COMCAST NBCUNIVERSAL

LIFT Labs

Style Guide

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.

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Primary Logo (Stacked)

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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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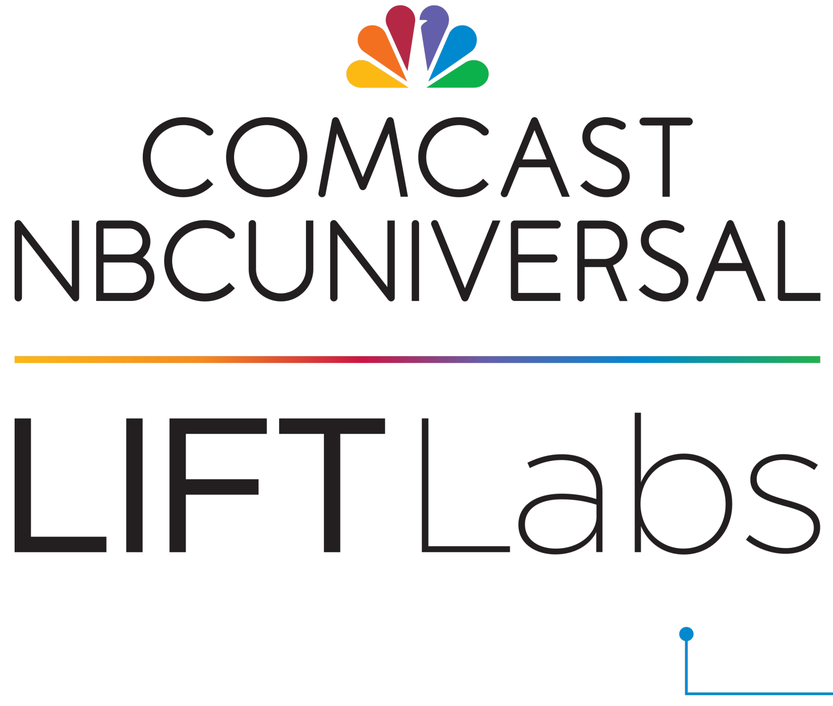
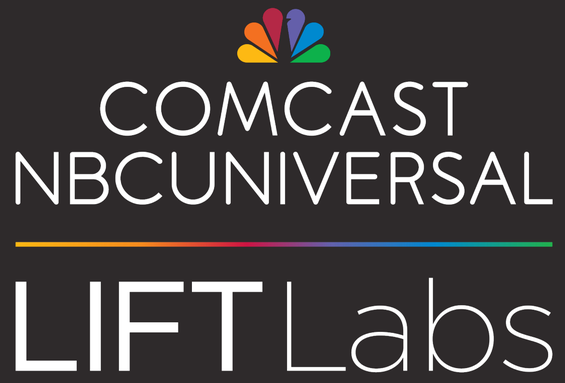
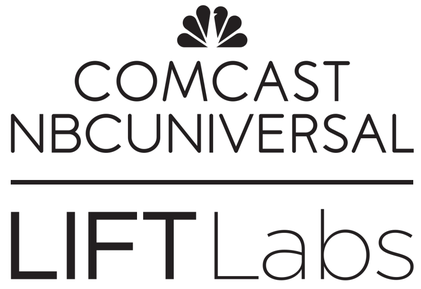
Comcast NBCUniversal Logo



LIFT Labs Wordmark



White variation for use on a dark background



Black single-color variation

White single-color variation

Secondary Logo (Horizontal)

DOWNLOAD LOGOS

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

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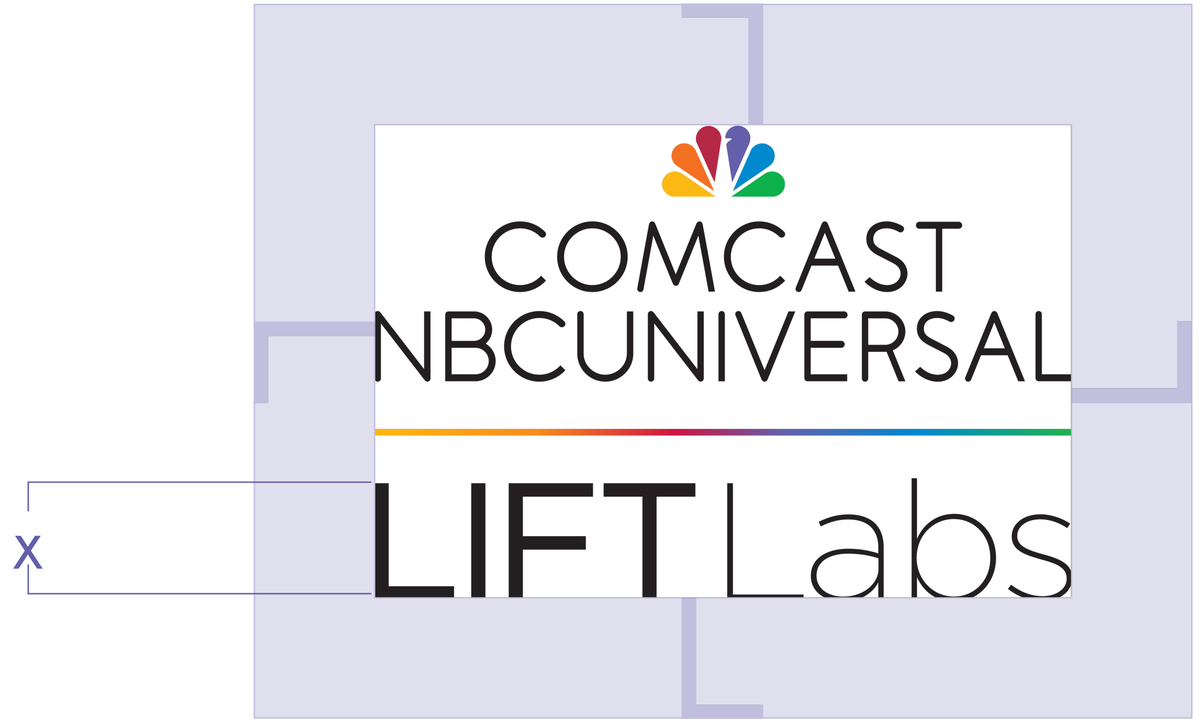
White variation for use on a dark background

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

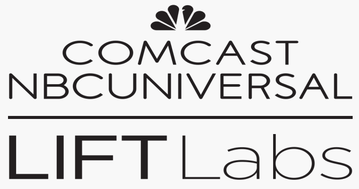
Below are some examples of how to avoid using our logo, ensuring it always looks its best and accurately represents our brand across all applications.

Never add drop shadows to the logo

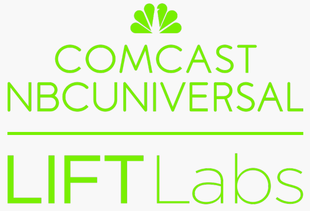
Avoid tilting or twisting the logo

Do not alter the logo's typeface

Always use a contrasting background



Maintain logo aspect ratio



Maintain the logo's color scheme

Horizontal Logo in application

Aize Asowata
Senior Marketing Manager
aizeyosabo@lift.comcast.com
(555) 123-4567
We are ⟶ LIFT Labs, uplifting startups through programs, mentorships and educational resources to help grow and launch businesses.
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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.

white

purple-100

purple-200

purple-300

purple-400

Purple

purple-600

purple-700

purple-800

purple-900

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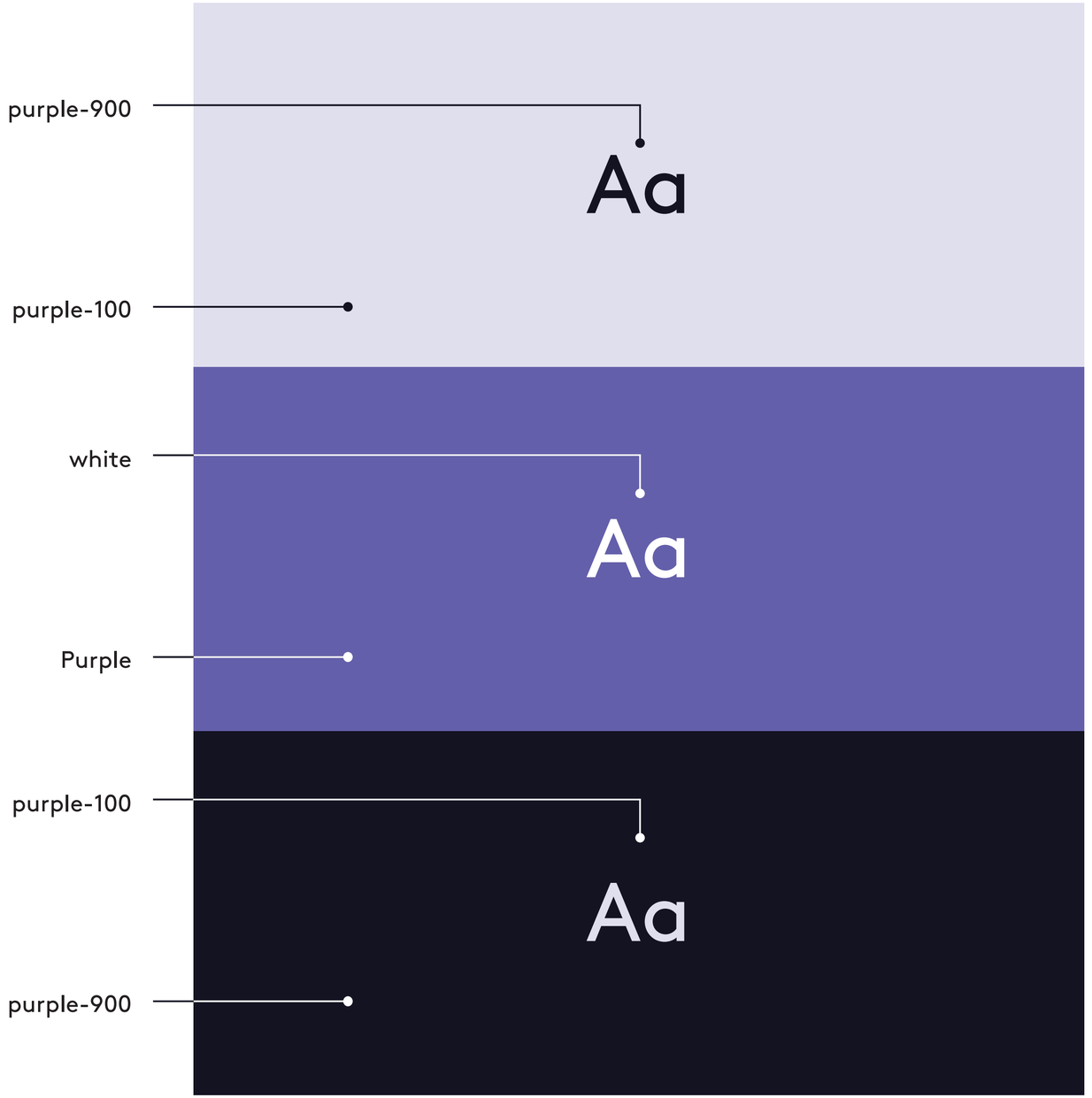
How to use the primary palette

