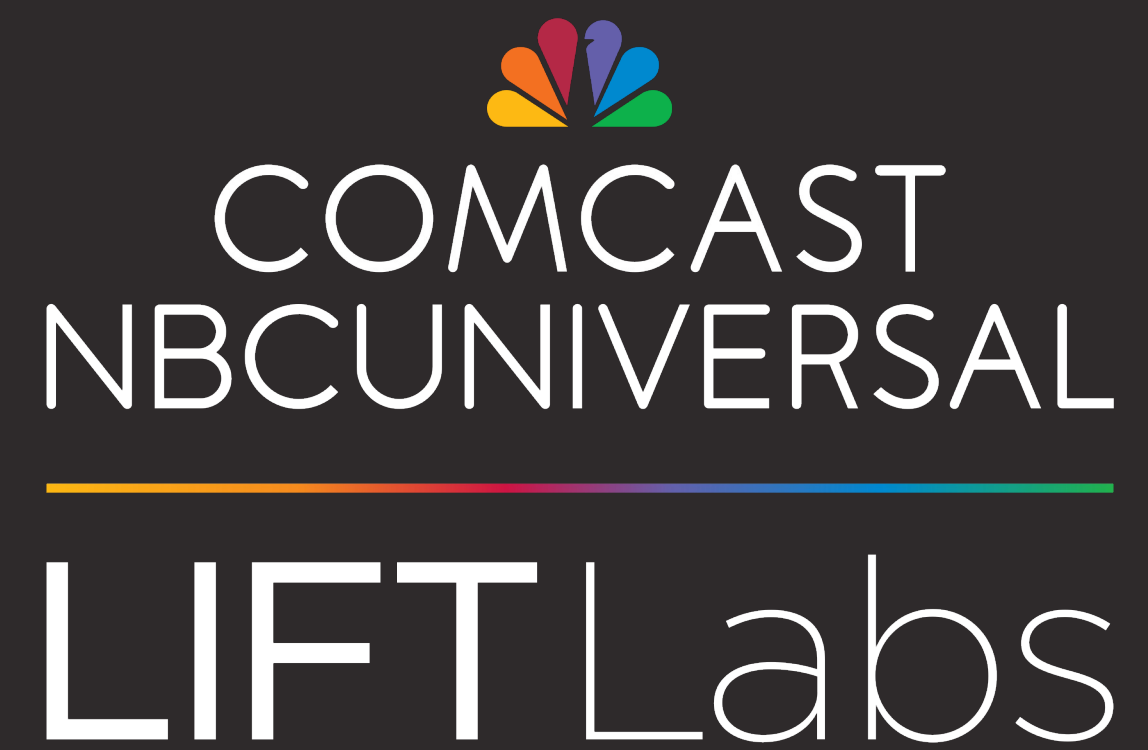
Layout

Downloads

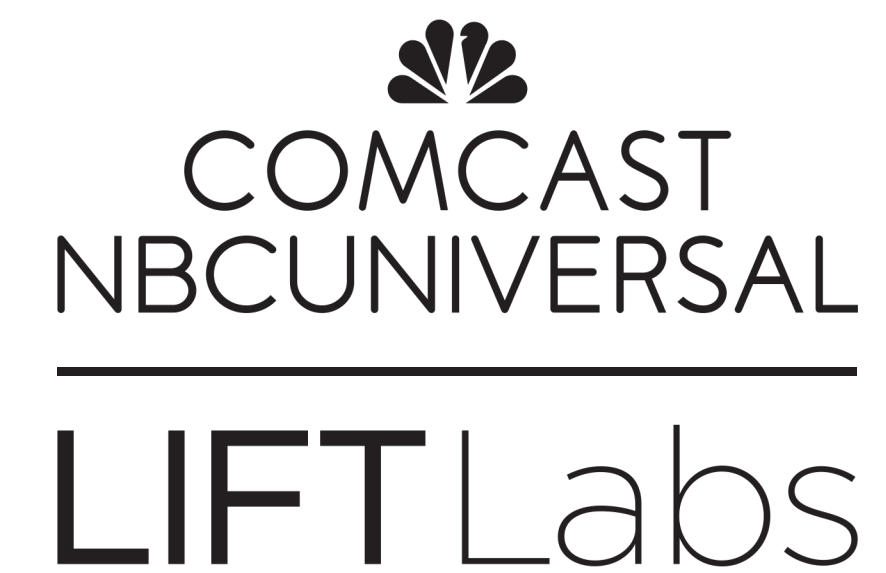
Comcast NBCUniversal Logo



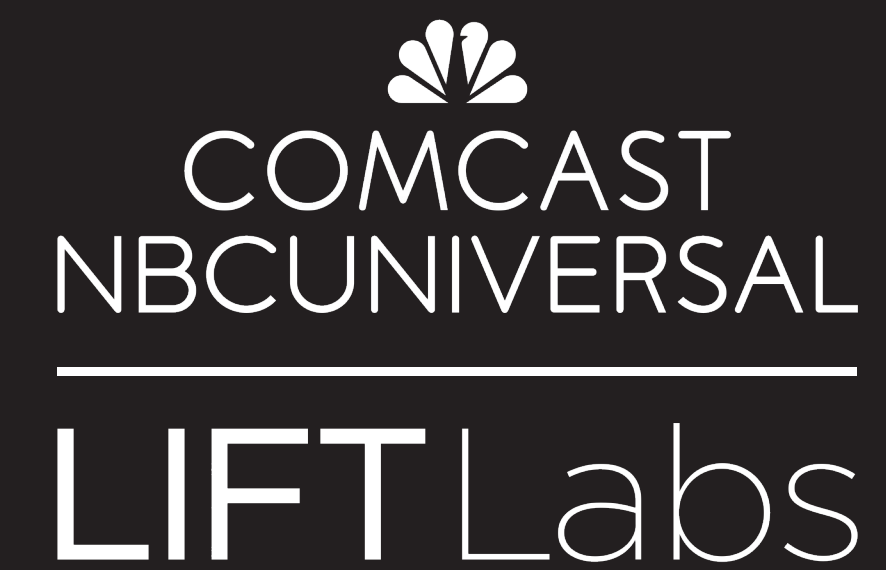
LIFT Labs Wordmark



White variation for use on a dark background



Black single-color variation



White single-color variation

Secondary Logo (Horizontal)

The landscape variation of our primary logo, designed for specific contexts where horizontal space prevails, maintaining our brand's integrity across different formats.

DOWNLOAD LOGOS 





White variation for use on a dark background



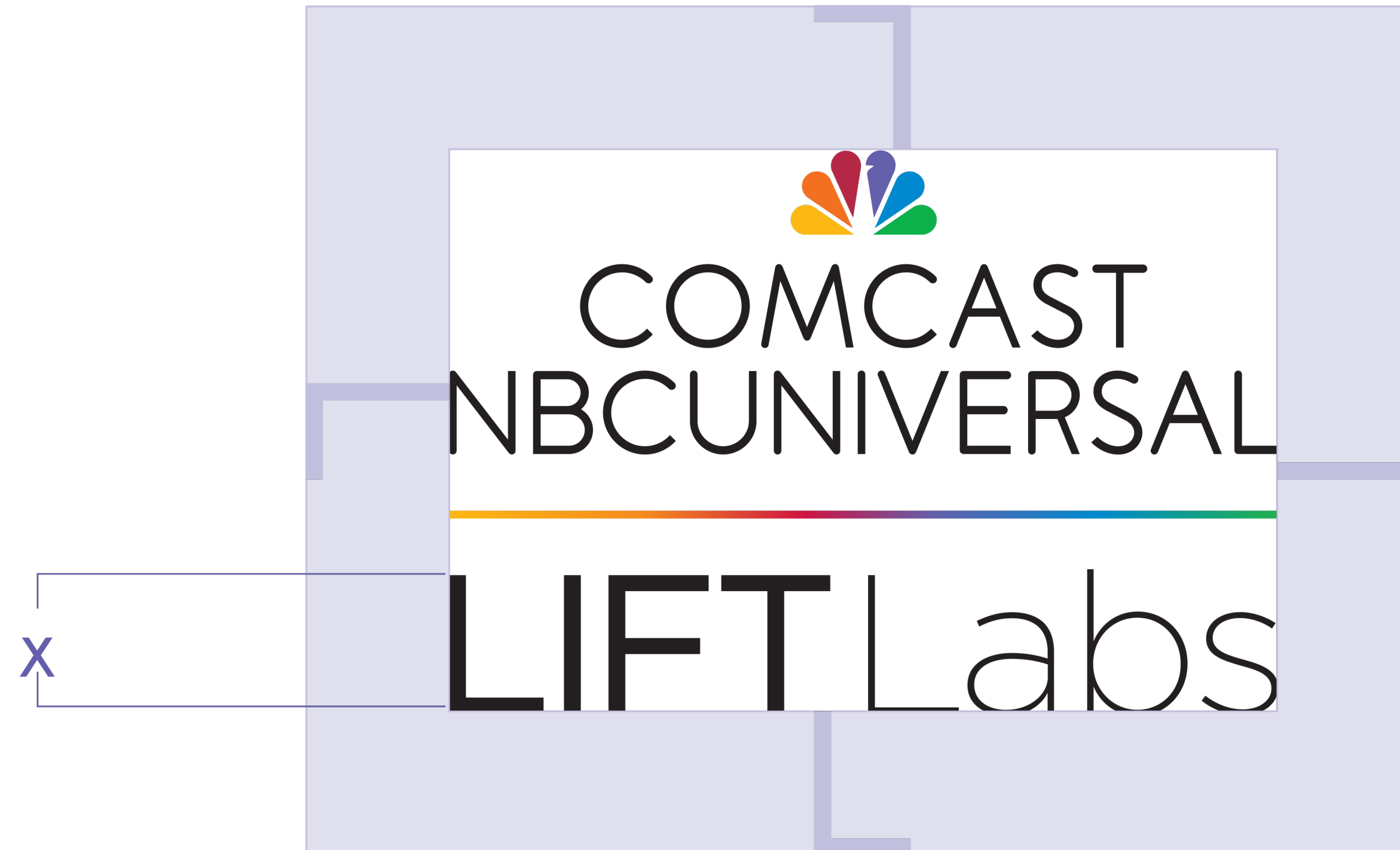
White single-color variation



Black single-color variation

Defining Space

The height of the letter 'L' in our logo sets the standard for spacing around the logo, ensuring it stands out with clarity and impact in every application.



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Logo Usage

Below are some examples of how to avoid using our logo, ensuring it always looks its best and accurately represents our brand across all applications.

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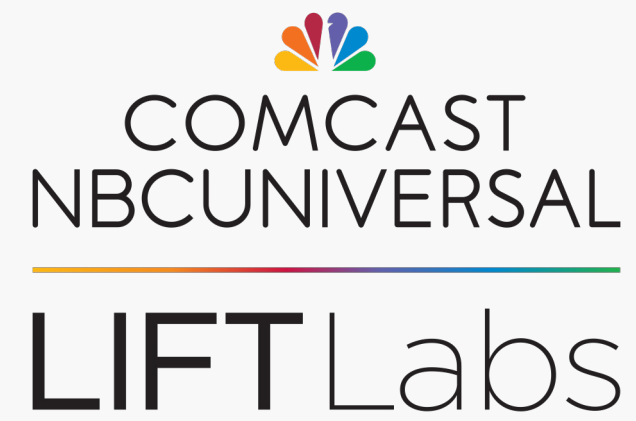
Typography

Iconography

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Layout

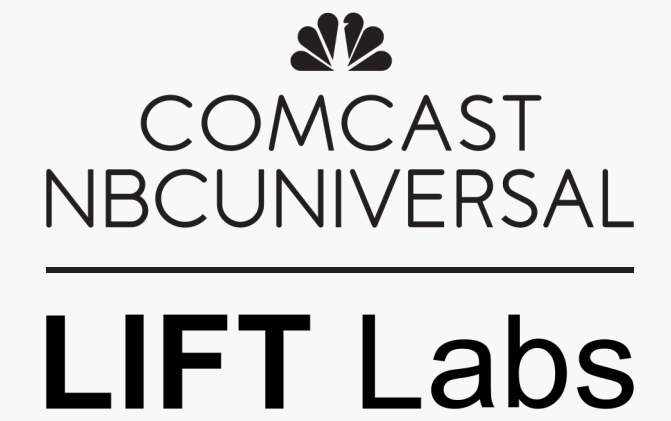
Downloads



Never add drop shadows to the logo



Avoid tilting or twisting the logo



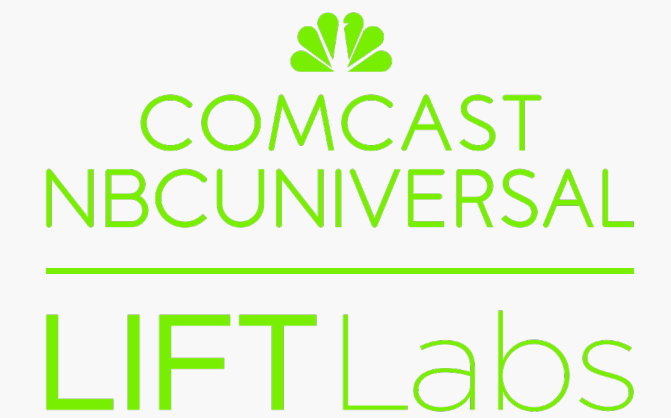
Do not alter the logo's typeface



Always use a contrasting background



Maintain logo aspect ratio



Maintain the logo's color scheme



hello@lift.comcast.com
(555) 123-4567
lift.comcast.com

Comcast NBCUniversal Lift Labs
Street Number and Name
City, State, and ZIP Code



Color

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Primary Color Palette

The Comcast NBCUniversal brand color purple has been chosen and different tints and shades have been created to make it versatile and easy to use across various brand materials.



How to use the primary palette

Ensure there is high contrast between text and background for readability. Use the primary palette across typography, shapes, iconography, and other graphic elements to maintain consistency and enhance the brand's visual harmony.

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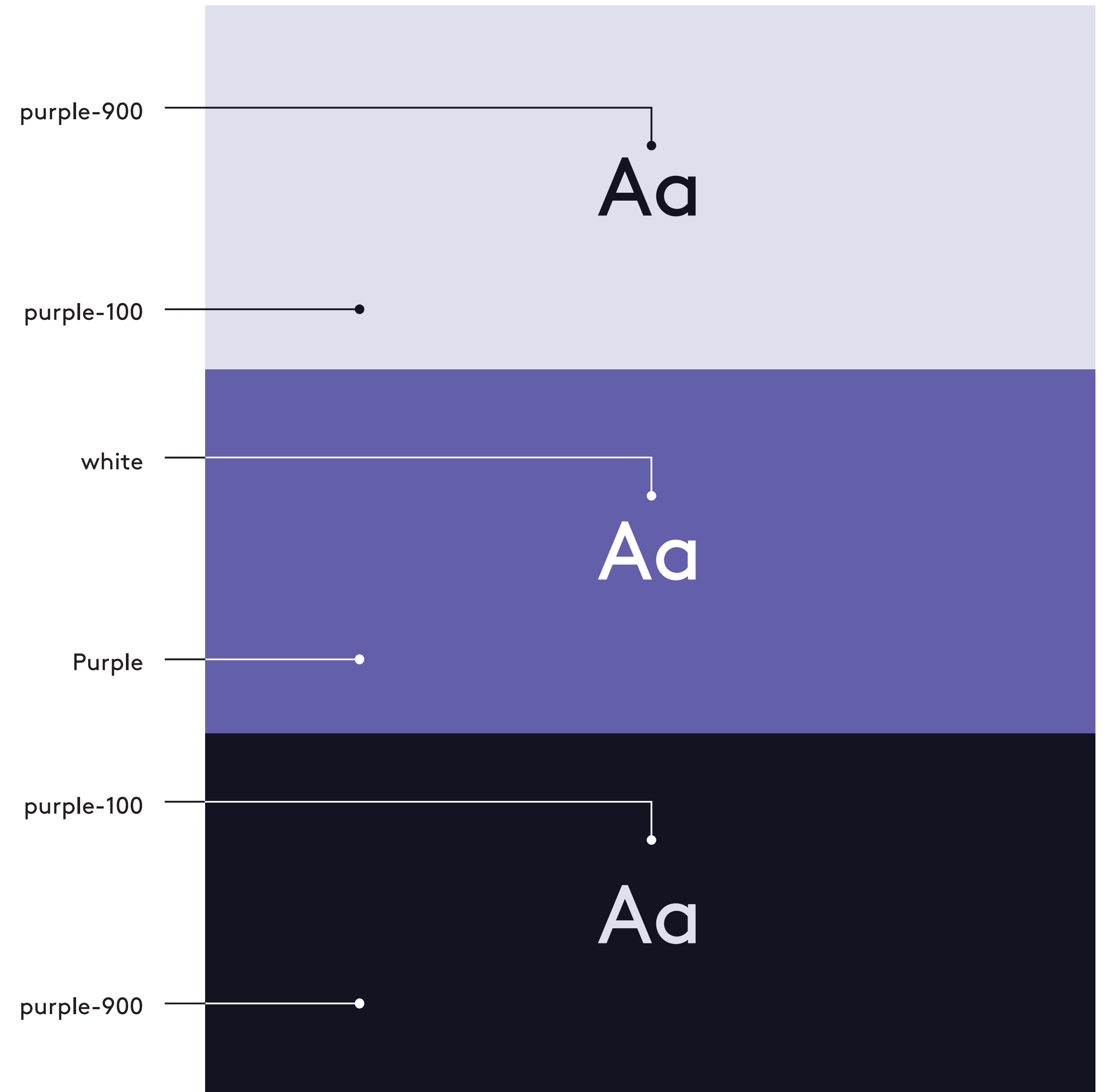
Typography

