

STYLE GUIDELINES  
The Logo



STYLE GUIDELINES

Logo Versions

Version **A**

Preferred TVG Logo with Drop Shadow



USAGE:

1. Use Preferred TVG Logo in CMYK for:  
Print Collateral  
Print Advertising  
Stationary System  
Banners/Booths  
Complex Signage  
Magazine
2. Use Preferred TVG Logo in RGB for:  
TVG Interactive  
TVG Online  
TVG Channel  
TVG On Screen  
Presentations/DVDs  
Sales and Promo Tapes

Version **B**

TVG Logo with no Drop Shadow



USAGE:

1. Use Alternate TVG Logo in CMYK against a 100% Black Background ONLY
2. Use Alternate TVG Logo in RGB against a 100% Black Background ONLY

Version **C**

One Color Logo PMS 485



USAGE:

1. Use One Color Logo for:  
Basic Print  
Basic Product Applications  
Basic Premium Items  
Embroidery  
Silkscreening  
Basic Signage  
On-screen Channel Indicators and On-screen Cable Guides created by 3rd parties.

## On Screen Logo ( R G B )

### Version **A**

Preferred RGB Logo with Drop Shadow



Against 100% White Background.

Preferred RGB Logo with Drop Shadow



Against a photograph or other complex background/footage. In this case, you must consult Corporate Marketing for sign-off on your artwork. The drop shadow is very subtle and must be used carefully. Every new photograph or background presents a new design challenge.

### Version **B**

Alternate RGB Logo without Drop Shadow



Against 100% Black Background. In this case the drop shadow will disappear.

### Version **A**

Use Preferred RGB Logo for:  
TVG Online  
TVG Channel  
TVG On Screen  
TVG Interactive  
Sales and Promo Tapes  
Presentations/DVDs

### Version **B**

Use Alternate  
RGB Logo against a  
100% Black Background ONLY

### RGB IS FOR ON SCREEN AND WEB APPLICATIONS ONLY

**On Screen** is defined here as computer/television monitor or screen. The 3 colors of **LIGHT** which can be mixed to produce any other color are referred to as RGB (Red, Green, Blue). These colors correspond to the color receptors in the human eye.

Whether you are using the logo in a multimedia presentation, Web page, promo or sales tape, the RGB Logo versions shown here are the **ONLY** versions of the logo that should be used. The Preferred RGB Logo with Drop Shadow **A**, should be used whenever possible. But it is possible to use **B**, the Alternate RGB Logo without the Drop Shadow, as long as it is used against a 100% Black Background.

STYLE GUIDELINES

4-Color-Process Logo (CMYK)

Version **A**

Preferred CMYK Logo with Drop Shadow



Against 100% White Background.

Preferred CMYK Logo with Drop Shadow



Against a photograph or other complex background/footage. In this case, you must consult Corporate Marketing for sign-off on your artwork. The drop shadow is very subtle and must be used carefully. Every new photograph or background presents a new design challenge.

Version **B**

Alternate CMYK Logo without Drop Shadow



Against 100% Black Background. In this case the drop shadow will disappear.

Version **A**

Use Preferred CMYK Logo for:  
Print Collateral  
Print Advertising  
Stationary System  
Banners/Booths  
Complex Signage  
Magazine

Version **B**

Use Alternate  
CMYK Logo against a  
100% Black Background ONLY

CMYK LOGO IS FOR PRINT APPLICATIONS ONLY

When printing on paper or fabric, we usually have the option of using the logo in 4-Color-Process. Printing presses use 4 plates which overlap to create millions of shades of color. These plates are CYAN (C), MAGENTA (M), YELLOW (Y) and BLACK (K) = CMYK. CMYK is also referred to as 4-Color-Process.

The Preferred CMYK Logo with Drop Shadow **A**, should be used whenever possible. But it is possible to use **B**, the Alternate CMYK Logo without Drop Shadow, as long as it is used against a 100% Black Background.

STYLE GUIDELINES

One Color Logo



Background color  
PMS 485 RED

Lettering and trademark symbol  
100% WHITE

Version 

Use One Color Logo for:  
Basic Print  
Basic Product Applications  
Basic Premium Items  
Embroidery  
Silkscreening  
Basic Signage  
On-screen Channel Indicators  
and On-screen Cable Guides  
created by 3rd parties.