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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Comcast NBCUniversal Brands Colors

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

PANTONE 130C

C	M	Y	K
0	30	100	0

R	G	B
253	185	19

HEX
#FDB913

PANTONE 172C

C	M	Y	K
0	70	100	0

R	G	B
243	112	33

HEX
#F37021

PANTONE 200C

C	M	Y	K
20	100	70	0

R	G	B
201	35	74

HEX
#B42846

MIDNIGHT

C	M	Y	K
0	30	100	0

R	G	B
35	31	32

HEX
#231F20

PANTONE 26C

C	M	Y	K
70	70	0	0

R	G	B
100	95	170

HEX
#645FAA

PANTONE 299C

C	M	Y	K
100	30	0	0

R	G	B
0	137	207

HEX
#0089CF

PANTONE 368C

C	M	Y	K
80	0	100	0

R	G	B
13	177	75

HEX
#0DB14B

WHITE

C	M	Y	K
0	0	0	0

R	G	B
255	255	255

HEX
#FFFFFF

Tints and Shades

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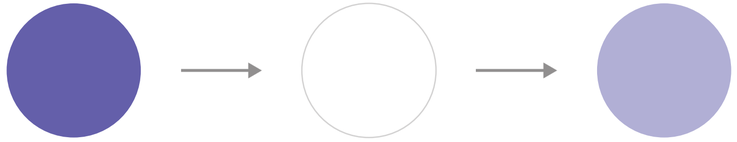
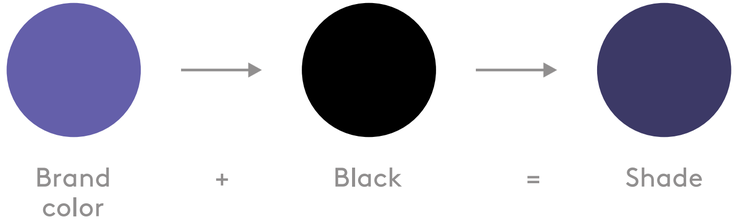
Tint

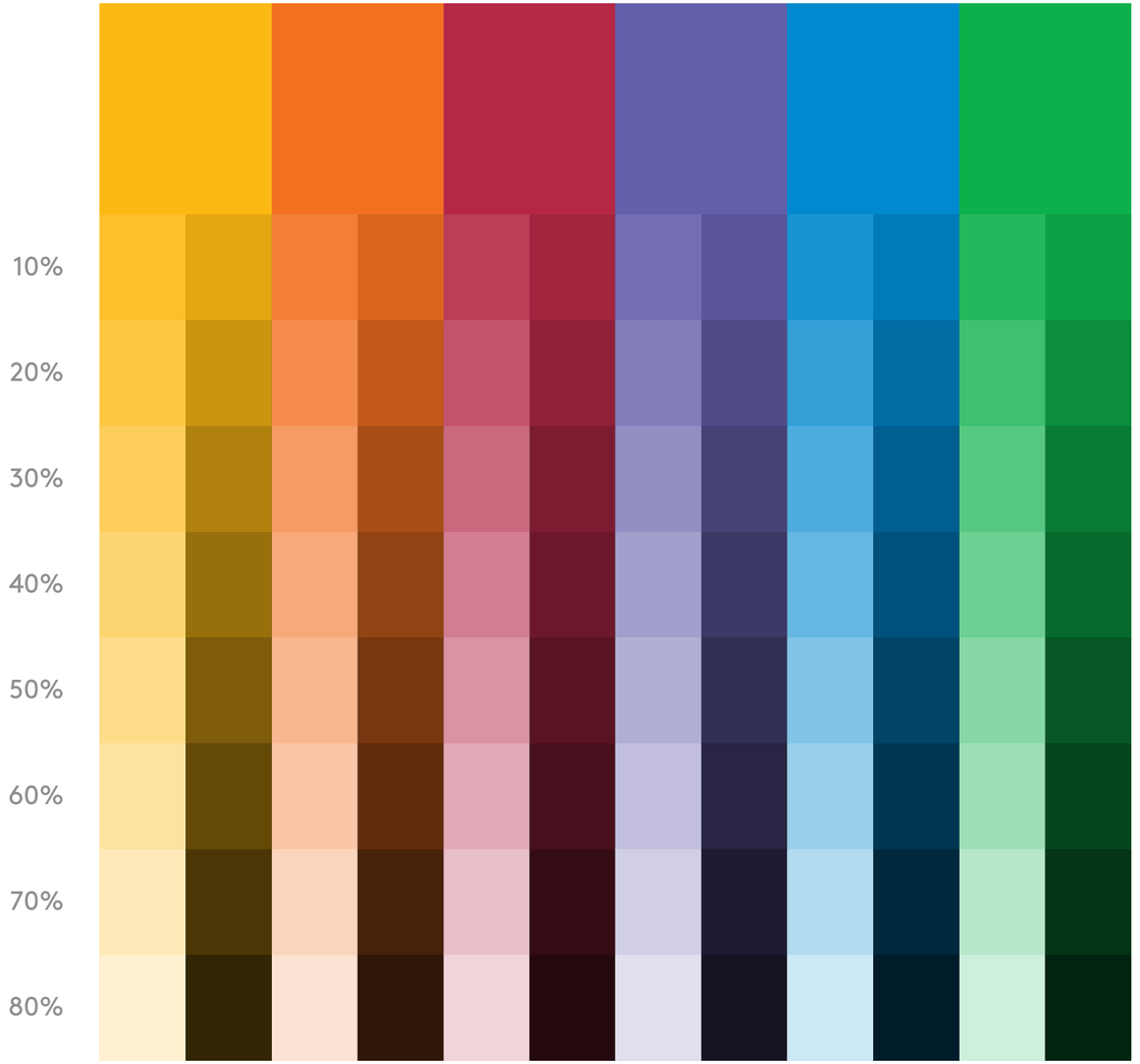
Created when white is added to a pure hue or color. These colors are lighter and less intense versions of the original color. We often think of these colors as softer hues like pastels.



Shade

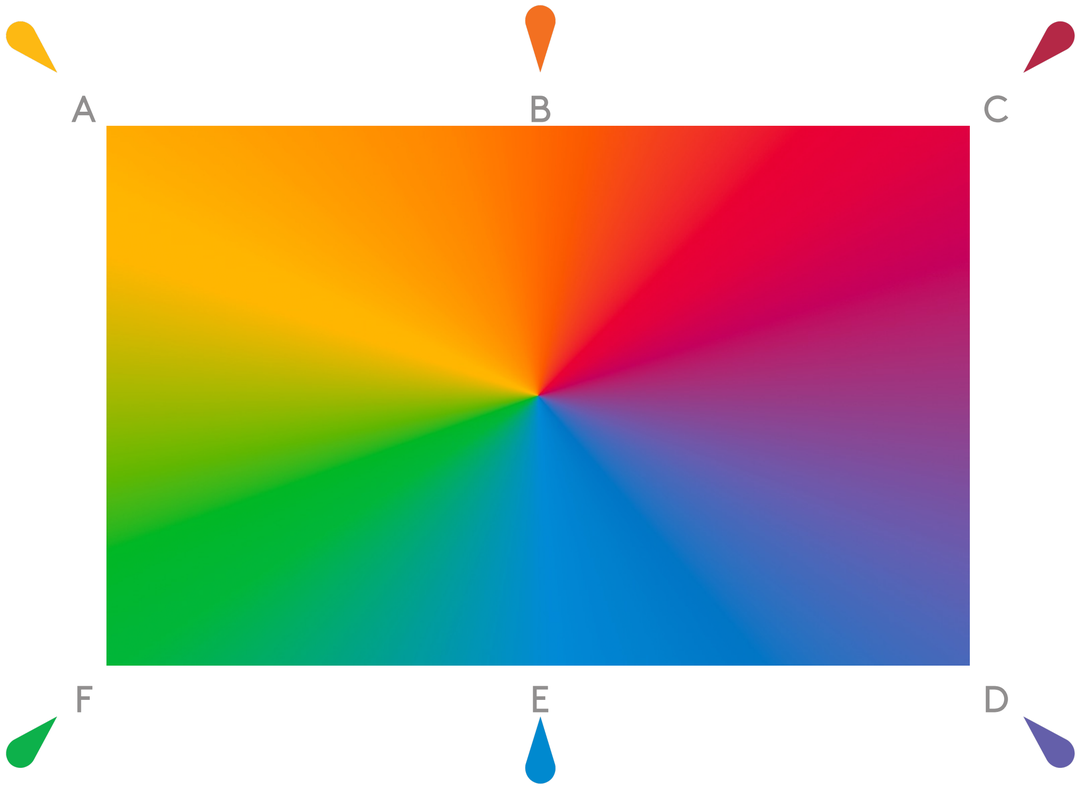
Created when black is added to a pure hue or color. These colors are darker than the original color and often have a more intense, richer quality to them.





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

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

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.

Gradient & Typography in application

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Primary Font

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	ITALIC
Thin	*Thin*
Light	*Light*
Regular	*Regular*
Bold	***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.

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Arial

AaBbCcDdEeFfGgHhIiJjKkLlMm
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890 !@£$%^&*

STANDARD	ITALIC
Regular	Regular
Bold	Bold

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%

Innovative Solutions for Tomorrow's Challenges

Heading
Brown
Bold
Point size 33pt
Line-height 120%

Leading the Way in Cutting-Edge Technological Advancements

Body
Brown
Regular
Point size 18pt
Line-height 150%

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.