Iconography

Photography

Layout

Downloads



Comcast NBCUniversal Brands Colors

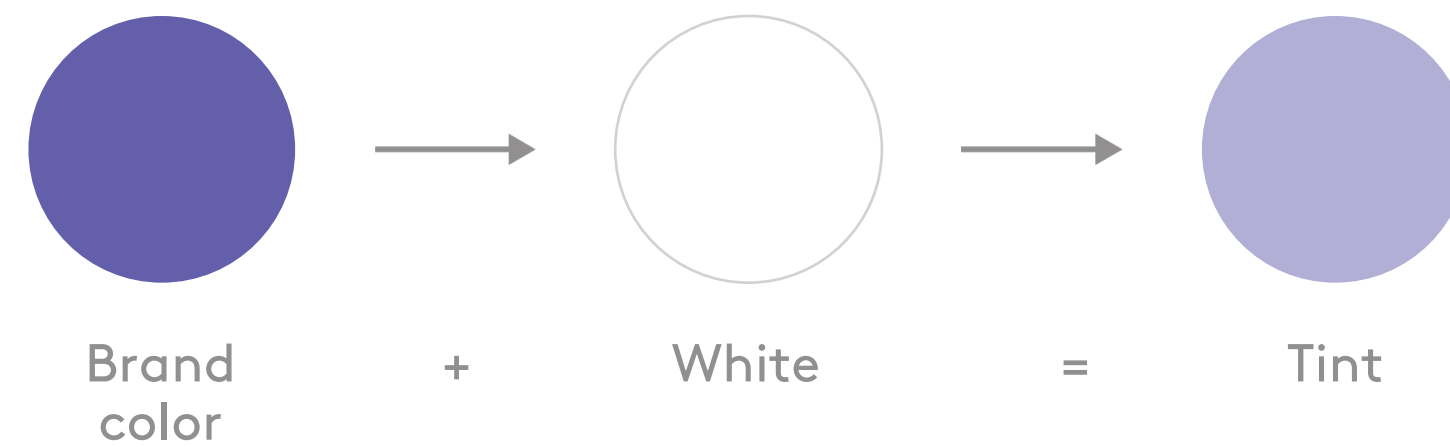
The LIFT Labs colours follow the Comcast NBCUniversal color palette, ensuring consistent brand identity and recognition.

<div>PANTONE 130C</div> <div><table><tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr><tr><td>0</td><td>30</td><td>100</td><td>0</td></tr><tr><td>R</td><td>G</td><td>B</td><td></td></tr><tr><td>253</td><td>185</td><td>19</td><td></td></tr><tr><td>HEX</td><td></td><td></td><td></td></tr><tr><td>#FDB913</td><td></td><td></td><td></td></tr></table></div>	C	M	Y	K	0	30	100	0	R	G	B		253	185	19		HEX				#FDB913				<div>PANTONE 172C</div> <div><table><tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr><tr><td>0</td><td>70</td><td>100</td><td>0</td></tr><tr><td>R</td><td>G</td><td>B</td><td></td></tr><tr><td>243</td><td>112</td><td>33</td><td></td></tr><tr><td>HEX</td><td></td><td></td><td></td></tr><tr><td>#F37021</td><td></td><td></td><td></td></tr></table></div>	C	M	Y	K	0	70	100	0	R	G	B		243	112	33		HEX				#F37021				<div>PANTONE 200C</div> <div><table><tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr><tr><td>20</td><td>100</td><td>70</td><td>0</td></tr><tr><td>R</td><td>G</td><td>B</td><td></td></tr><tr><td>201</td><td>35</td><td>74</td><td></td></tr><tr><td>HEX</td><td></td><td></td><td></td></tr><tr><td>#B42846</td><td></td><td></td><td></td></tr></table></div>	C	M	Y	K	20	100	70	0	R	G	B		201	35	74		HEX				#B42846				<div>MIDNIGHT</div> <div><table><tr><td>C</td><td>M</td><td>Y</td><td>K</td></tr><tr><td>0</td><td>30</td><td>100</td><td>0</td></tr><tr><td>R</td><td>G</td><td>B</td><td></td></tr><tr><td>35</td><td>31</td><td>32</td><td></td></tr><tr><td>HEX</td><td></td><td></td><td></td></tr><tr><td>#231F20</td><td></td><td></td><td></td></tr></table></div>	C	M	Y	K	0	30	100	0	R	G	B		35	31	32		HEX				#231F20			
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Tints and Shades

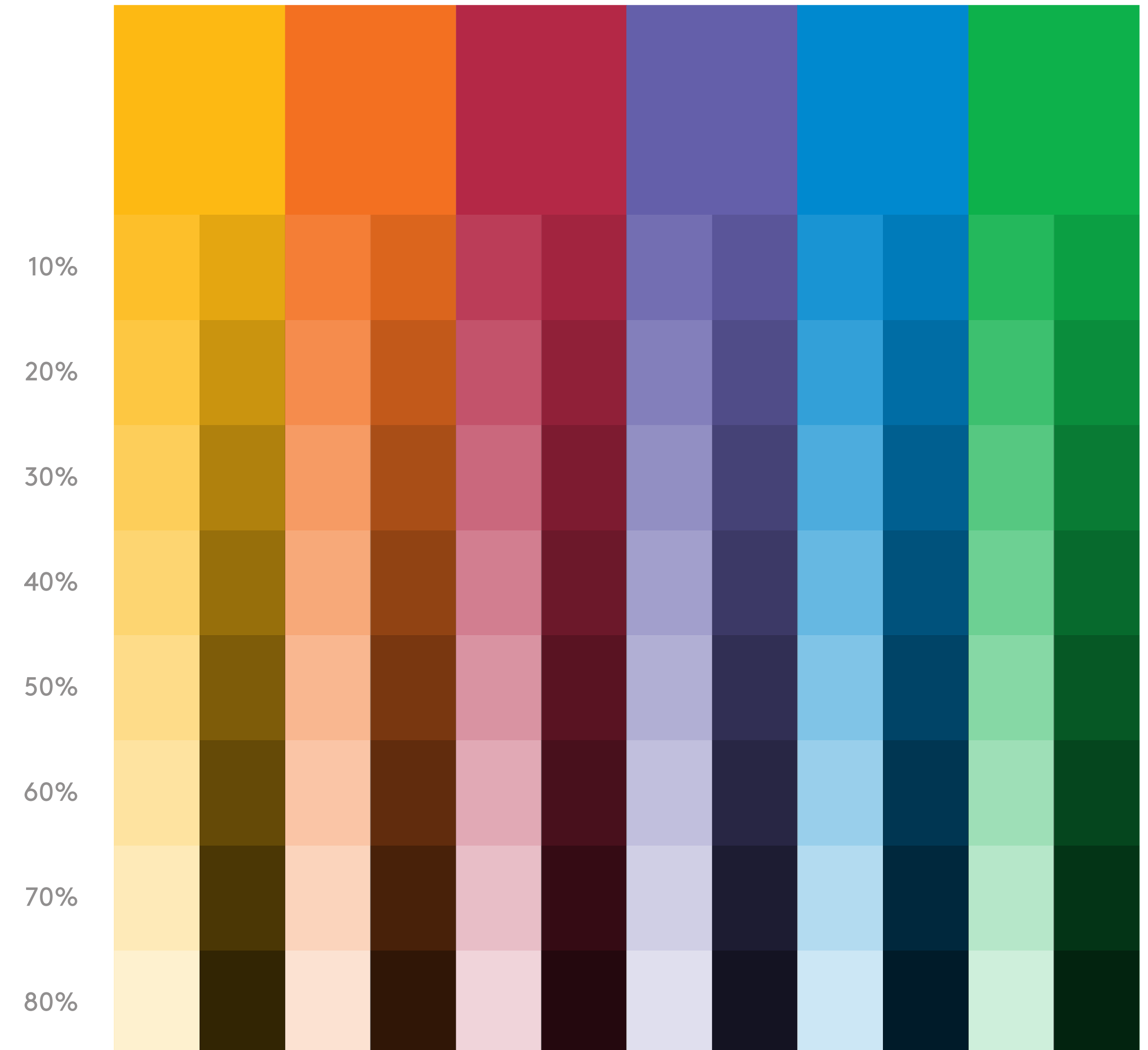
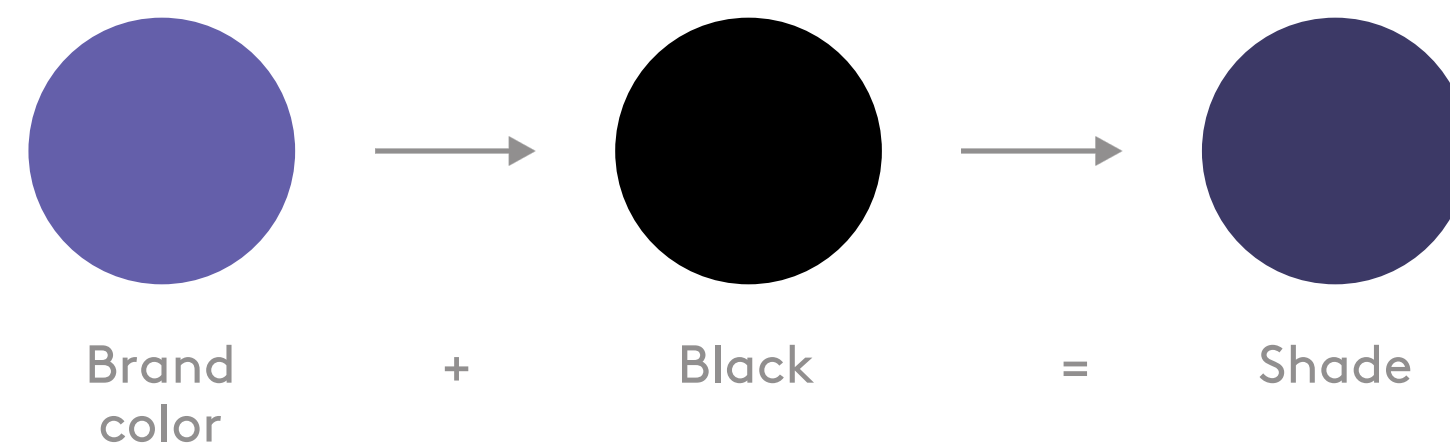
Tint

Created when white is added to a pure hue or color. These colors are lighter and less intense versions of the original color. We often think of these colors as softer hues like pastels.



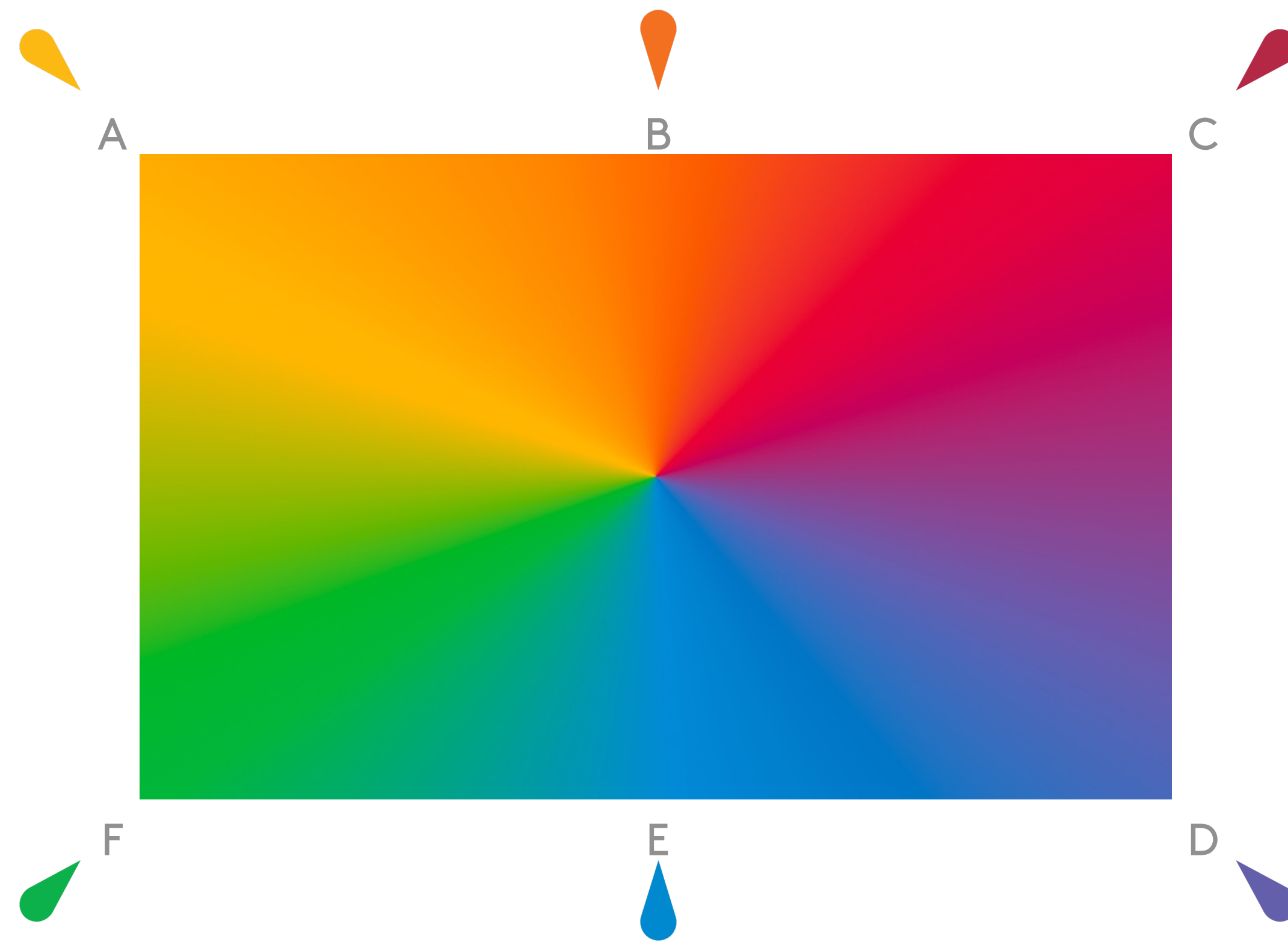
Shade

Created when black is added to a pure hue or color. These colors are darker than the original color and often have a more intense, richer quality to them.



Gradient Construction

Each lettered point represents a brand color, use consecutive points together to create a gradient.



①

A→B→C Gradient



②

A→F→E Gradient



③

D→C→B Gradient



Gradient D→C→B in application
Gradients are great for backgrounds behind white text



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Gradients & Typography

Contrast not only captures attention but also directs focus, ensuring key words and messages stand out with impact.

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Embrace the journey, for every step forward transforms your vision into reality. Innovation is born from perseverance and the courage to pursue the extraordinary.

Embrace the **journey**, for every step forward transforms your vision into reality. Innovation is born from **perseverance** and the courage to pursue the **extraordinary**.

John Doe - Founder of Company

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Typography

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Primary Font

DOWNLOAD FONTS 

Our primary font is the cornerstone of our visual communication, selected for its legibility, versatility, and alignment with our brand's personality.

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Brown Std

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@£\$%^&*

STANDARD

Thin

Light

Regular

Bold

ITALIC

Thin

Light

Regular

Bold

System Font Substitute

DOWNLOAD FONTS 

Arial is our backup for its universal availability and straightforward, clean design—a sans serif that works everywhere, maintaining our brand's clarity and ease of use.

Arial

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@£\$%^&*

STANDARD
Regular
Bold

ITALIC
Regular
Bold

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Type Hierarchy

Headings, subheadings, and body text are the keystones of our brand’s typographic expression. Consistent display of these elements ensures our messaging is clear and our brand voice resonates across all materials.

