

LIFE



Style Guide

Introduction

LIFE is an iconic American brand that ran as a popular weekly news magazine from 1936 to 1972, monthly until 2002 and now lives on as special editions and online, at LIFE.com. Time Inc. founder, Henry Luce's mission was "to see life; to see the world; to eyewitness great events" and in doing so create "The Show-Book of the World". Luce achieved his goal, as LIFE soon became a leader in the photojournalism space and its photographers were present for many of the 20th century's defining moments.



The LIFE Picture Collection is home to more than 20 million rare and classic photographs of which only 3% appeared in print. The Collection includes: iconic photographs of major 20th century historical figures such as the Kennedys, Marilyn Monroe and Winston Churchill; historic moments like the moon landing, World War II and the Civil Rights

movement; and incredible images of the world around us, ranging from shots taken in outer space to the world's natural wonders. Those taking the photographs became industry greats, with the Collection including the works of Alfred Eisenstaedt, Margaret Bourke-White, Andreas Feininger, John Dominis, and Gordon Parks, to name a few.

LIFE continues to enthrall vast audiences online with over 4.49m followers on Twitter, 1m followers on Pinterest, almost 900k on Instagram and approaching 1 million likes on Facebook.

We welcome you to continuing telling the story of LIFE.



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Branding

The LIFE logo, with its white text on red background, is iconic and instantly recognizable across the world. The following section will demonstrate how to apply the logo to packaging, swing tickets, marketing and products.

Logo Guidelines

The guidelines below demonstrate how the LIFE logo should be applied to packaging, swing tickets and marketing. Changes to the logo for creative are approved on a case by case basis.



For print use
 PMS 485 C
 CMYK: 0/96/100/0

For digital display use
 RGB: 213/43/30

For web use
 Hex Code: #D52B1E



Protected area

The 'protected area' is a margin surrounding the LIFE logo. It provides a clear graphic buffer zone to separate the logo from all other elements. No graphic element may intrude upon the protected area around the logo.

The protected area is based on the measurement 'X'. 'X' is defined by the width of the letter 'I' in the word 'LIFE'.



Placement

Logo can appear on either a white background or on top of an image as long as legibility is maintained.

Logo should be placed top left (fig.1) to replicate the magazine style with an equal border to the top and left. If printed large enough (and print production allows) the logo can be positioned without a border (fig. 2) as long as its proportions are maintained.

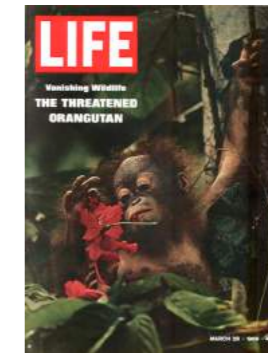


Fig. 1

Fig. 2



Restrictions

Logo should not be recolored, rotated, distorted or placed on a colored background.

Trademark

LIFE should be written in all uppercase letters to distinguish it from surrounding text, so that it will be immediately recognised as a trademark.

- X The LIFE logo should not be used in sentences or be used to form a new word such as LIFE style.
- X Do not write Life with upper lower case - Always use all caps.

Typography

Created by Adobe in 1957, Folio® became a popular newspaper font in America. We recommend the use of Folio® with LIFE, as it is the perfect accompaniment to LIFE's iconic photography.

Folio® Std Light ▶ ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*0
 Usage: Body text.

Folio® Std Medium ▶ ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*0
 Usage: Body text.

Folio® Std Bold ▶ ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*0
 Usage: Headings and highlights within body text.

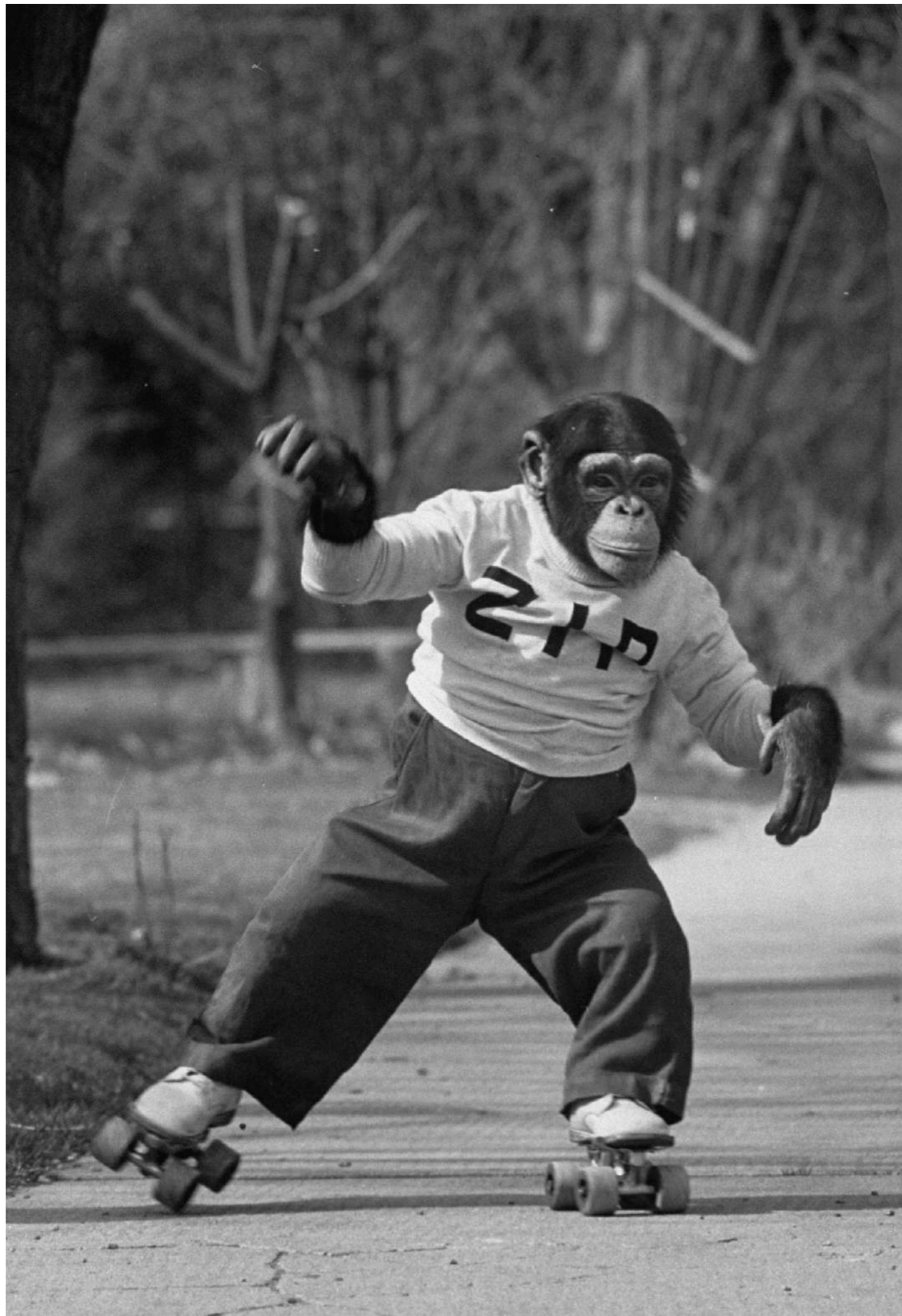
Folio® Std Extra Bold ▶ ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*[]
 Usage: Headings and highlights within body text.

Folio® Std Bold Condensed ▶ ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890!@#\$%^&*[]
 Usage: Titles and subtitles.

Color Palette

This color palette has been developed to give the LIFE brand a fresh and bold look in keeping with a modern lifestyle brand. These colors are used throughout the creative in this style guide.

 RED 485C	 White	 Black C
 427C	 430C	 432C
 7741C	 2296C	 7689C
 5473C	 7694C	 2226C
 122C	 7413C	 493C
 2046C	 7659C	 229C



Legal & Approval Information

Personality/Celebrity Images: Licensee acknowledges that they indemnify LIFE against all claims of publicity that may arise out of use of an image, chooses to use such images at their own discretion, and assumes all possible risk.

Illustrations: The LIFE Picture Collection owns the photos of illustrations/graphic, but not the originals themselves. Therefore, Licensee acknowledges that they indemnify LIFE against all claims that may arise from such use, chooses to use these images at their own discretion, assumes all possible risk.

Sculptures /Landmarks/Painting: The LIFE Picture Collection owns the photos of Sculptures, Landmarks, and Paintings, but not the originals themselves. Therefore, Licensee acknowledges that they indemnify LIFE against all claims that may arise from such use, chooses to use these images at their own discretion, assumes all possible risk.

Legal Notices

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or

LIFE® is a registered trademark of Time Inc.

Packaging

In keeping with the iconic styling of the magazine, LIFE packaging should be clean and minimal. The logo position, typography, use of imagery and red panels, all help to convey the look and feel of the magazine. Image placement and the inclusion of text should be given careful consideration as to not overpower the photographs.