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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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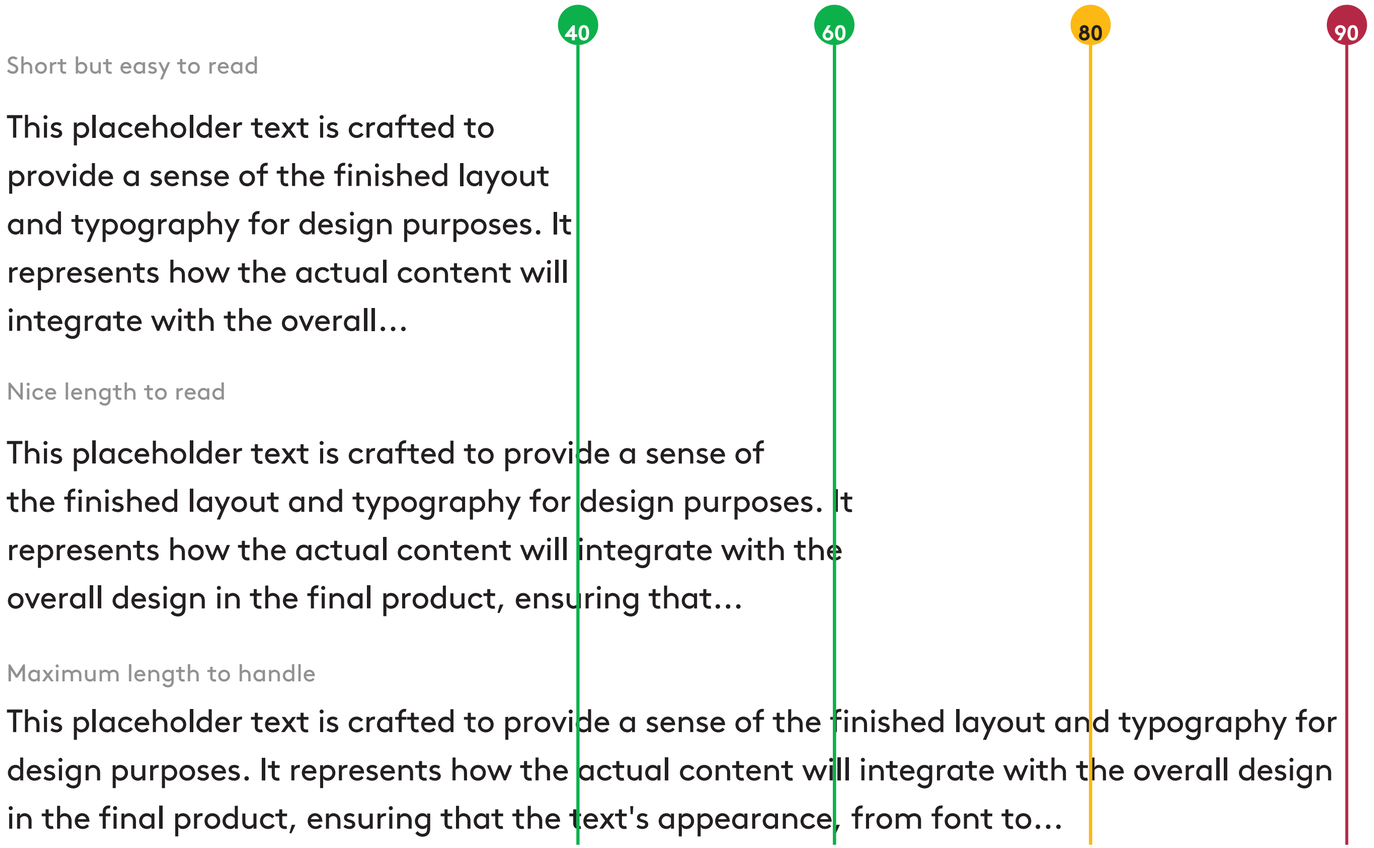

Type Contrast

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.

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#D3D2D2

Standard text color

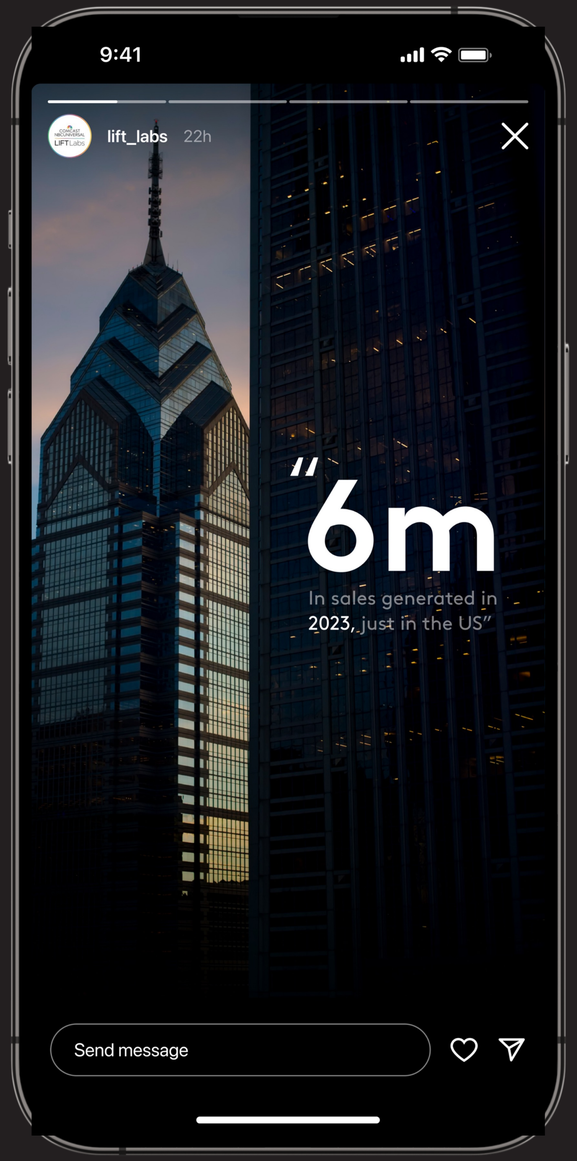
Embrace the journey, for every step forward transforms your vision into reality. Innovation is born from perseverance and the courage to pursue the extraordinary.

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.

9:41
lift_labs 22h
COMCAST NBCUNIVERSAL | LIFTLabs
Innovation isn't just about what's next, it's about shaping what's possible.
Send message


9:41
lift_labs 22h
"6m
In sales generated in 2023, just in the US"
Send message

9:41
lift_labs 22h
Where visionary founders turn ambitious ideas into groundbreaking realities
Send message

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DOWNLOAD ICONS

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

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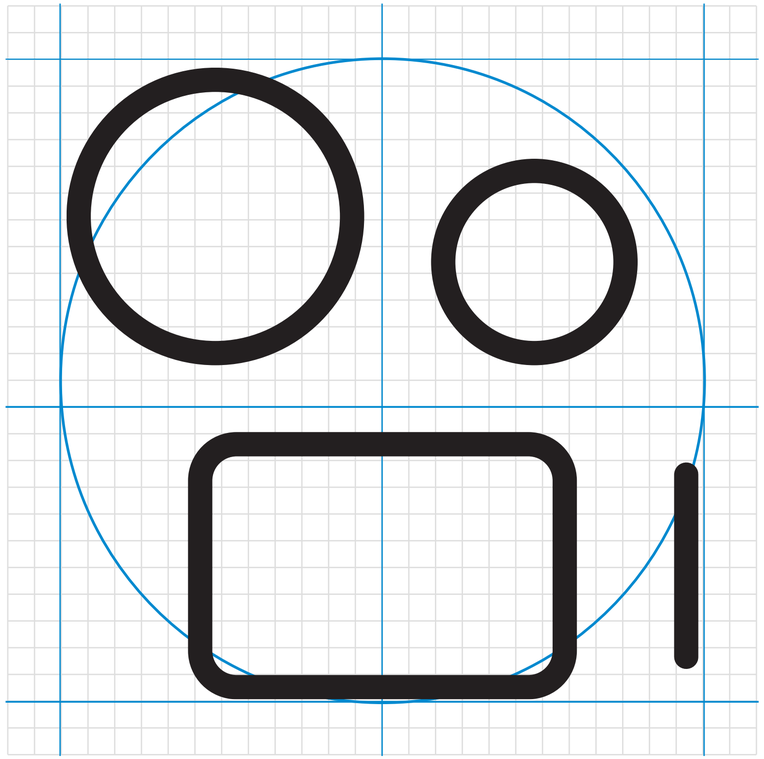
Creating Icons

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



560 x 560

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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.

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Portraits & Gradients

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

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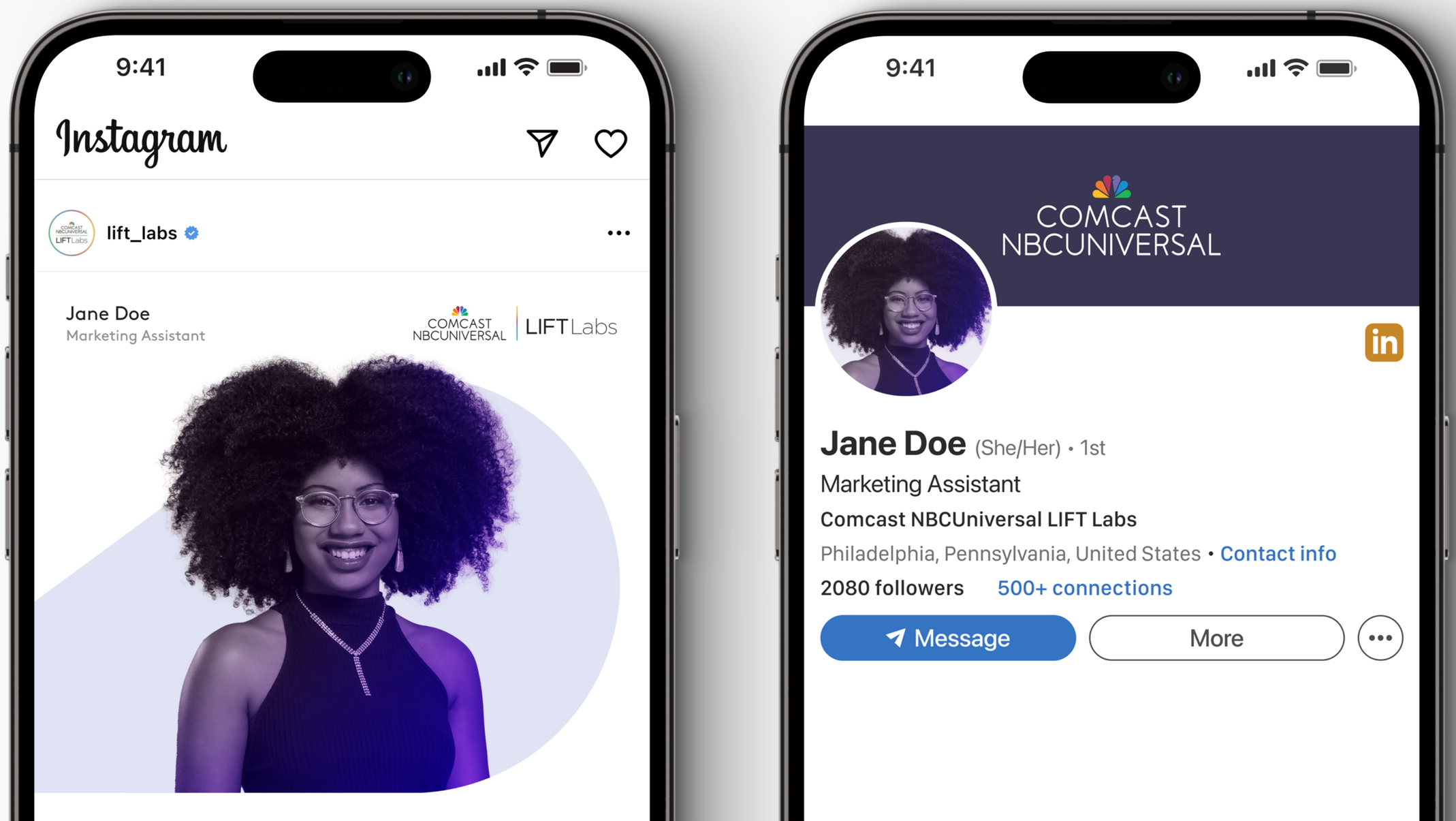
DOWNLOAD PSD