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Large Heading

Brown

Bold

Point size 60pt

Line-height 100%

Heading

Brown

Bold

Point size 33pt

Line-height 120%

Body

Brown

Regular

Point size 18pt

Line-height 150%

**Innovative Solutions
for Tomorrow's
Challenges**

**Leading the Way in Cutting-Edge
Technological Advancements**

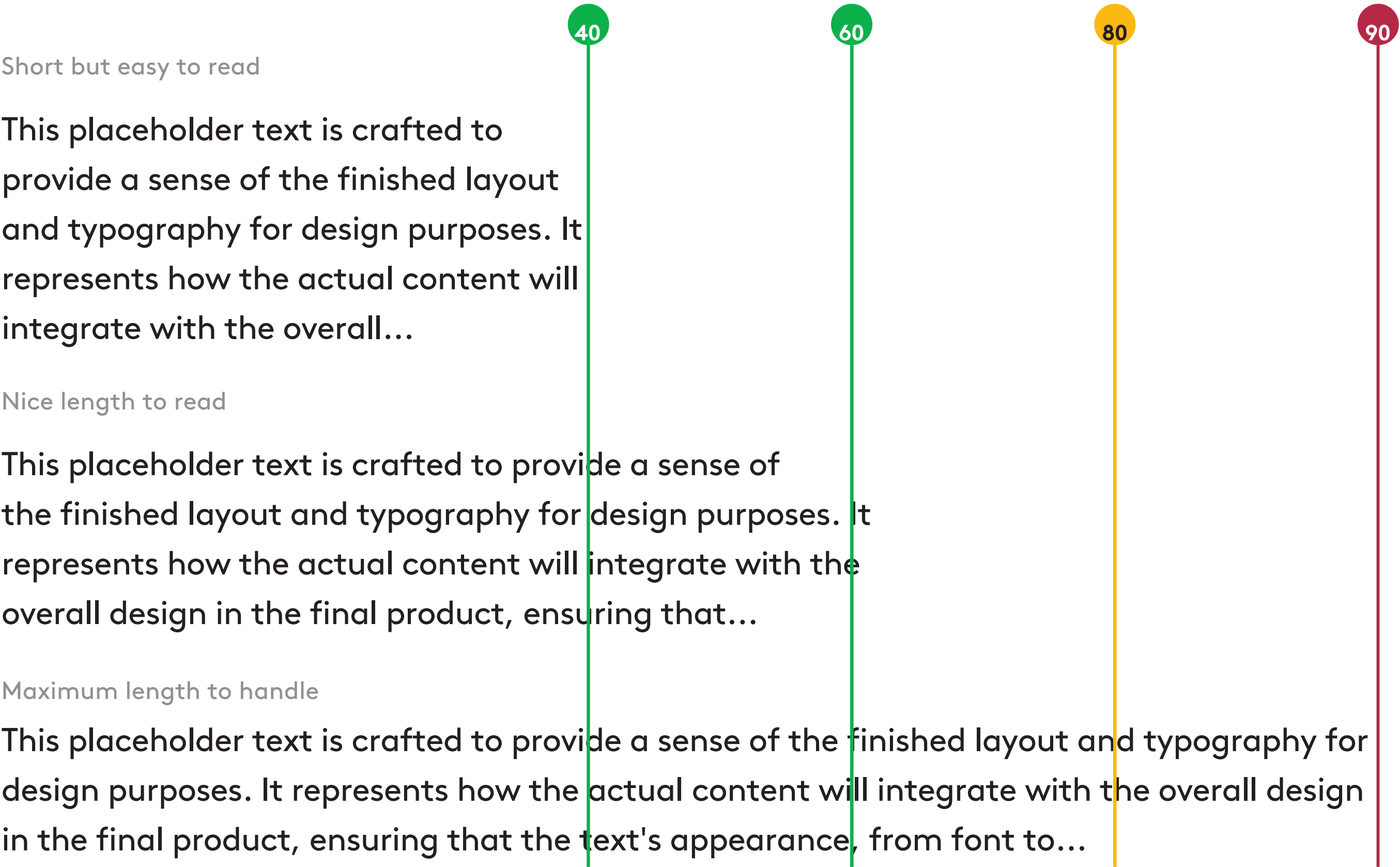
This is dummy copy. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation.

Line Length

It's important to set up a comfortable reading environment to make reading easier. Wide lines of text can be challenging to read and make it harder for readers to focus.

Although there's no exact measurement, you should aim for a line length **between 40 and 80 characters**, including spaces. Setting an optimal line length will help break the content into easily digestible information.

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Type Contrast

Contrast not only captures attention but also directs focus, ensuring key words and messages stand out with impact. This can be done by leverage color, weight or additional graphic elements.



#D3D2D2

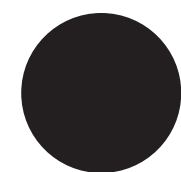
Standard text color



Embrace the journey, for every step
forward transforms your vision into
reality. Innovation is born from
perseverance and the courage to
pursue the **extraordinary**.

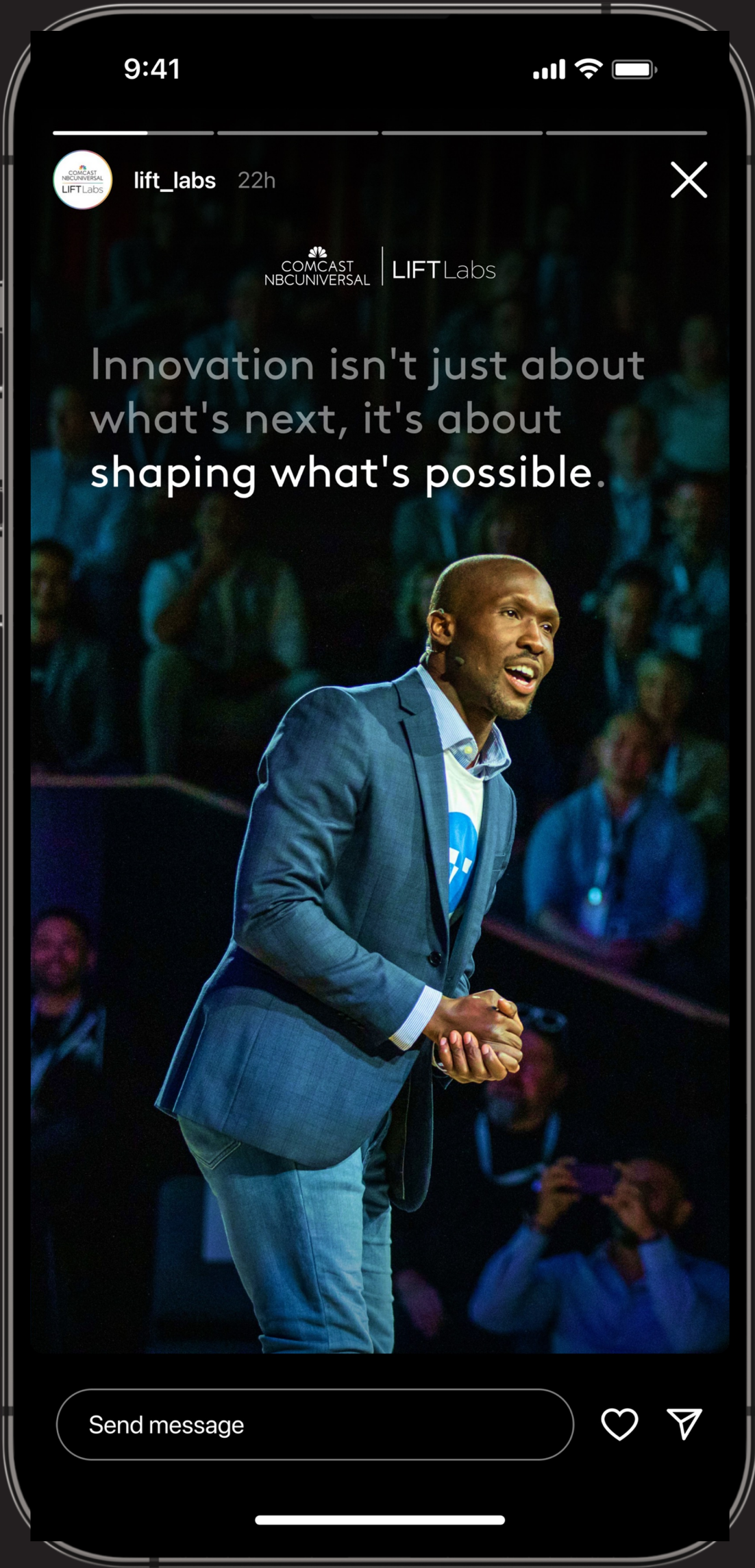


Highlighted key words (Darker)



#D3D2D2

Embrace the journey, for every step
forward transforms your vision into
reality. Innovation is born from
perseverance and the courage to
pursue the **extraordinary**.



Iconography

Creating Icons

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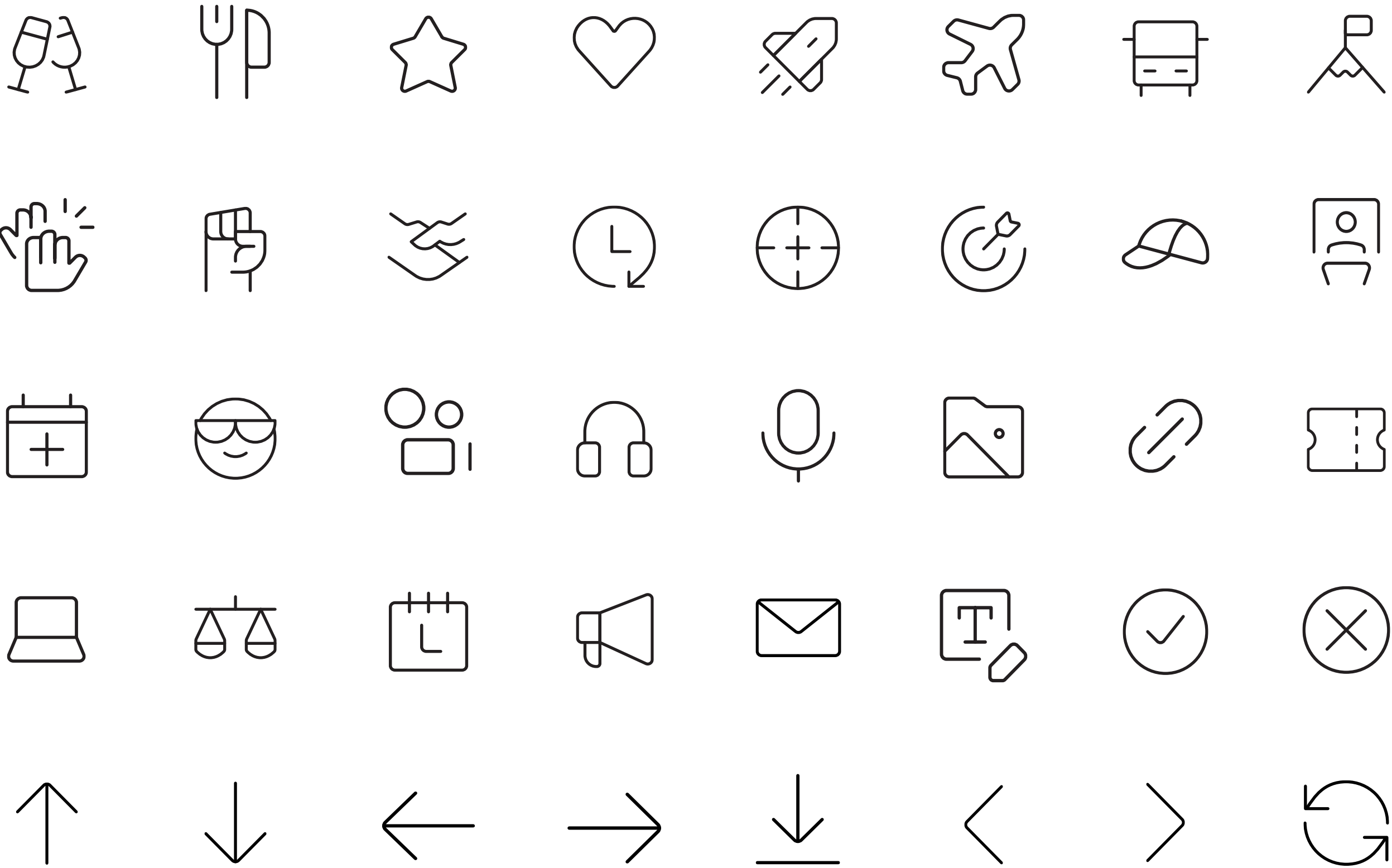


Iconography

DOWNLOAD ICONS

↓

Our pictograms distill complex ideas into intuitive symbols, facilitating instant comprehension across global audiences.



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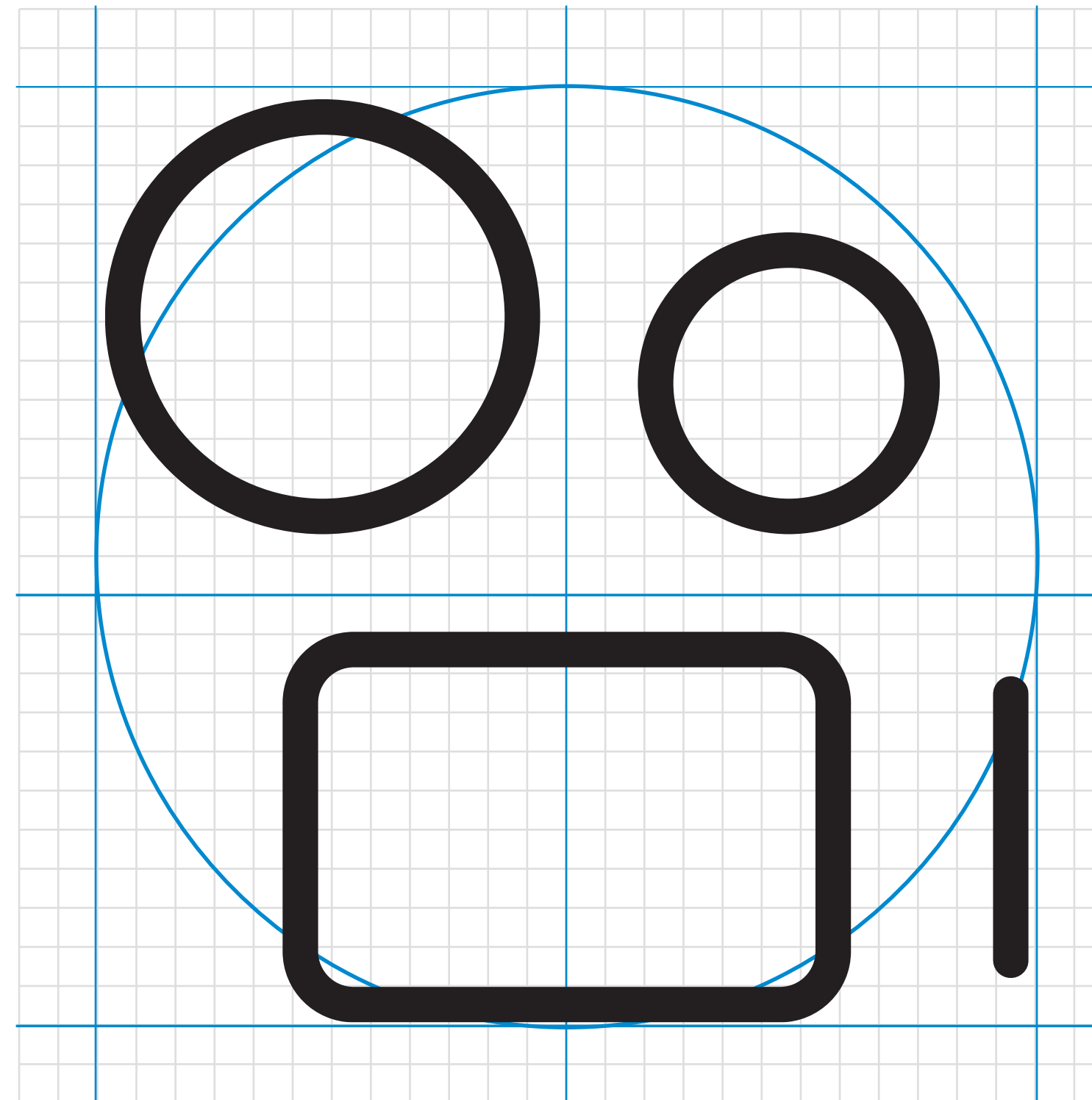
Photography

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Creating Icons

Utilize our grid system to create uniform and recognizable icons that carry the essence of our brand and communicate with clarity.



