



 COMCAST
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.



Introduction

About 02

Logo

Primary Logo 04

Secondary Logo 06

Defining Space 08

Logo Usage 09

Color

Primary Color Palette 13

Brand Colors 15

Tints and Shades 16

Gradient Construction 17

Gradients & Typography 19

Typography

Primary Fonts 22

System Fonts 23

Type Hierarchy 24

Line Length 25

Type Contrast 26

Iconography

Iconography 29

Creating Icons 30

Photography

Guidelines 32

Portraits & Gradients 33

Gradients & Photography 35

Masking 37

Cutouts 38

Layout

Social Media 40

Mask Layouts 48

Photographic Layouts 50

Downloads

Our Team 53

Download Links 54

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

Primary Logo 04

Secondary Logo 06

Defining Space 08

Logo Usage 09



Primary Logo (Stacked)

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.

Comcast NBCUniversal Logo



COMCAST

LIFT LABS



LIFT Labs Wordmark



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.



COMCAST  LIFT LABS

White variation for use on a dark background

COMCAST  LIFT LABS

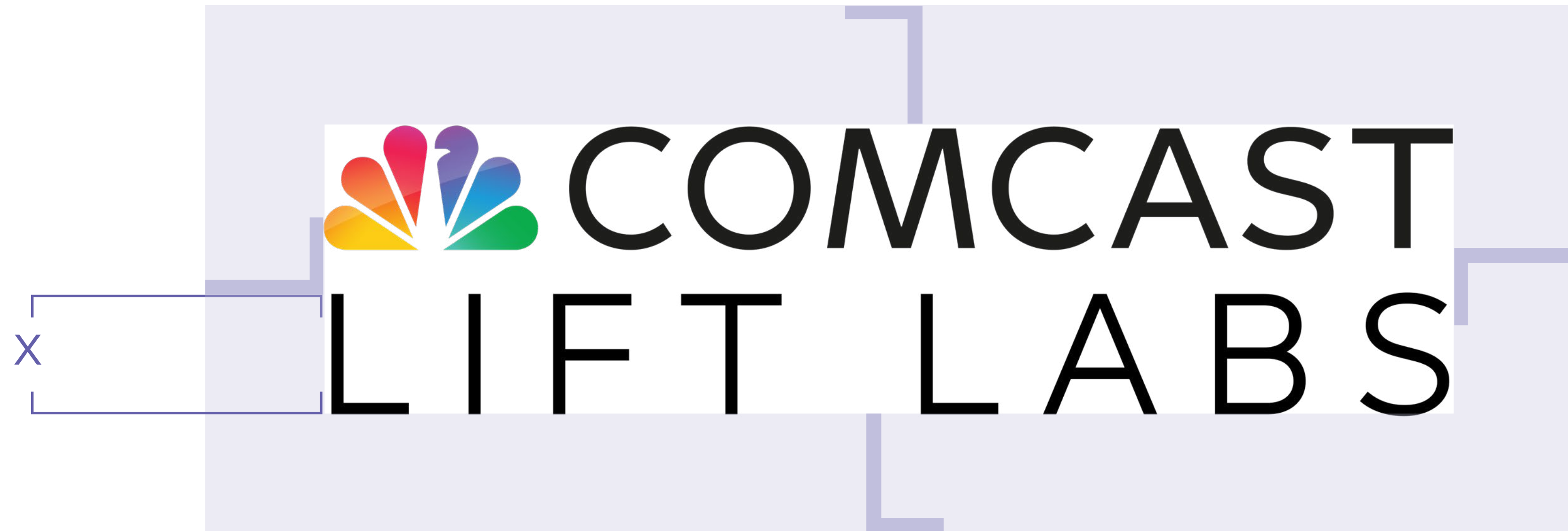
White single-color variation

COMCAST  LIFT LABS

Black single-color variation

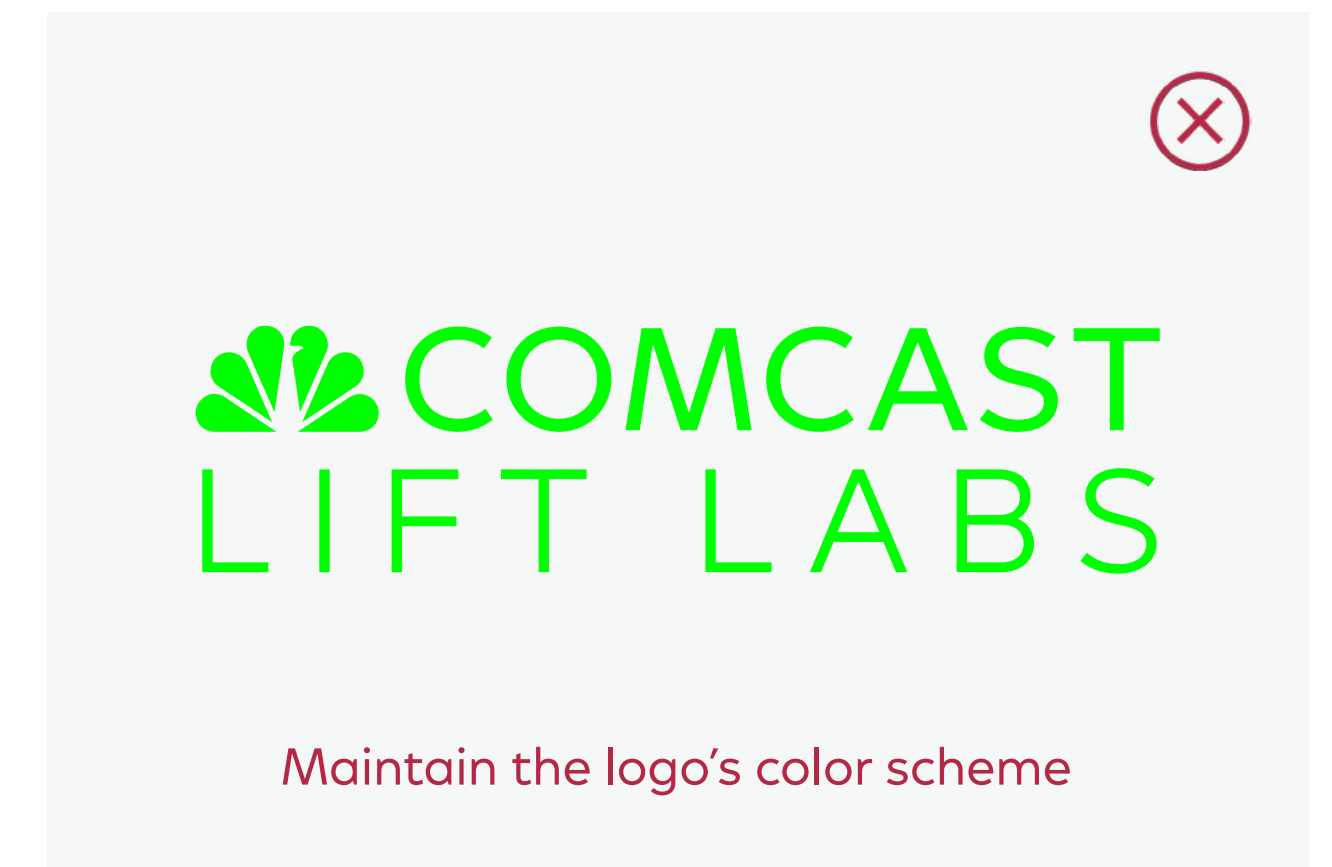
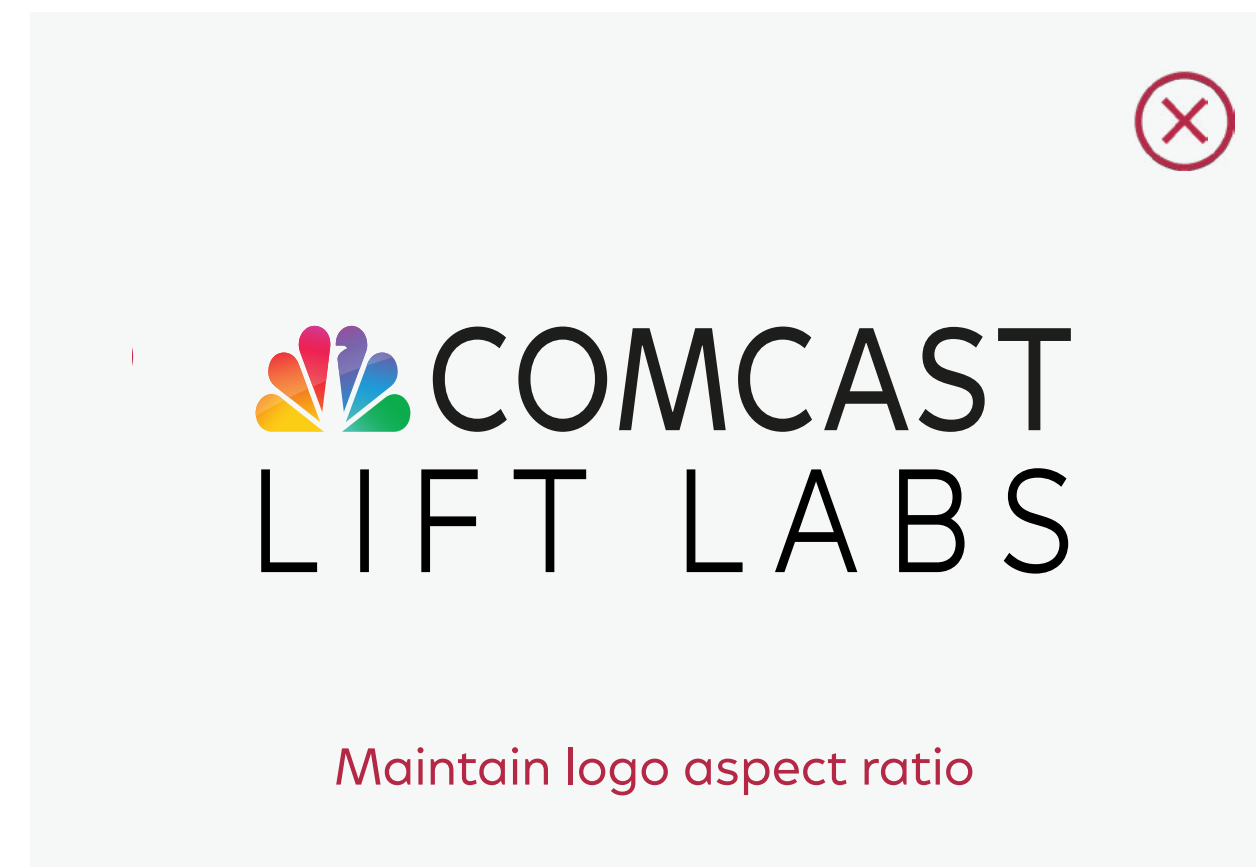
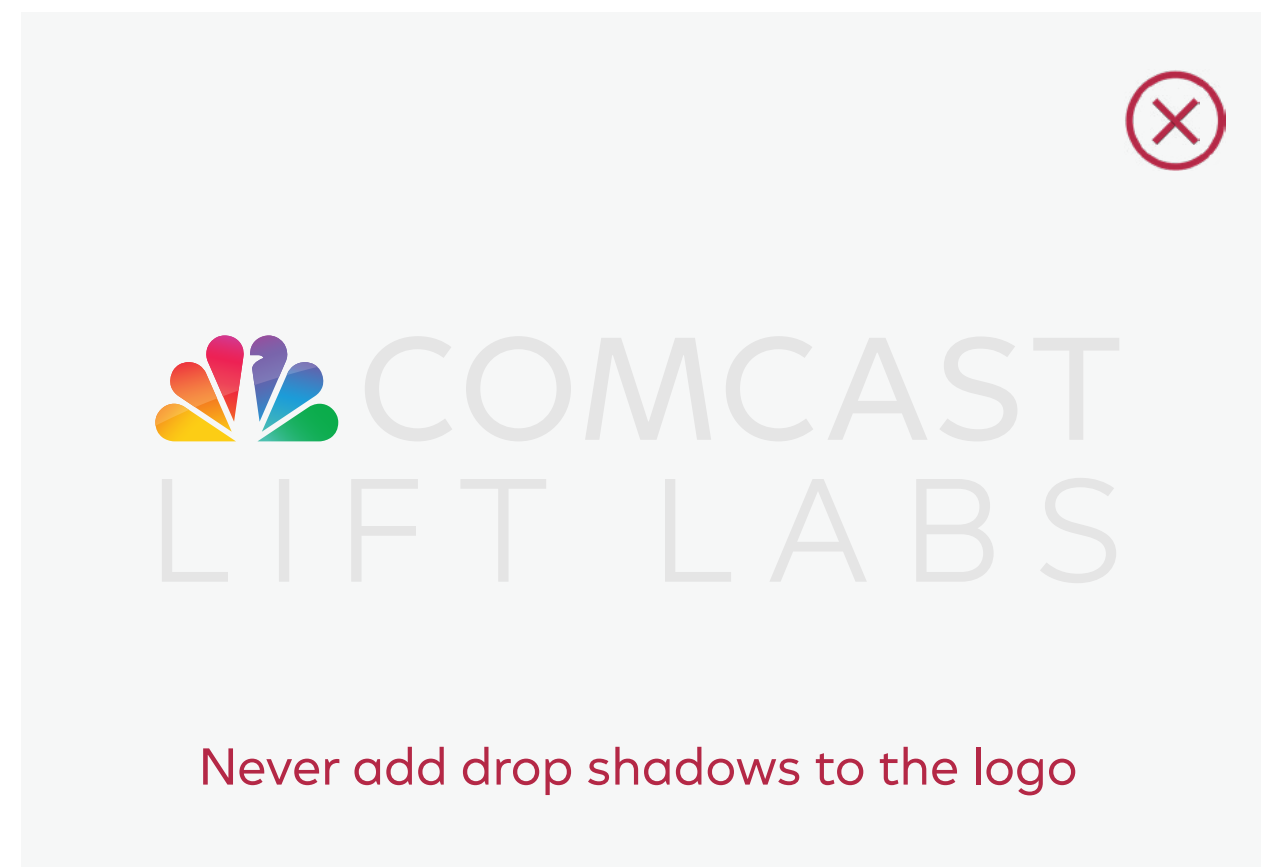
Defining Space

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.



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.



COMCAST  LIFT LABS

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

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



Color

Primary Color Palette 13

Brand Colors 15

Tints and Shades 16

Gradient Construction 17

Gradients & Typography 19



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.

Introduction

Logo

Color

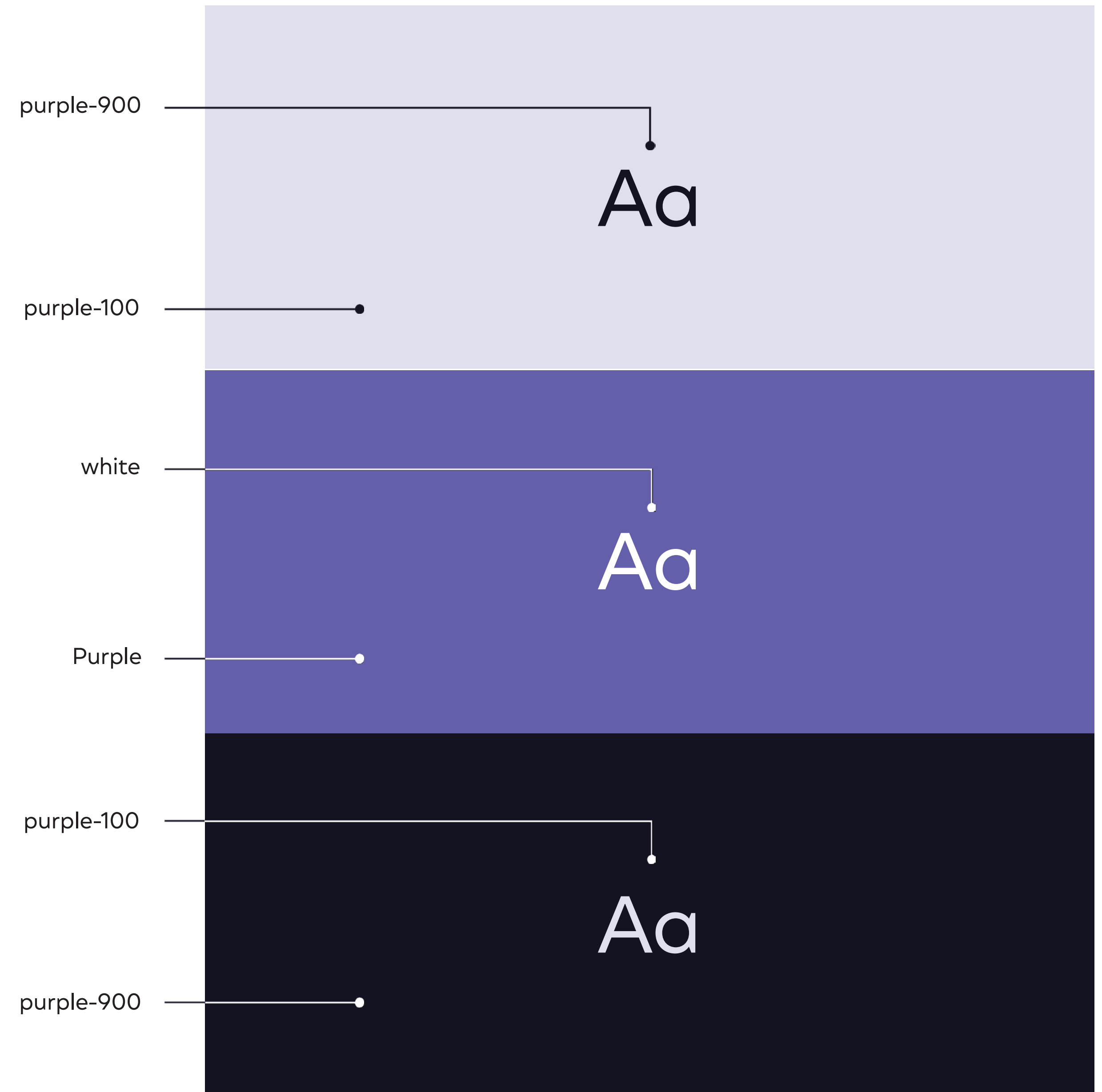
Typography

Iconography

Photography

Layout

Downloads



Comcast NBCUniversal Brands Colors

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

<p>PANTONE 130C</p> <p>C M Y K 0 30 100 0</p> <p>R G B 253 185 19</p> <p>HEX #FDB913</p>	<p>PANTONE 172C</p> <p>C M Y K 0 70 100 0</p> <p>R G B 243 112 33</p> <p>HEX #F37021</p>	<p>PANTONE 200C</p> <p>C M Y K 20 100 70 0</p> <p>R G B 201 35 74</p> <p>HEX #B42846</p>	<p>MIDNIGHT</p> <p>C M Y K 0 30 100 0</p> <p>R G B 35 31 32</p> <p>HEX #231F20</p>
<p>PANTONE 26C</p> <p>C M Y K 70 70 0 0</p> <p>R G B 100 95 170</p> <p>HEX #645FAA</p>	<p>PANTONE 299C</p> <p>C M Y K 100 30 0 0</p> <p>R G B 0 137 207</p> <p>HEX #0089CF</p>	<p>PANTONE 368C</p> <p>C M Y K 80 0 100 0</p> <p>R G B 13 177 75</p> <p>HEX #0DB14B</p>	<p>WHITE</p> <p>C M Y K 0 0 0 0</p> <p>R G B 255 255 255</p> <p>HEX #FFFFFF</p>