Example of a portrait & gradient in situation



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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

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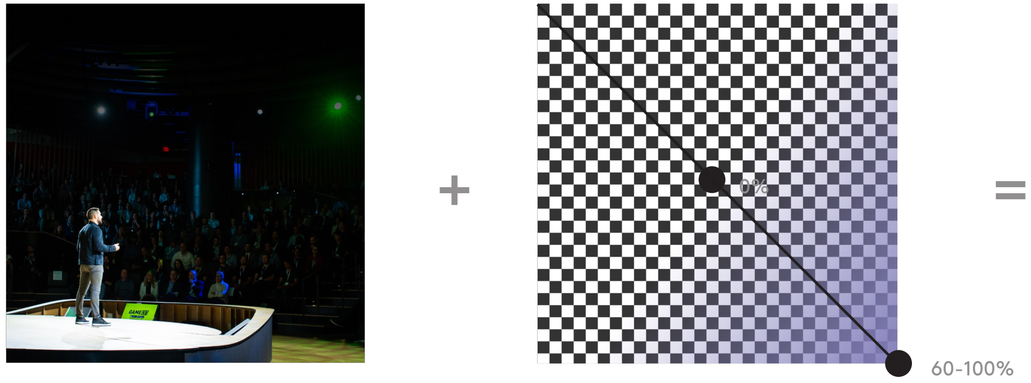

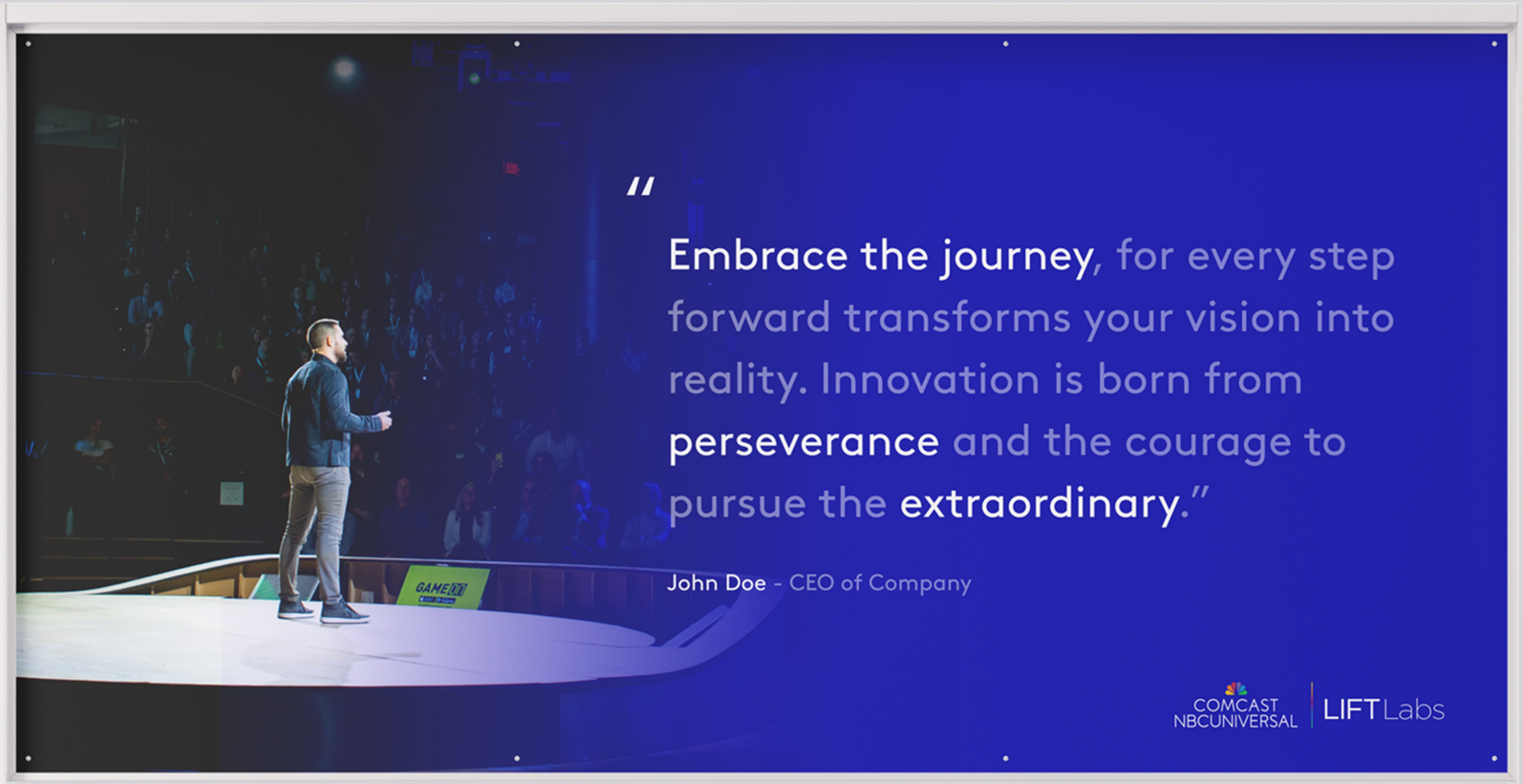
"
Embrace the journey, for every step forward transforms your vision into reality. Innovation is born from perseverance and the courage to pursue the extraordinary."
John Doe - CEO of Company
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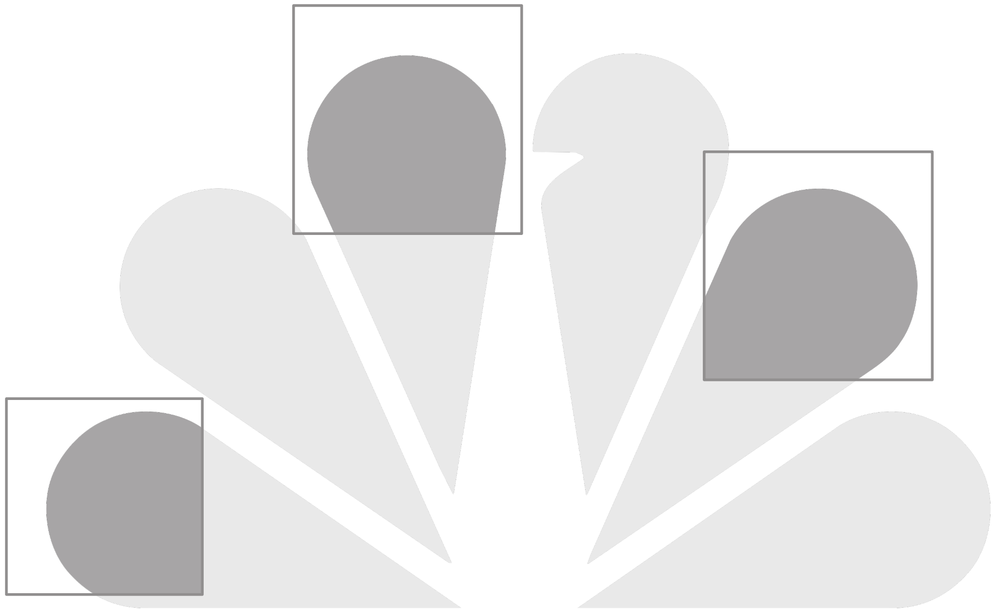
Creating Photography Masks

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



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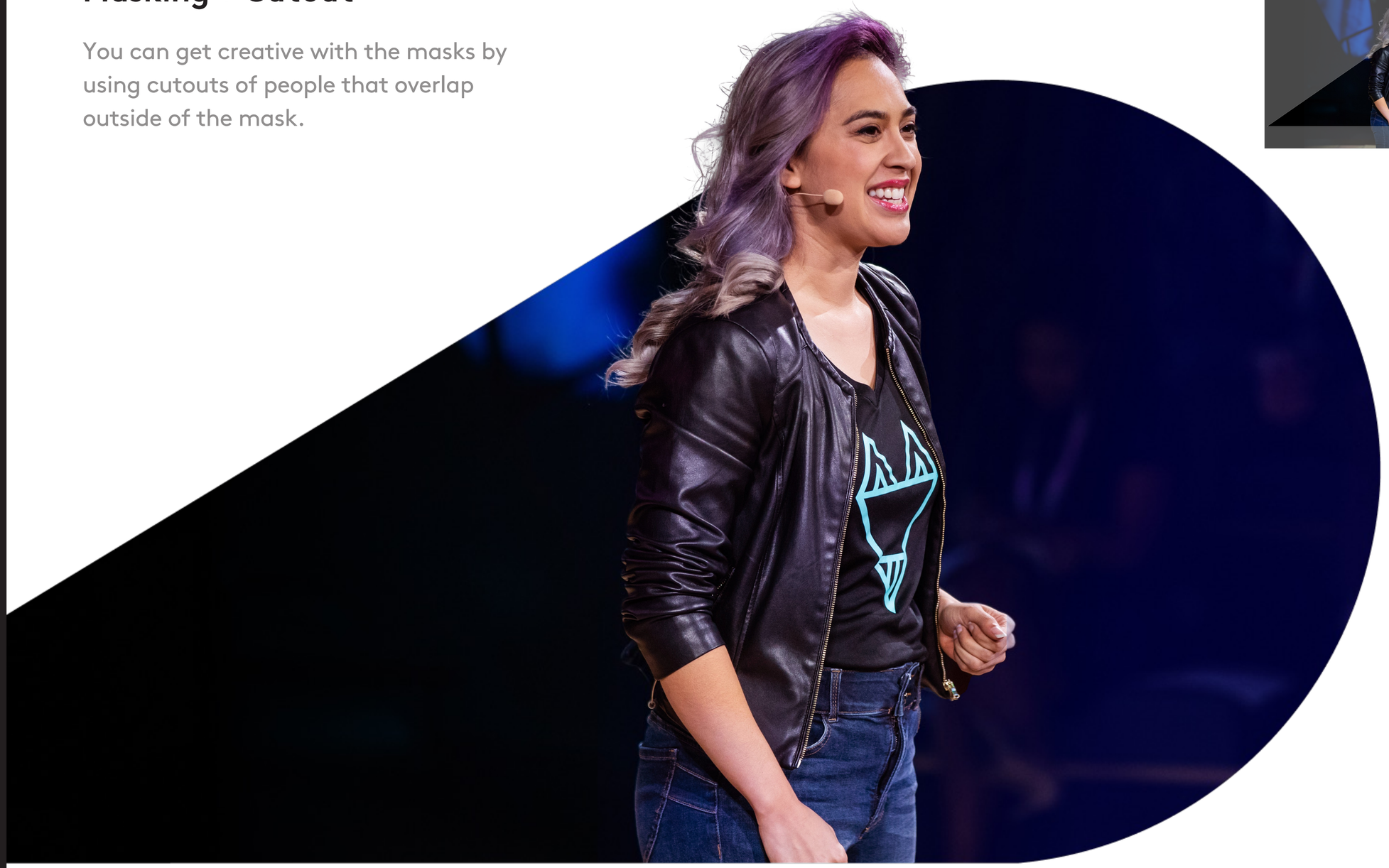
Masking + Cutout