Window Box Visual

Window Box Visual Option 1



Window Box Flat

Window Box Flat Option 1



LIFE_PKG_WINDOW_01.ai

Window Box Visual

Window Box Visual Option 2



Window Box Flat

Window Box Flat Option 2



LIFE_PKG_WINDOW_01.ai

Swing Tickets

Swing Tickets



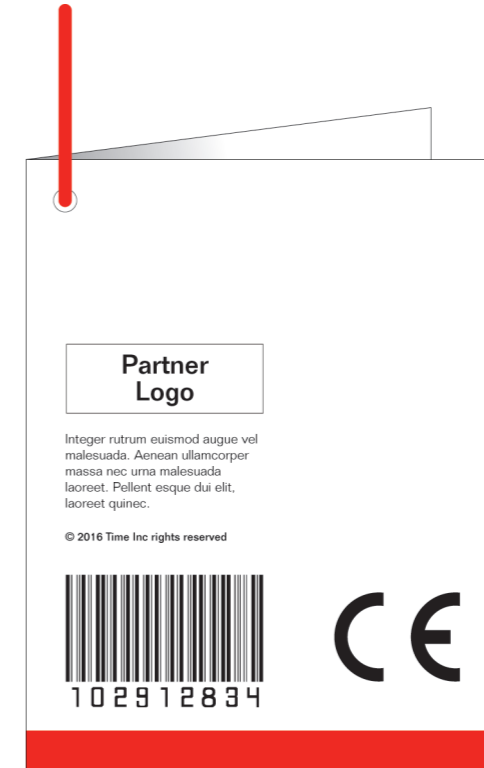
LIFE_PKG_SWING_01.ai



LIFE_PKG_SWING_03.ai



LIFE_PKG_SWING_02.ai



LIFE_PKG_SWING_BCK.ai

Header Card

Header Card Featuring Architecture & Travel Imagery



LIFE_PKG_HCARD.ai

Backing Card

Header Card Featuring Architecture & Travel Imagery



Phasellus vitae suscipit ligula. Donec ultricies neque non turpis condimentum, vitae imperdiet nunc pharetra. Etiam pulvinar ex metus, eu pellentesque.

LIFE_PKG_BCARD.ai

Creative Direction

The images in the following sections are examples of possible creative and have been designed for reference purposes. All creative is subject to approval on a case by case basis.

Disapproval can depend on a number of factors including the photographer, the subject of the photograph or the execution. The following themes are not representative of the whole LIFE Picture Collection and licensees are welcome to explore the many other varied topics.



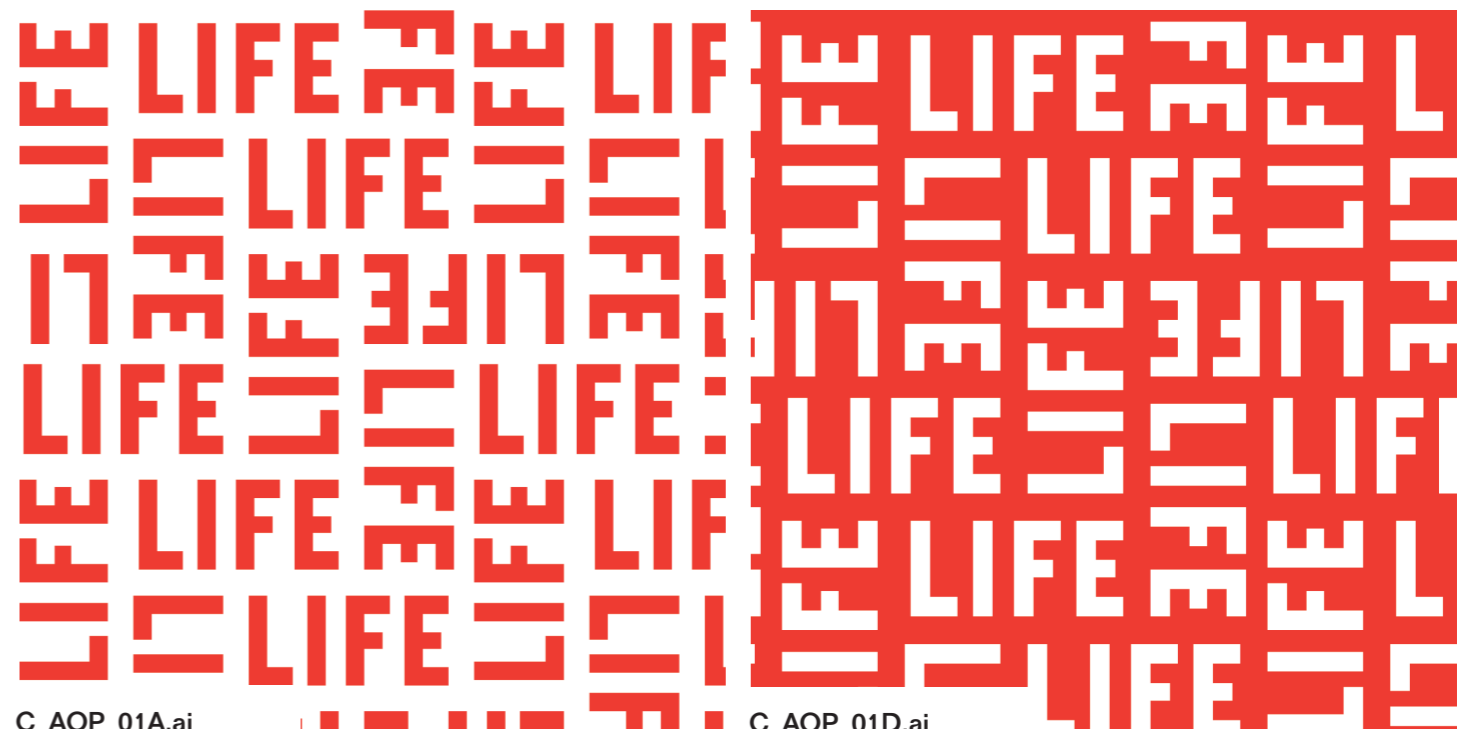
Creative Direction
The Covers



C_PLC_02.ai



C_AOP_02.ai



C_AOP_01A.ai

C_AOP_01D.ai



C_PLC_03.ai



C_PLC_01.ai



C_AOP_01C.ai



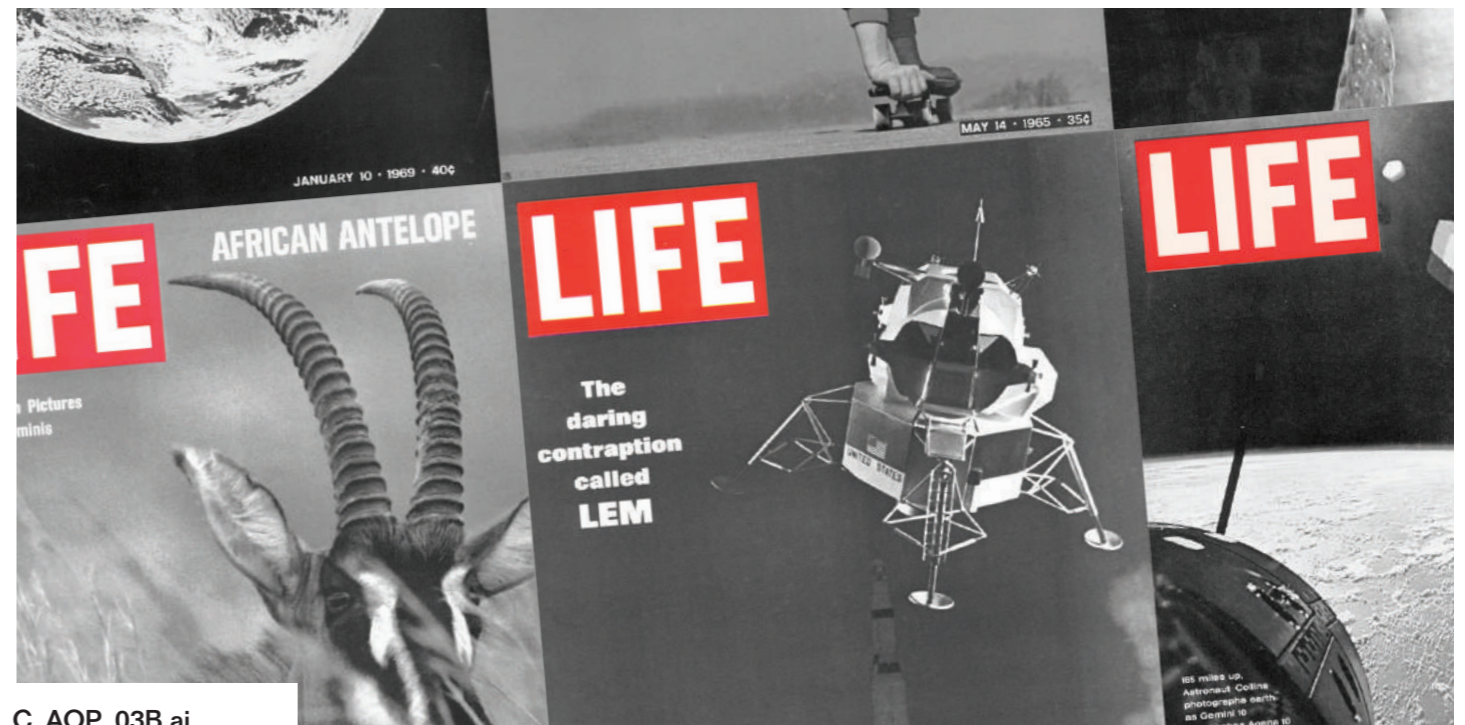
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C_PLC_04.ai