Introduction

Logo

Color

Typography

Iconography

Photography

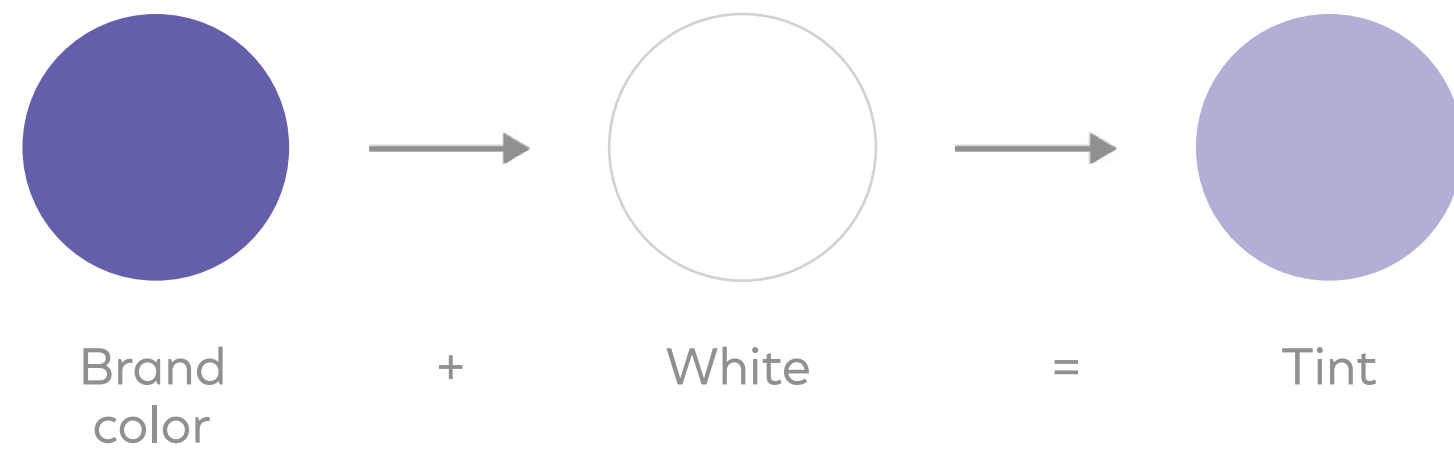
Layout

Downloads

Tints and Shades

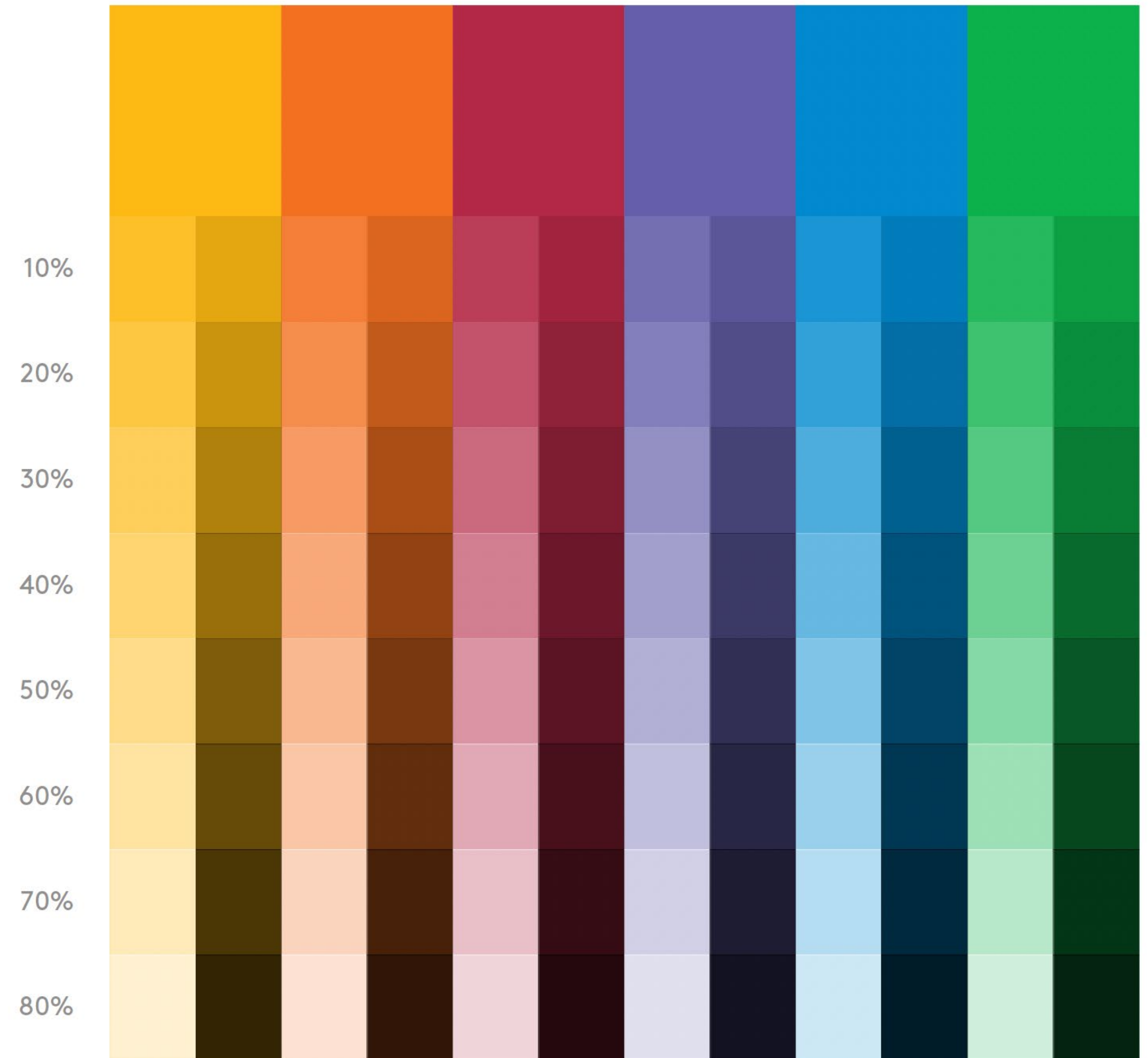
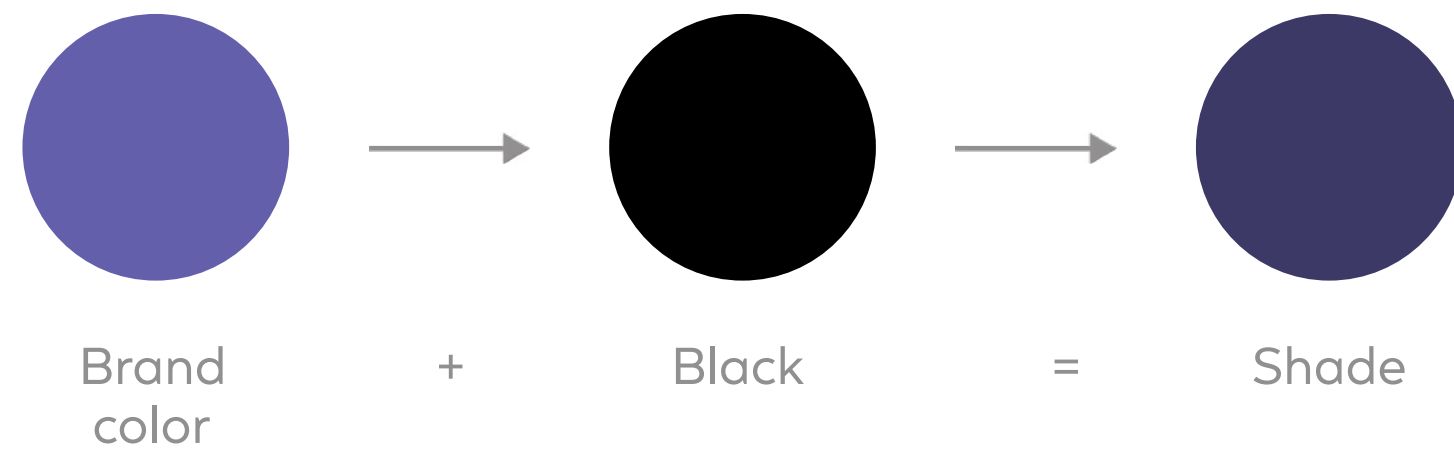
Tint

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.



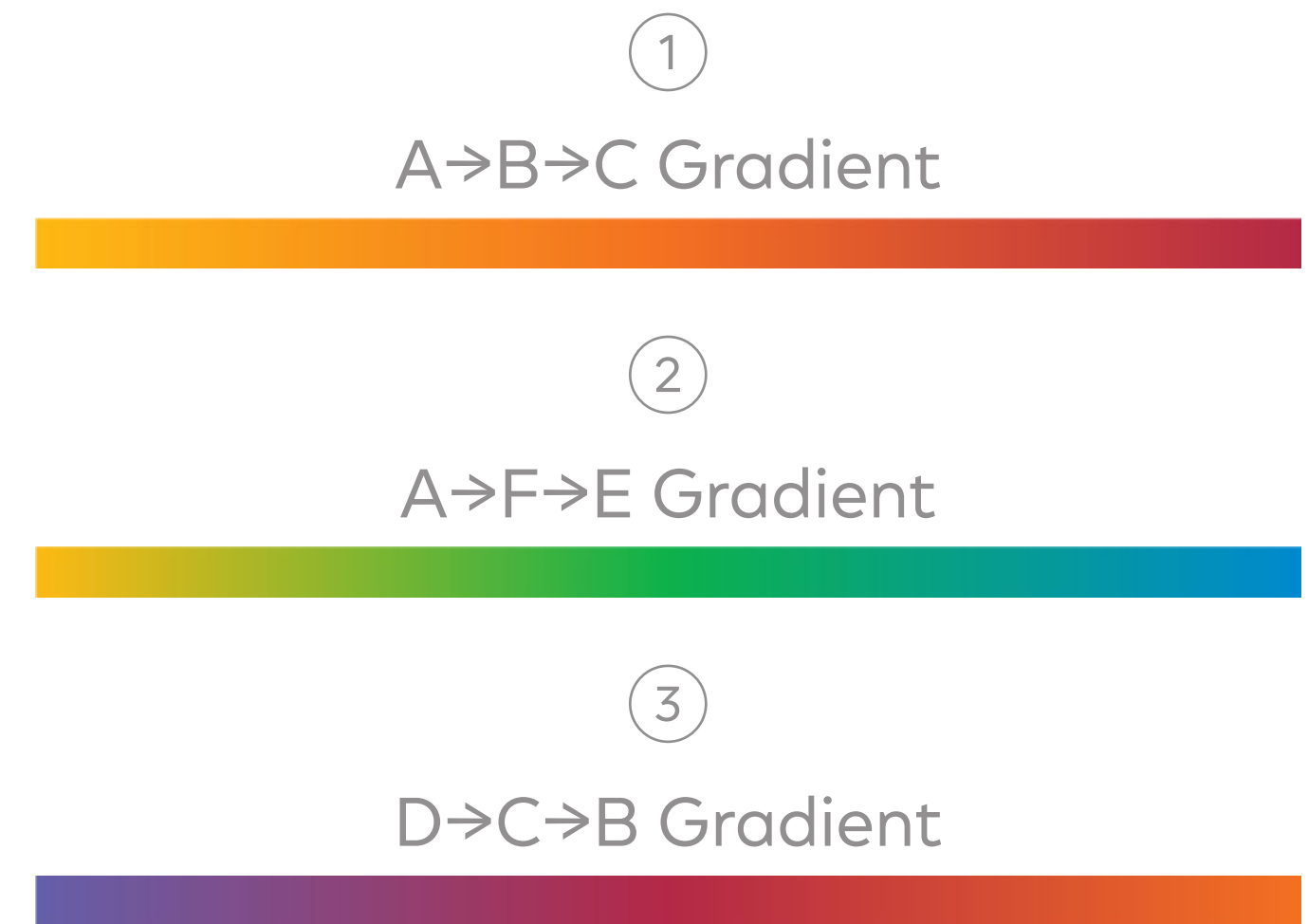
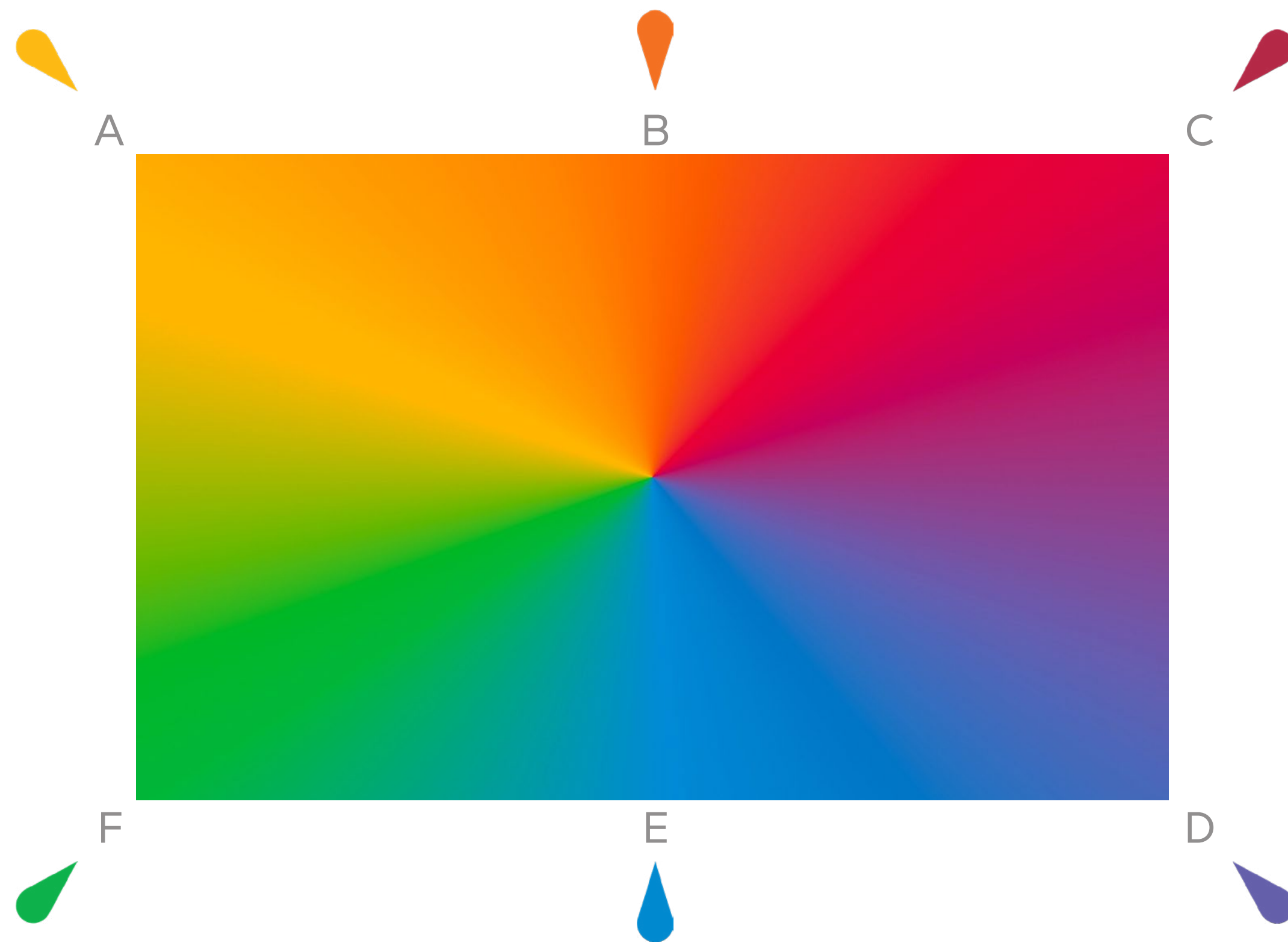
Shade

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.



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

A person in silhouette is walking from left to right in a room. The background is a gradient from purple on the left to orange on the right. A chair is in the foreground on the right. A cable is on the floor, connected to the person and the chair.

 COMCAST
LIFT LABS

Gradients & Typography

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

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

 COMCAST
LIFT LABS



Typography

Primary Fonts 22

System Fonts 23

Type Heirarchy 24

Line Length 25

Type Contrast 26



Primary Font

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

Comcast New Vision

AaBbCcDdEeFfGgHhIiJjKkLlMm

OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@£\$%^&*

STANDARD

ExtraLight

Light

Regular

Medium

Semibold

Bold

Extrabold

ITALIC

Light

Regular

Medium

Semibold

Bold

Extrabold

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

Italic

Bold

[Introduction](#)[Logo](#)[Color](#)[Typography](#)[Iconography](#)[Photography](#)[Layout](#)[Downloads](#)

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.

Introduction

Logo

Color

Typography

Iconography

Photography

Layout

Downloads

Large Heading

Comcast New Vision
Bold
Point Size: 60pt
Line-height 100%

Heading

Comcast New Vision
Bold
Point Size: 33pt
Line-height 120%

Body

Comcast New Vision
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.