560 x 560

Photography

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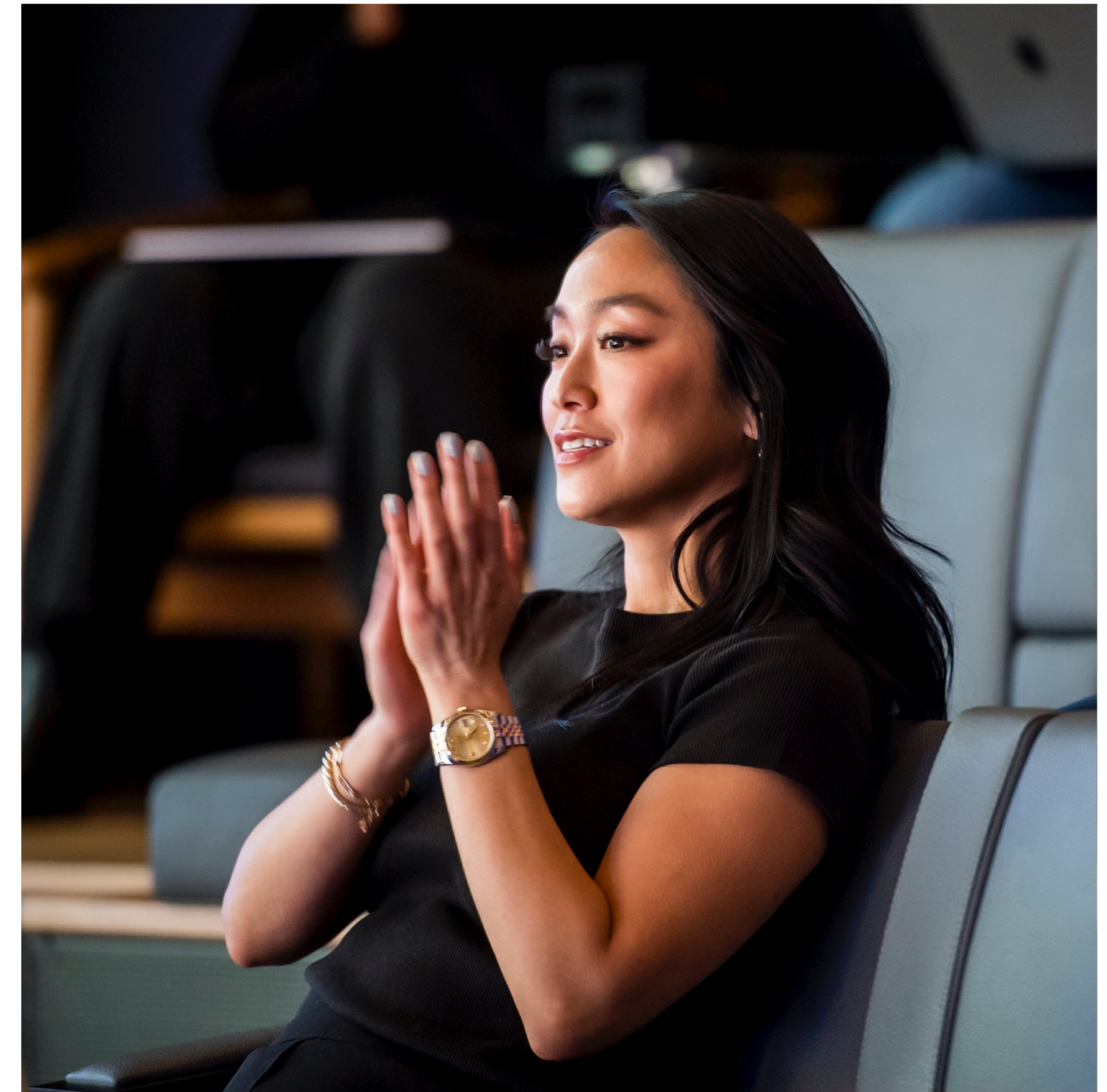


Guidelines

Personal connection and engagement are the key elements of the LIFT Labs brand. Images should look natural and not staged, flowing well with the surrounding environment.

Perspectives should be artful and warm. One single photograph that captures a moment should be the central element of any layout.

DOWNLOAD PHOTOS 

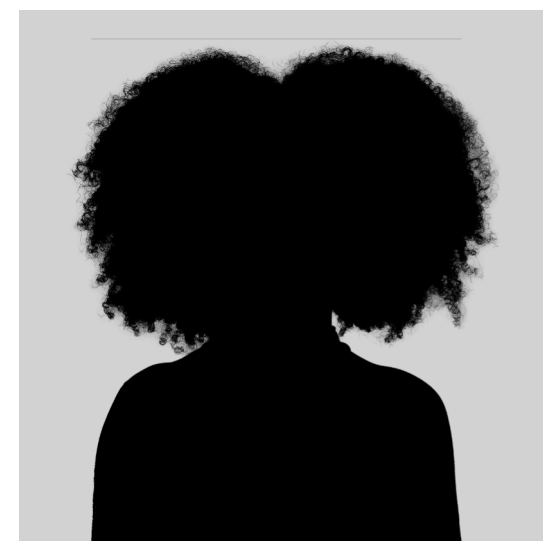


Portraits & Gradients

Our brand color palette can be applied to portrait images by masking colors and gradients on a person.



+



+

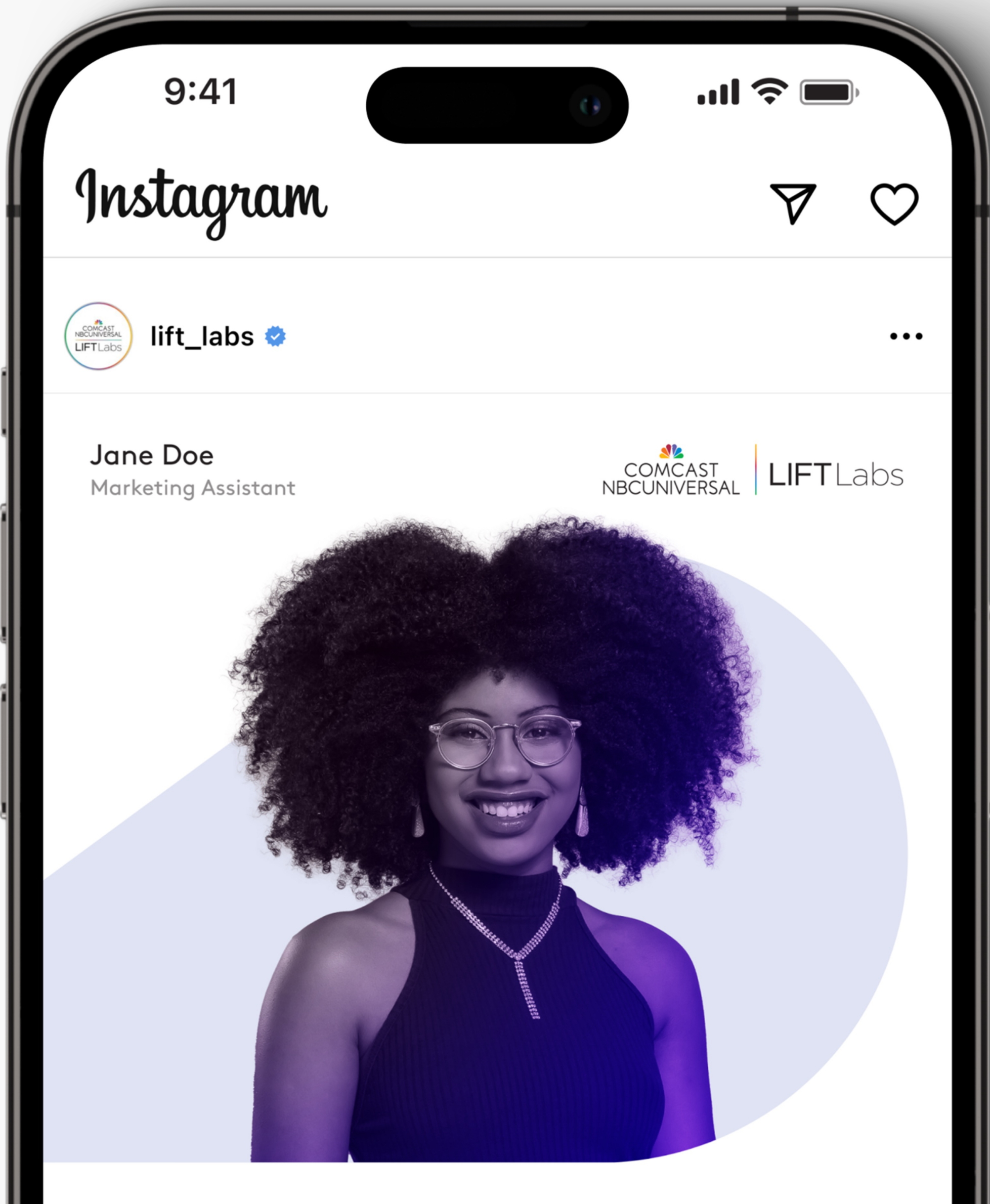


=



DOWNLOAD PSD 

Example of a portrait & gradient in situation



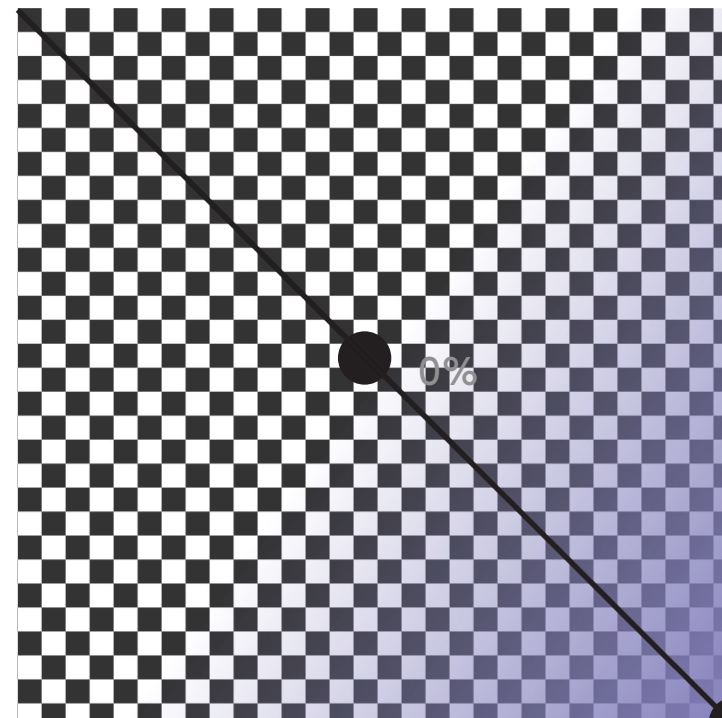
Gradients & Photography Usage

Gradients start from the edge of a composition and transition from 60-100% to 0%. The gradient should only support the composition so it shouldn't cover any people or faces.

Layer effects like hard-light and soft-light can help the gradient blend with colors from the visuals