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



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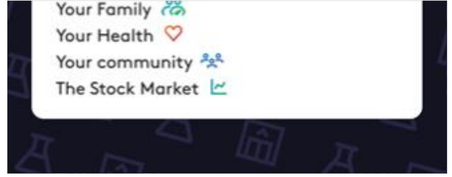
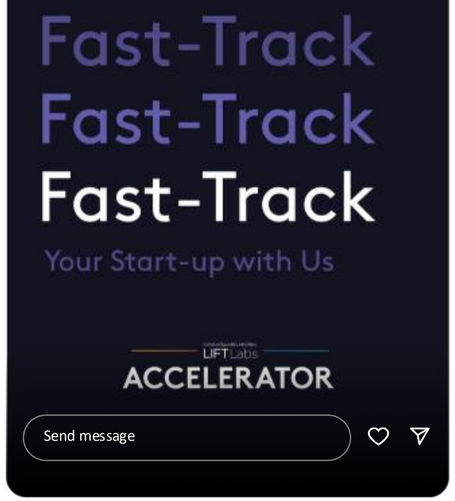
Social Media

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

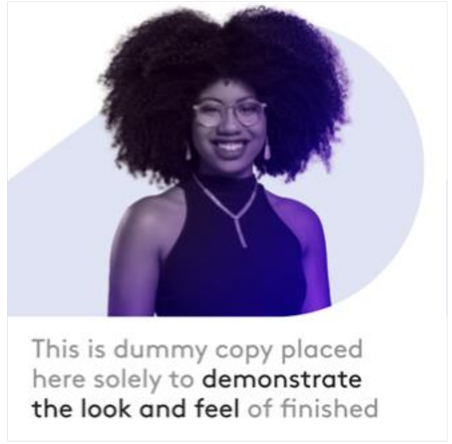


1,234 likes
liftlabs Add caption here
2 minutes ago



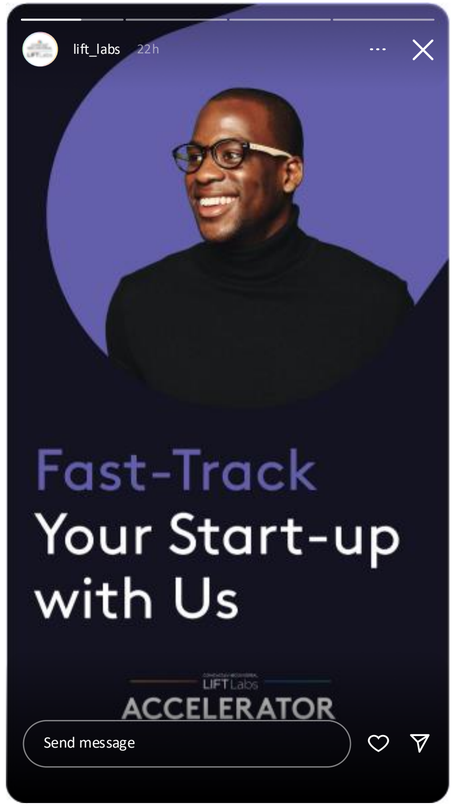
1,234 likes
liftlabs Add caption here
2 minutes ago

lift_labs



1,234 likes
liftlabs Add caption here
2 minutes ago

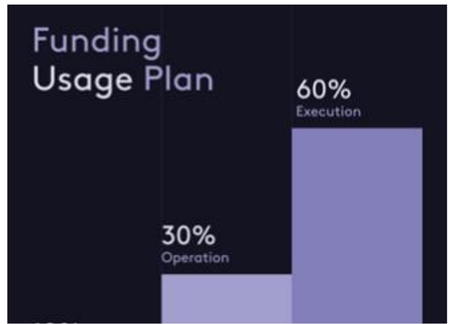
lift_labs 22h



lift_labs

1,234 likes
liftlabs Add caption here
2 minutes ago

lift_labs



lift_labs

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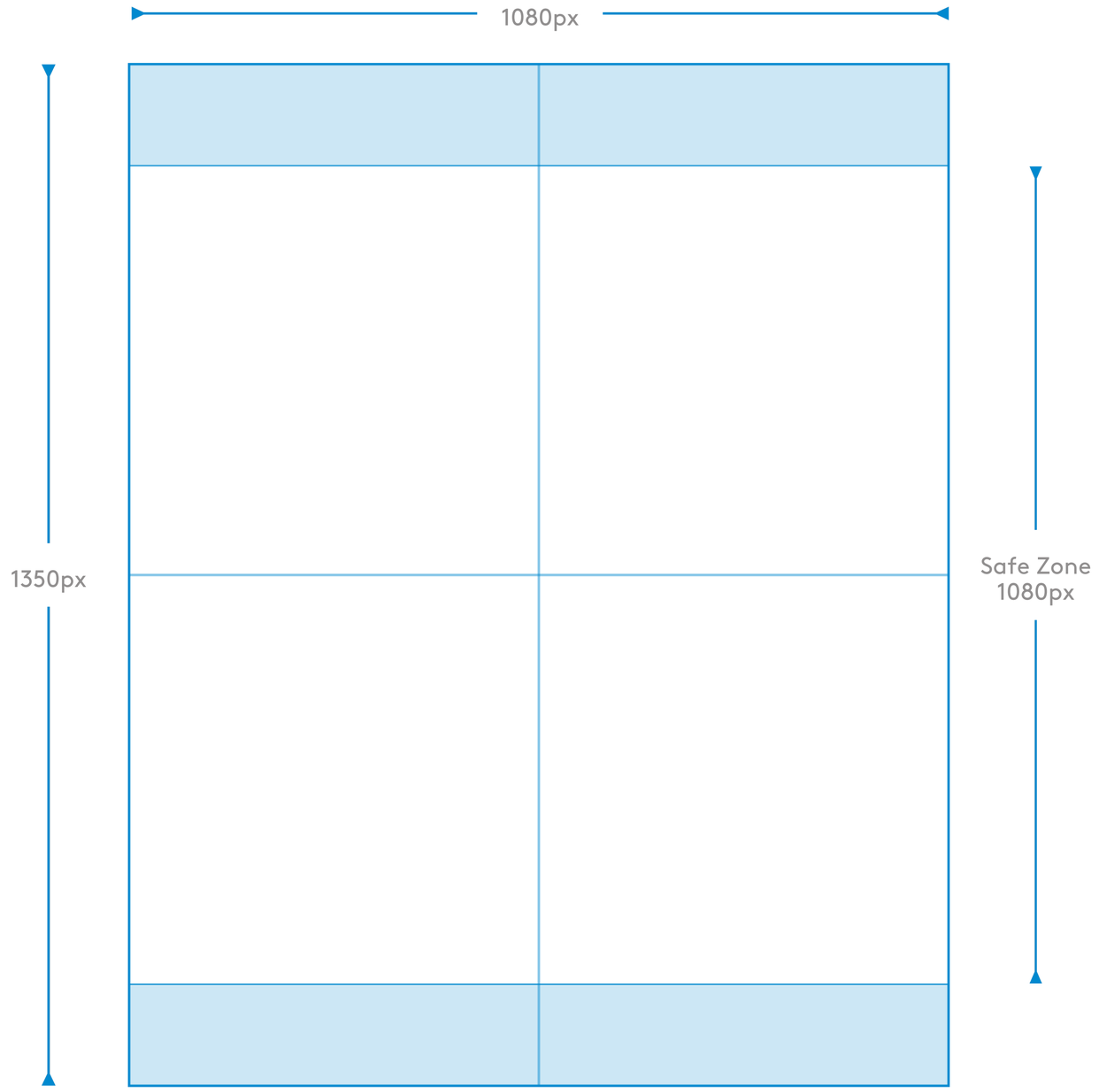
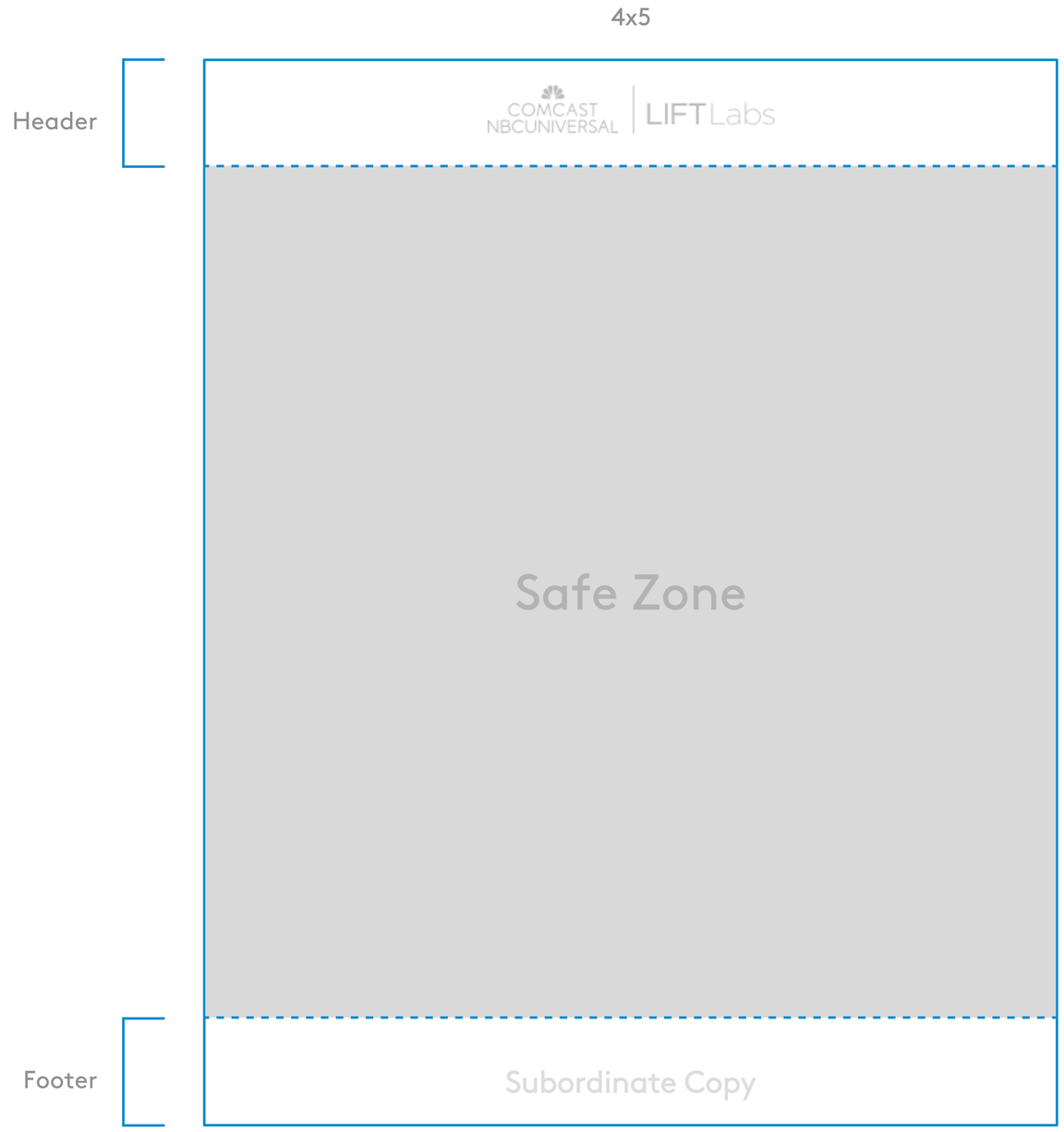
4x5 Dimensions

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.