Introduction

Logo

Color

Typography

Iconography

Photography

Layout

Downloads

40

Short but easy to read

This placeholder text is crafted to provide a sense of the finished layout and typography for design purposes. It represents how the actual content will integrate with the overall...

60

Nice length to read

This placeholder text is crafted to provide a sense of the finished layout and typography for design purposes. It represents how the actual content will integrate with the overall design in the final product, ensuring that...

80

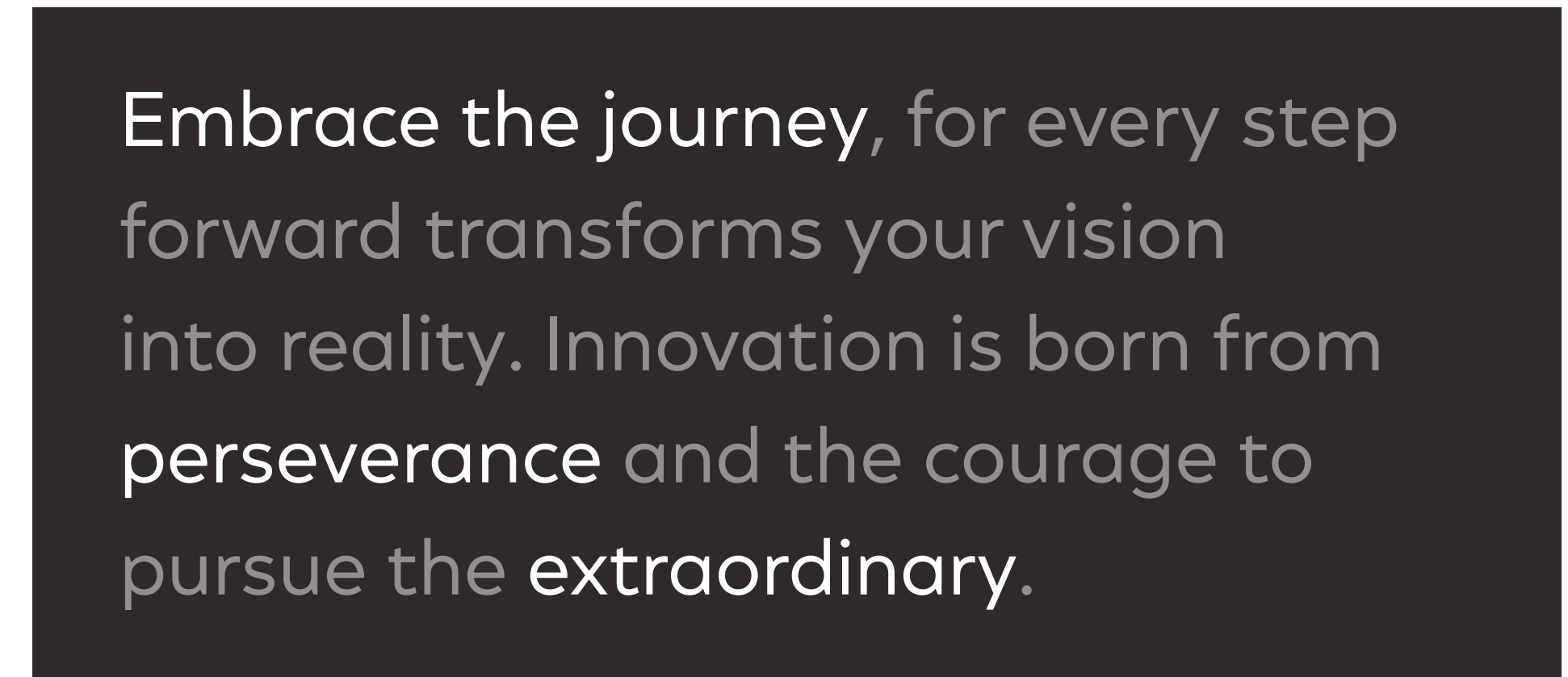
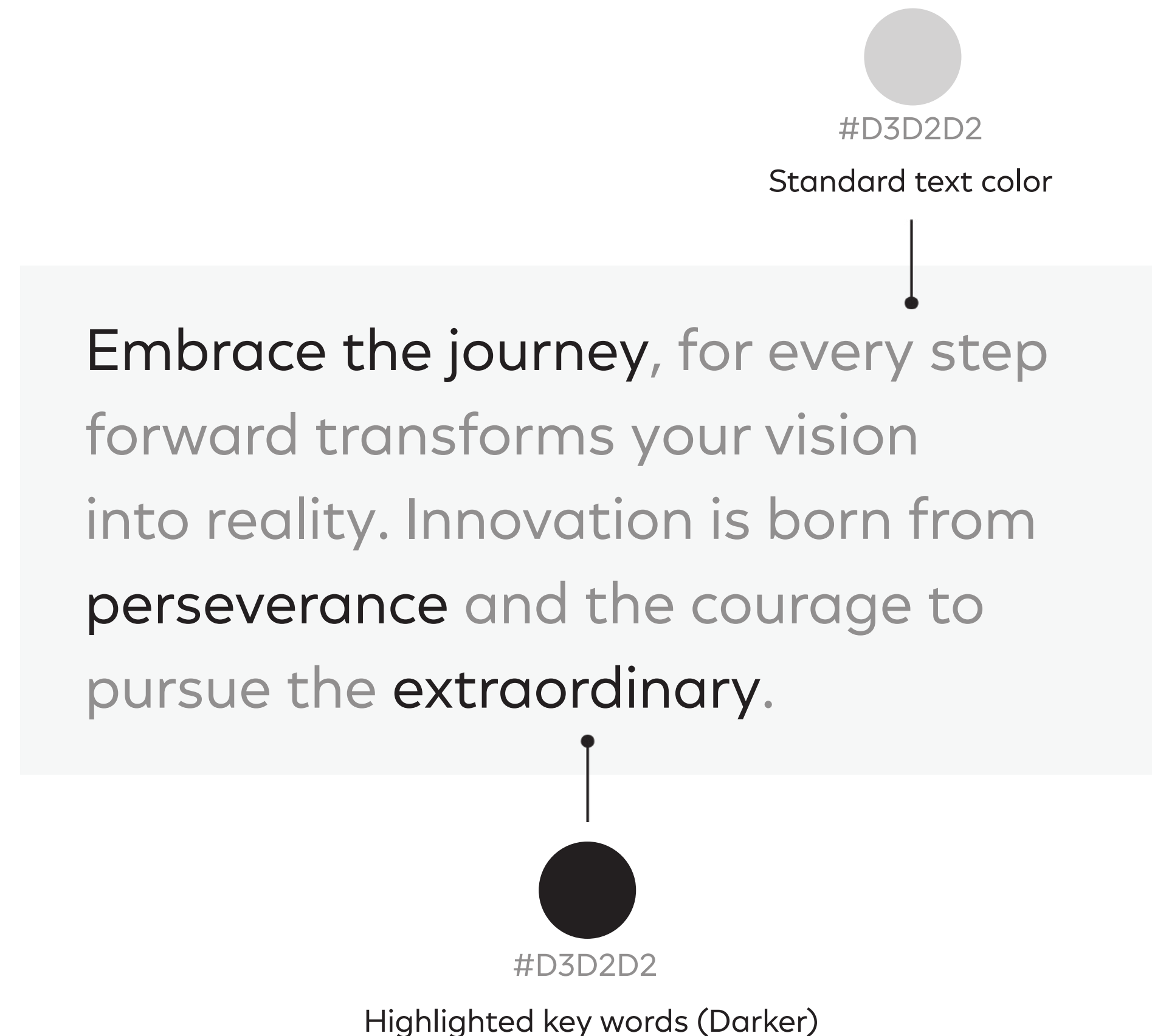
Maximum length to handle

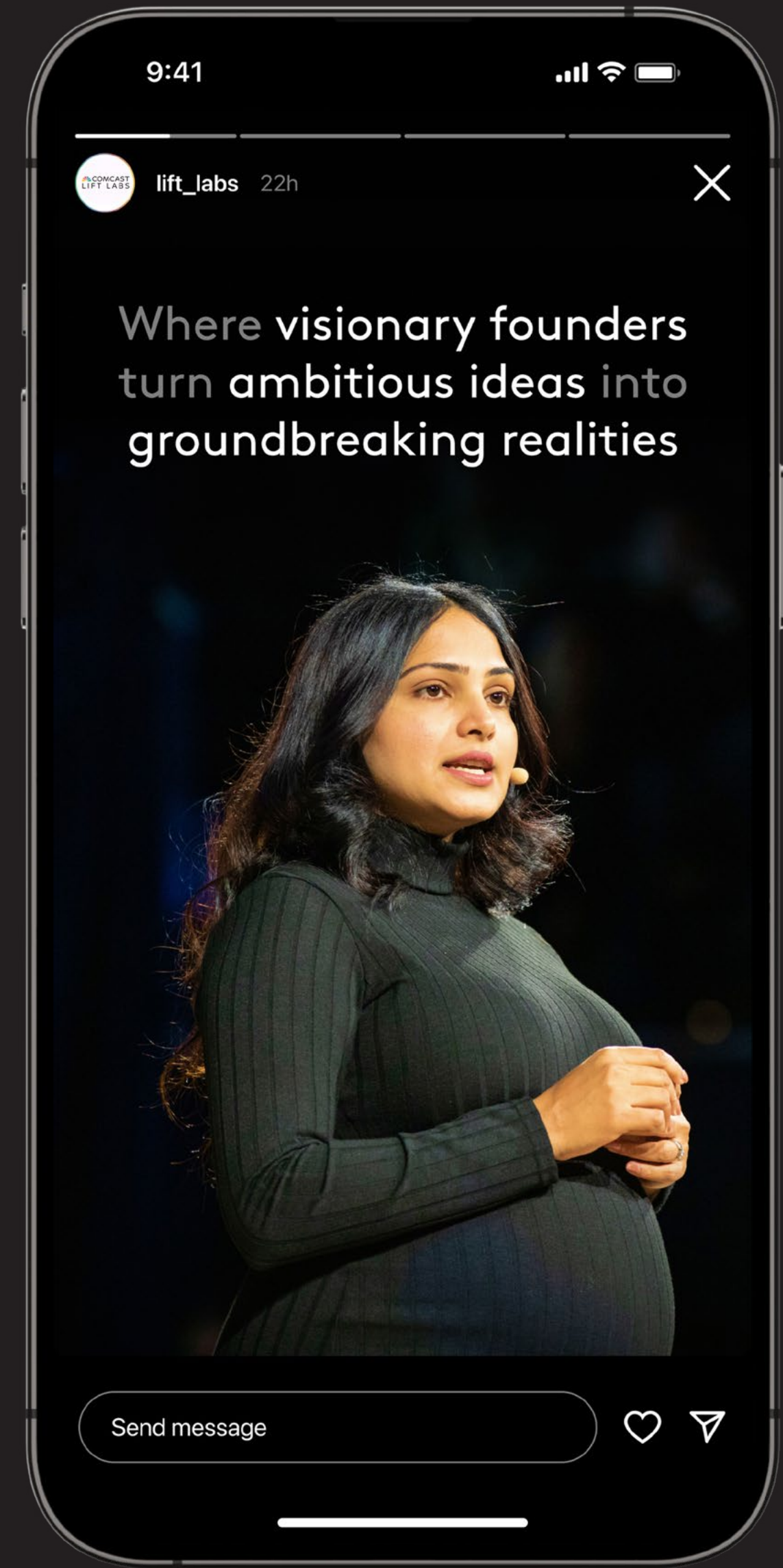
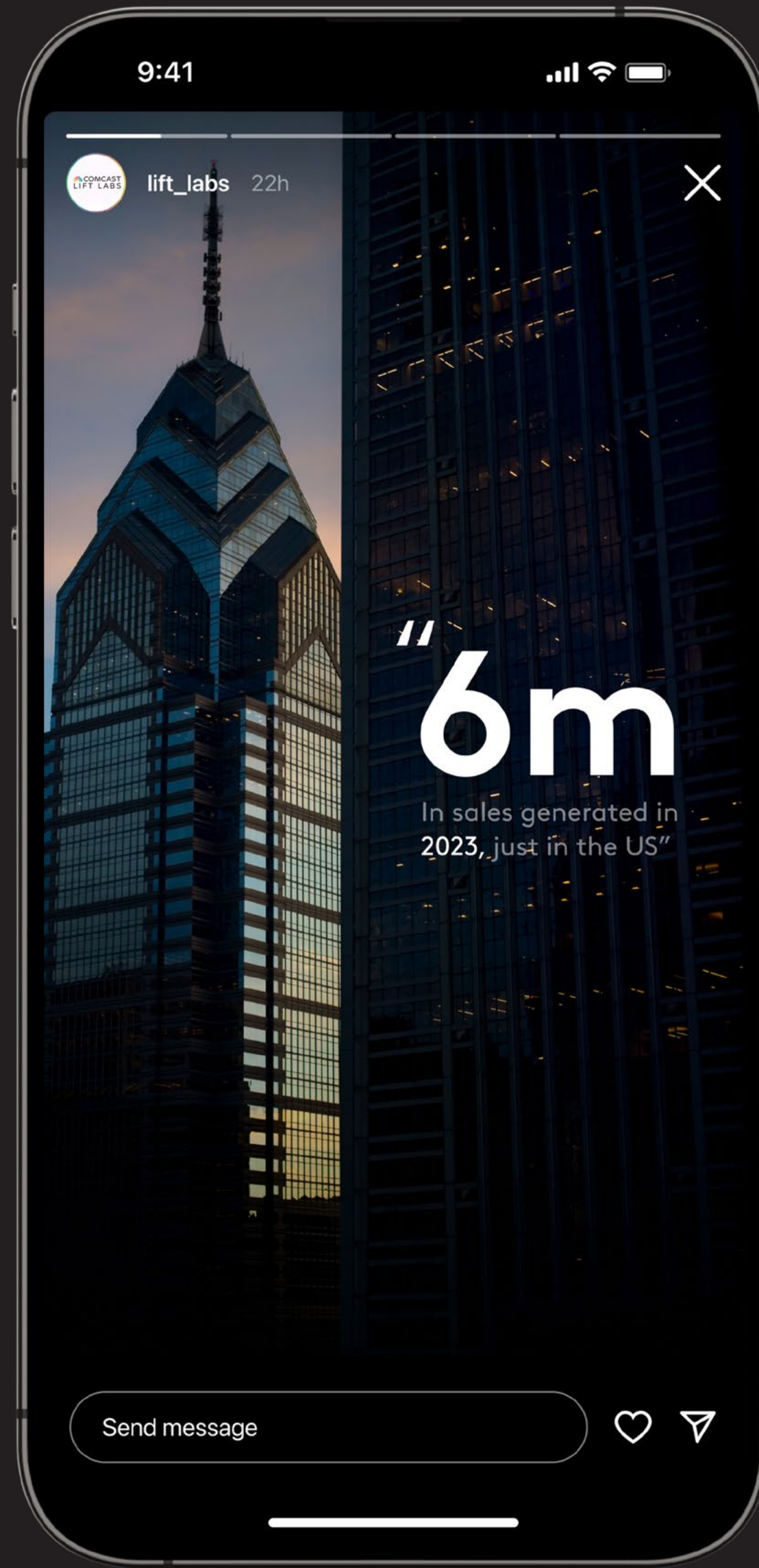
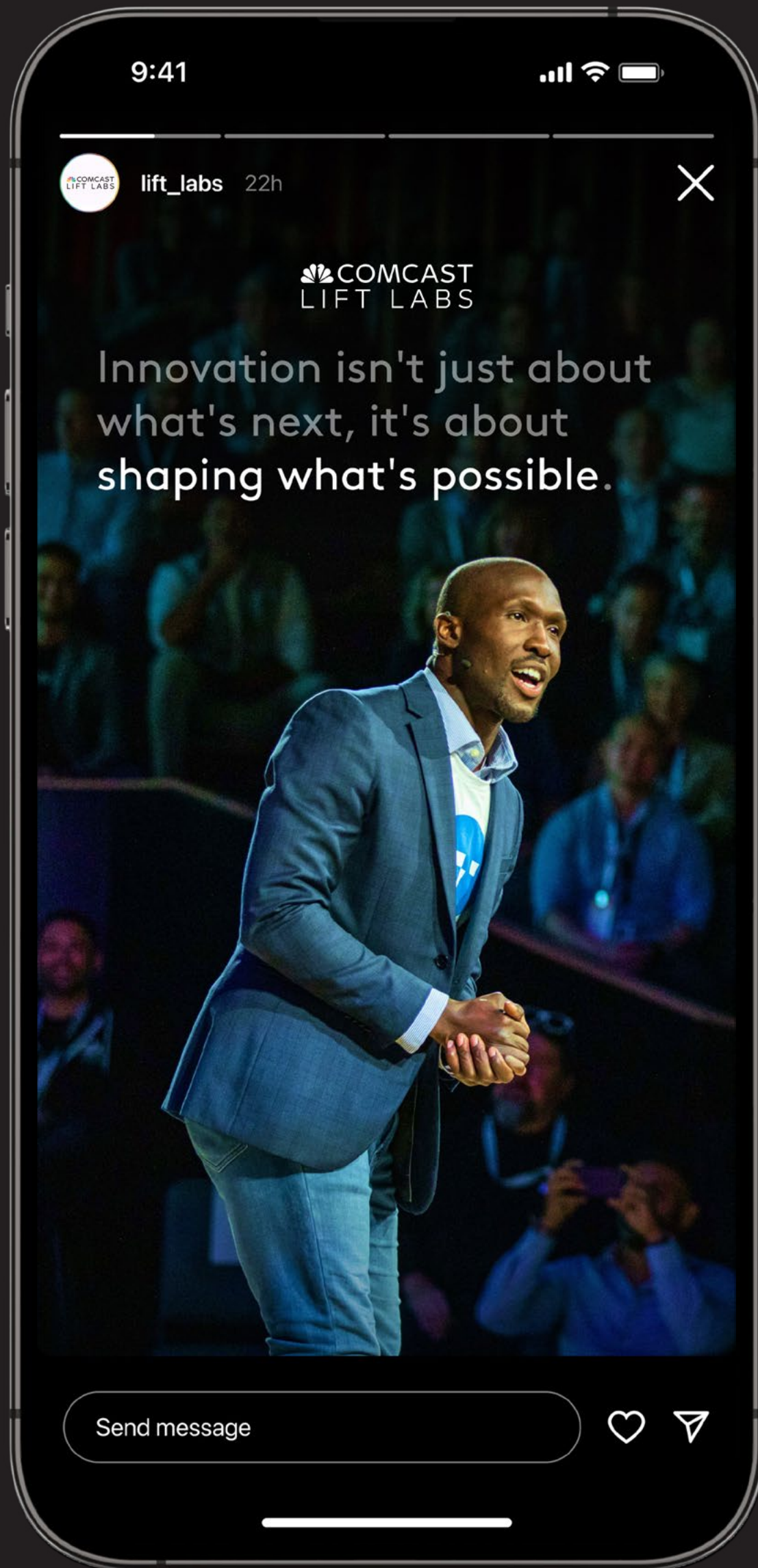
This placeholder text is crafted to provide a sense of the finished layout and typography for design purposes. It represents how the actual content will integrate with the overall design in the final product, ensuring that the text's appearance, from font to...