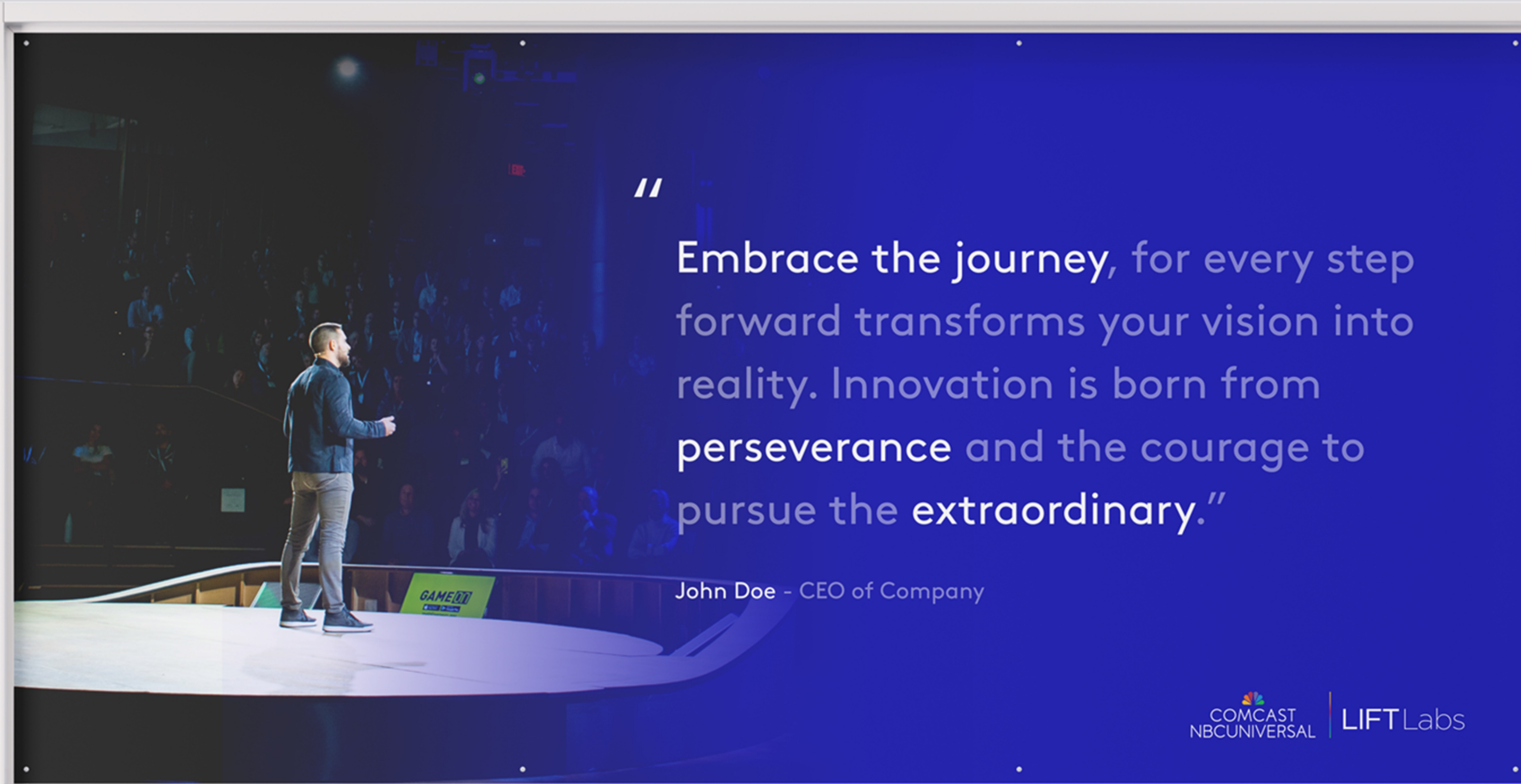


+



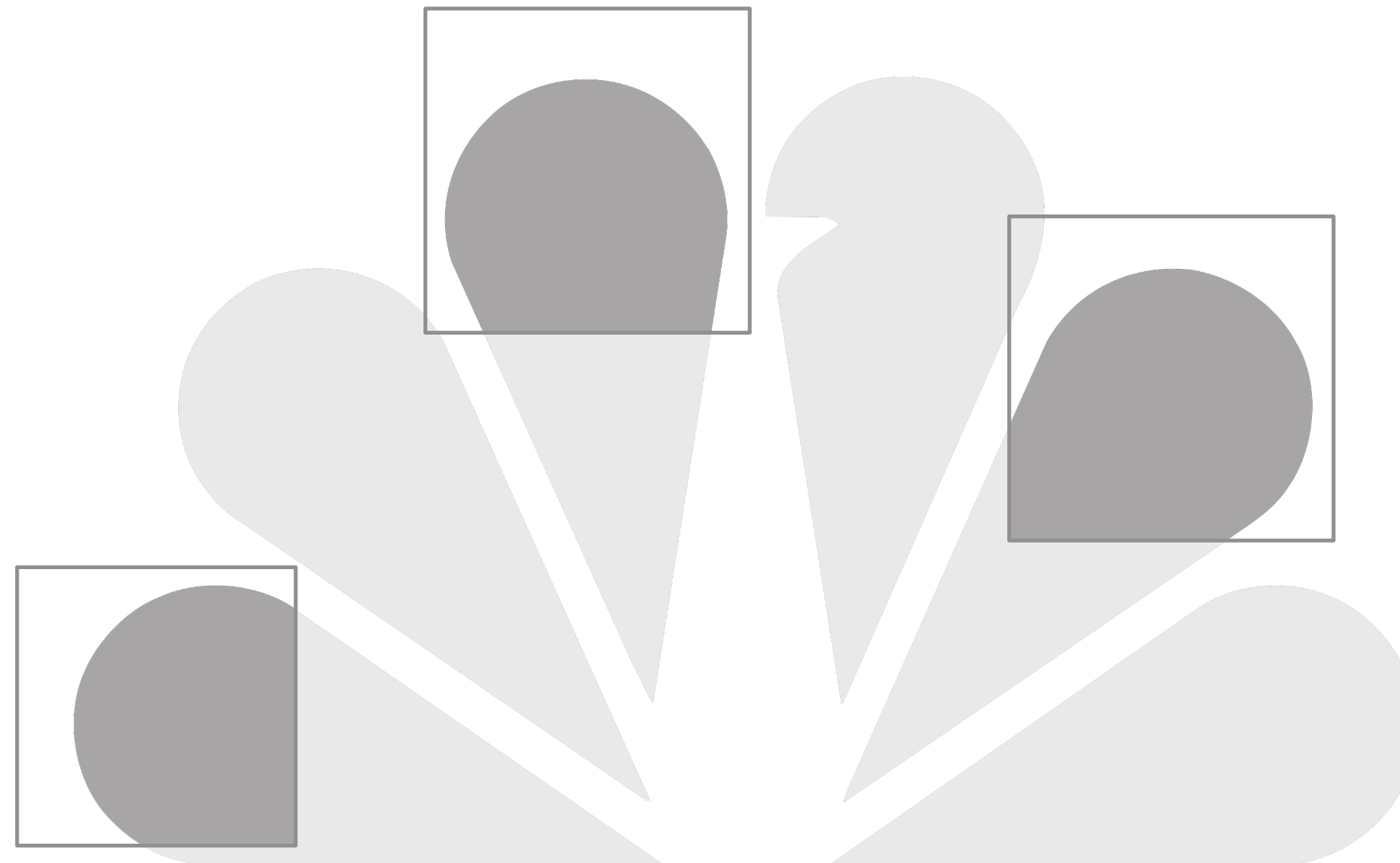
=





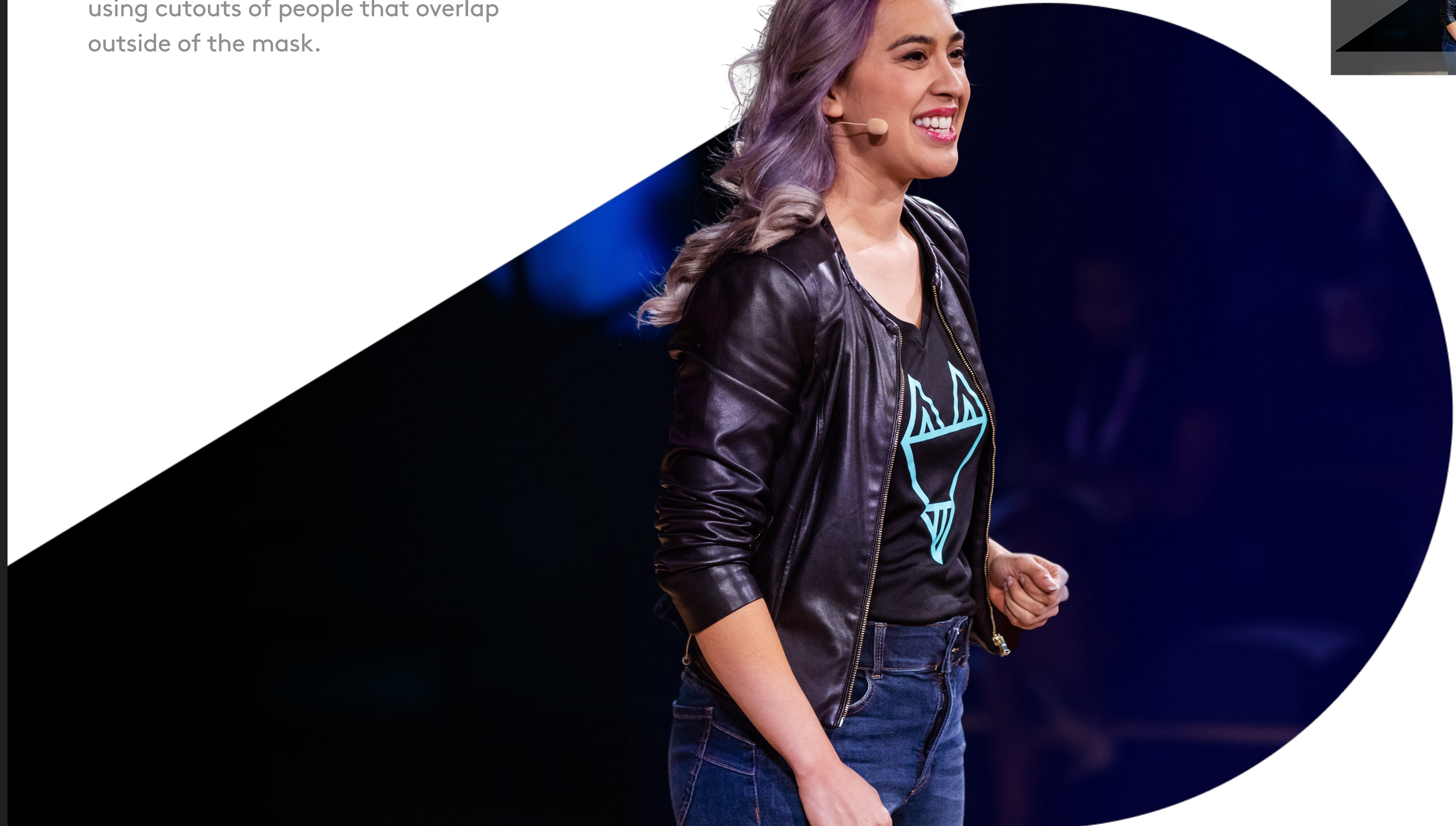
Creating Photography Masks

The photo masks are created by cropping parts of the NBC bird logo to use as a shape to mask your photo.



Masking + Cutout

You can get creative with the masks by using cutouts of people that overlap outside of the mask.



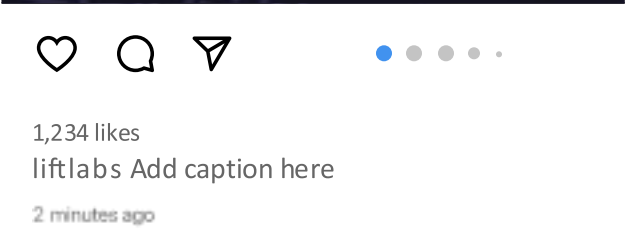
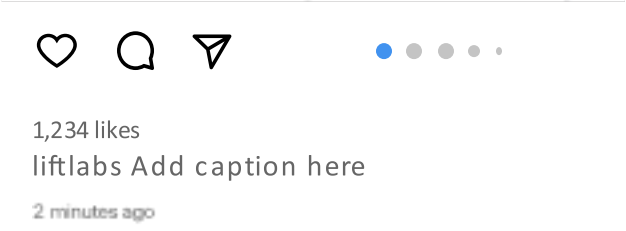
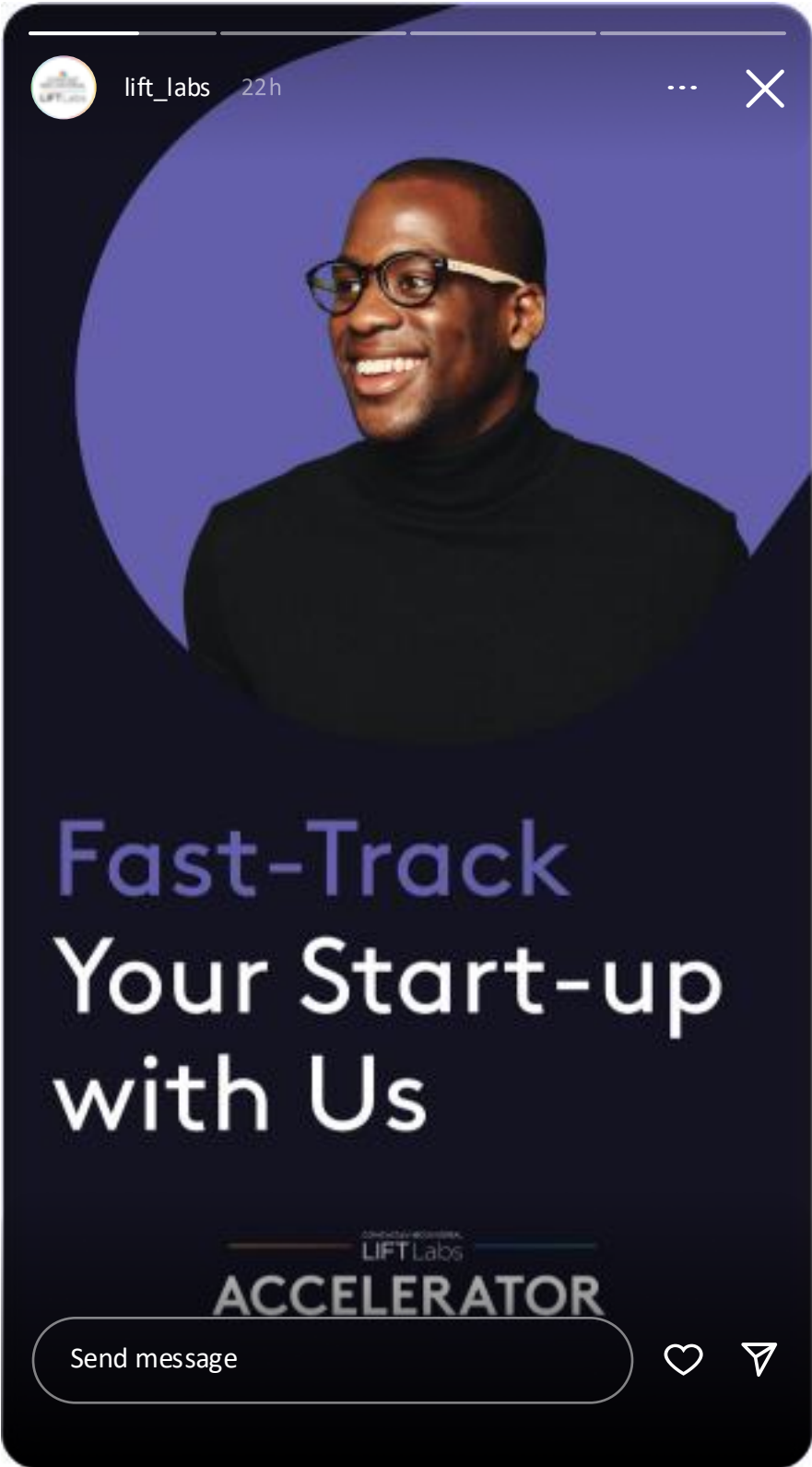
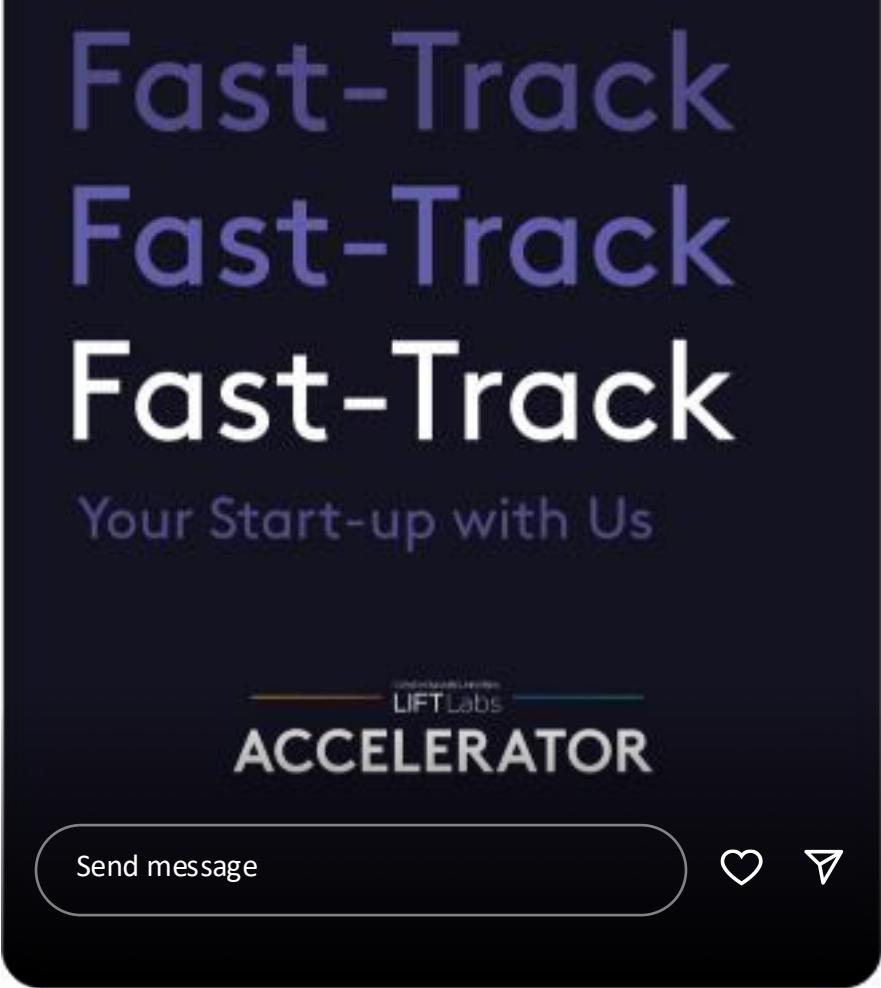
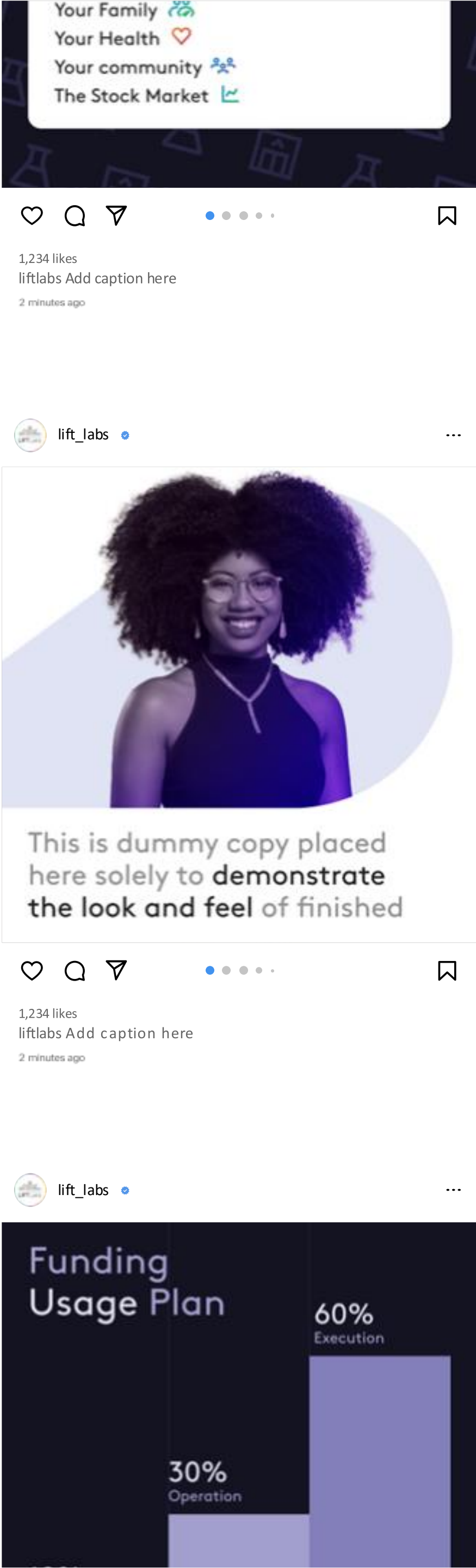
Layout

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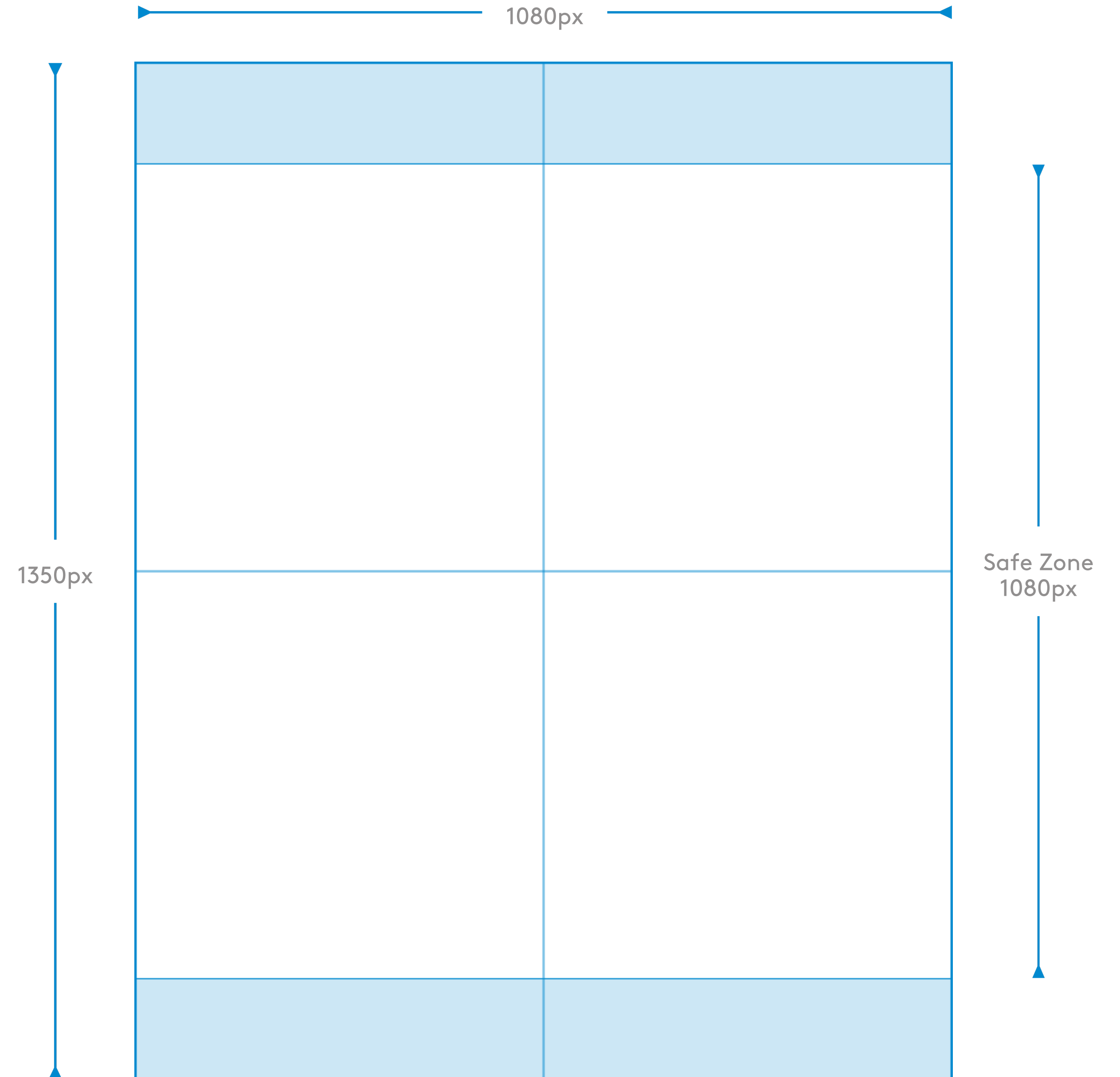
Social Media

In this section explores some approaches for creating consistent social media content.