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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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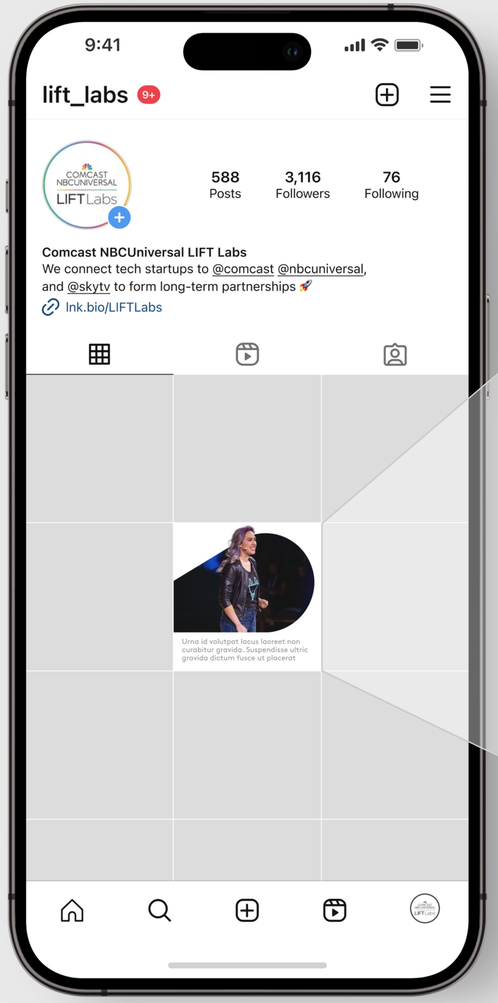
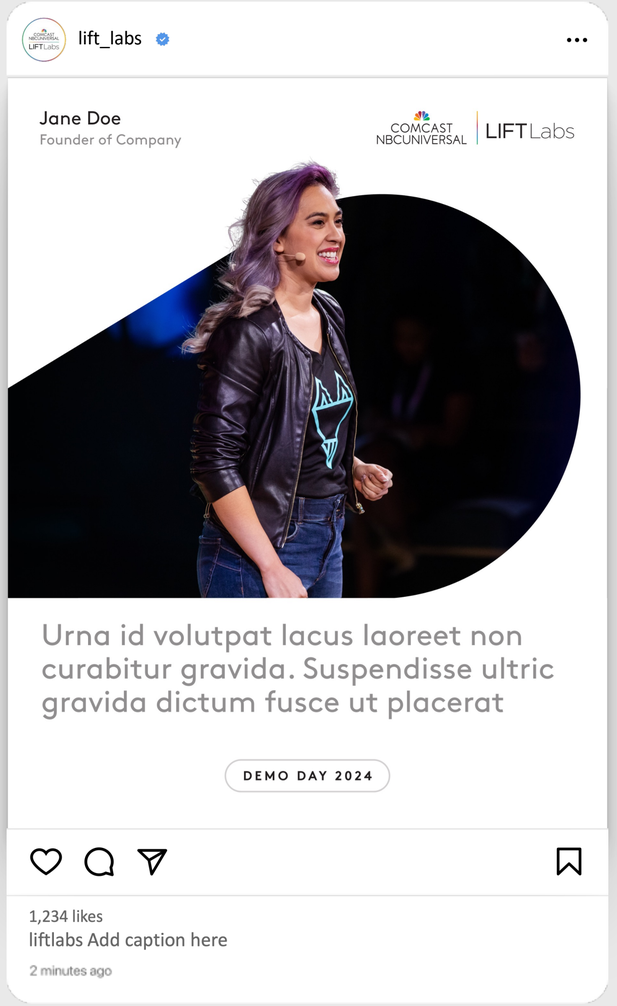


Always Visible

Profile

Feed



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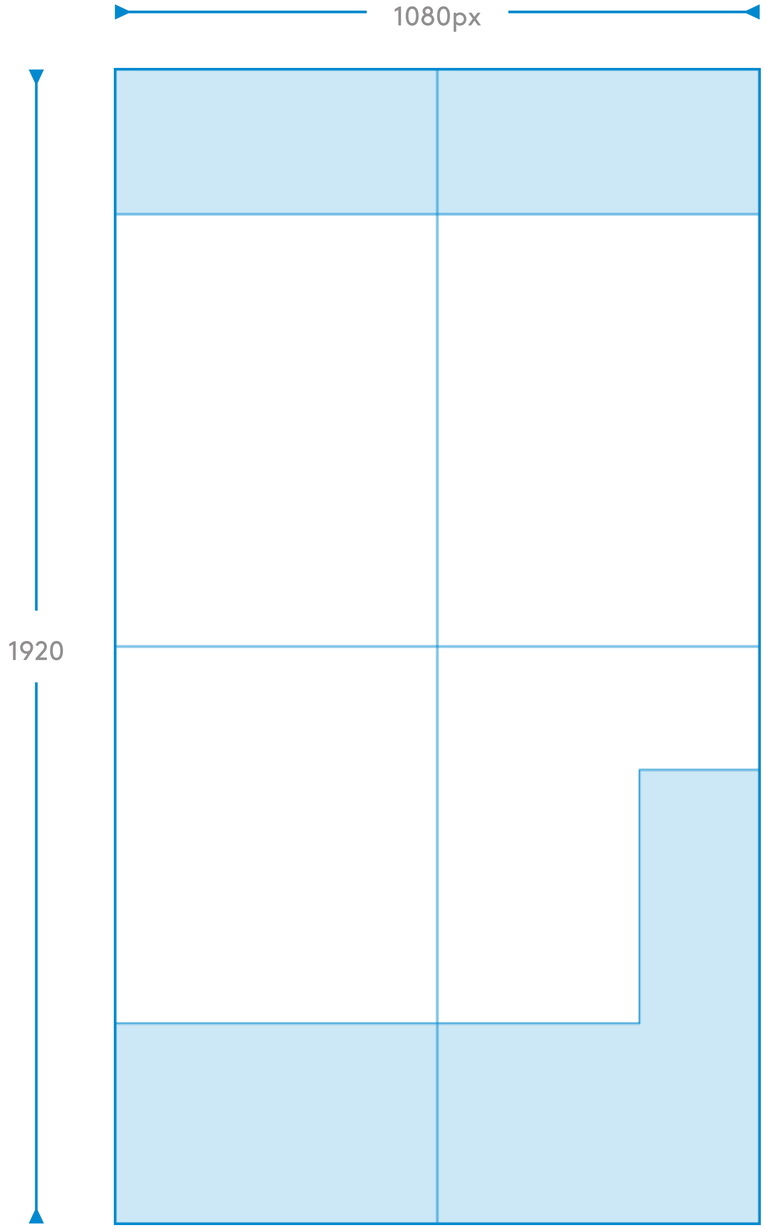
9x16 Dimensions

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.

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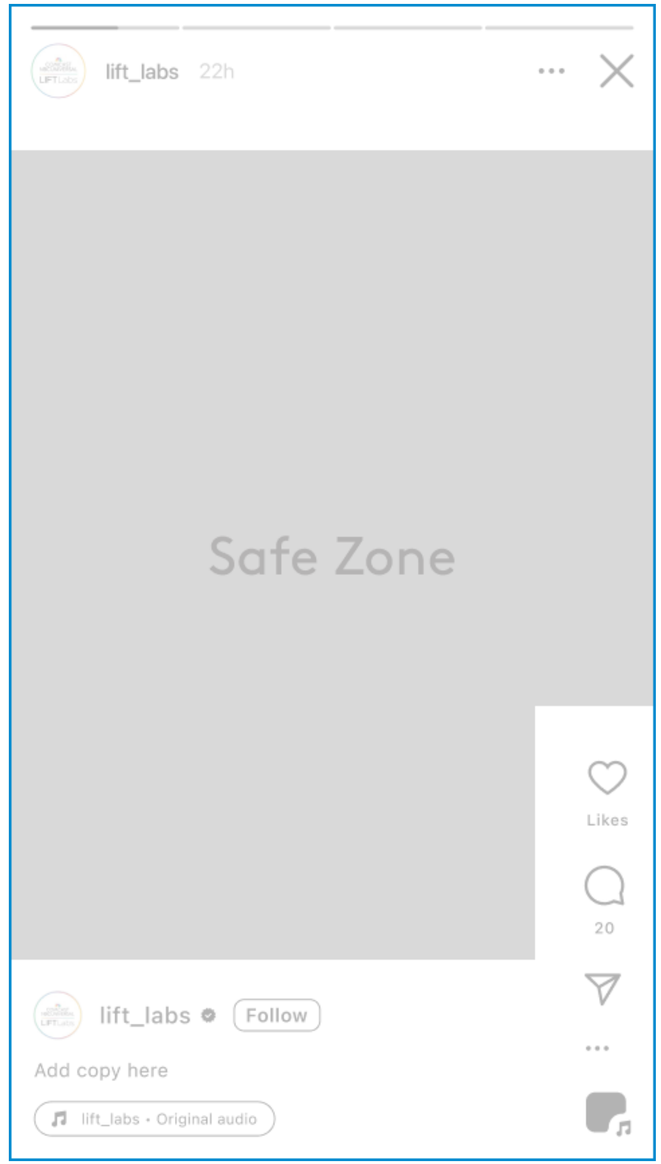
IG Stories UI