90

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.





Iconography

Iconography 29

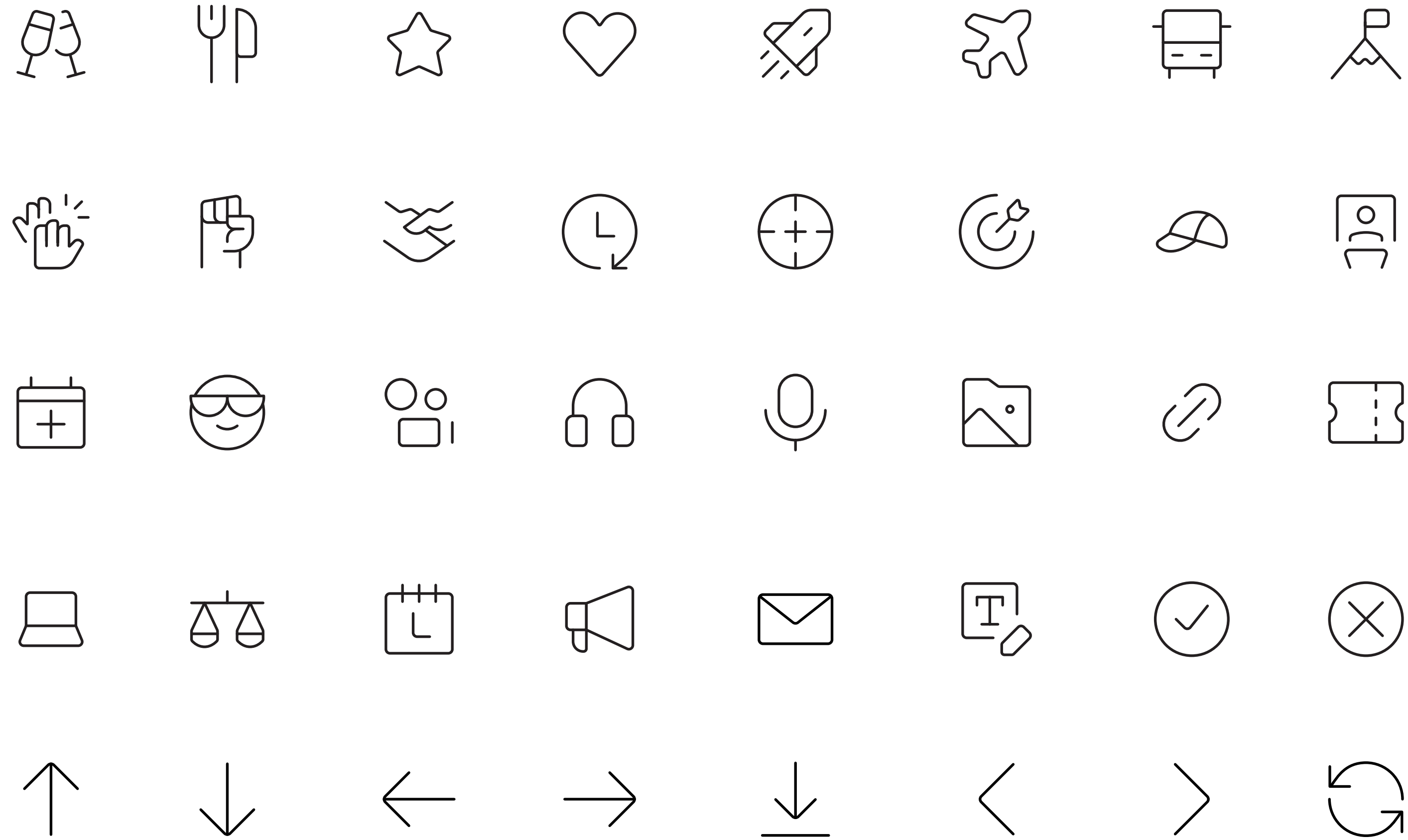
Creating Icons 30



Iconography

DOWNLOAD ICONS 

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



Introduction

Logo

Color

Typography

Iconography

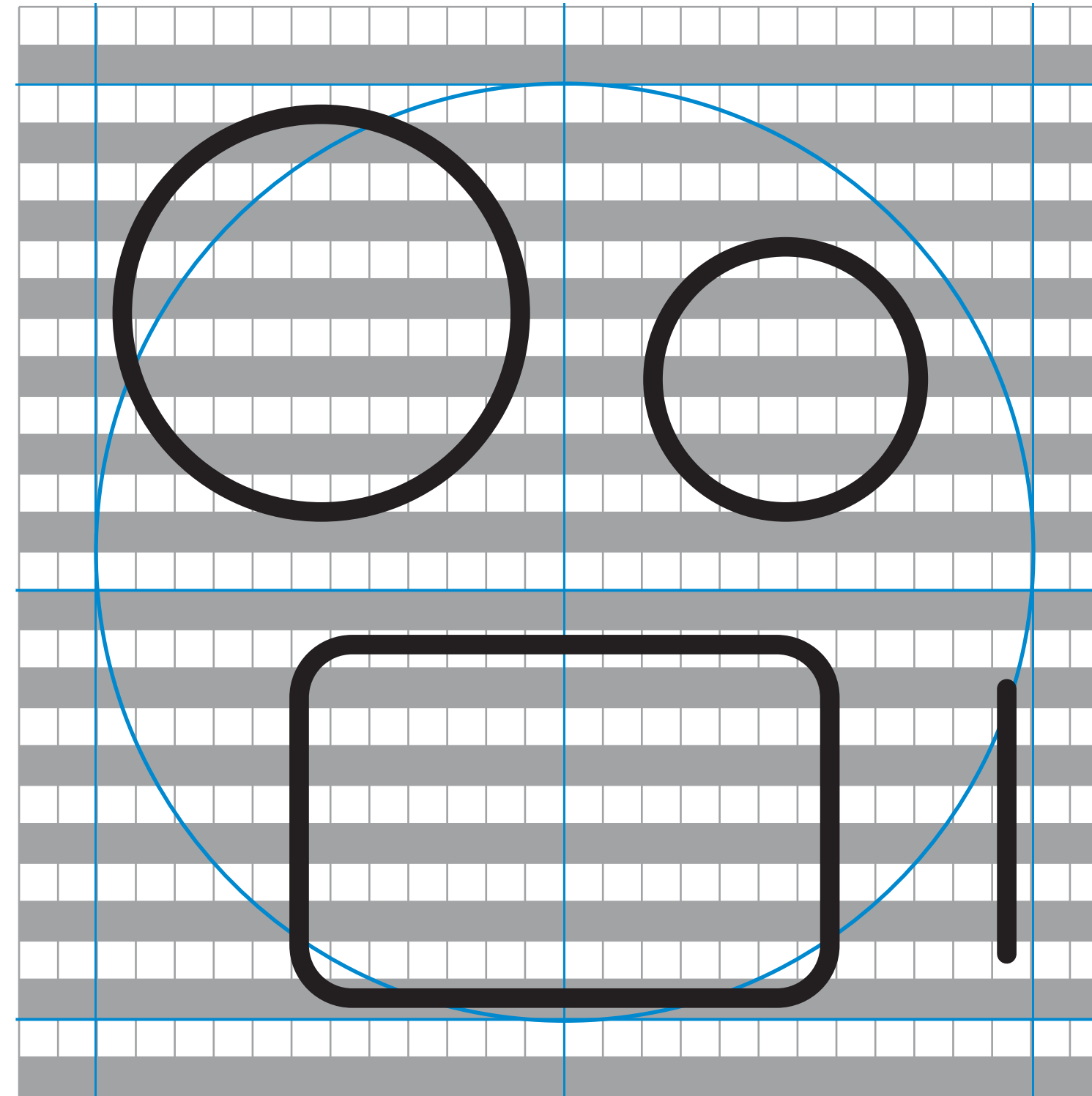
Photography

Layout

Downloads

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

Guidelines	32
Portraits & Gradients	33
Gradients & Photography	35
Masking	37
Cutouts	38



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.