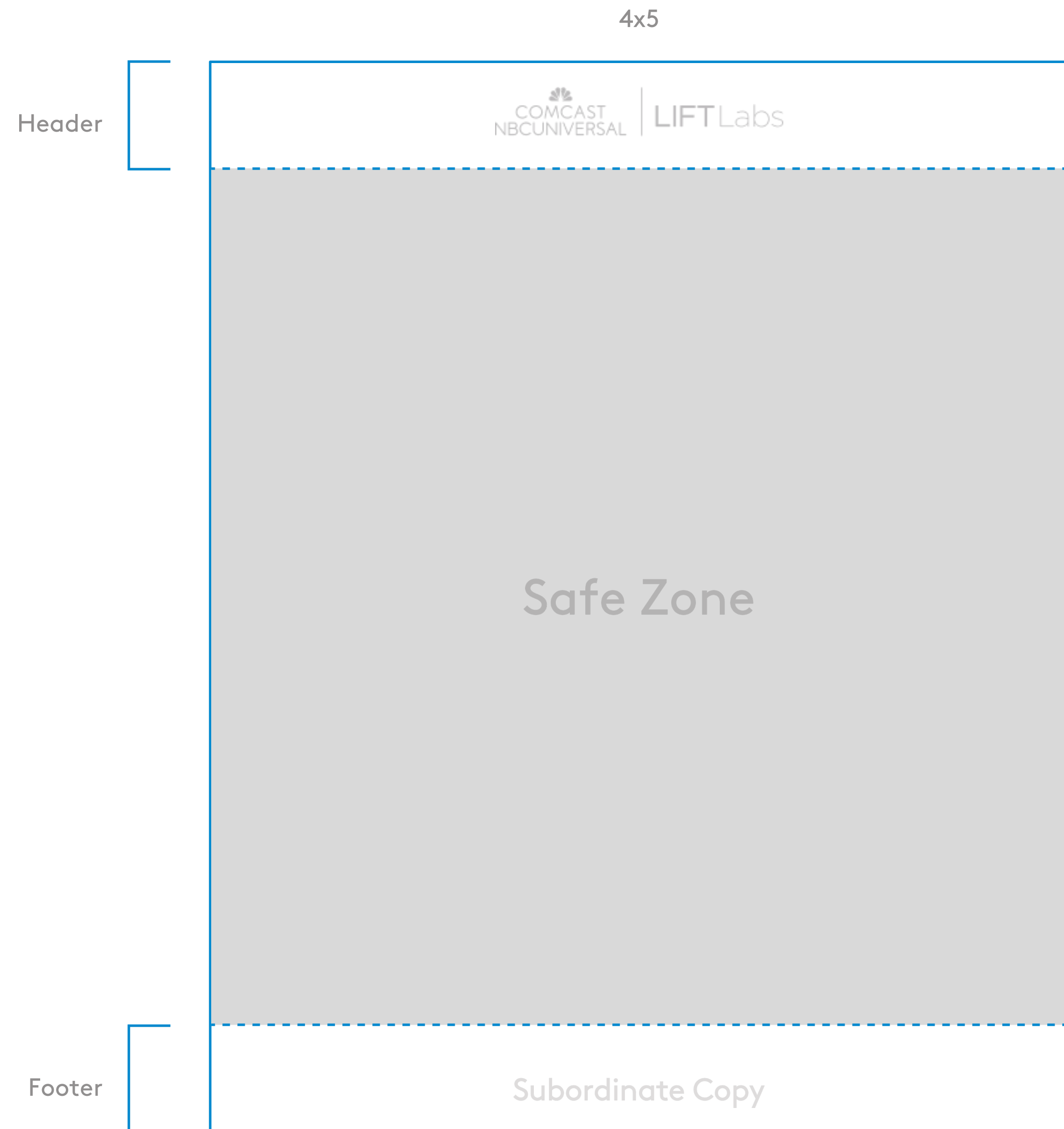
4x5 Dimensions

This dimension is ideal for social media posts where the 1x1 format serves as the safe area in case of cropping.



4x5 Content Placements

The header and footer sections can be utilized for subordinate text, tags, small print, or logos, while the content areas can be used for anything to engage with. Anything in the safe zone will always be visible.



4x5 Profile vs Feed Cropping

The header and footer sections will be cropped on a user's profile page, but visible scrolling through the feed.

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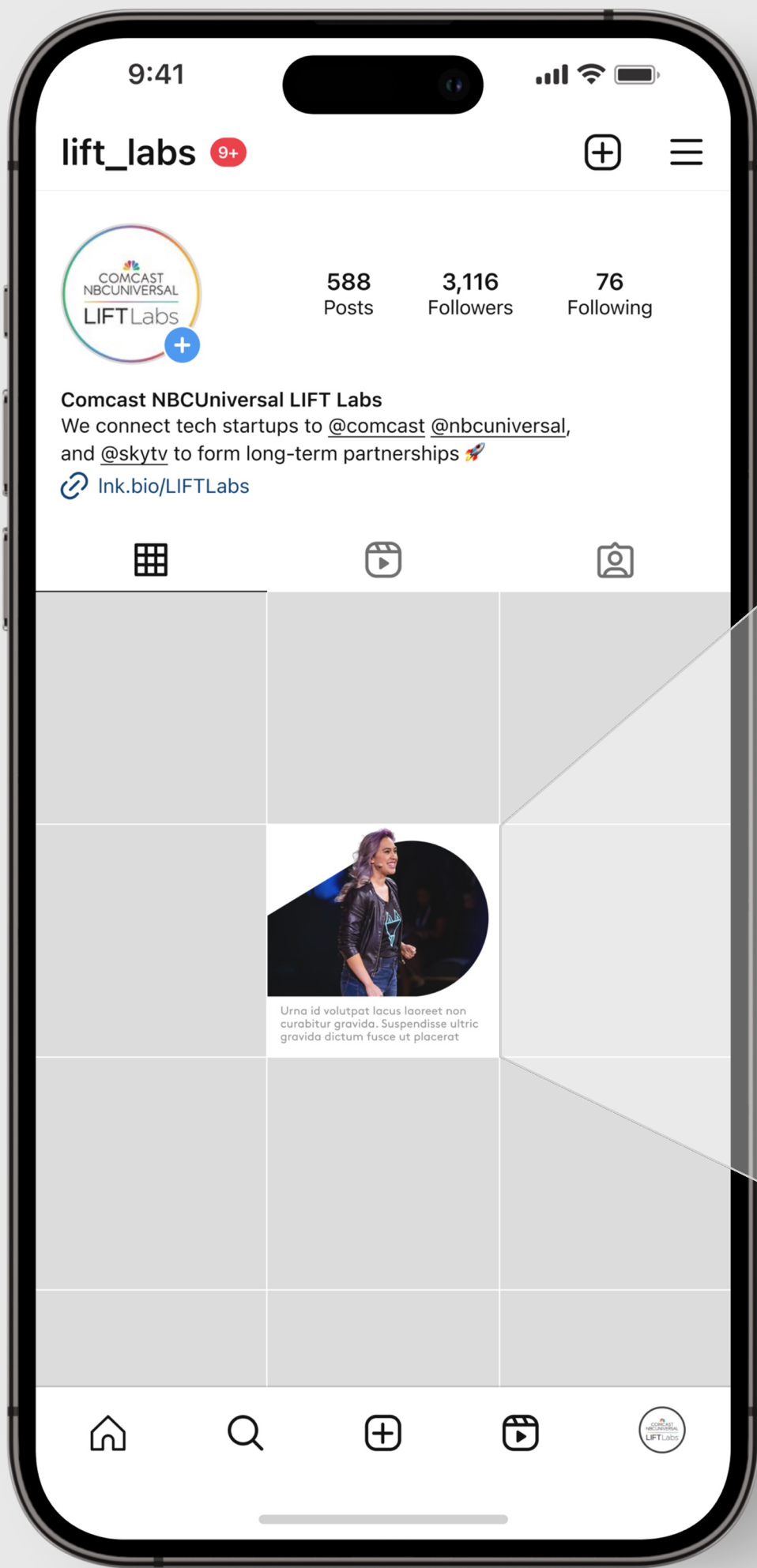
Typography