IG Reels UI



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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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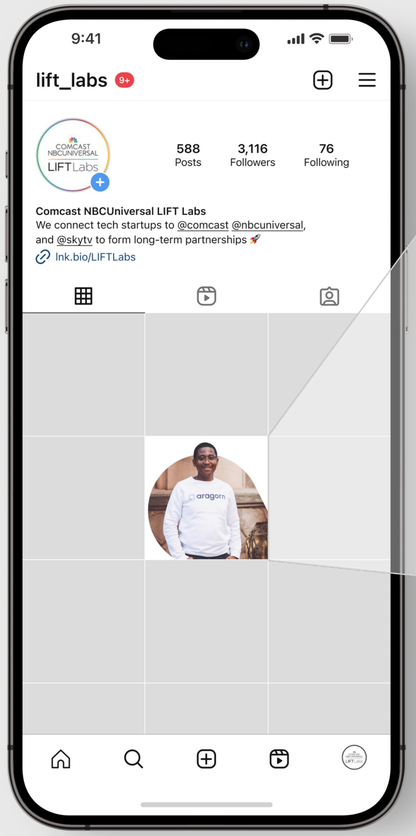
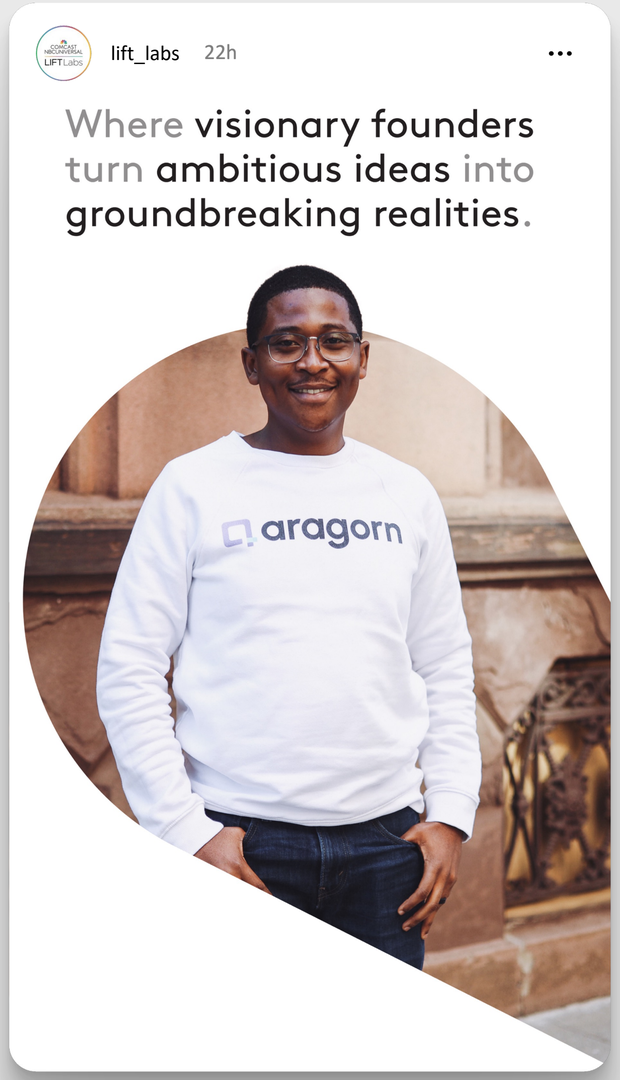
Profile/All Posts



Always Visible

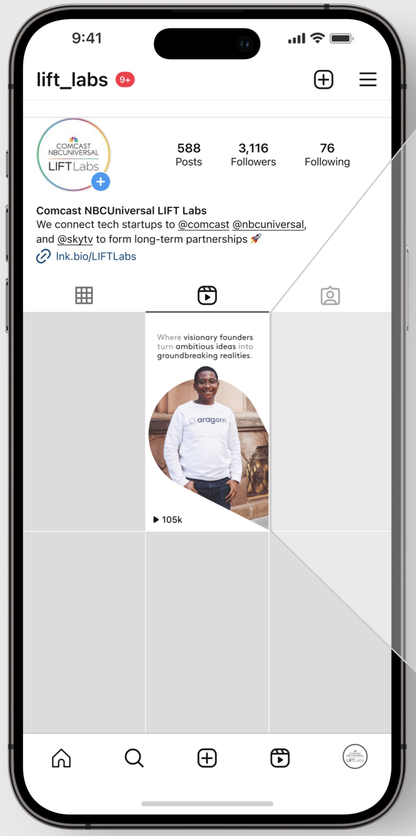
Feed

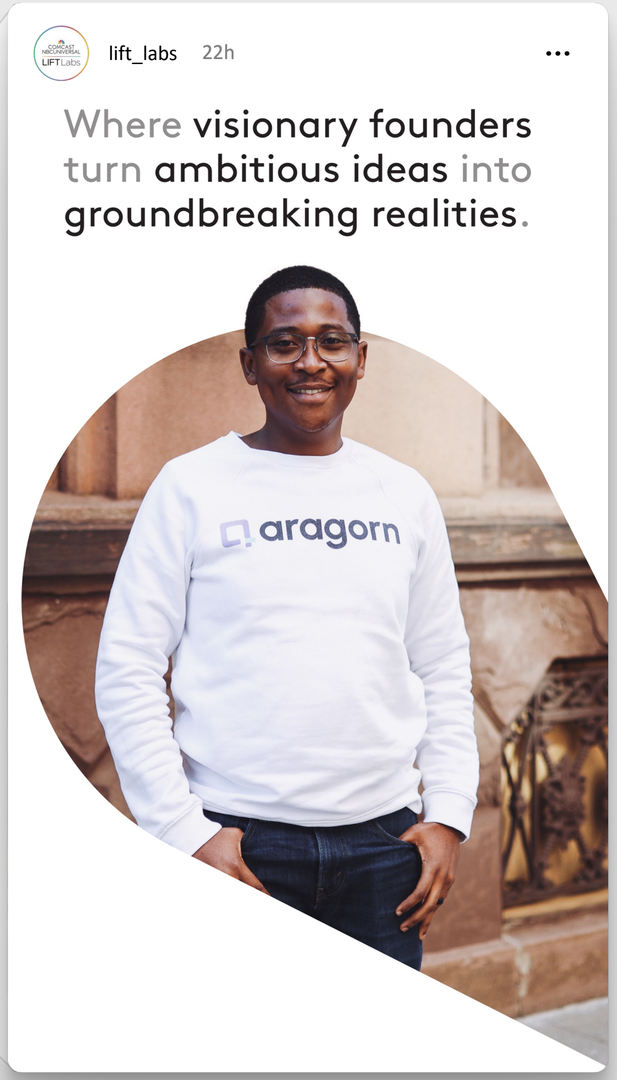


9x16 Thumbnails

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

Profile/Reels





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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.

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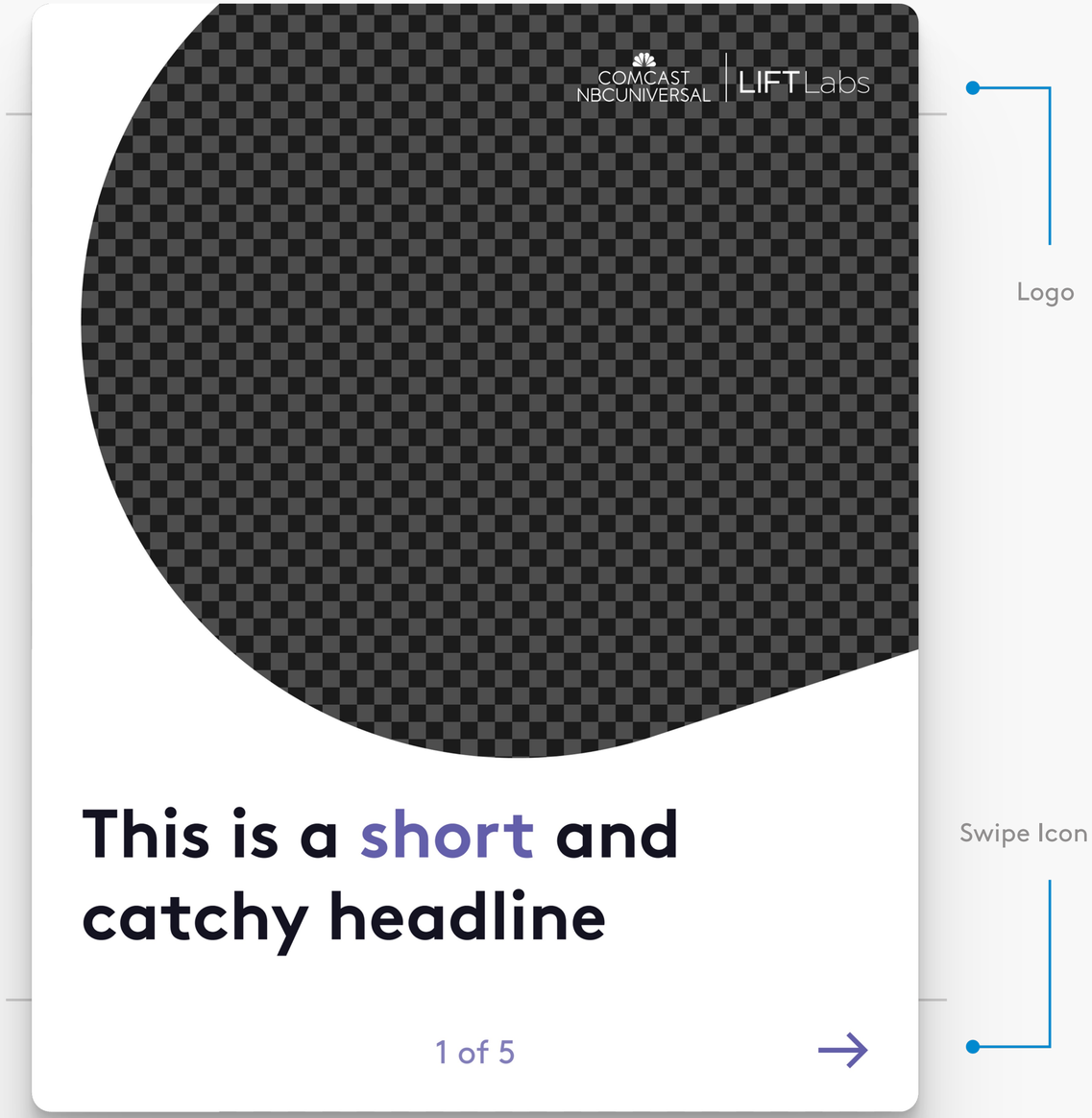