Introduction

Logo

Color

Typography

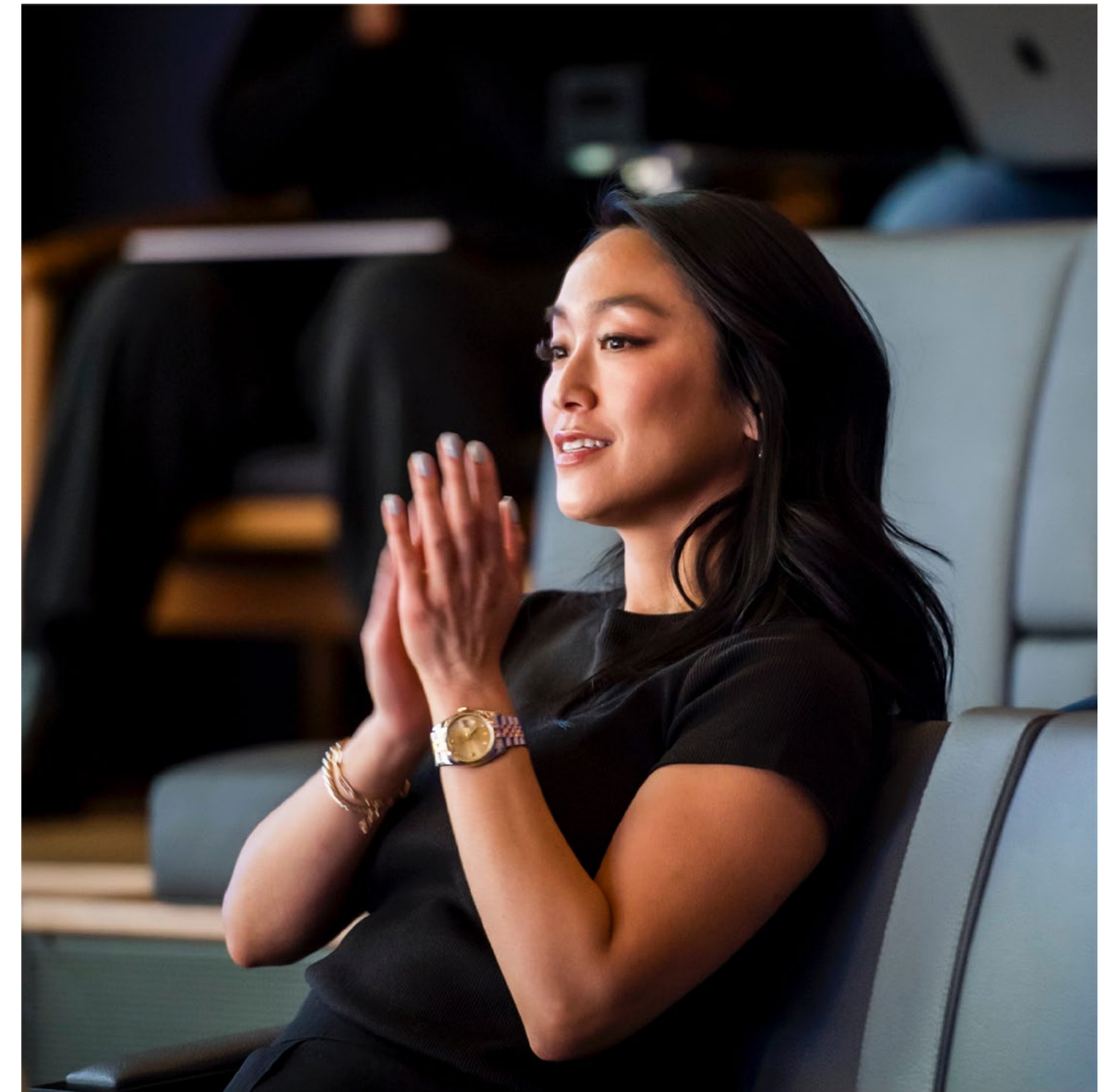
Iconography

Photography

Layout

Downloads

DOWNLOAD PHOTOS 



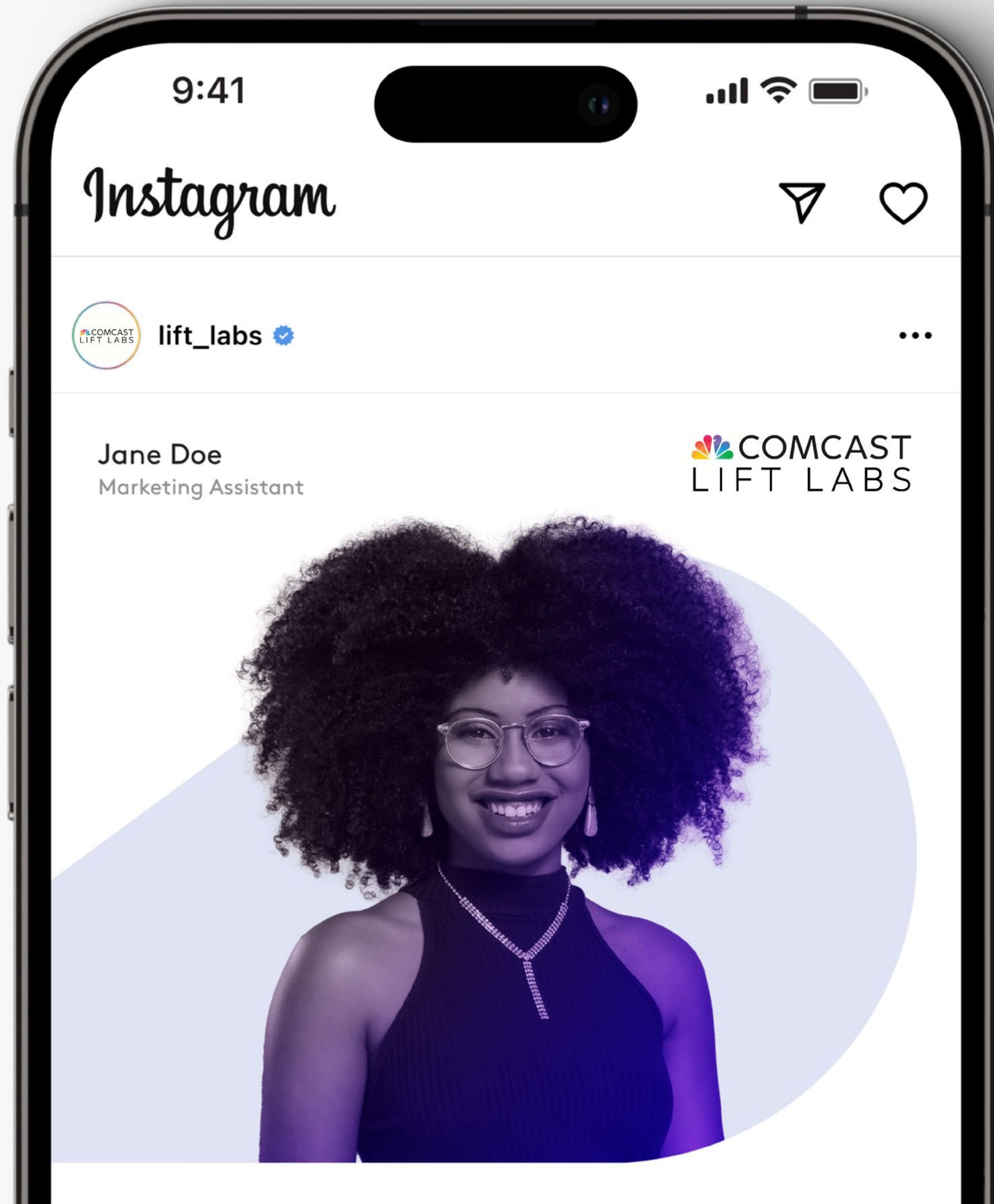
Portraits & Gradients

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



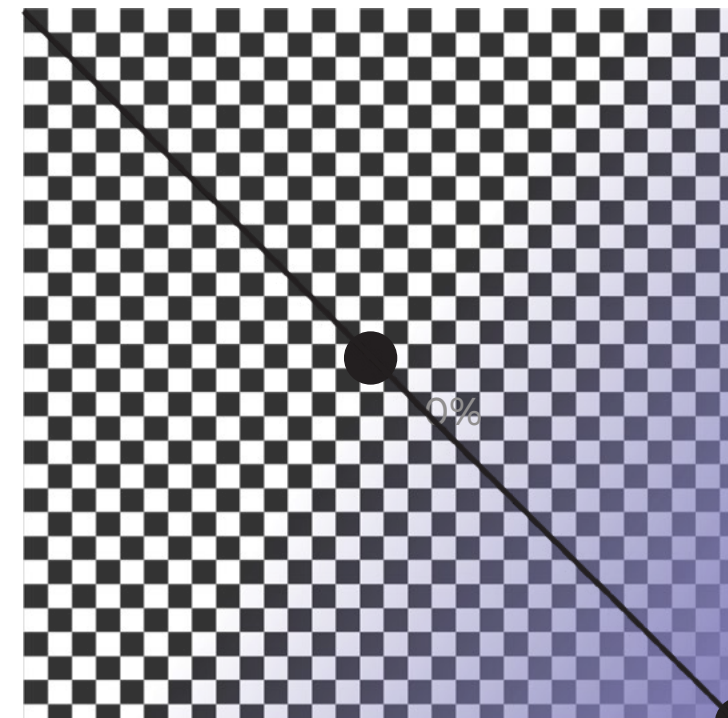
Gradients & Photography Usage

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



+



=

60-100%





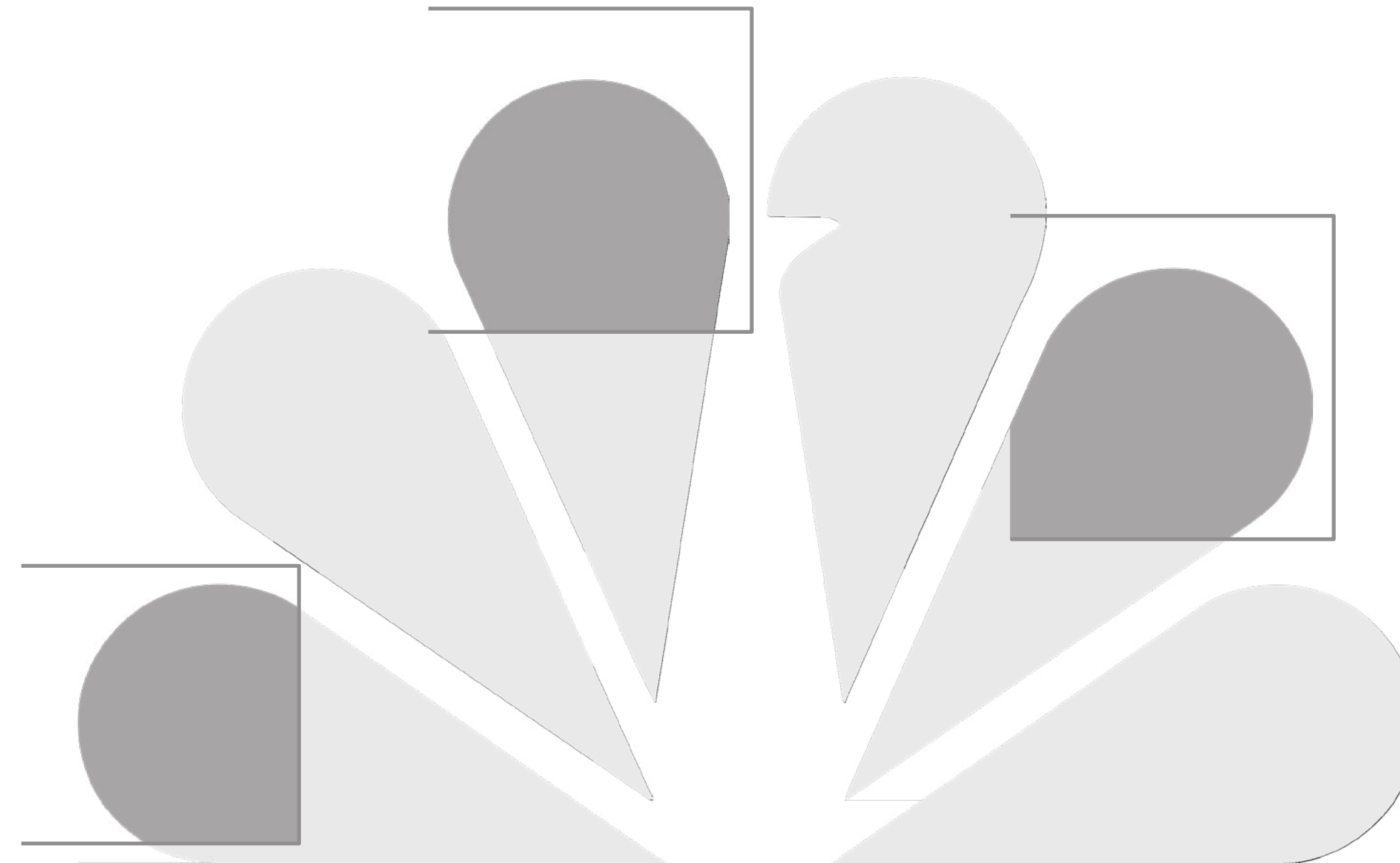
“
Embrace the journey, for every step forward transforms your vision into reality. Innovation is born from perseverance and the courage to pursue the extraordinary.”

John Doe - CEO of Company

 COMCAST
LIFT LABS

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.



Introduction

Logo

Color

Typography

Iconography

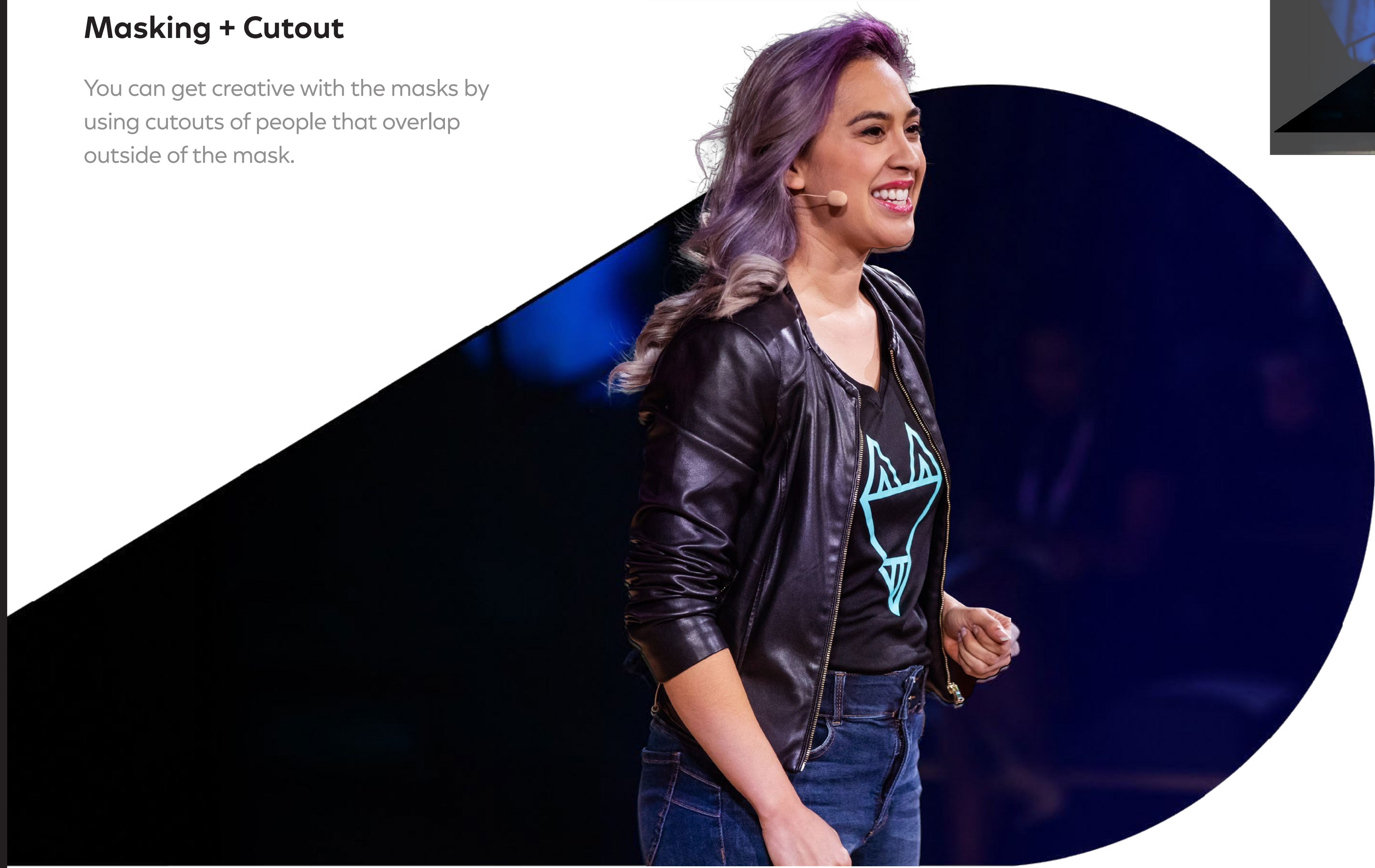
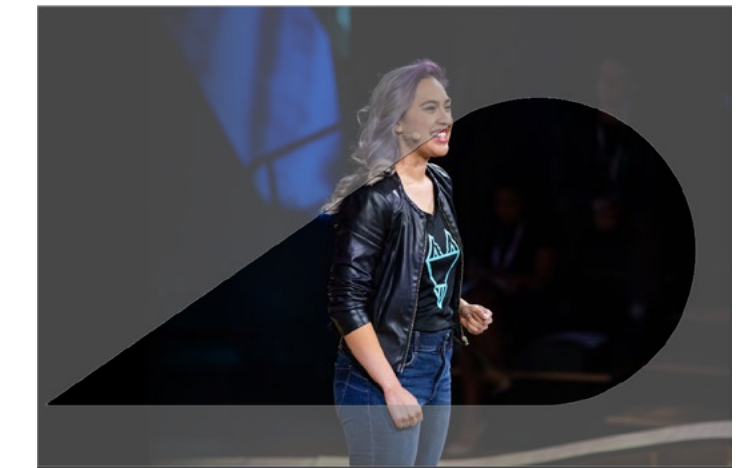
Photography

Layout

Downloads

Masking + Cutout

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



Introduction

Logo

Color

Typography

Iconography

Photography

Layout

Downloads

Layout

Social Media	40
Mask Layouts	48
Photographic Layouts	50



Social Media

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

Introduction

Logo

Color

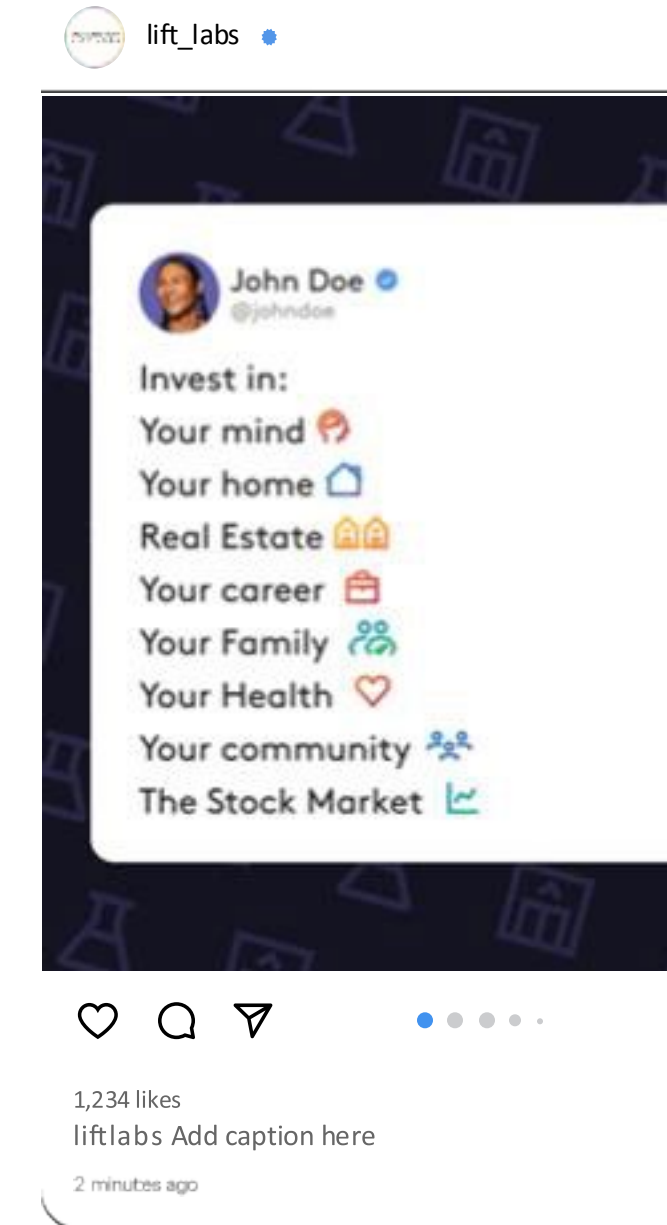
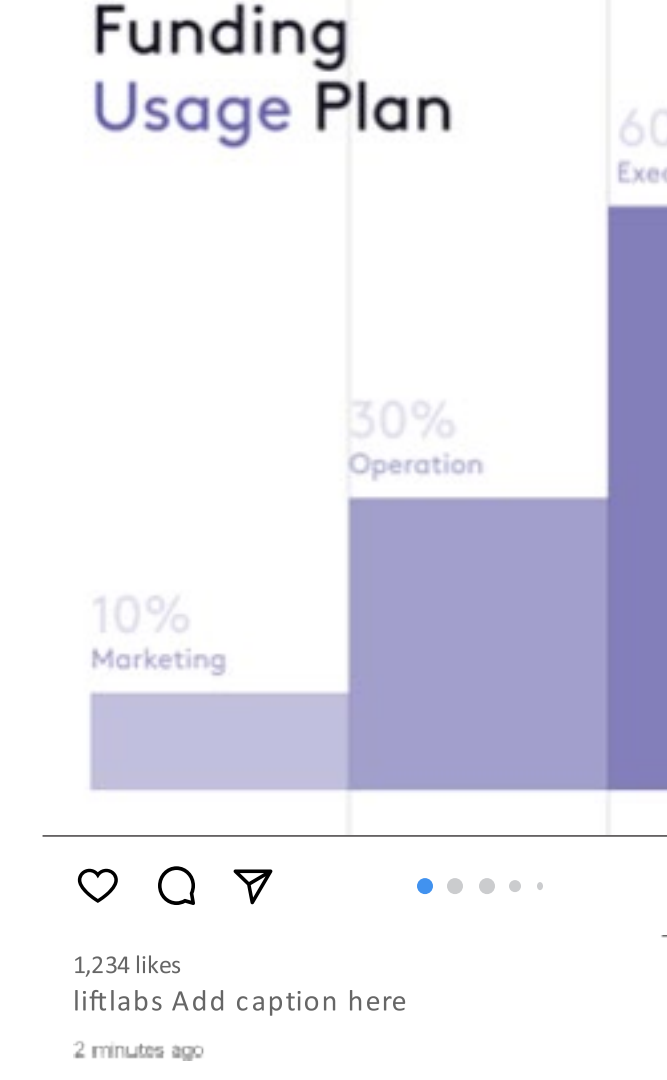
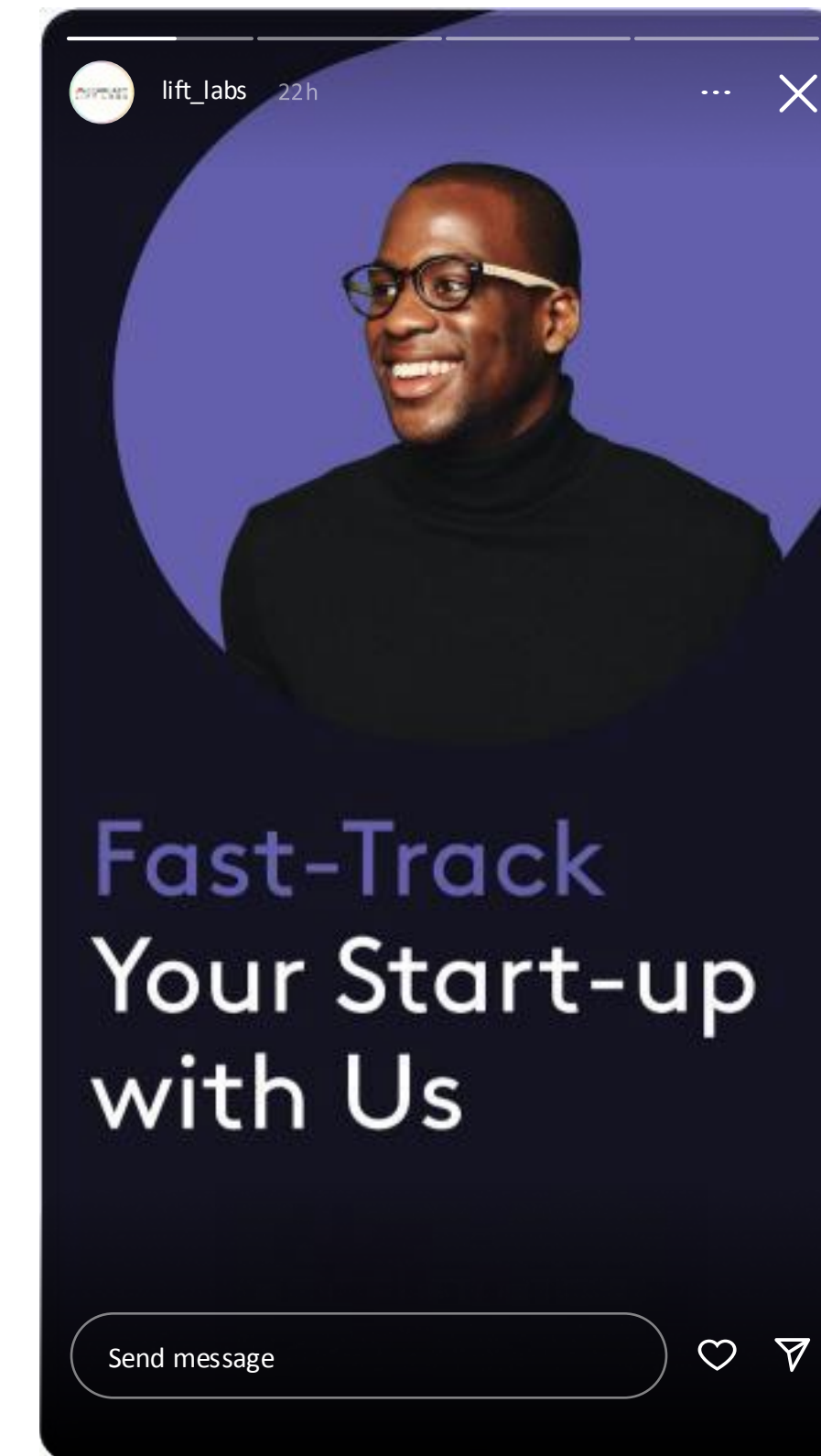
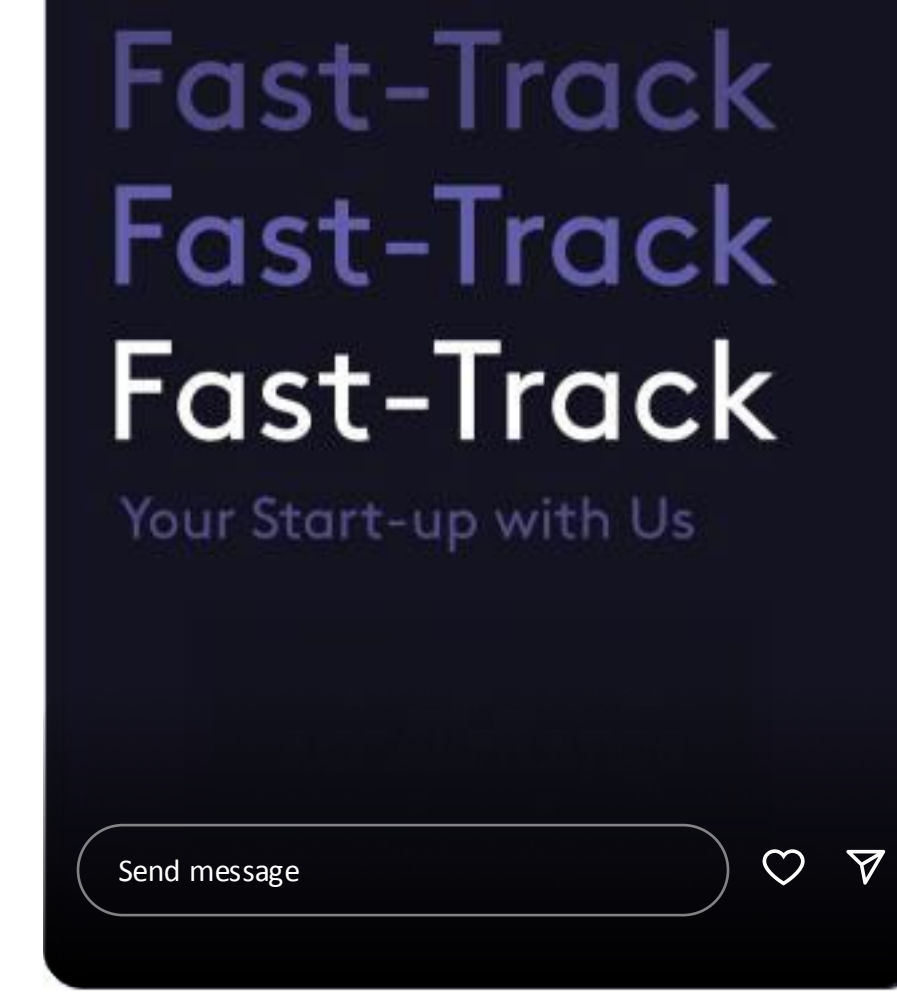
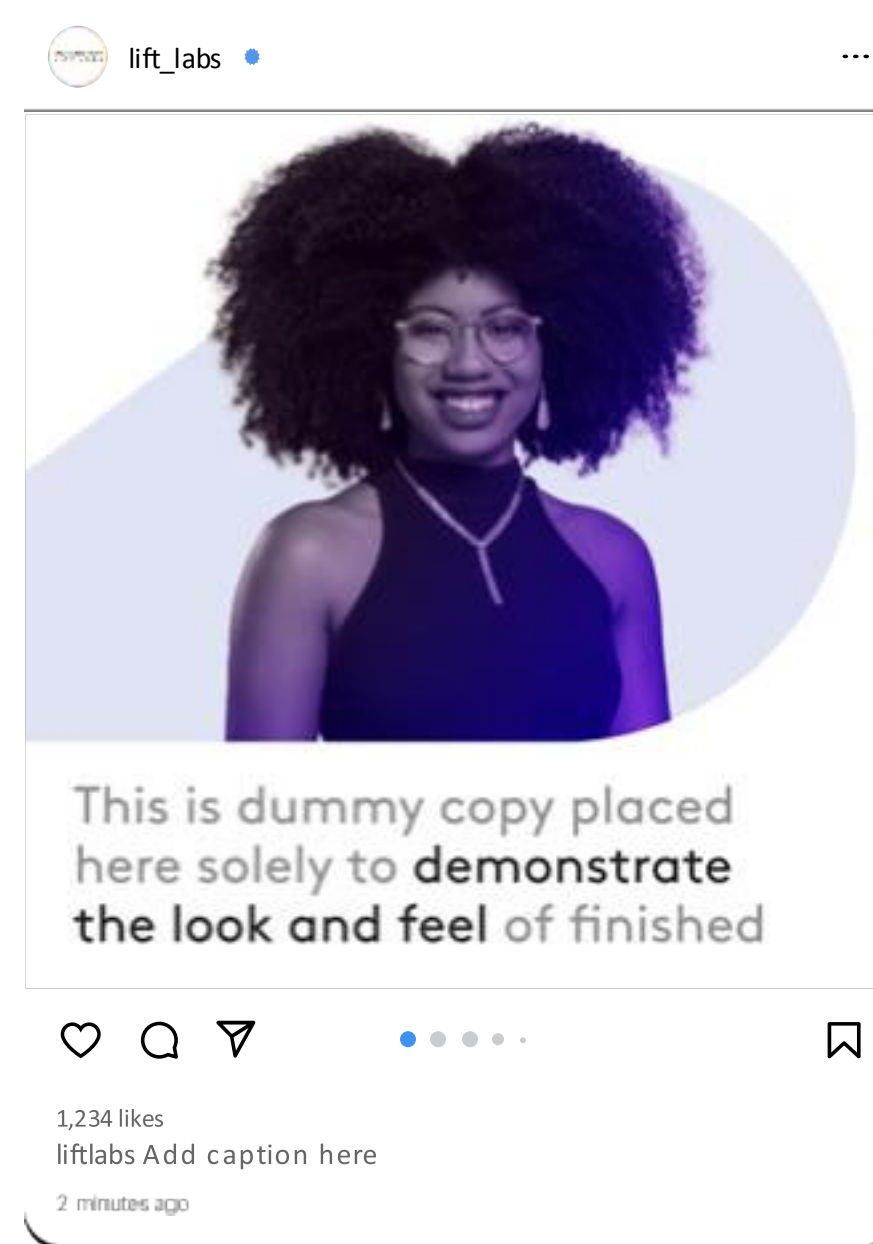
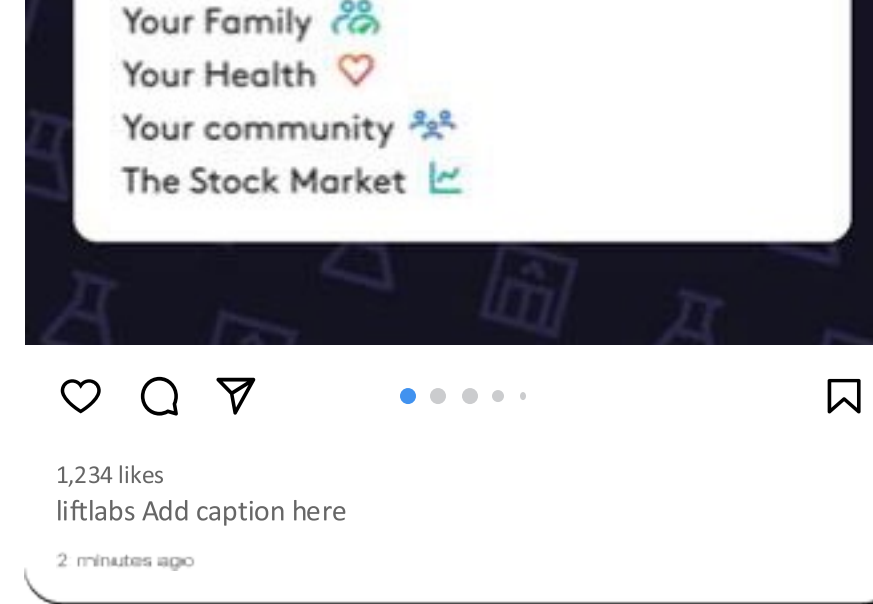
Typography