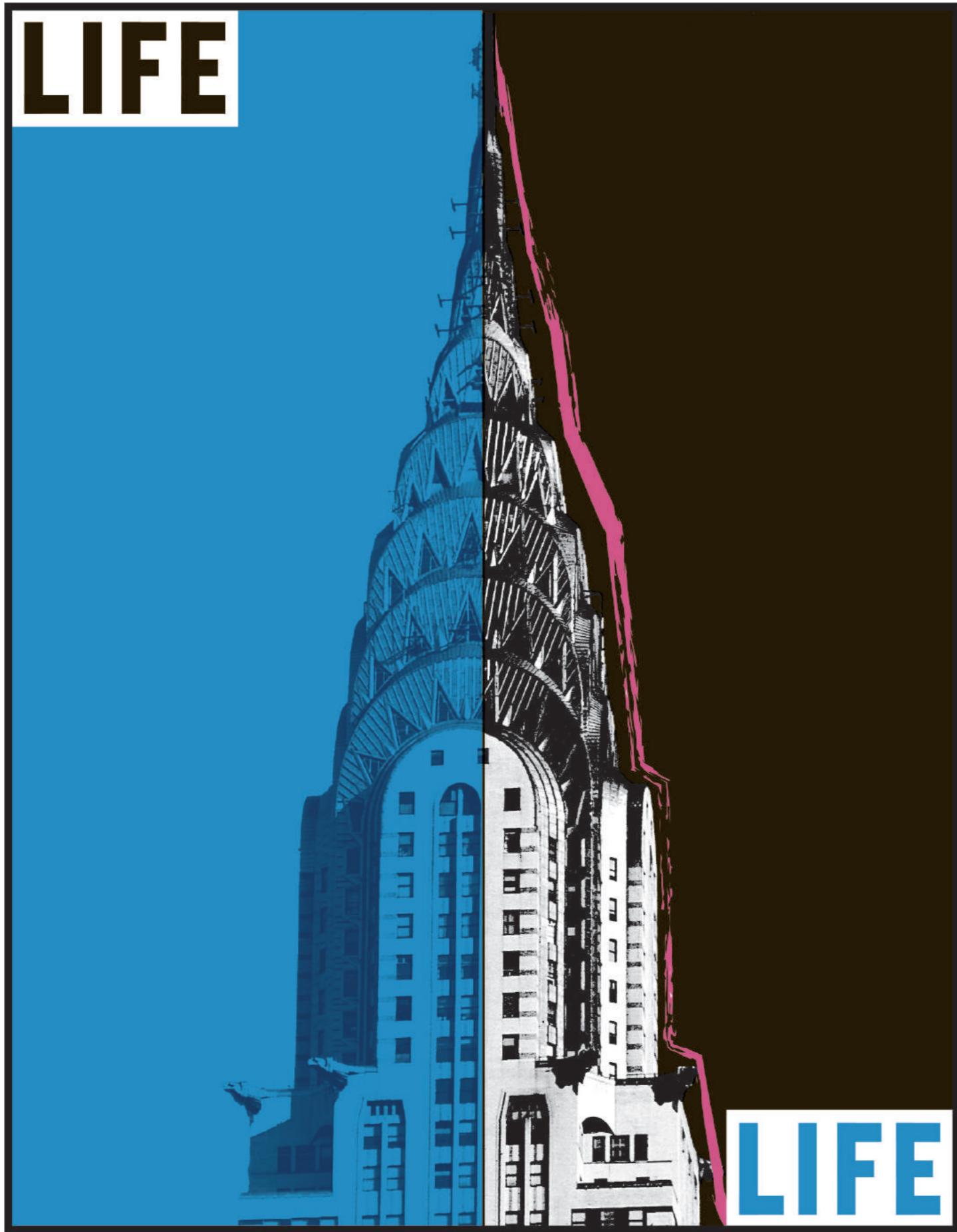
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C_AOP_03B.ai



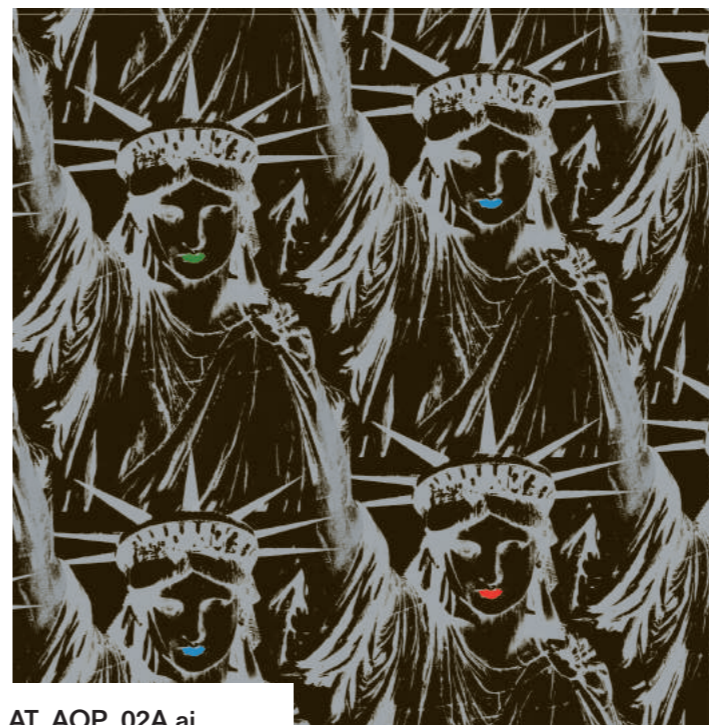
Creative Direction
Architecture
& Travel



AT_PLC_01.ai



AT_PLC_03A.ai



AT_AOP_02A.ai



AT_AOP_01B.ai



AT_PLC_03A.ai



AT_AOP_01A.ai



AT_PLC_02.ai



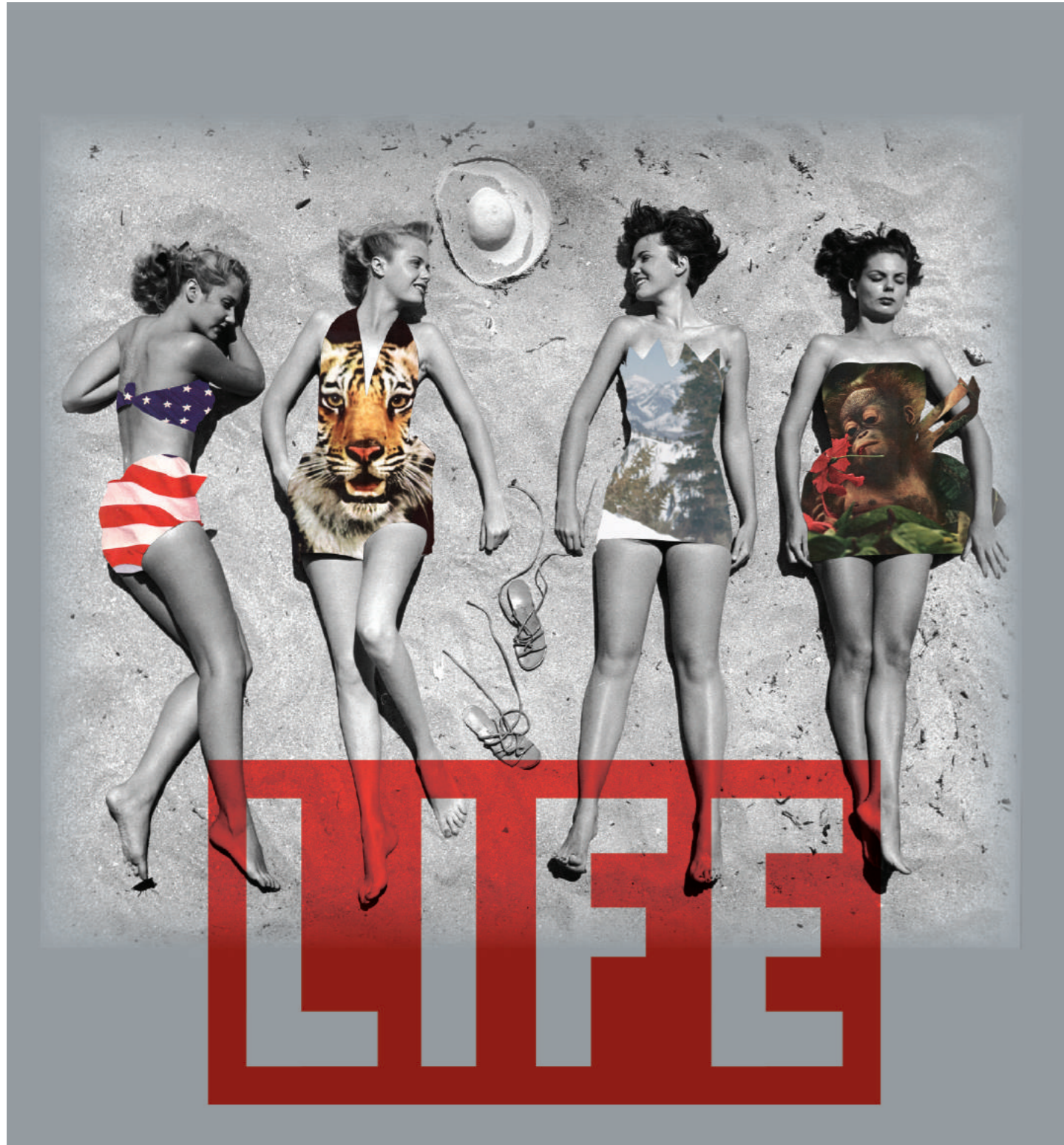
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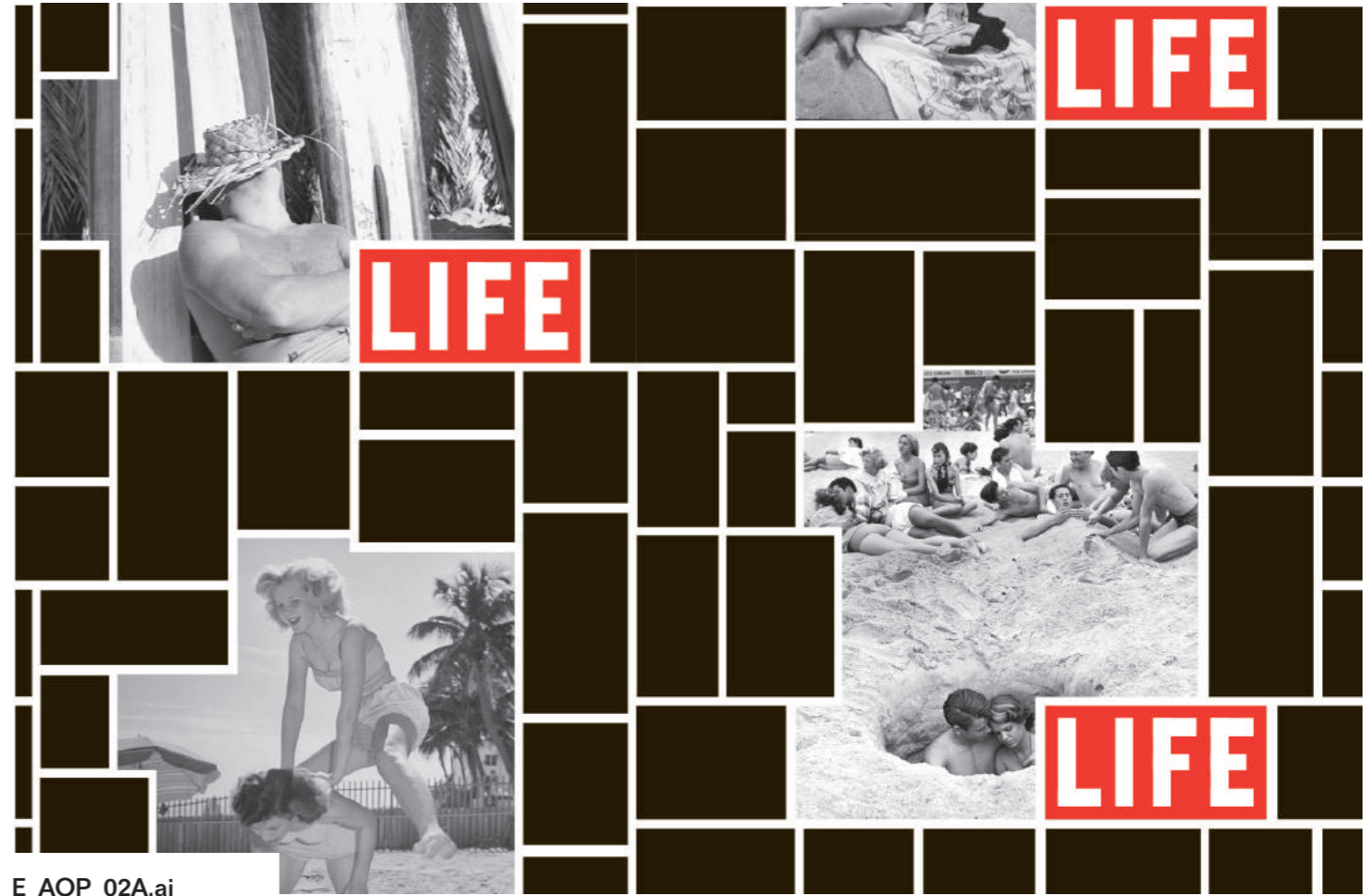
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Creative Direction
Emotion