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Photography

Layout

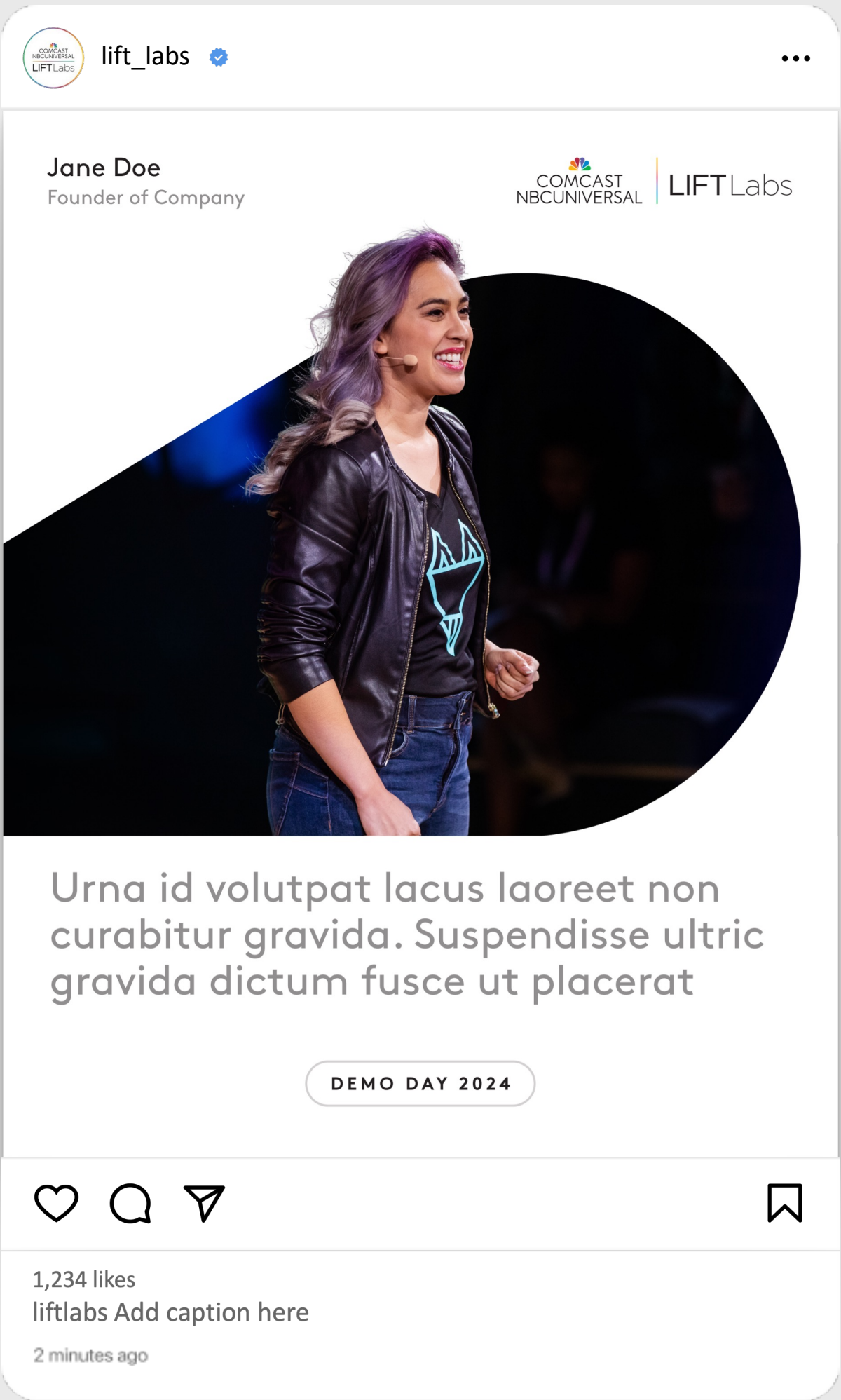
Downloads



Always
Visible

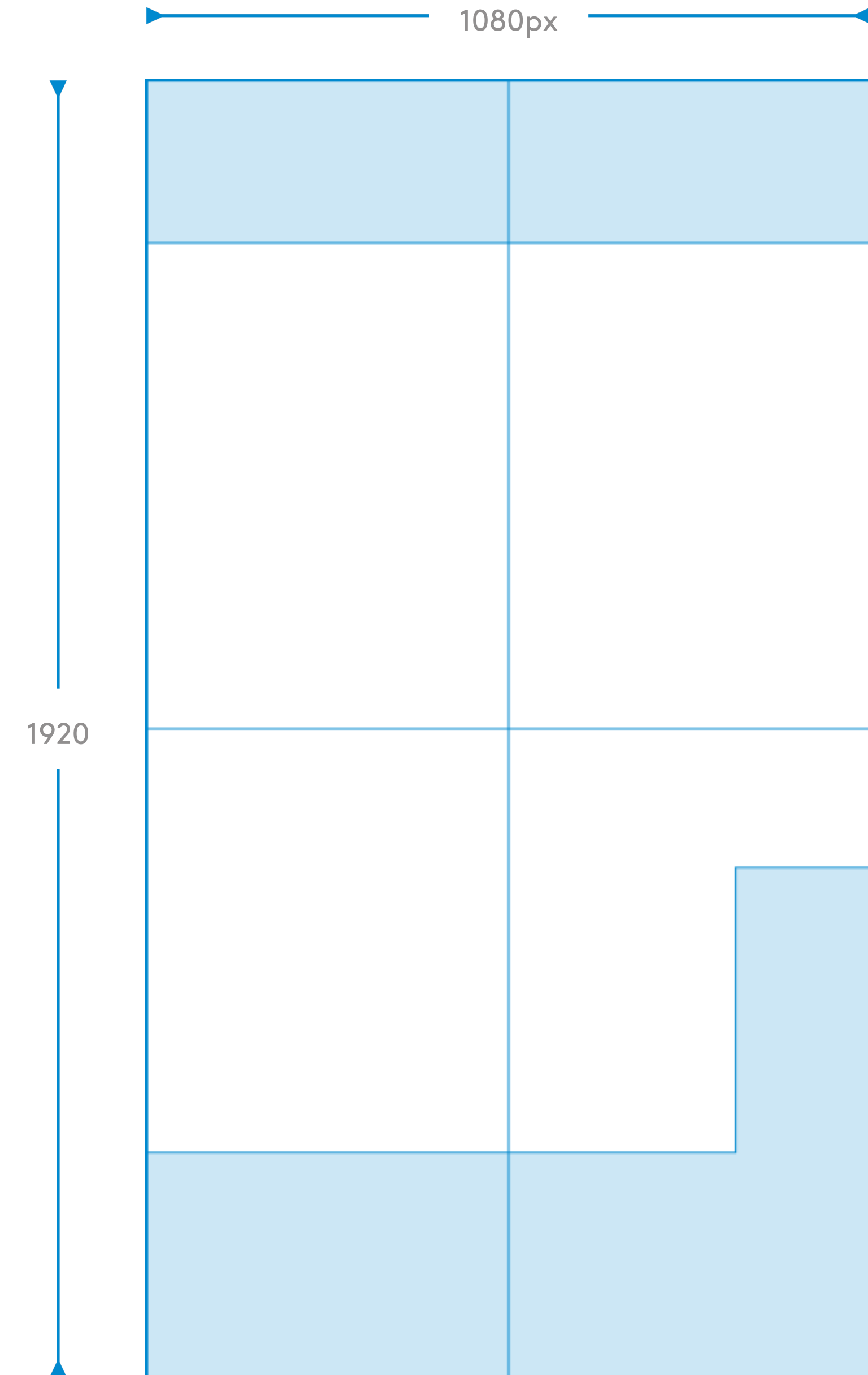


Feed



9x16 Dimensions

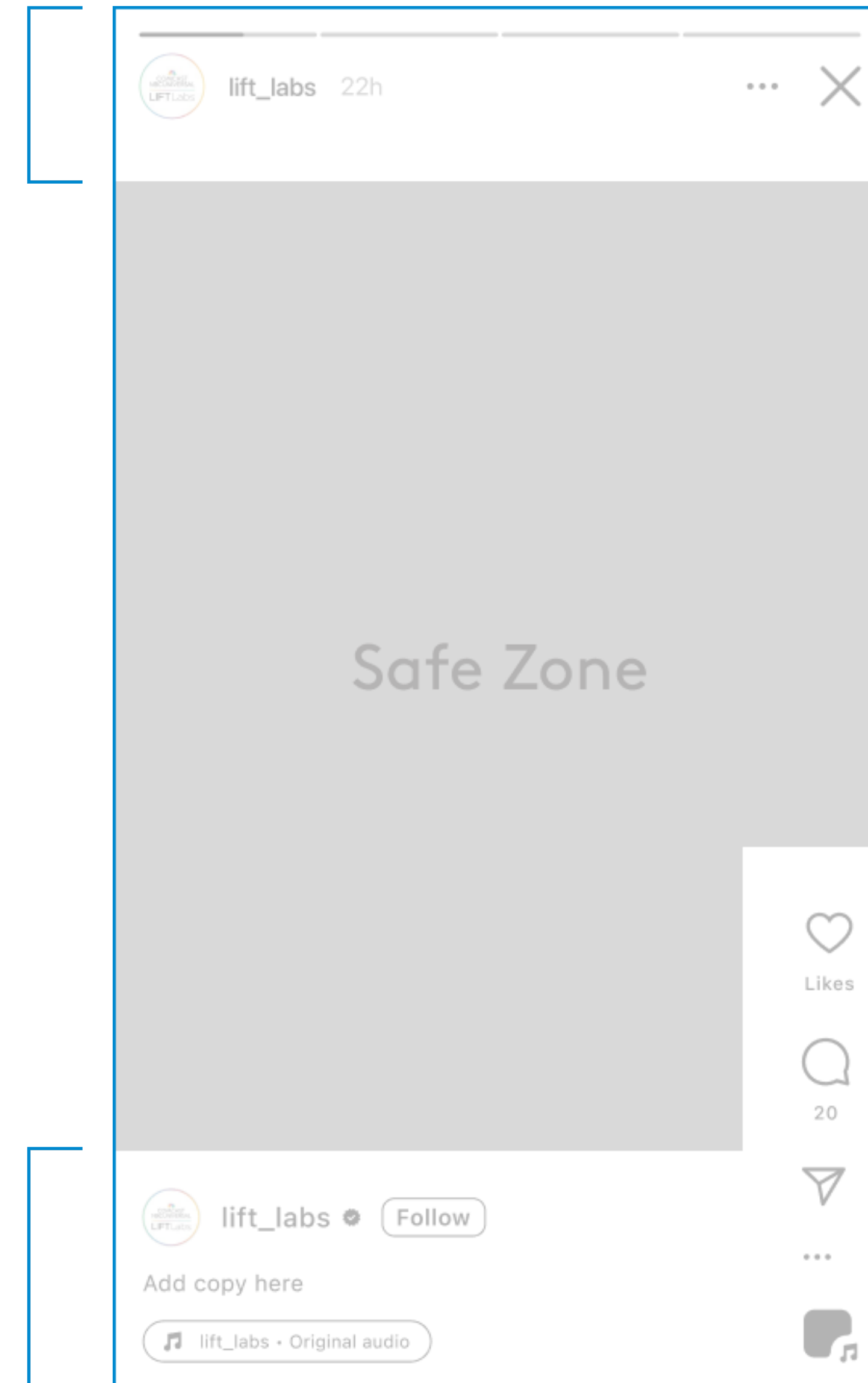
Here are the dimensions for portrait content, which are used for Reels and Stories on Instagram.



9x16 Content Placements

In order to avoid UI overlap with important content, we should place key content, subtitles, faces and information within the content area.

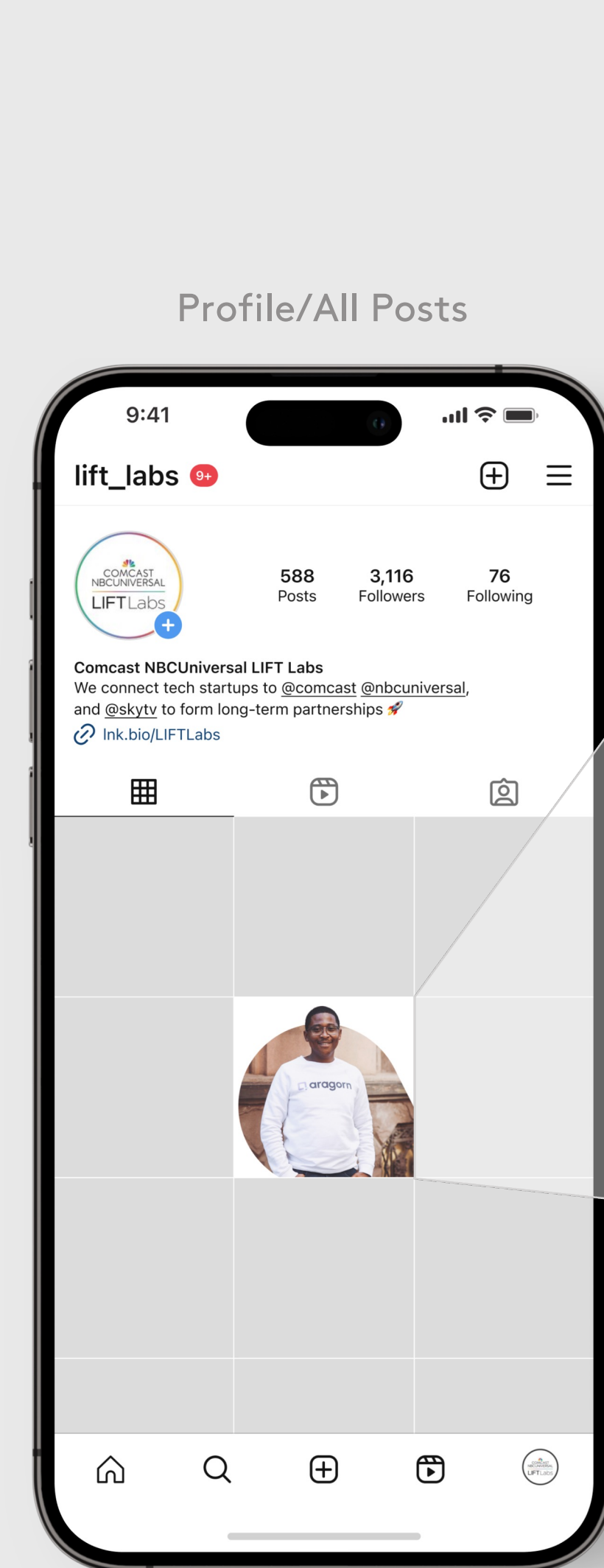
IG Stories UI



IG Reels UI

9x16 Cropped Thumbnails

Video Reels are in 9x16 format. The thumbnails are cropped to 1x1 on the profile page. However, these thumbnails are not visible in the feed as the videos auto-play.

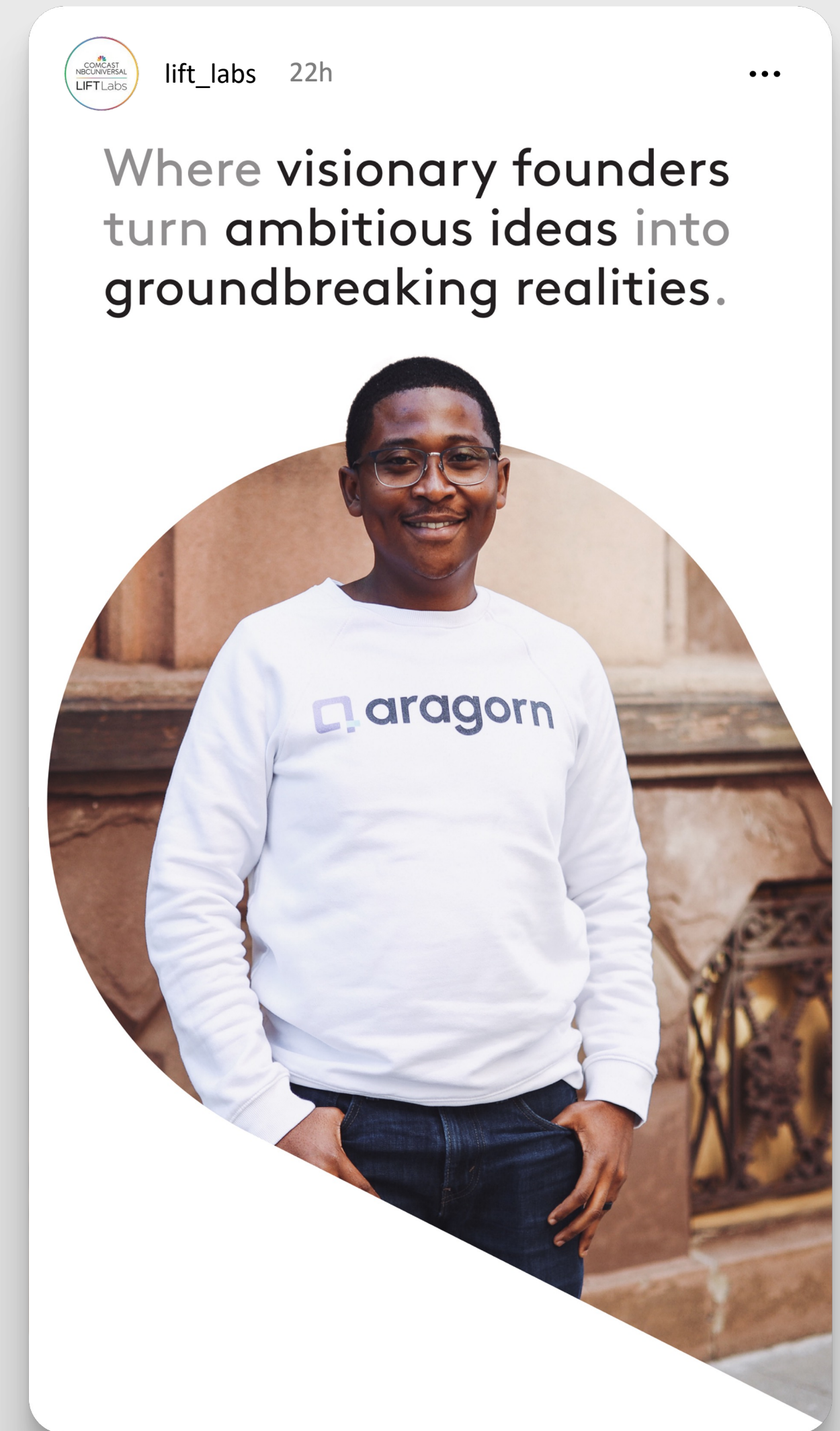


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Where visionary founders
turn ambitious ideas into
groundbreaking realities.



Feed



9x16 Thumbnails

When viewing the reels tab on the profile, the full thumbnail is visible.

Introduction

Logo

Color

Typography

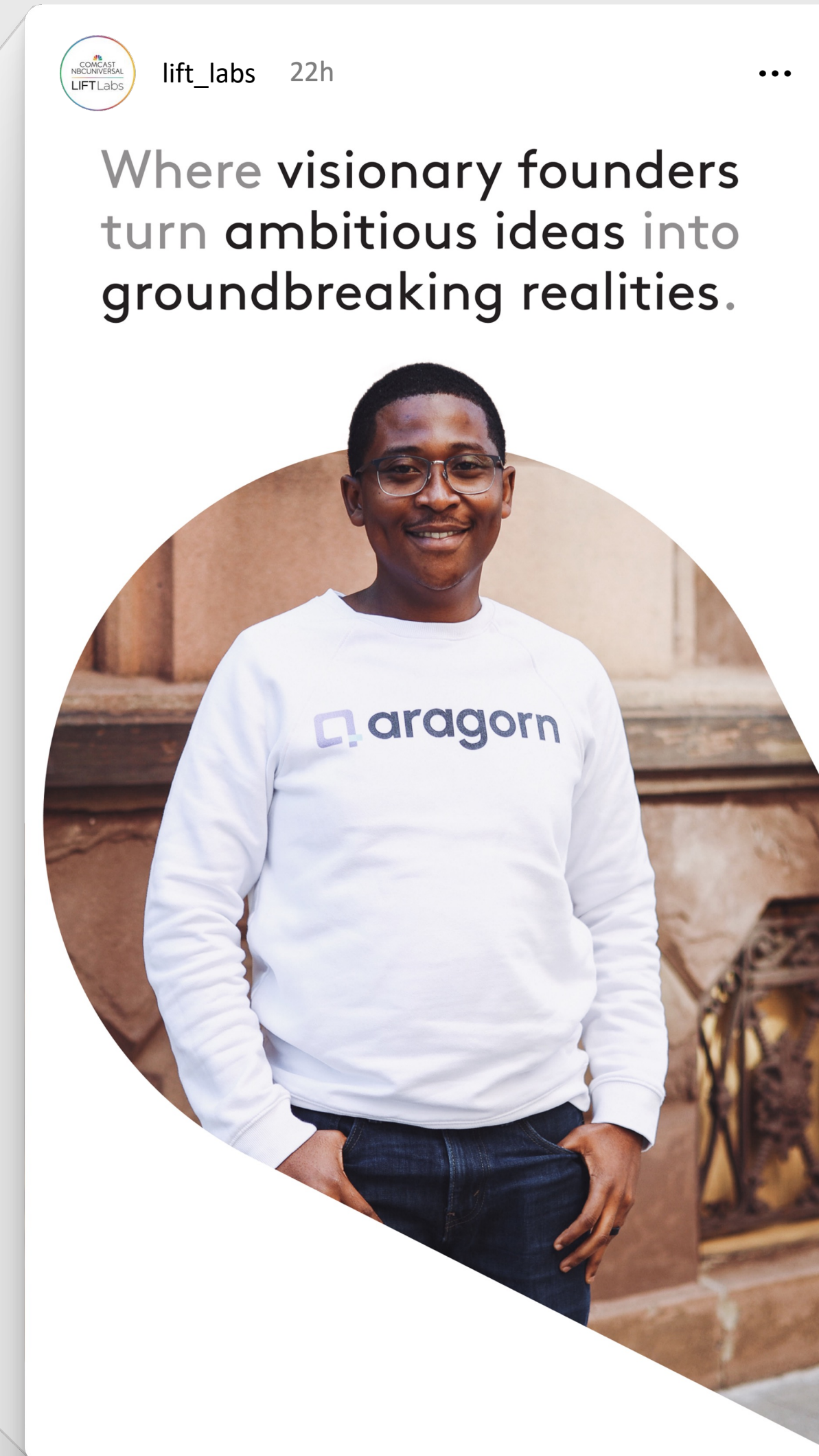
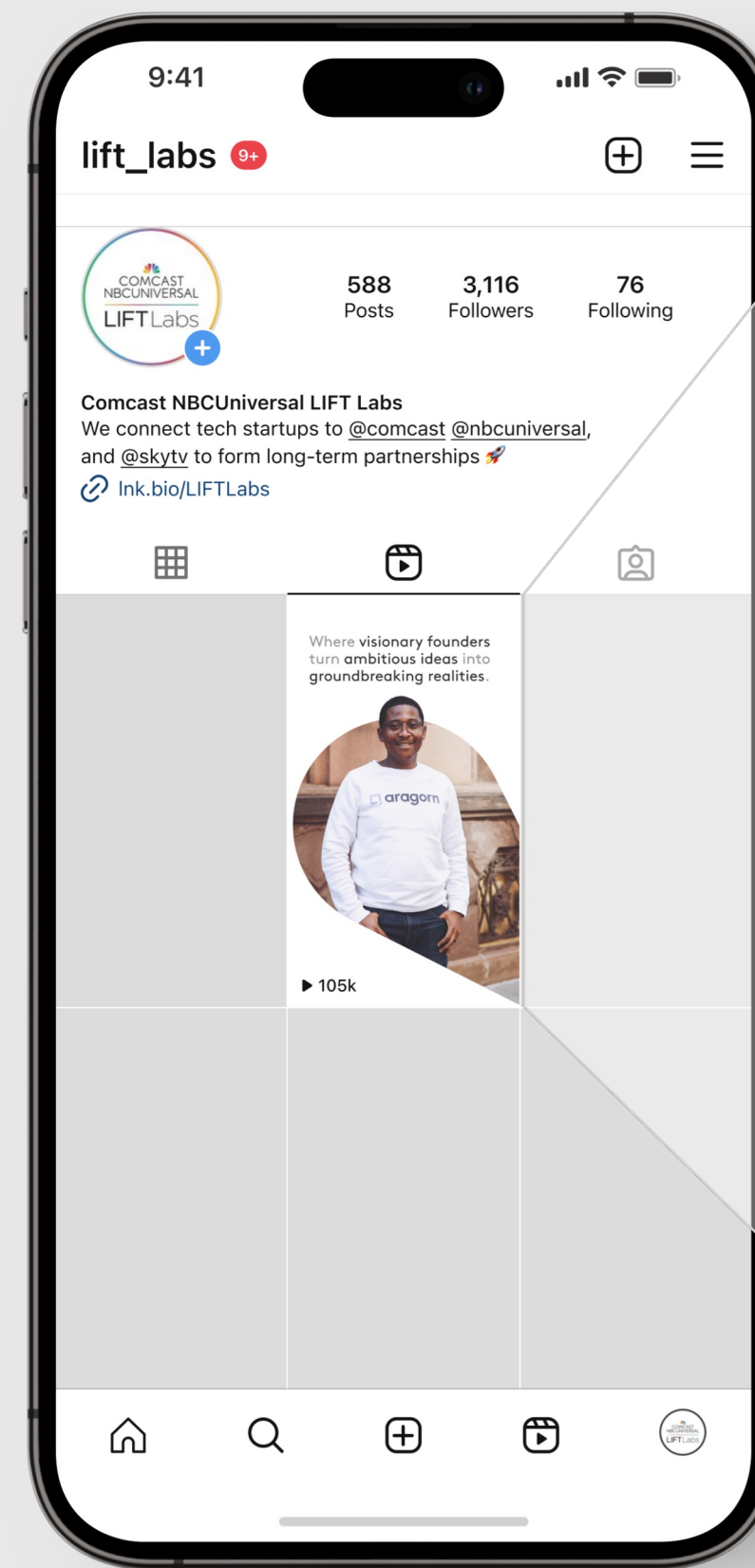
Iconography

Photography

Layout

Downloads

Profile/Reels



Mask Layouts

Carousels are excellent for showcasing engaging and value-driven content, such as resources, advice, or helpful tips. Ensure the cover is visually appealing and flexible to suit the variety of content it will present.