Iconography

Photography

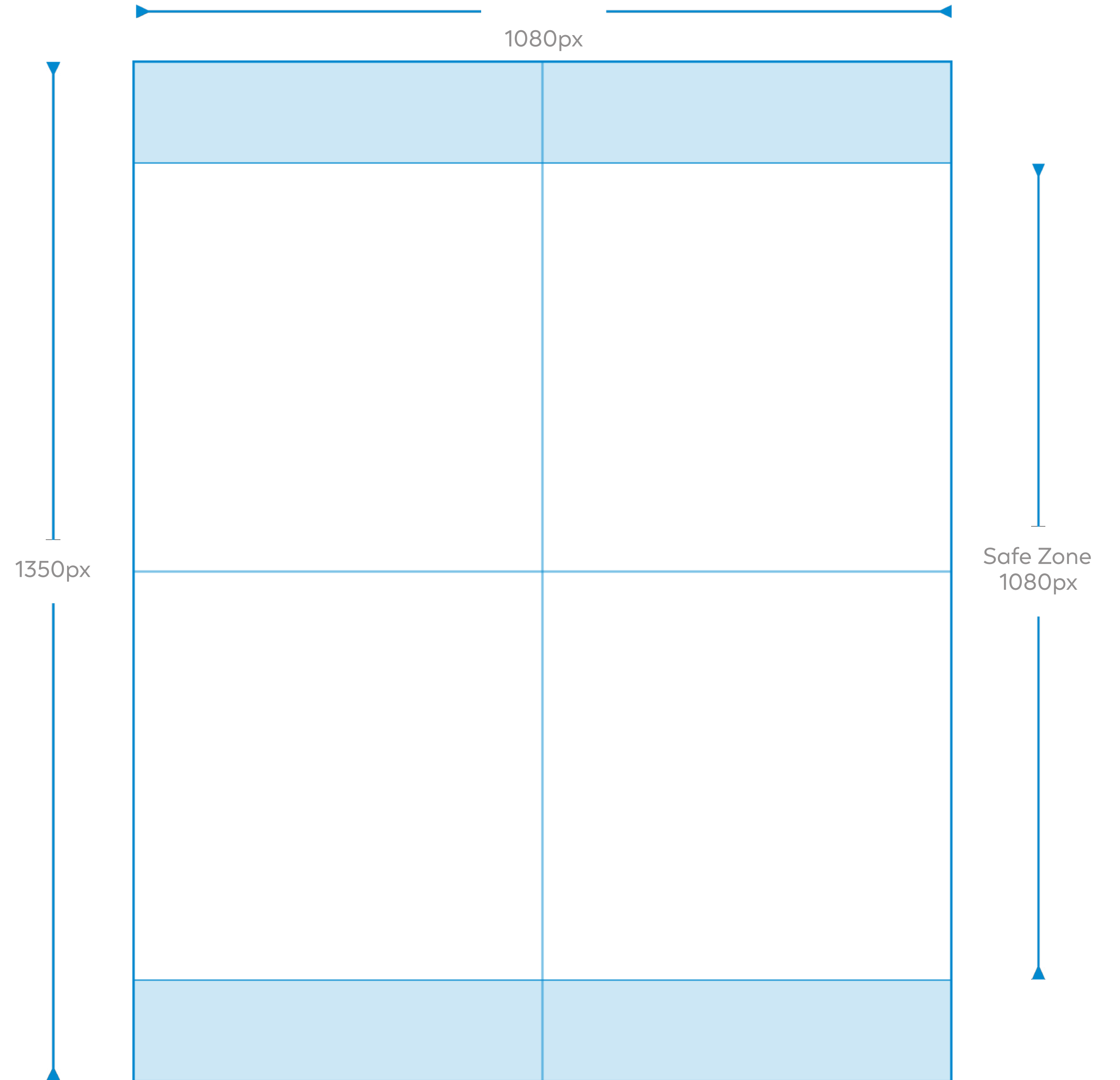
Layout

Downloads



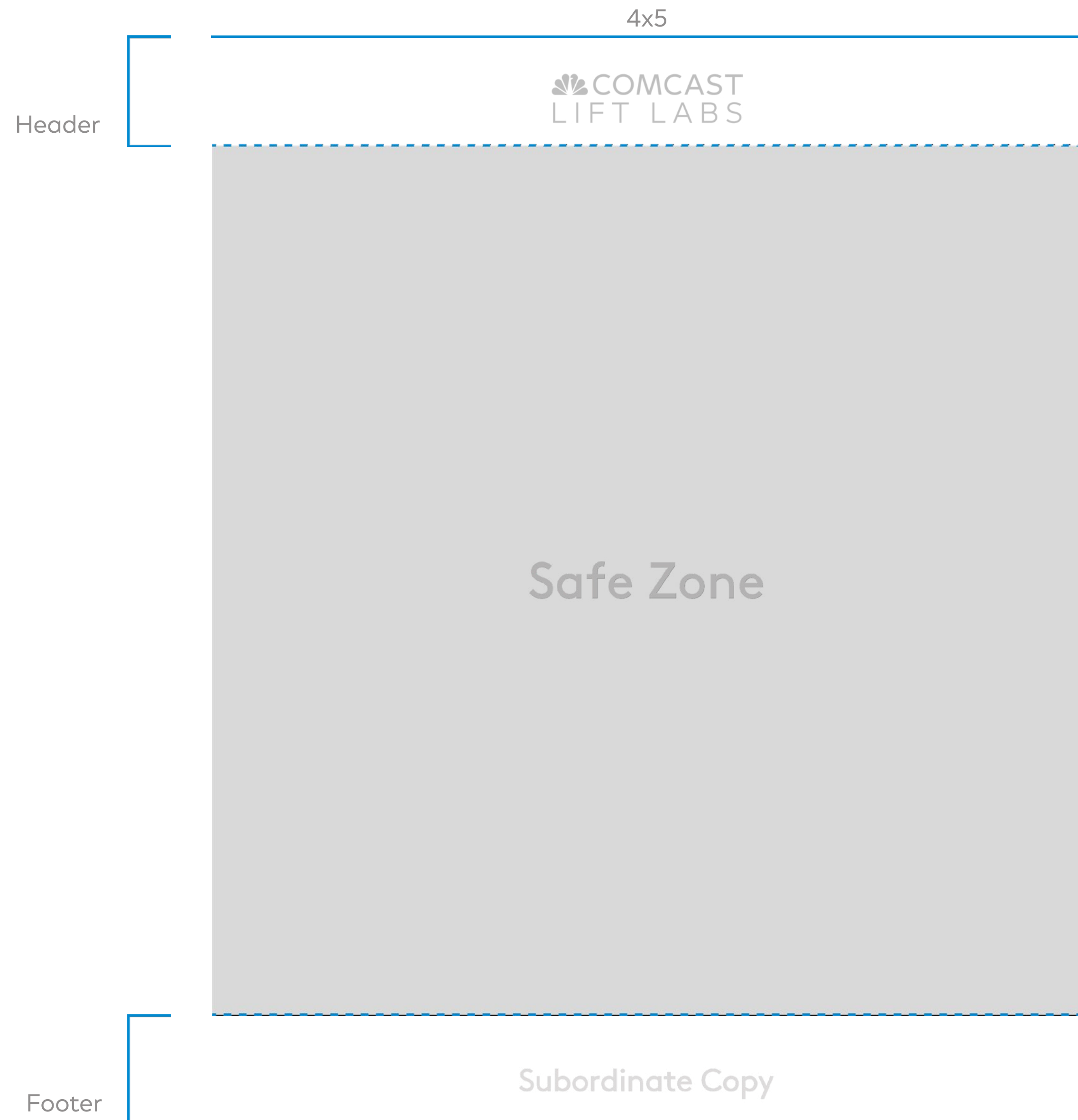
4x5 Dimensions

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.