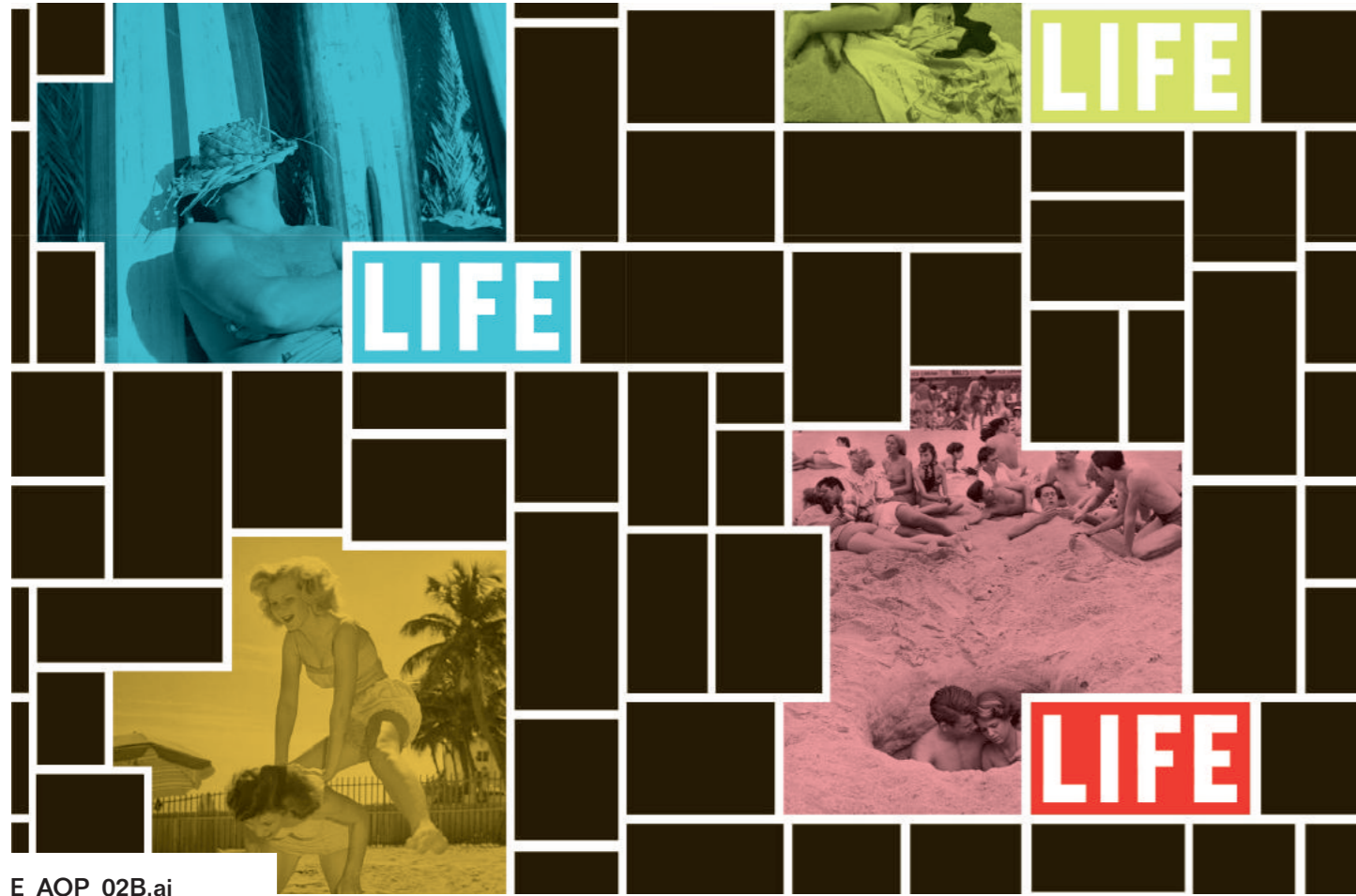
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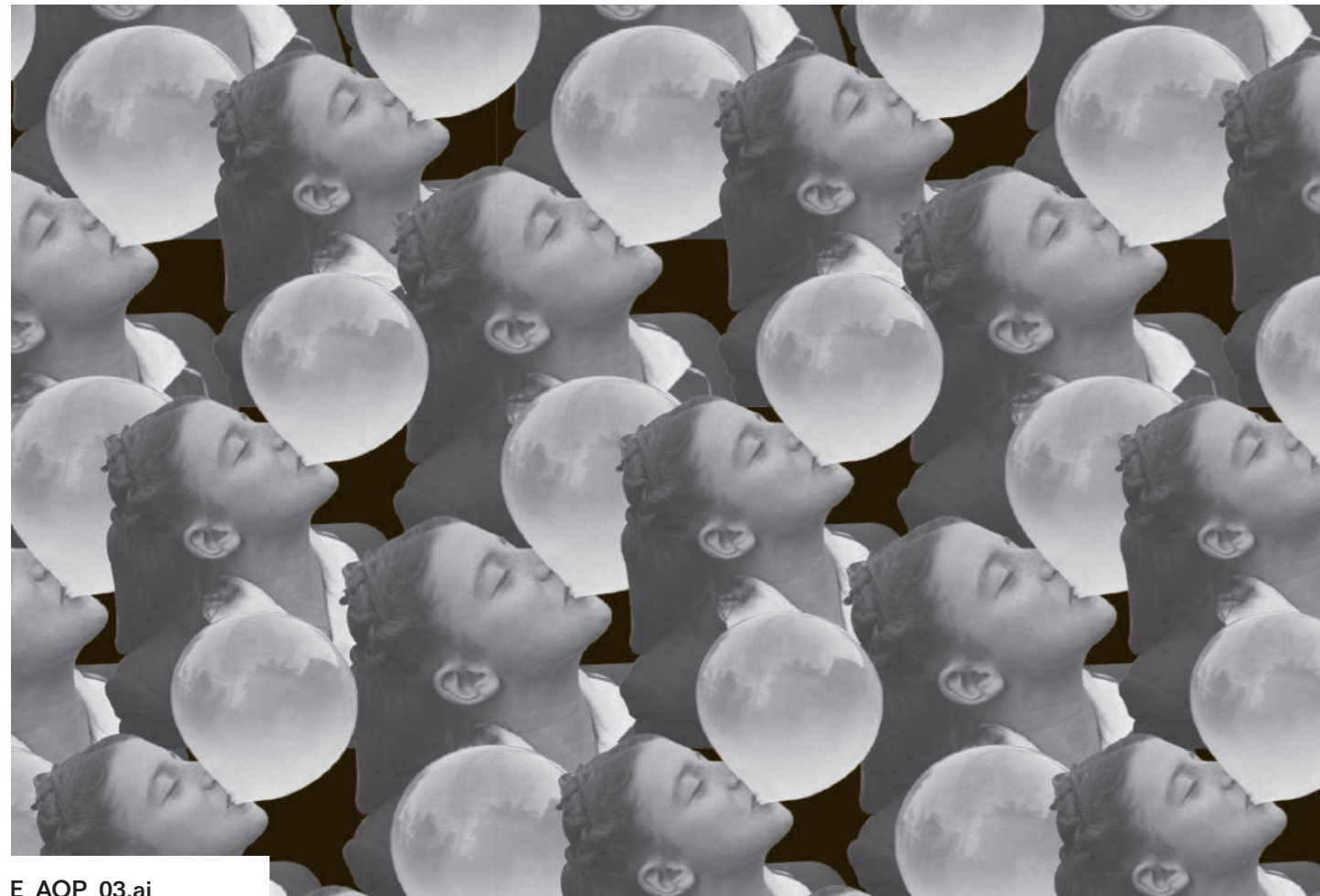
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E_AOP_04.ai