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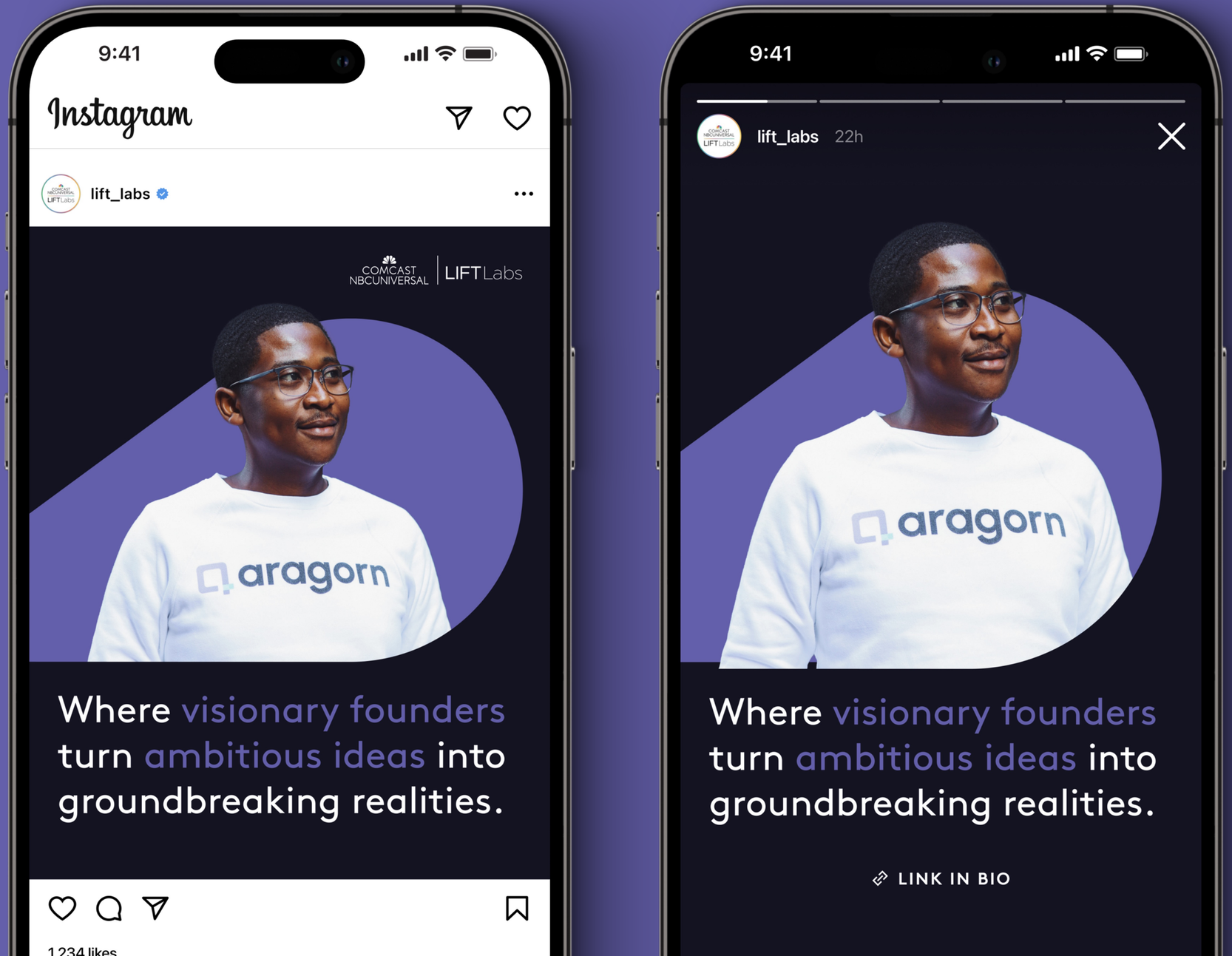
Example of a mask layout being used



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Photographic Layouts

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

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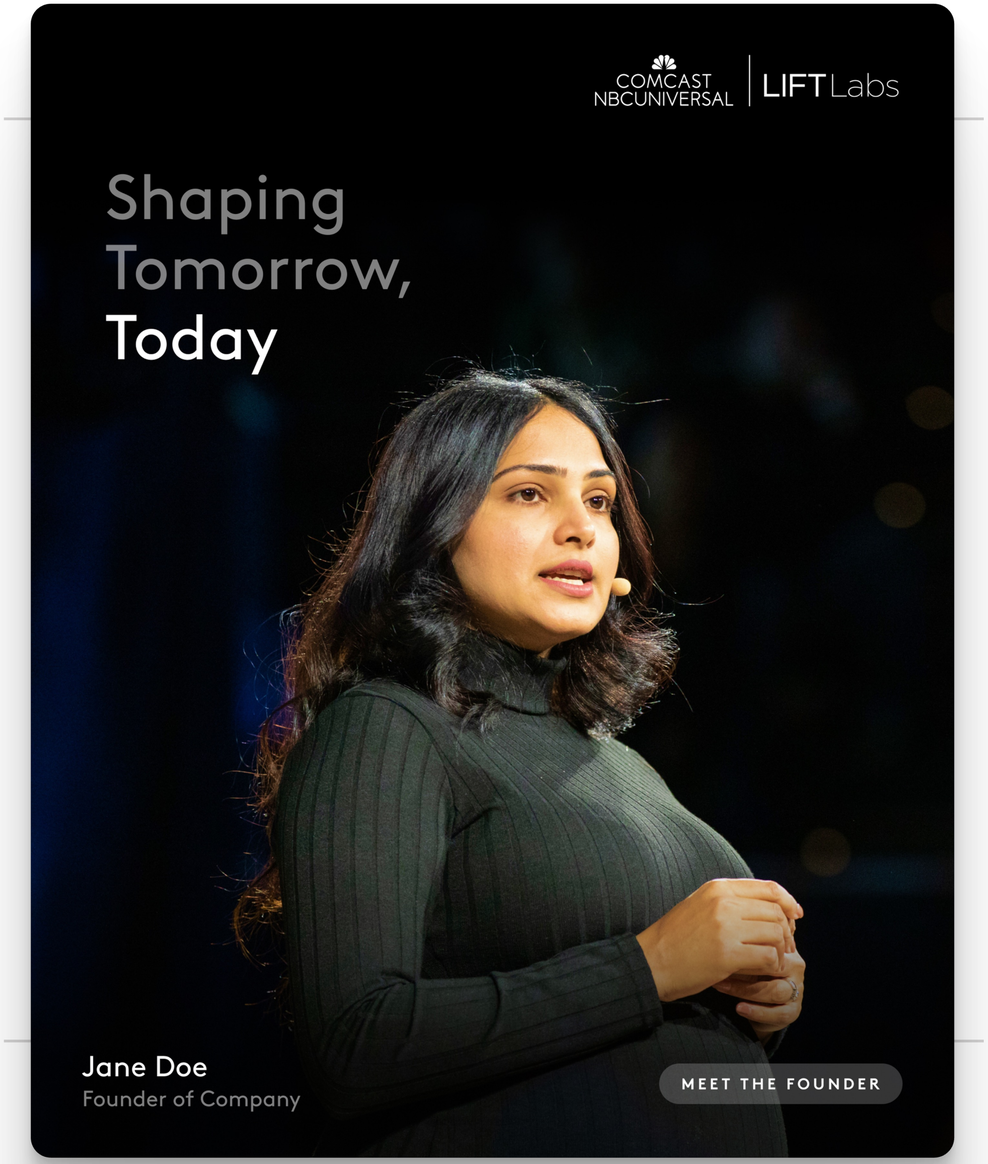

Headline

Full bleed Visual

Subordinate Copy

Logo

Type of content

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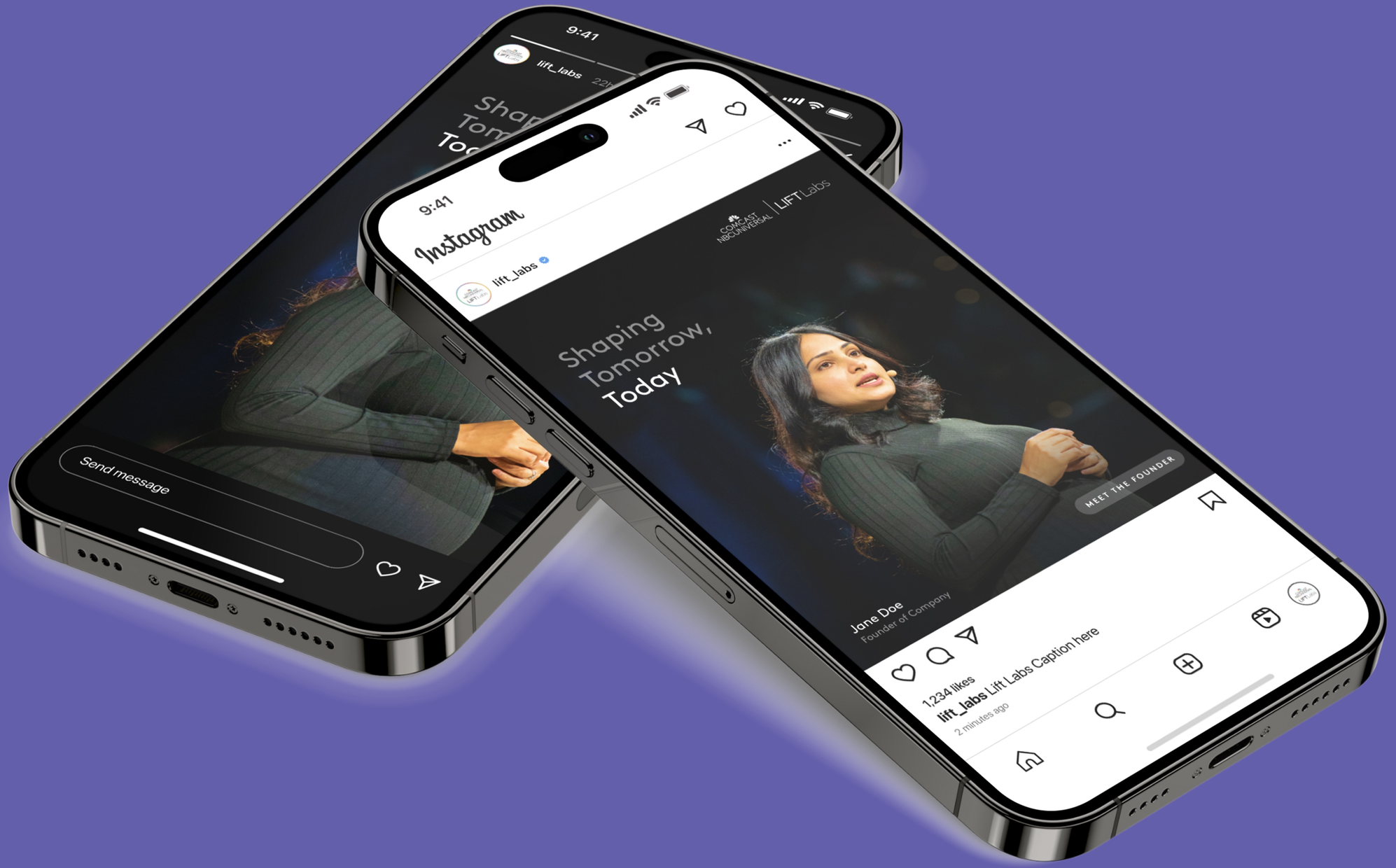
Example of a photography layout being used



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Our Team

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

Aize Asowata
SENIOR MARKETING MANAGER
DOWNLOAD

Allison Bishop
PROGRAM MANAGER
DOWNLOAD

Luke Butler
EXECUTIVE DIRECTOR, STARTUP ENGAGEMENT
DOWNLOAD

Tito Obaisi
SENIOR MANAGER, PIPELINE AND INSIGHTS
DOWNLOAD

Laura Plunkett
VICE PRESIDENT, STARTUP ENGAGEMENT
DOWNLOAD

Kristina Rahusen
SENIOR MANAGER, STARTUP ENGAGEMENT
DOWNLOAD

Katie Teuber
DIRECTOR, STARTUP ENGAGEMENT
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