Introduction

Logo

Color

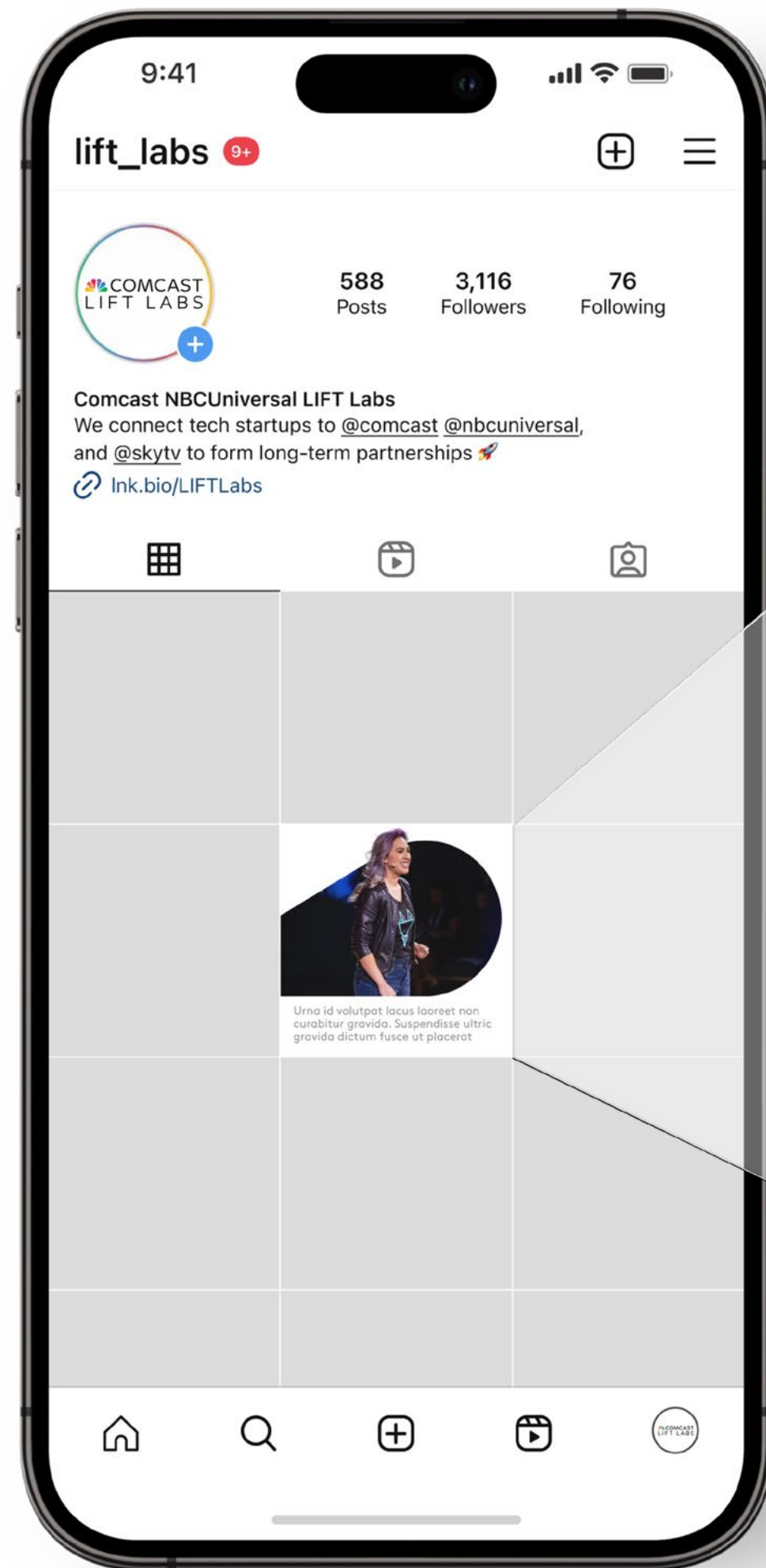
Typography

Iconography

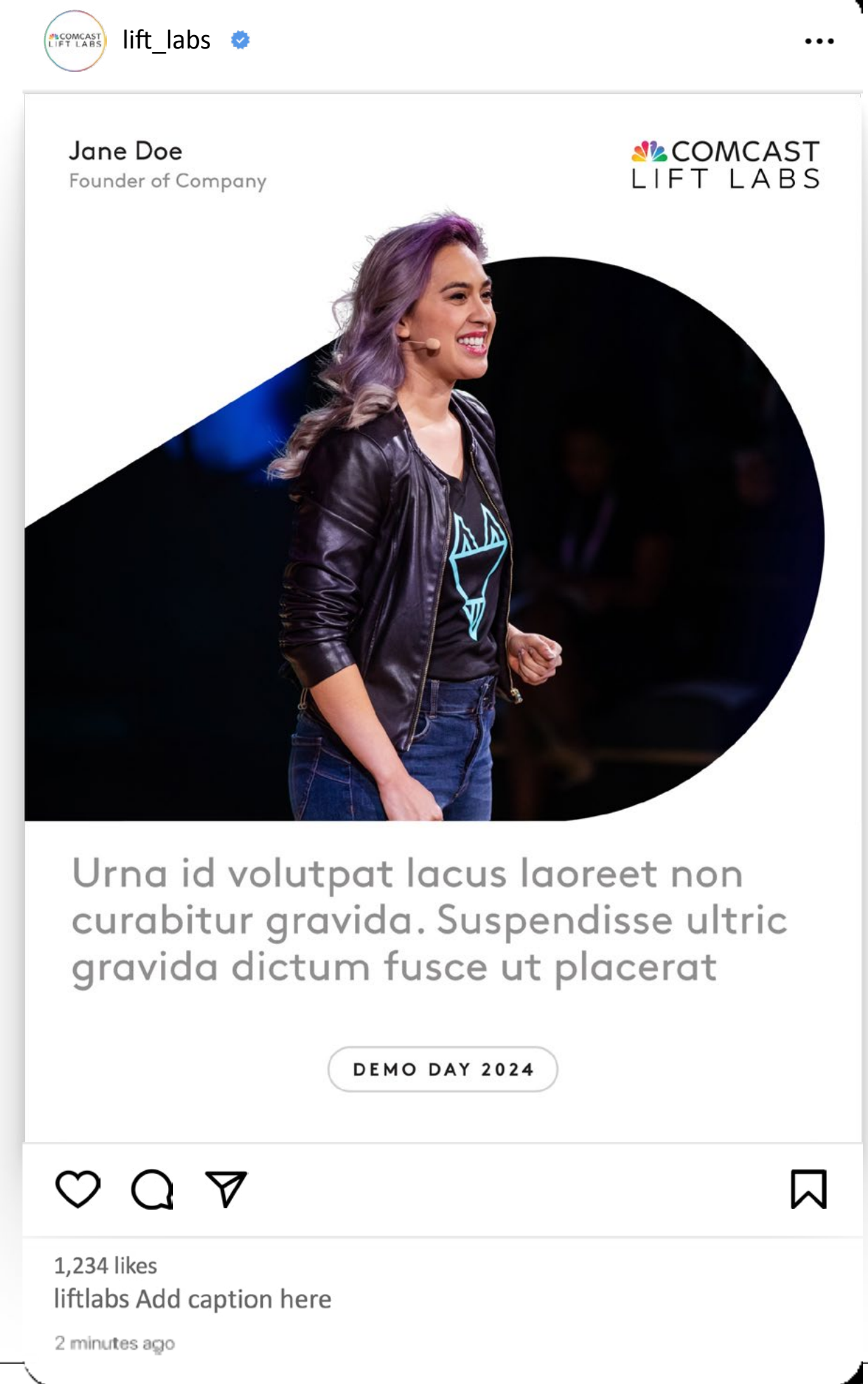
Photography

Layout

Downloads

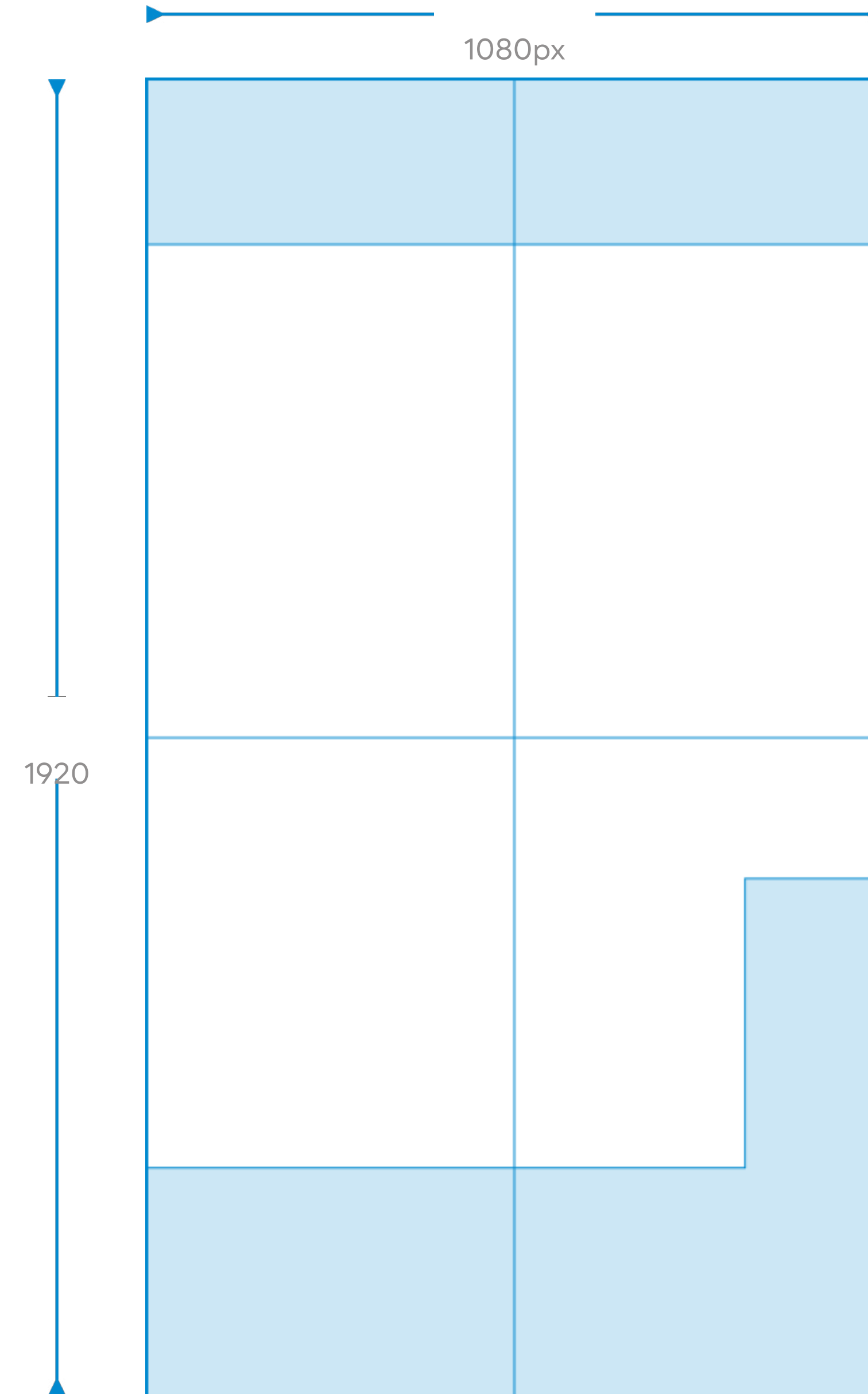


Always
Visible



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.

Introduction

Logo

Color

Typography

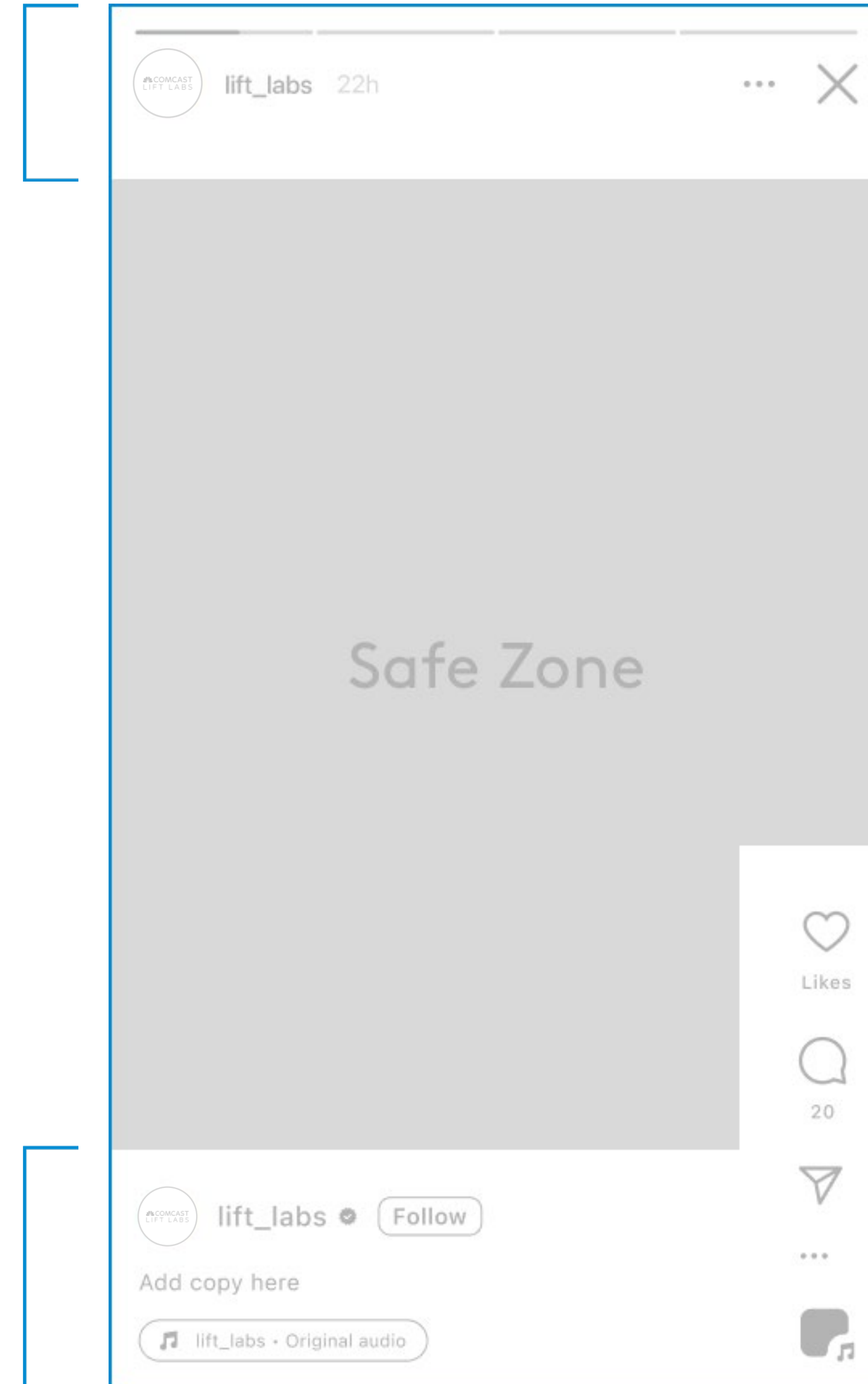
Iconography

Photography

Layout

Downloads

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.

Introduction

Logo

Color

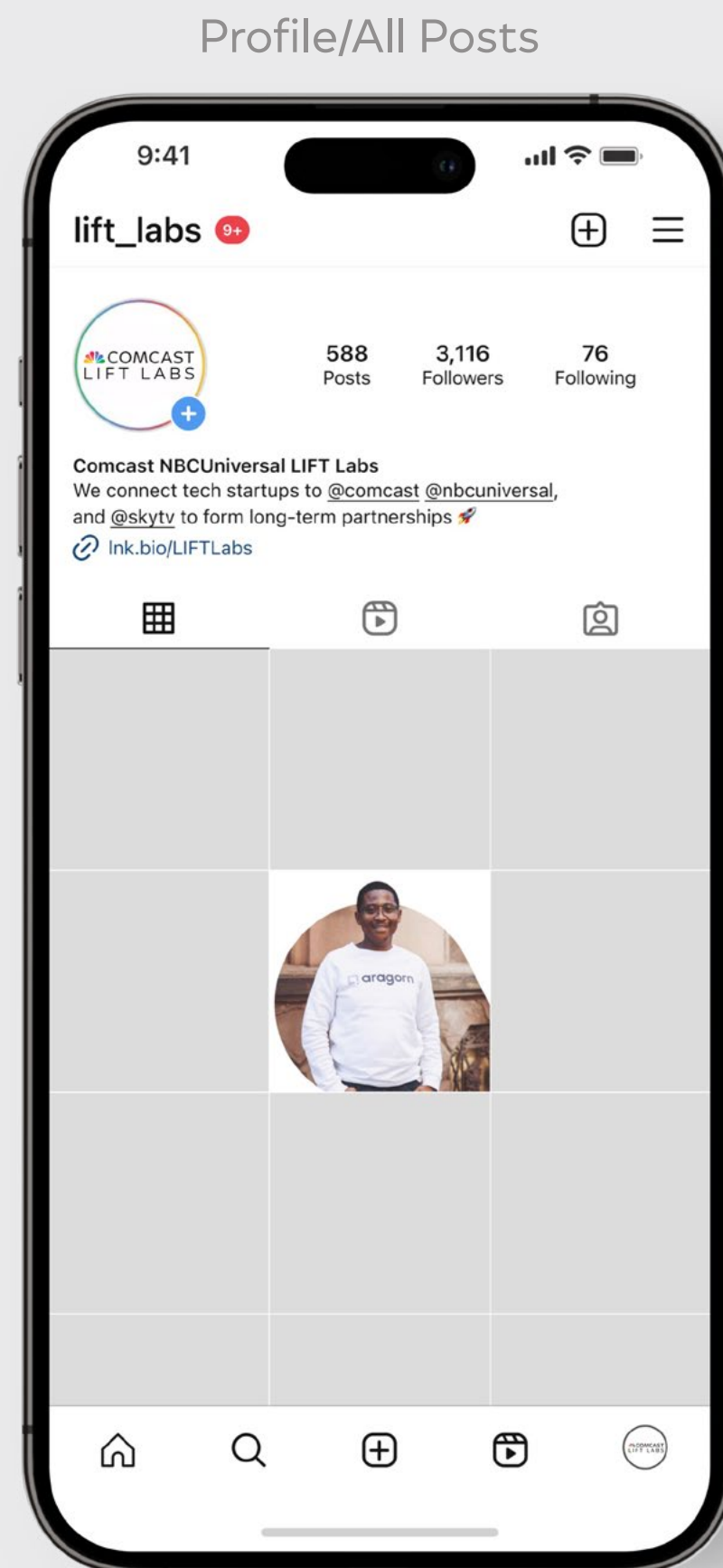
Typography

Iconography

Photography

Layout

Downloads



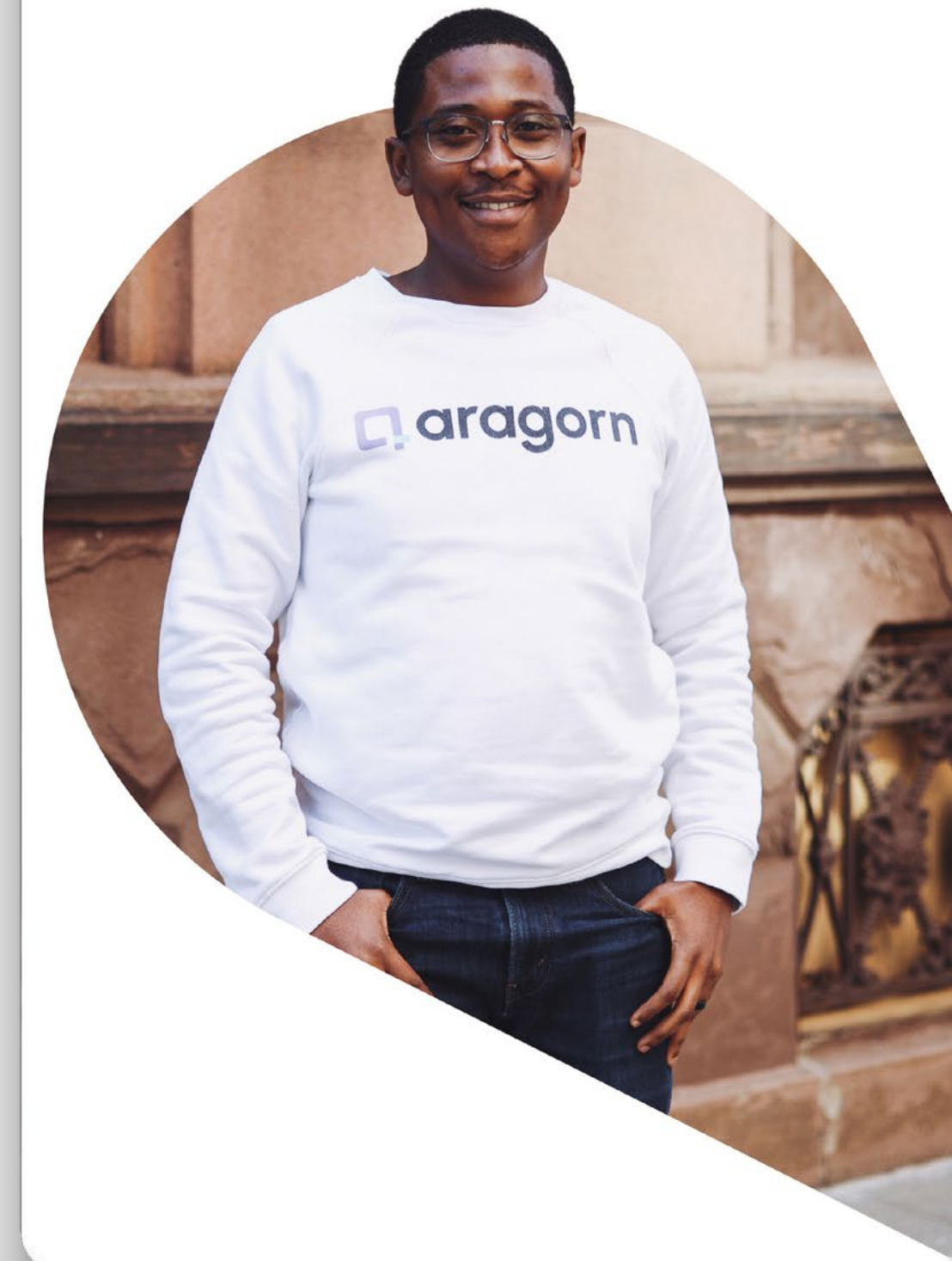
Profile/All Posts

Always
Visible

Where visionary founders
turn ambitious ideas into
groundbreaking realities.