E_AOP_02B.ai



E_AOP_03.ai



E_PLC_03.ai



E_PLC_02.ai



E_PLC_04.ai



E_AOP_01A.ai



E_AOP_01B.ai



E_AOP_01C.ai

Creative Direction

Moments in History





TO SEE
LIFE,
TO SEE
THE
WORLD,
TO SEE,
STRANGE
THINGS
LIFE

MIH_PLC_02.ai



MIH_AOP_02A.ai



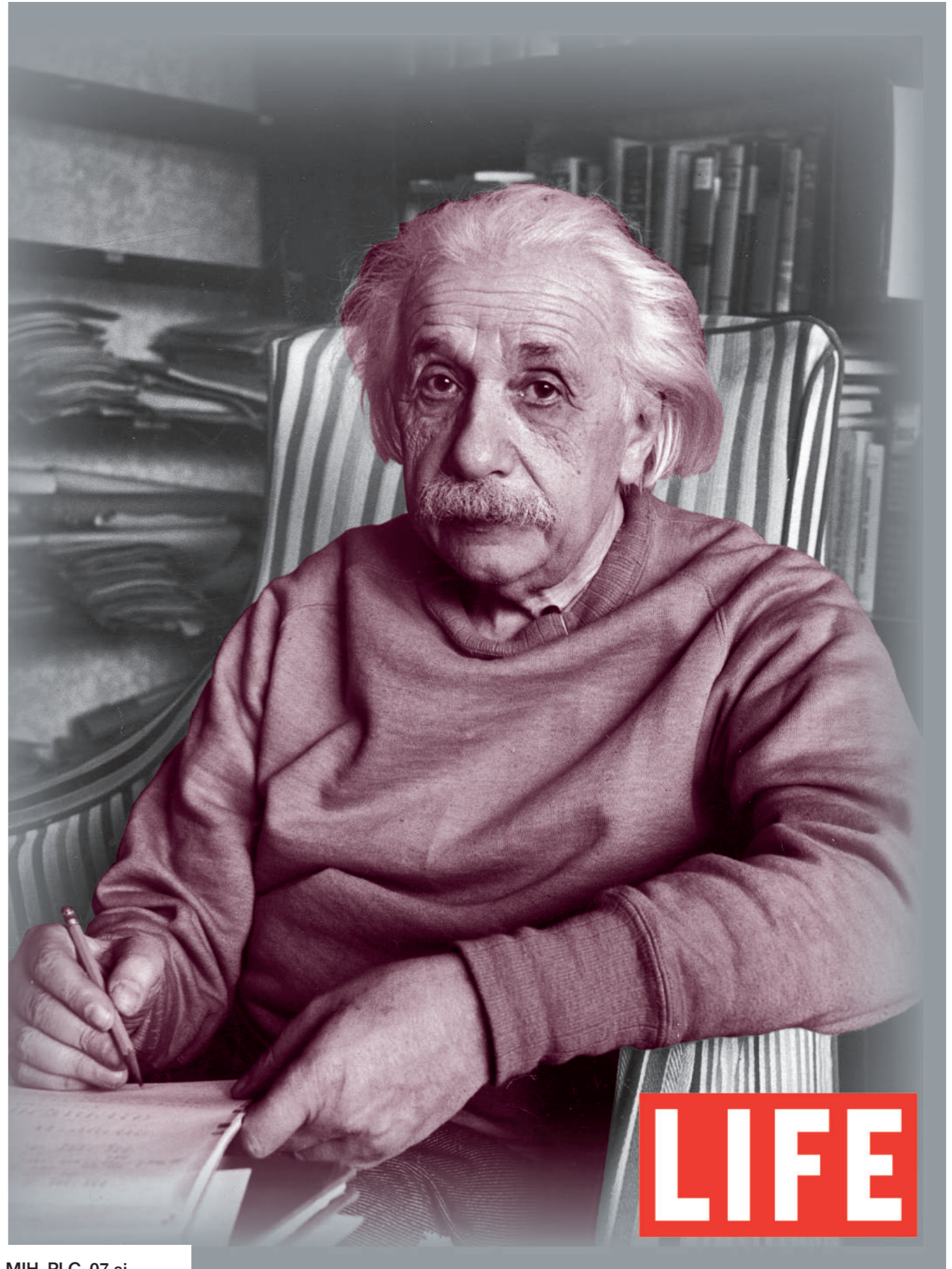
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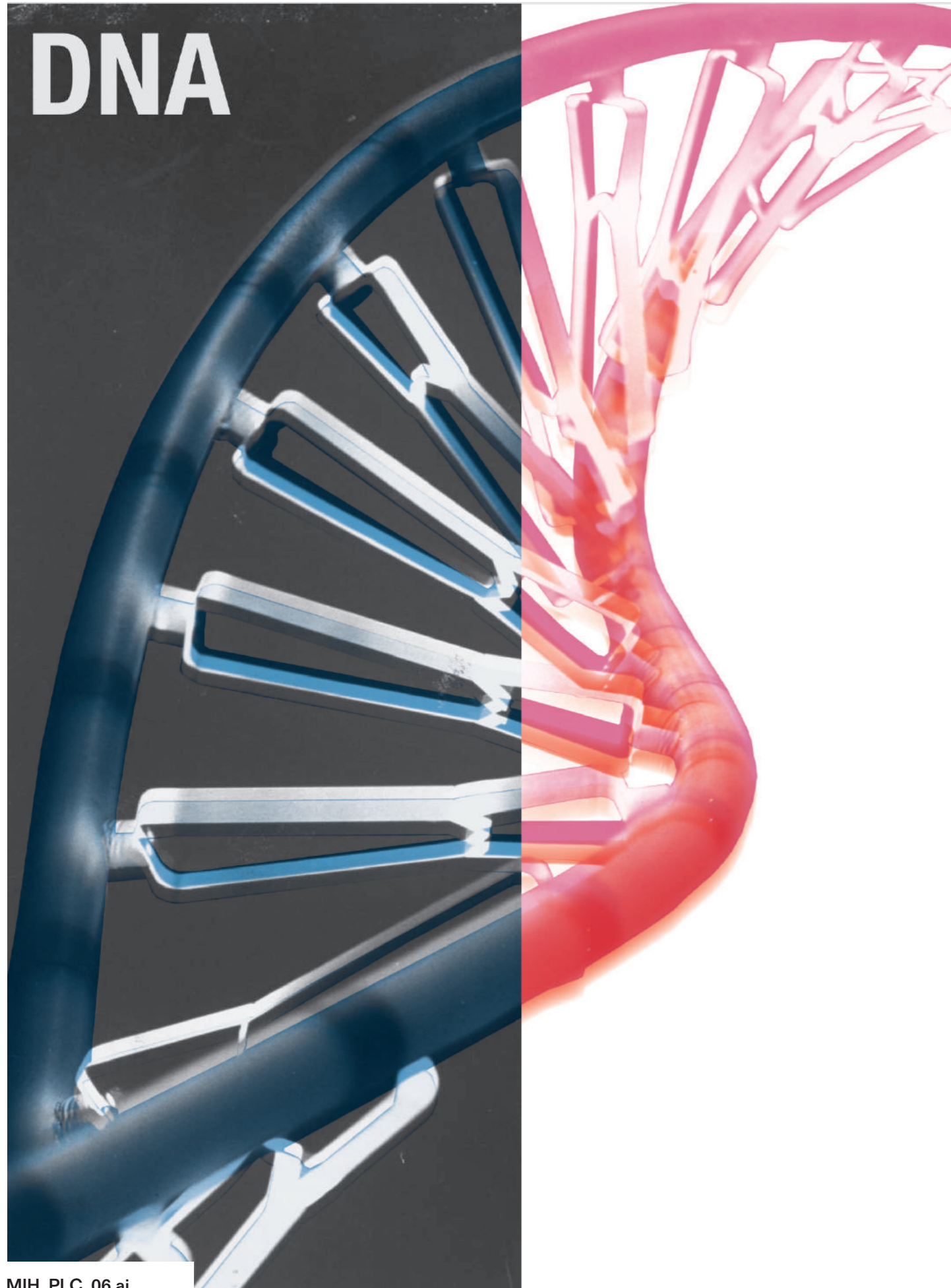
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MIH_PLC_07.ai



