



BRAND GUIDE · SEASON TWO · 2026

THE TV POLICE

THE MENTALIST RE-WATCH PODCAST

Fighting crime, one ep at a time.

The TV Police is a Mentalist re-watch podcast hosted by **Owain Yeoman & Tim Kang** — Agents Wayne Rigsby and Kimball Cho of the CBI — reopening every case one red-blooded episode at a time. The Season 2 identity is a high-end **surveillance / interrogation** system: monochrome black, one decisive caution-yellow, a bronze detective badge, and the unmistakable Red John blood-smiley. It should feel like premium true-crime television — Netflix, not homemade.

POSITIONING

Two of the show's own detectives reopen the files. Insider stories, on-set secrets, and the theories fans never stopped debating — with the production value of the network that made it.

VOICE & TONE

- **Funny first** — warm, quick, self-deprecating humour.
- **Familial** — two best friends who played best friends on screen. That real chemistry is the show.
- Deadpan and confident, with a little noir.
- Case-file language: evidence, exhibits, suspects, verdicts.
- Dry wit over hype — we're the police, not telemarketers.
- Always spoiler-safe on Red John's identity.

THE NUMBERS

#1 on Apple Podcasts · Multiple #1 TV & Film rankings internationally · Charted in 61 countries · 1M+ combined streams · 500K+ on YouTube · 50K+ subscribers across Instagram, TikTok, YouTube & X · 4.9/5 listener rating.

The primary mark is the **bronze detective badge**. The **wordmark** ("THE TV" in cloud-white over "POLICE" in caution-yellow) is the type lock-up. The **Red John blood-smiley** is the signature accent — used sparingly, never as the primary logo.



PRIMARY BADGE · USE ON DARK. KEEP CLEAR SPACE $\geq$ 25% OF BADGE HEIGHT ON ALL SIDES.

THE TV POLICE

WORDMARK · ARCHIVO EXPANDED 900.
"POLICE" ALWAYS CAUTION-YELLOW.



Red John blood-smiley —
accent & easter-egg only.
Never recolor.

DO

- Place the badge on black / very dark imagery.
- Keep the wordmark two-tone (white + yellow).
- Give the mark room to breathe.

DON'T

- Recolor the badge or add gradients.
- Stretch, rotate or add drop-shadows to the wordmark.
- Put the smiley on a light background or as the main logo.

Monochrome black is the system. One caution-yellow does the accent work. Red is reserved for alerts and the Red John motif. Bronze belongs to the badge only.

CAUTION YELLOW

#F5C518

Primary accent · CTAs · wordmark
"POLICE"

YELLOW DIM

#C9A11A

Hover / pressed states

ANTIQUE BRONZE

#A9803F

Badge finish only

ALERT RED

#FF453A

REC dot · live · warnings

BLOOD RED

#C1121F

Red John smiley & threads

INK BLACK

#0A0B0D

Primary background

CARBON

#14161C

Panels / cards

CLOUD

#F3F5F8

Primary text · "THE TV"

MUTED

#9AA5B2

Secondary text



Caution-tape pattern · 45° · #0A0B0D + #F5C518 · used for rules, dividers & kickers.

Three typefaces, each with one job. All are free (Google Fonts), so the system travels anywhere.

DISPLAY • HEADLINES & WORDMARK

Archivo Expanded

Weights 700 / 800 / 900 UPPERCASE Tracking -1%

FIGHTING CRIME ONE EP AT A
TIME

BODY • READING TEXT

Manrope

Weights 400 / 500 / 600 / 700 Sentence case Line-height 1.6

Two of the show's own detectives reopen every case — the set stories, the theories, the evidence. All of it, on the record.

MONO • LABELS, DATA & UI

IBM Plex Mono

Weight 500 UPPERCASE Tracking +14-24%

CASE • #TVP-S2E01 • REC • TVP-HQ • ISO 800

Every external-facing asset, ready to post. Click any tile to download the full-res file (or right-click → copy). Always place on dark — never on white.



APPLE / SPOTIFY

3000²

BADGE

PNG



AVATAR

1080²

YOUTUBE

2560×1440



INSTAGRAM

1080²

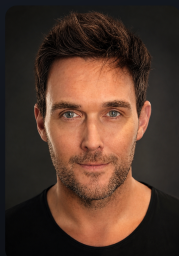
TIKTOK

1080×1920



X HEADER

1500×500



OWAIN YEOMAN

Headshot



TIM KANG

Headshot

Source files: /img and /img/social · Typefaces: Google Fonts (free)

SOCIAL GUIDELINES

One handle, one voice everywhere. Lead with the badge as the avatar; use the headshot banners for headers and announcements.

YOUTUBE	@TheTVPolicePodcast	Banner 2560×1440
INSTAGRAM	@thetvpolicepodcast	Post 1080×1080
TIKTOK	@thetvpolicepodcast	Vertical 1080×1920
X	@thetvpolice	Header 1500×500
APPLE / SPOTIFY	The TV Police	Cover 3000×3000

AVATAR

The bronze badge, centred on Ink Black.
Same on every platform (1080×1080).

HEADER LOCK-UP

Badge + wordmark + Owain & Tim headshots.
Keep names and logo inside the platform
safe-zone.

HASHTAGS & TAGLINE

#TheTVPolice

#TheMentalist

#RigsbyAndCho

#Chigsby

#RedJohn

#RewatchPodcast

#FightingCrimeOneEpAtATime

Sign-off line: "Fighting crime, one ep at a time." · Site: www.thetvpolice.com · Press:
info@thetvpolice.com