Where visionary founders
turn ambitious ideas into
groundbreaking realities.



9x16 Thumbnails

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

Introduction

Logo

Color

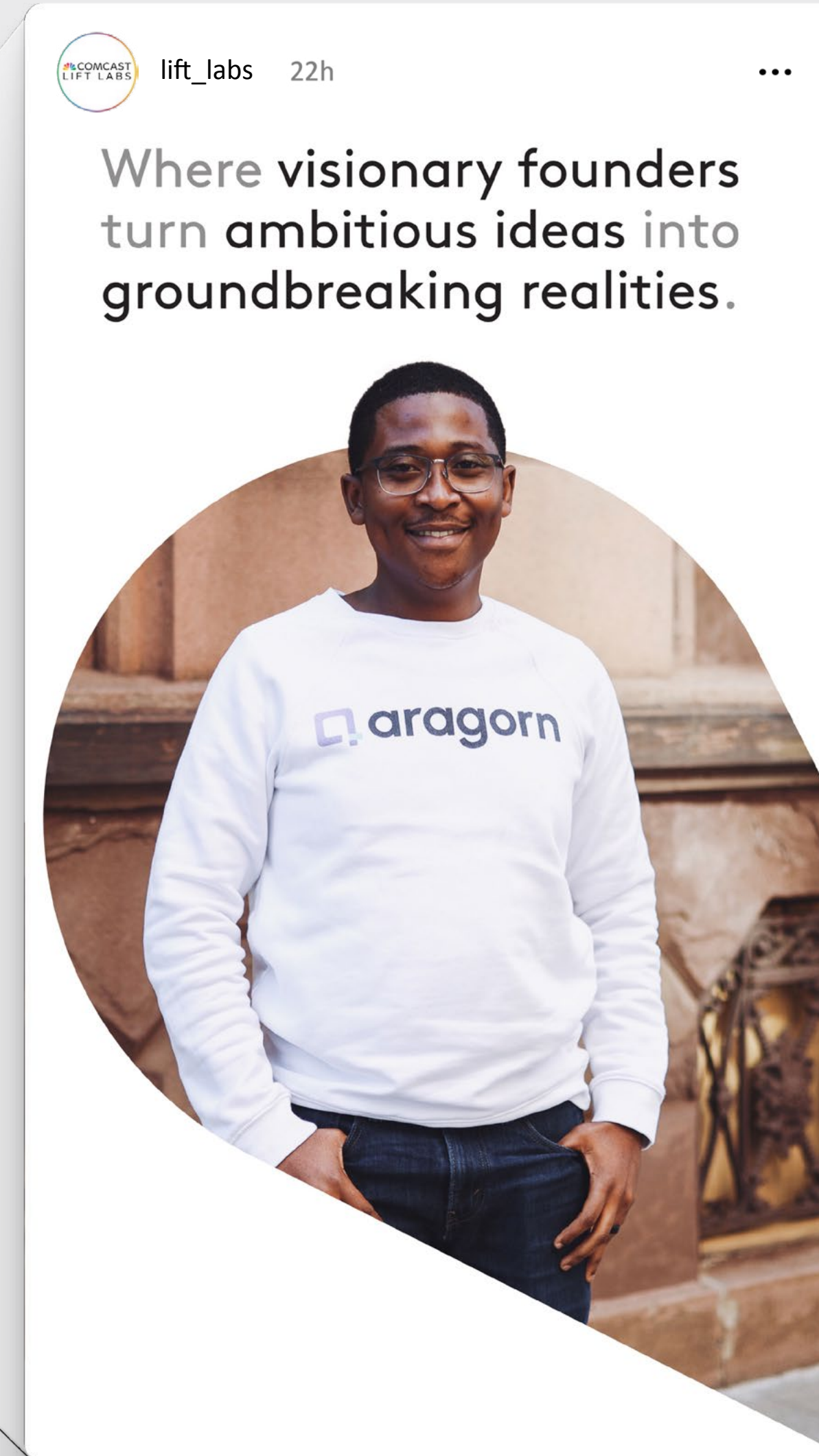
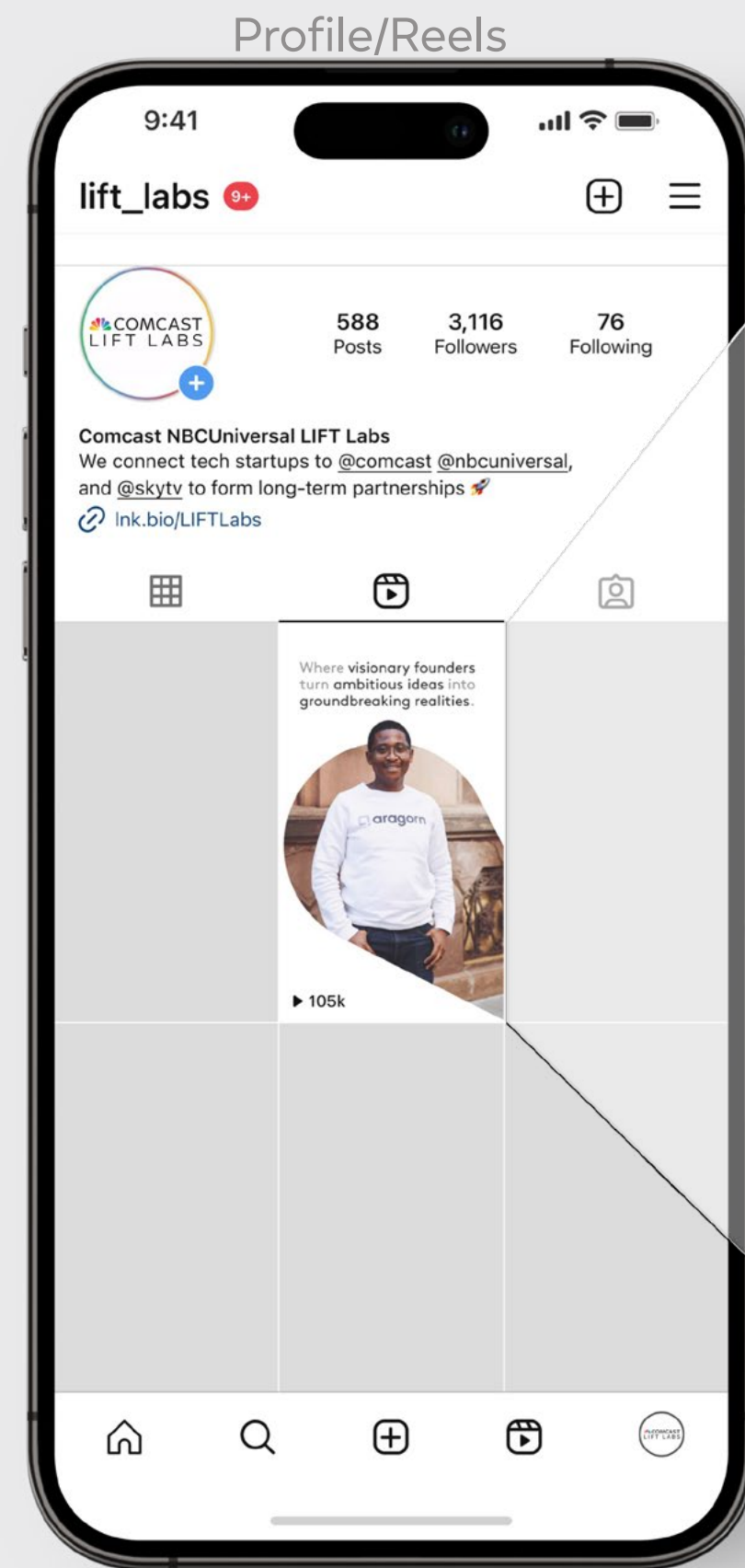
Typography

Iconography

Photography

Layout

Downloads



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.

Introduction

Logo

Color

Typography

Iconography

Photography

Layout

Downloads

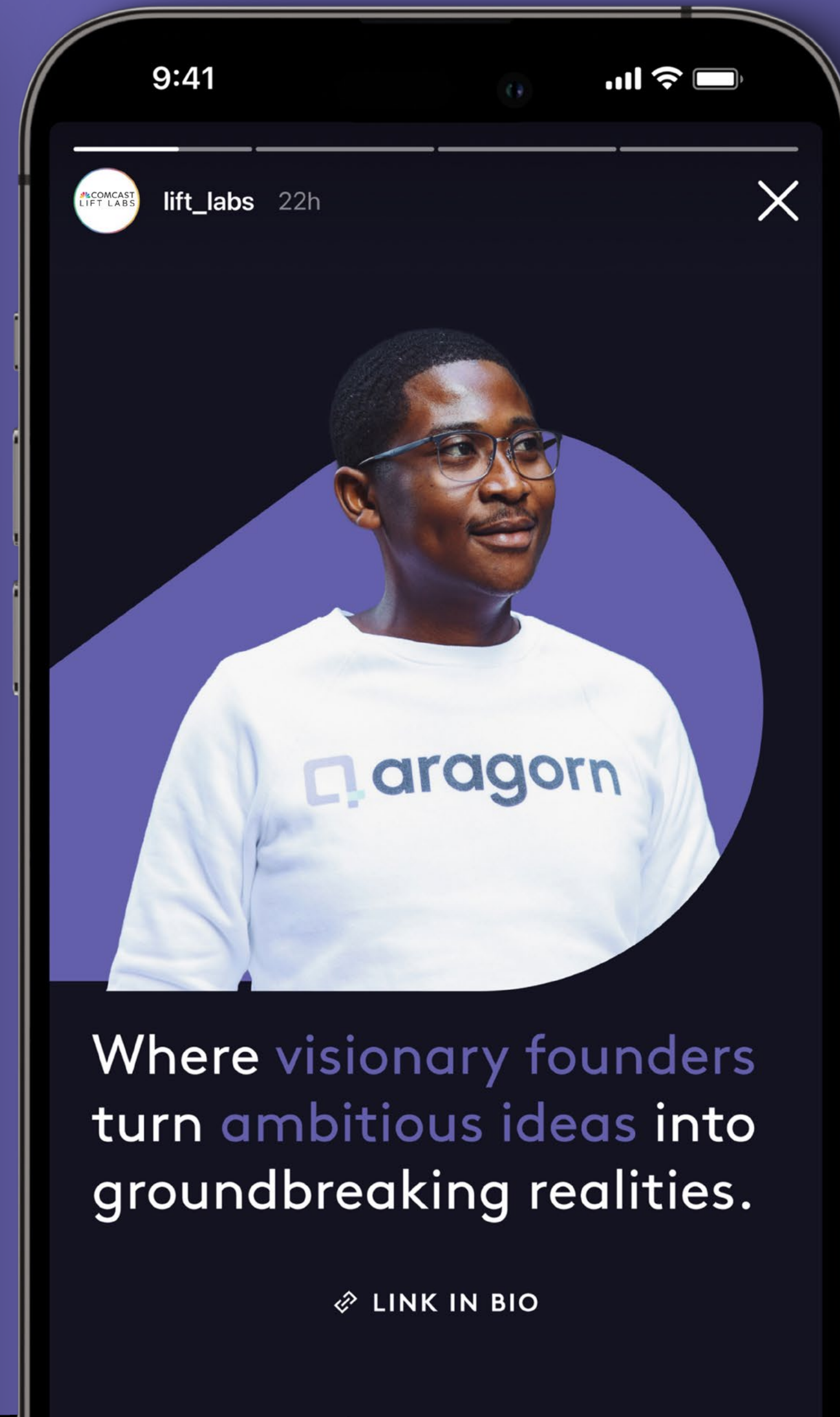
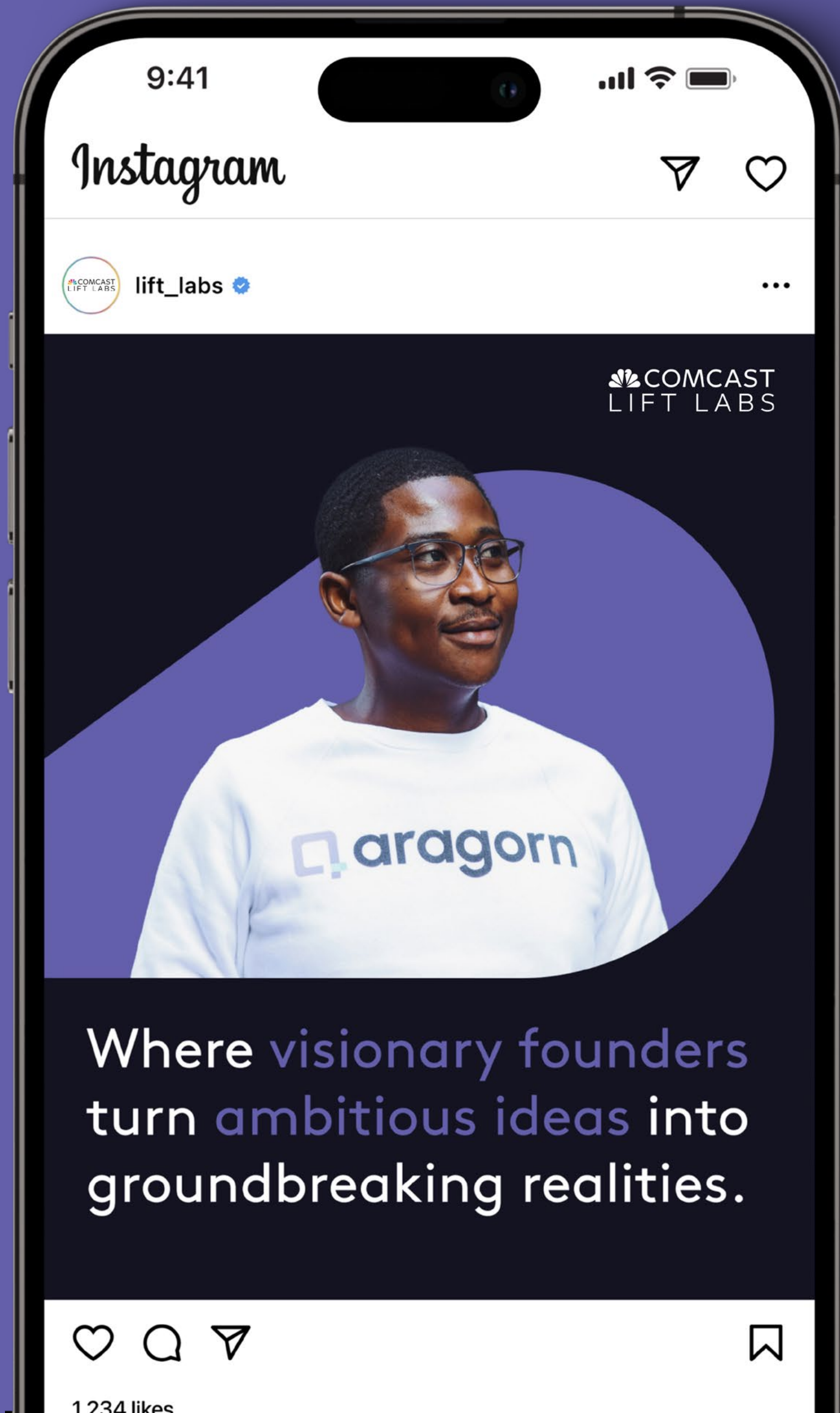
Main image or video
inside mask

Headline



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

Downloads



Headline

Full bleed Visual

Subordinate Copy



COMCAST
LIFT LABS

Shaping Tomorrow, Today

Logo

Type of content

Jane Doe
Founder of Company

MEET THE FOUNDER

Example of a photography layout being used



Downloads

Our Team 53

Download Links 54



Our Team

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



Aize Asowata
SENIOR MARKETING MANAGER

DOWNLOAD 



Alison Bishop
SENIOR PROGRAM MANAGER

DOWNLOAD 



Luke Butler
EXECUTIVE DIRECTOR,
STARTUP ENGAGEMENT

DOWNLOAD 



Tito Obaisi
DIRECTOR,
PIPELINE AND INSIGHTS

DOWNLOAD 



Laura Plunkett
VICE PRESIDENT,
STARTUP ENGAGEMENT

DOWNLOAD 



Kristina Rahusen
SENIOR MANAGER,
STARTUP ENGAGEMENT

DOWNLOAD 



Katie Teuber
SENIOR DIRECTOR,
STARTUP ENGAGEMENT

DOWNLOAD 



Denise McKeown
MANAGER,
STARTUP ENGAGEMENT

DOWNLOAD 

Download Links

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

LOGOS

Primary Logo (Stacked)

DOWNLOAD ↓

Secondary Logo (Horizontal)

DOWNLOAD ↓

TYPOGRAPHY

Primary Font

DOWNLOAD ↓

Secondary Font

DOWNLOAD ↓

Iconography

DOWNLOAD ↓

COLOR

Adobe Swatch

DOWNLOAD ↓

Gradient PSDs

DOWNLOAD ↓



COMCAST
LIFT LABS

LIFT Labs

Comcast Technology Center, 1800 Arch Street, 4th Floor, Philadelphia, PA 19103

lift.comcast.com | lift@comcast.com