MIH_PLC_01.ai



MIH_PLC_06.ai



MIH_AOP_01A.ai



MIH_AOP_01B.ai



MIH_PLC_03A.ai



MIH_PLC_05A.ai



MIH_PLC_03B.ai



MIH_PLC_05B.ai

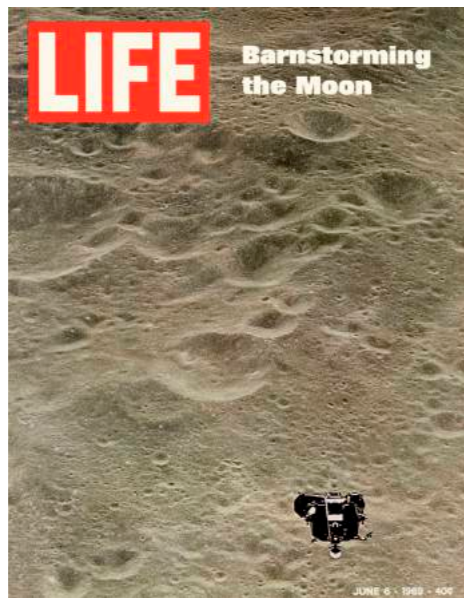
Photography



Covers >



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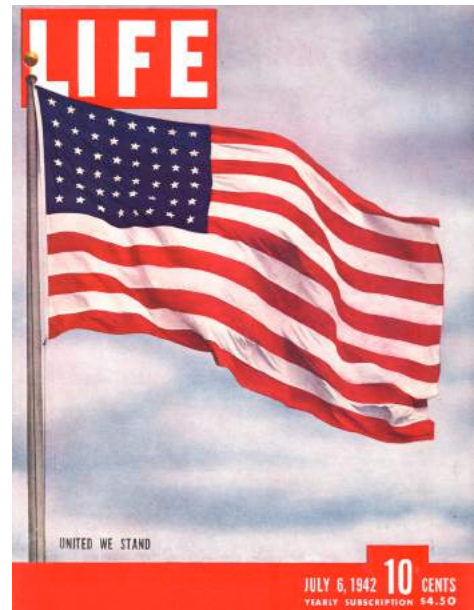
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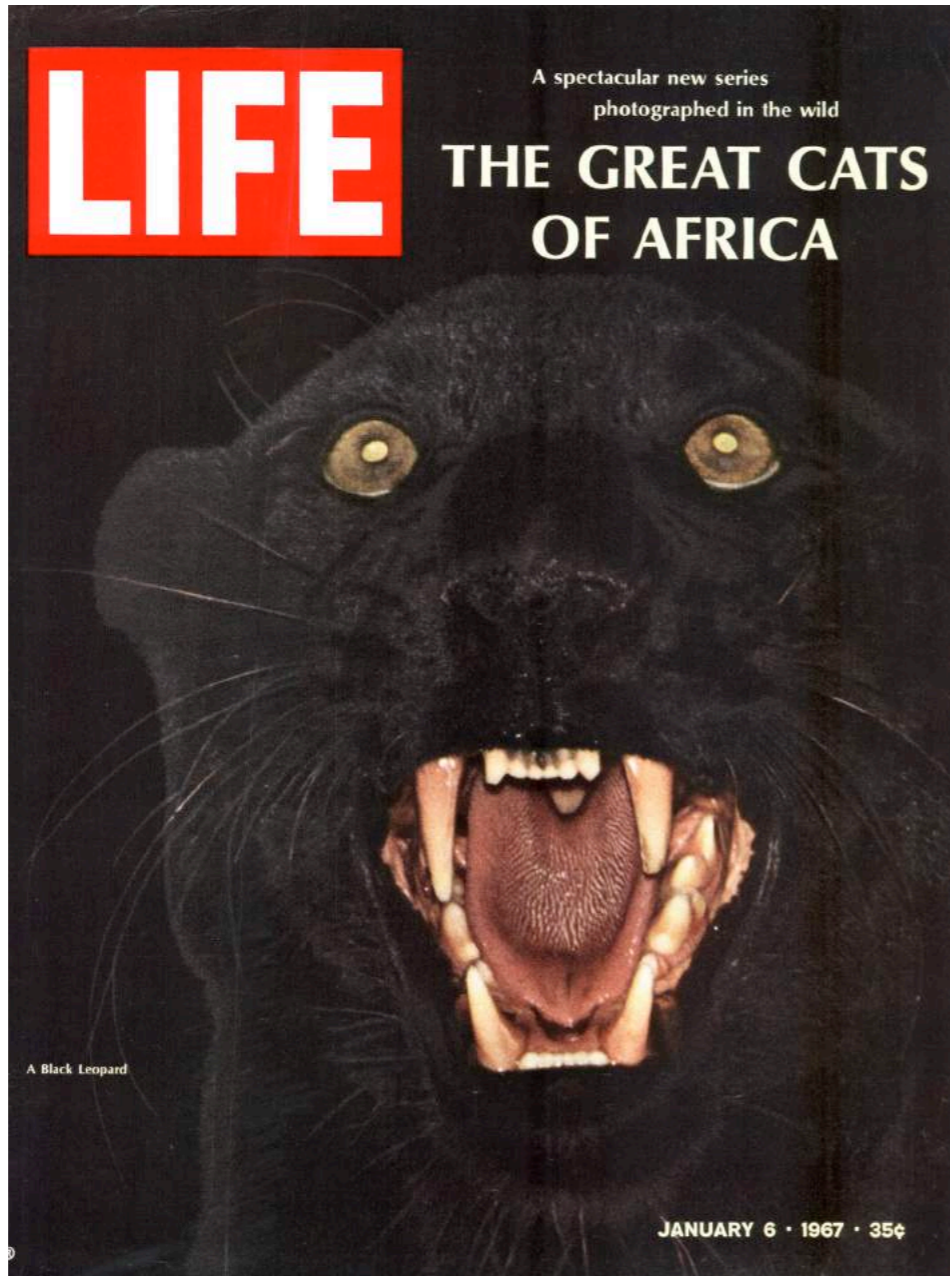
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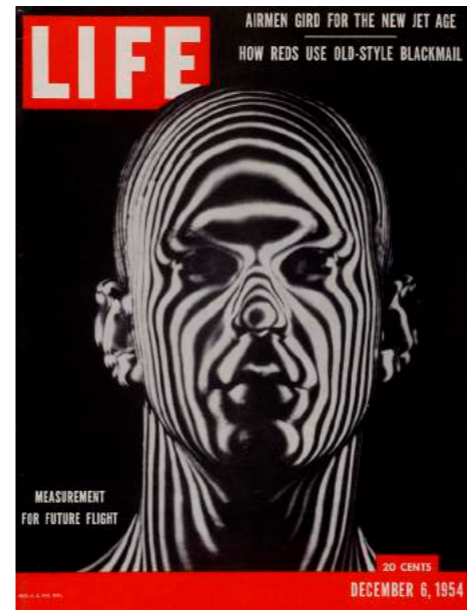
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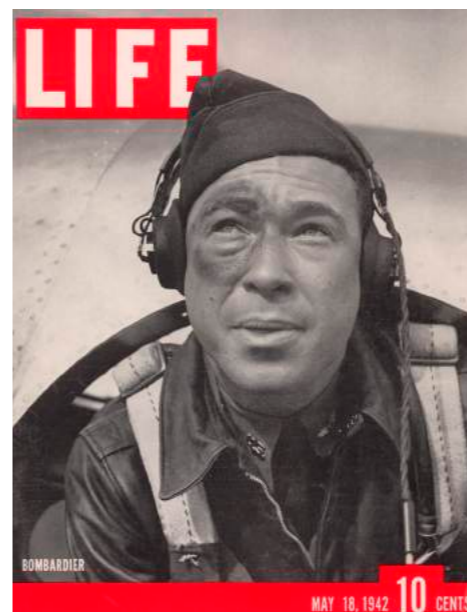
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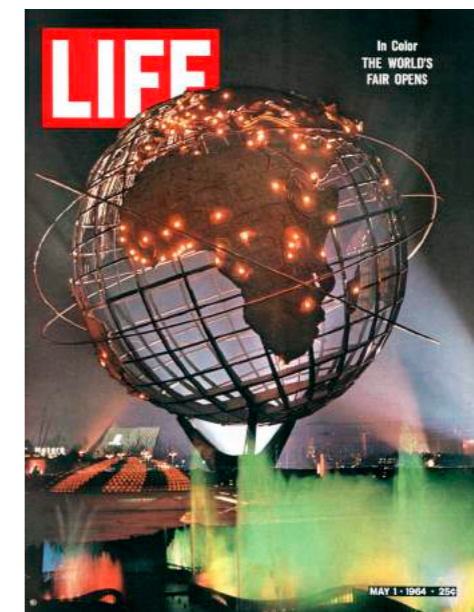
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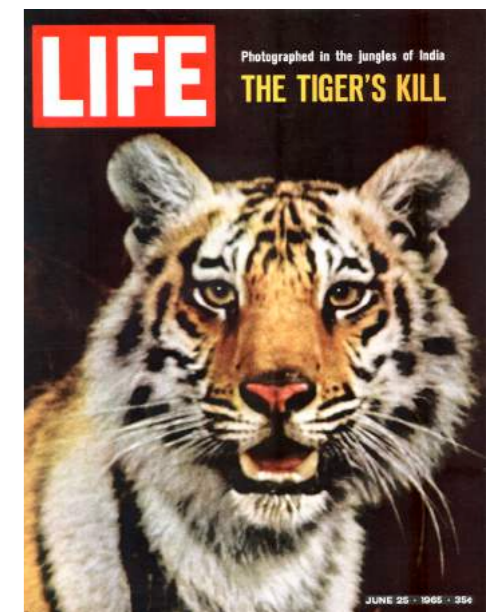
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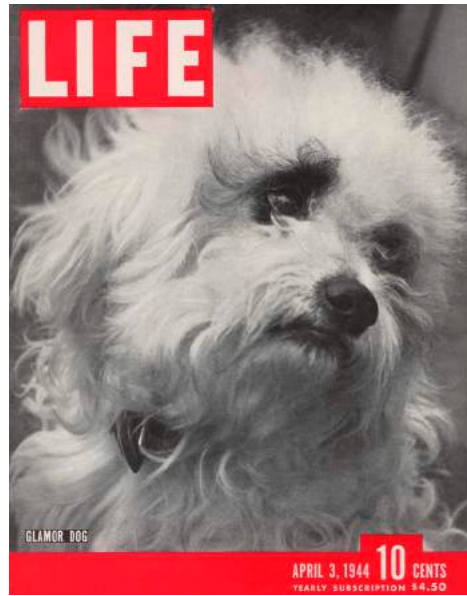
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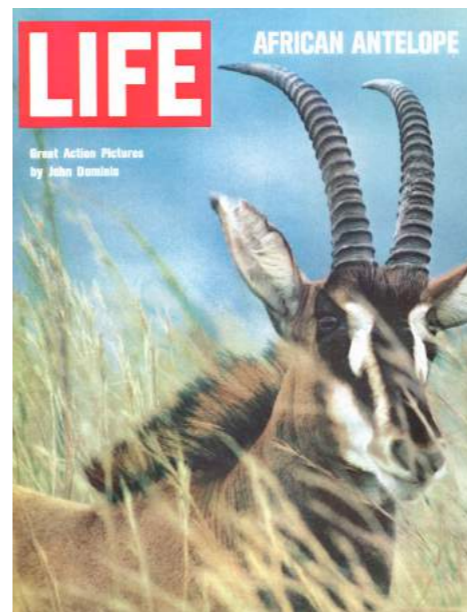
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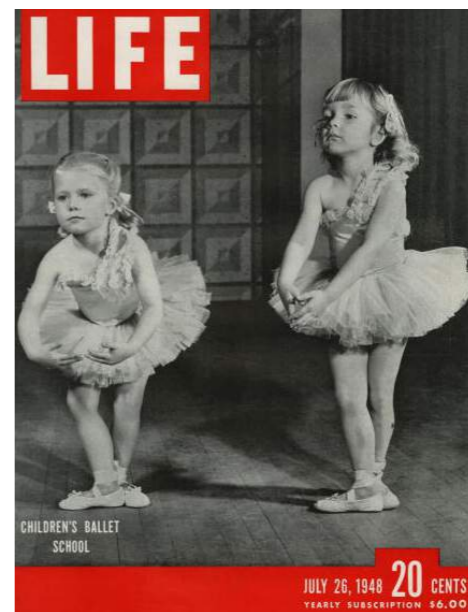
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Moments in History