Main image or video
inside mask

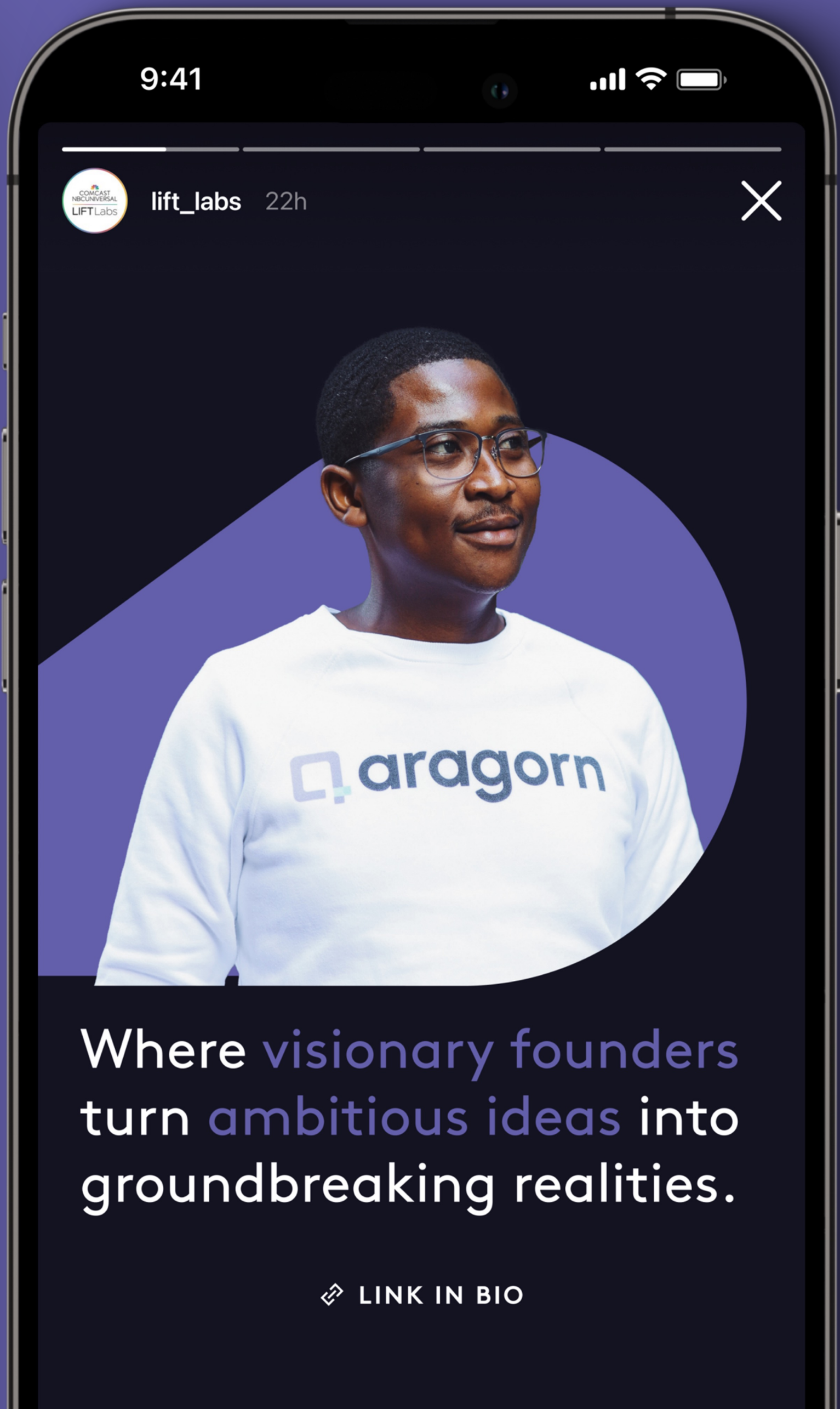
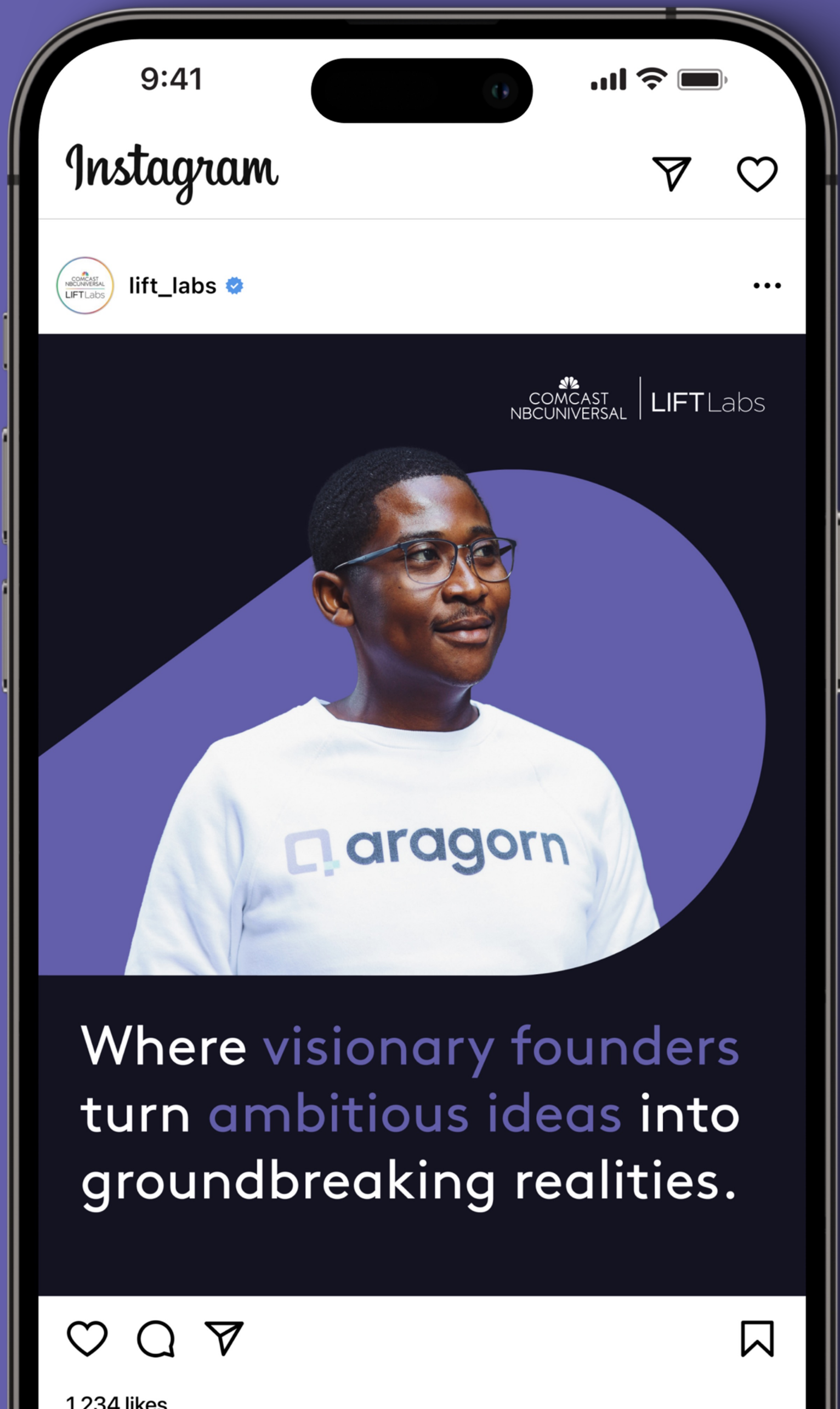
Headline

DOWNLOAD TEMPLATES 



Logo

Swipe Icon



Photographic Layouts

Full-bleed photographic layouts can have graphic elements on top as an overlay

Introduction
Logo
Color
Typography
Iconography
Photography
Layout
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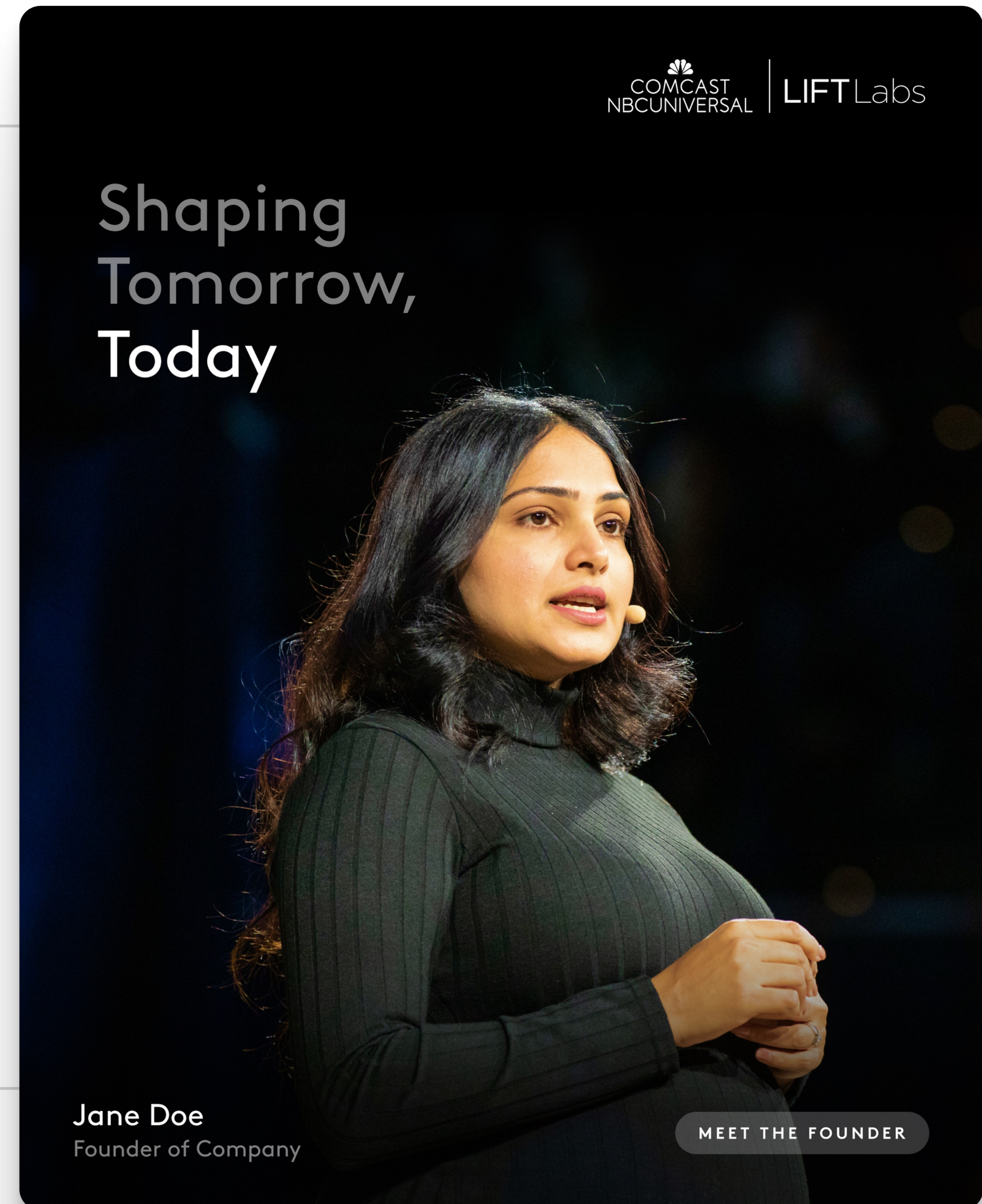
Headline

Full bleed Visual

Subordinate Copy

Logo

Type of content



Example of a photography layout being used



Downloads

Our Team 55

Download Links 56



Our Team

For access to team member headshots and bios, click the download button below.



Aize Asowata
SENIOR MARKETING MANAGER

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Allison Bishop
PROGRAM MANAGER

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Luke Butler
EXECUTIVE DIRECTOR,
STARTUP ENGAGEMENT

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Tykia McWilliams
MARKETING MANAGER,
STARTUP ENGAGEMENT

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Tito Obaisi
SENIOR MANAGER,
PIPELINE AND INSIGHTS

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Laura Plunkett
EXECUTIVE DIRECTOR,
STARTUP ENGAGEMENT

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Kristina Rahusen
MANAGER OF STARTUP
ENGAGEMENT

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Katie Teuber
DIRECTOR, STARTUP ENGAGEMENT

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Download Links

This slide is a central resource hub that provides download links for all essential materials in the style guide.

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Primary Logo (Stacked)

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Secondary Logo (Horizontal)

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TYPOGRAPHY

Primary Font

DOWNLOAD 

Secondary Font

DOWNLOAD 

Iconography

DOWNLOAD 

COLOR

Adobe Swatch

DOWNLOAD 

Gradient PSDs

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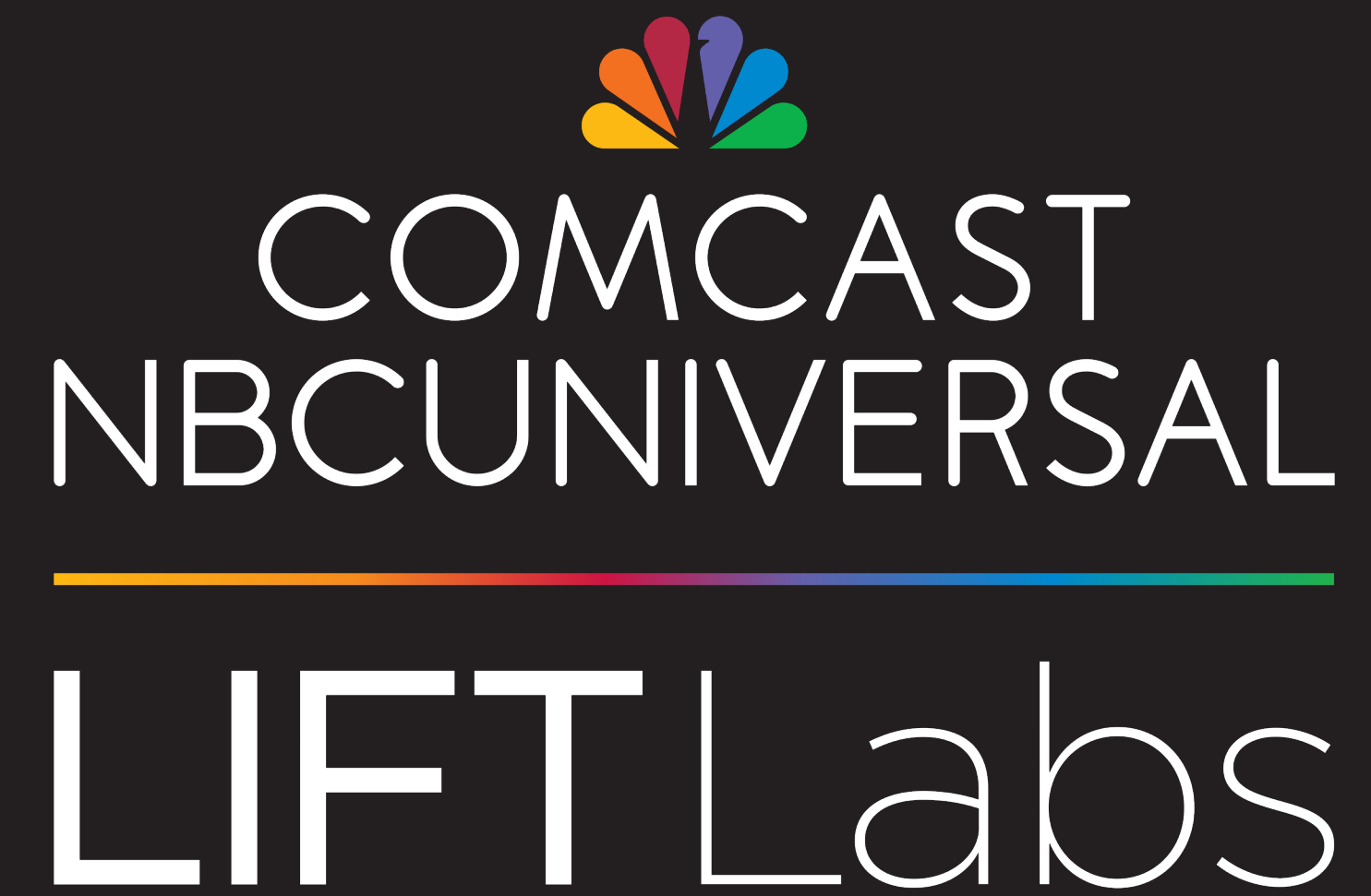
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