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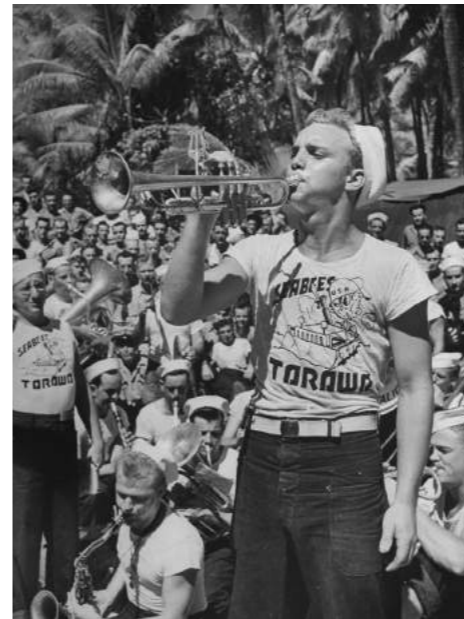
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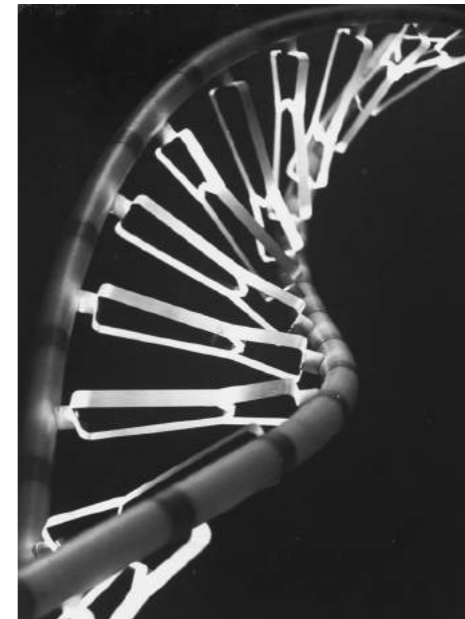
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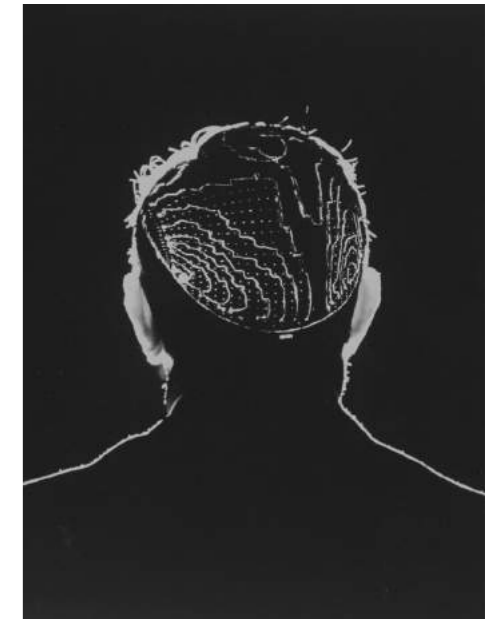
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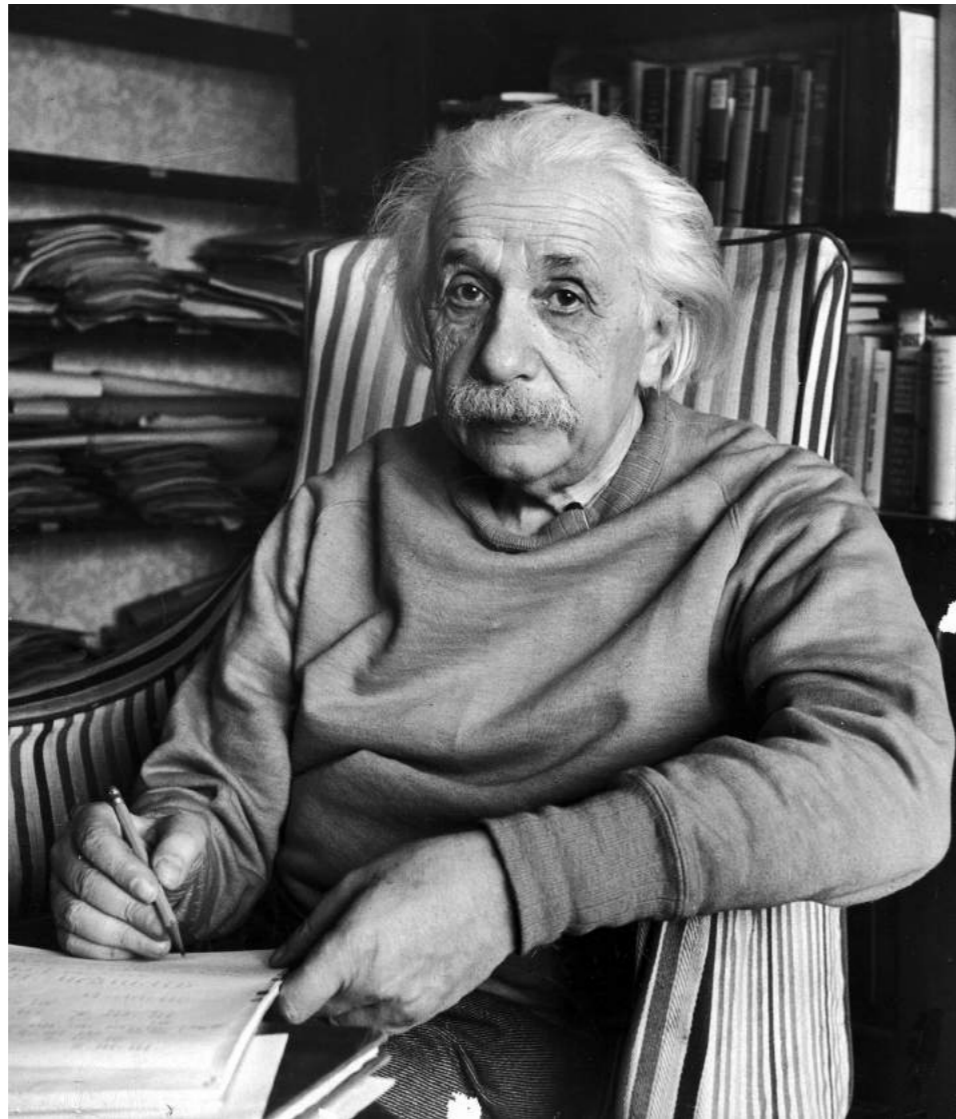
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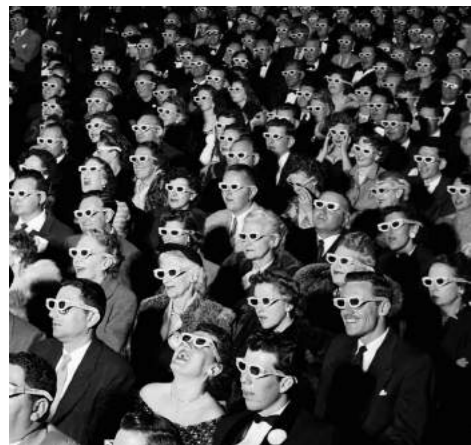
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Emotion >



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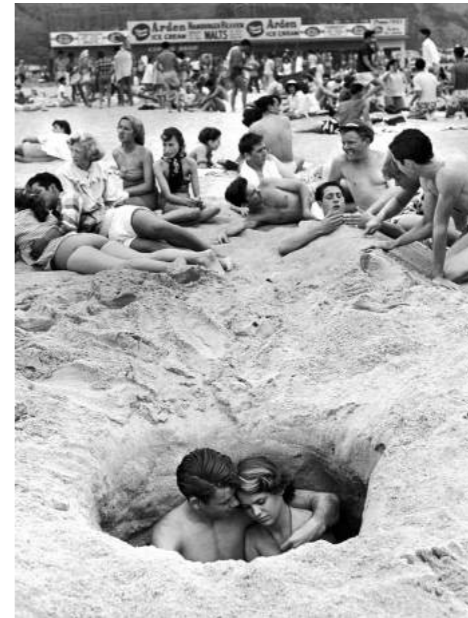
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Architecture & Travel >



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**Product
Visuals**

Stationery & Gifting



Leather Bound Notebooks



Mobile Phone Cases



Ceramic Travel Mug



Laptop Bag



Notebook & Stationery Set



Tablet Cases



Greeting Cards

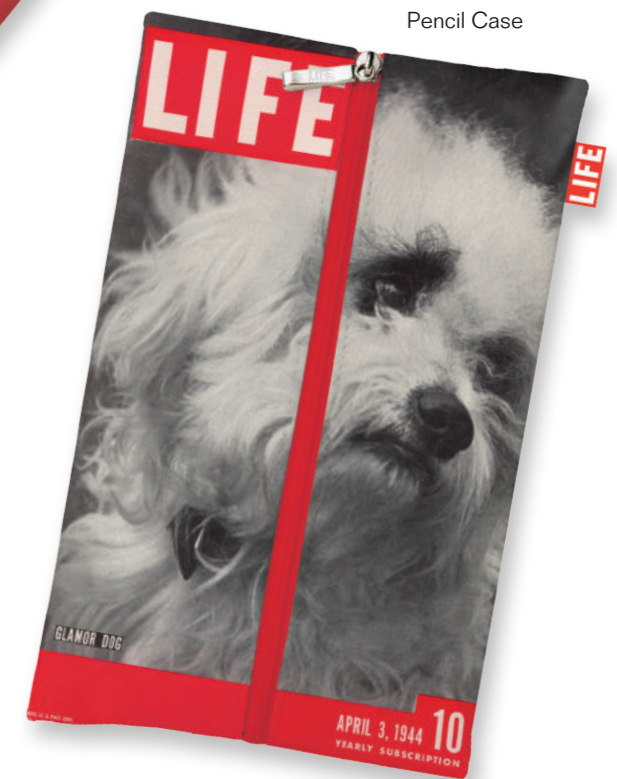
Giftwrap



USB Stick

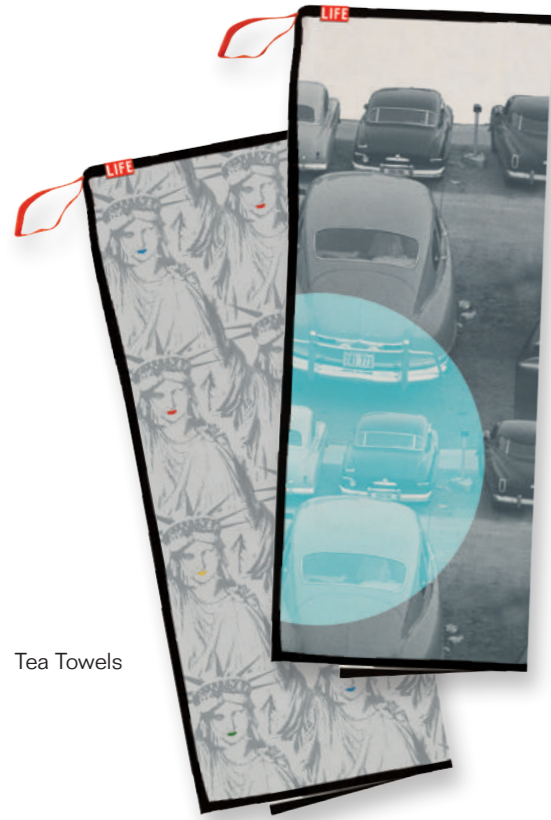


Magazine Rack

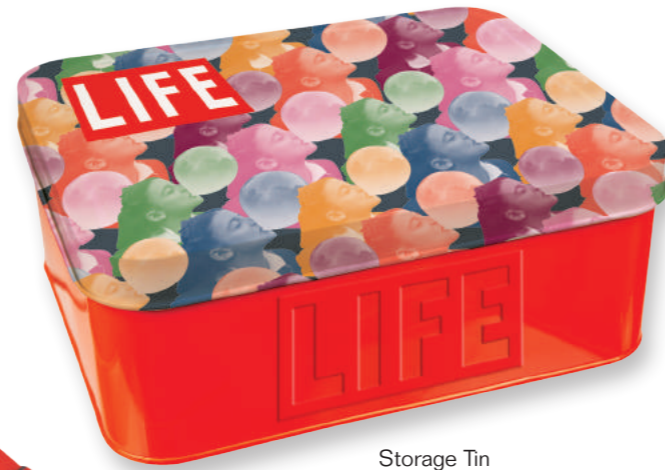


Pencil Case

Homewares & Toiletries



Tea Towels



Storage Tin



Ceramic Cup & Saucer



Scatter Cushions

Stacked Ceramic Mug Set



Wall Clock



Wash Bag



Stool / Table



Toiletries

Apparel & Accessories



T-Shirt



Umbrella



Instant Print Camera & Case



T-Shirt



Compact Mirror



Boxers



Leather Wallet



Leather Purse



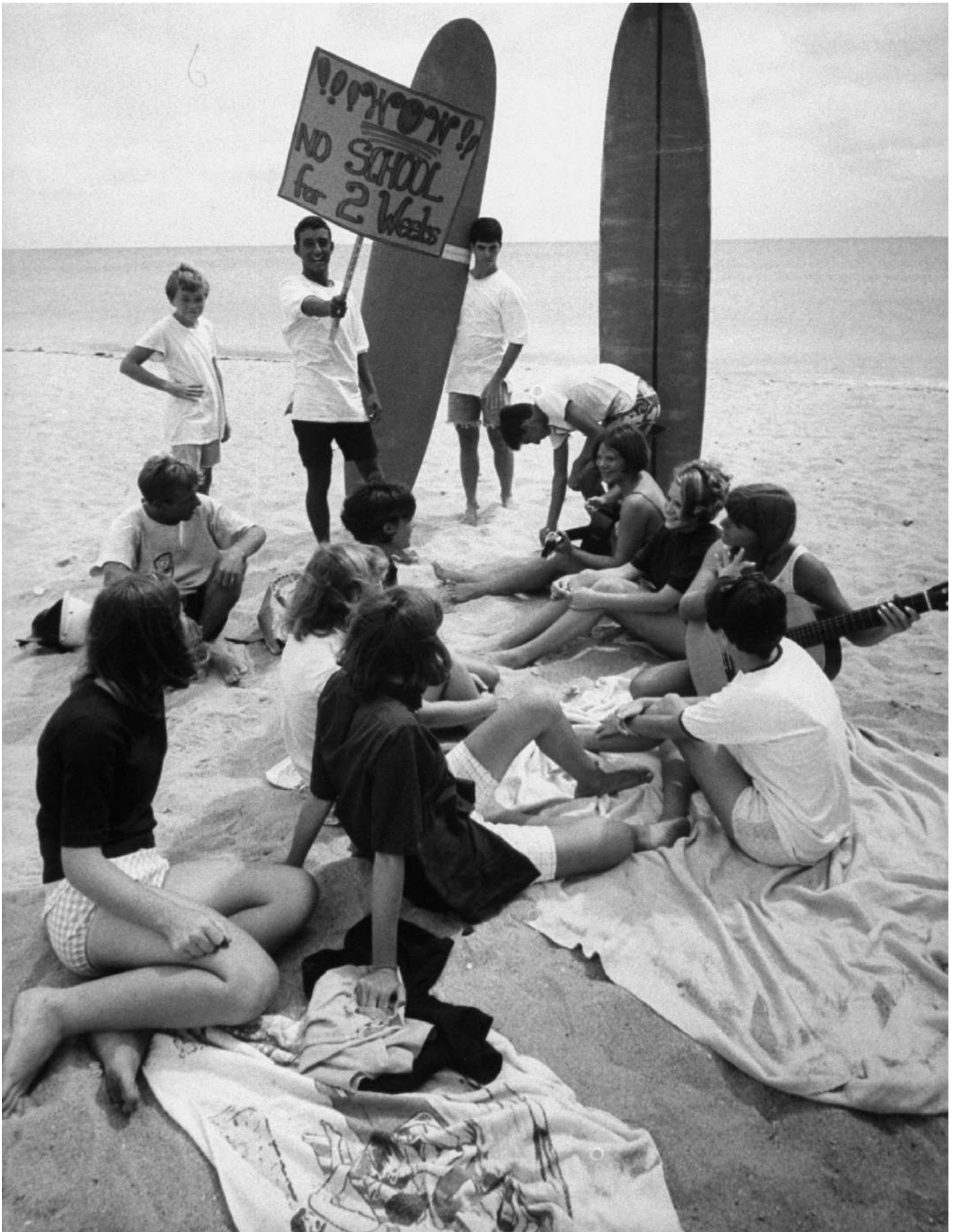
Overnight Bag



Silk Scarf



Necklace



LIFE

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