ONE COLOR LOGO PMS 485 IS FOR  
PRINT/PRODUCT APPLICATIONS ONLY

**Sometimes** we only have the option of using the logo in One Color. The One Color Logo does not have a dropshadow or any rendering. It is very simple to use.

For most product applications, silkscreening, basic signage, embroidery and the most BASIC print applications (example: a direct-mail piece that is being web-printed) always use the One Color Logo, PMS 485 RED, against a bright white background. The lettering "TV GUIDE" and the "TM" must always stay bright white.

The PMS international color matching system is used worldwide and every vendor throughout the world should understand and be able to match this shade of red, (PMS 485), in any material or media.

STYLE GUIDELINES

Black & White Logo

Preferred Black & White Logo




Background color  
100% BLACK

Lettering and trademark symbol  
100% WHITE

THE BLACK & WHITE LOGO IS FOR  
PRINT OR PRODUCT APPLICATIONS ONLY

It is possible that there will be times when there will be no option to print the logo in color. For example: in a local newspaper, on a premium item or electronics product. For a newspaper, ALWAYS use the logo in the preferred 100% Black & 100% White version. Never use the logo in tints or percentages of black.

When selecting a product or premium item that will only allow one color printing, chose a product surface color with care. Keep in mind that the letters and trademark symbol will be the color of the surface of the item. When possible, ALWAYS use the One Color Logo, Version , or the Preferred 100% Black & 100% White Logo. If there is no other option, the Alternate Reversed 100% Black & 100% White Logo version (shown at left) may be used. This is the ONLY version of the Reversed Logo that may be used. The Reversed Logo is NEVER used in color.

Please see "Do's & Don'ts" for more specific details on Black & White Versions.

Alternate Reversed  
Black & White Logo



Background color  
100% WHITE

Lettering and trademark symbol  
100% BLACK

The black background area around the logo does NOT print. It is used here to illustrate the product or item surface.

## Isolation Area for Logo



ISOLATION AREA =  
1/2 the height of  
the logo being used

The logo must be surrounded by an “isolation area.”

This area gives the logo integrity. It separates the logo from all other logos, typography or graphics that might surround it, obscure it or deface it. The logo can still be placed over a background photograph, pattern or footage, but other logos, typography or graphics must be moved to the outside of this isolation area.

The minimum space required for this area is equal to one half ( 1/2 ) the height of the size of the logo being used. With the exception of a photograph, pattern or footage that the logo is using as a background, NOTHING may enter the space near or around the logo.



CHANNEL



INTERACTIVE



MAGAZINE



ONLINE



ON SCREEN

STYLE GUIDELINES

Business Line Logo Versions



TV GUIDE Lettering and trademark symbol  
100% WHITE

Background color  
PMS 485 RED

CHANNEL  
Lettering underneath logo  
100% BLACK

There are five TV GUIDE BUSINESS LINE LOGOS;  
CHANNEL, INTERACTIVE, MAGAZINE, ONLINE, ON SCREEN.

The Business Line Logo Versions shown on this page are the ONLY logos where type is allowed to break into the "Logo Isolation Area" (see page 6). The Business Line Logos that appear here are the ONLY approved versions of this logo. Do not create your own versions of these logos.

There are specific rules for using these logos:

A Business Line logo should ONLY be used when TWO or MORE BUSINESS LINES are mentioned in a presentation, sales piece or collateral material. In the case where you are focusing on just one Business Line (for example; in an advertisement), use the TV GUIDE Logo WITHOUT the name of the Business Line underneath.

The Business Line Logos always use the One Color Logo, Version C. They never appear in Versions A or B.

Do's + Don'ts

**Do** include a <sup>TM</sup> or <sup>®</sup> (Contact Corporate Marketing if you have a question about which mark to use).



Do



Do

**Do** make sure the "TV GUIDE" letters and the <sup>TM</sup> or <sup>®</sup> are 100% white.



Do



DON'T

**Don't** skew, rotate or compress the logo.



DON'T



DON'T

**Don't** change the typefaces inside the logo.



Do



DON'T

**Don't** cover the logo with another shape.



Do



DON'T

**Don't** print against a red background, and NEVER reverse the logo in white against a red background.



DON'T



DON'T

**Don't** change the color of the logo and never change the color of the lettering inside the logo.



DON'T



DON'T

**Don't** put an outline around the shape of the logo or around the lettering inside the logo.



DON'T



DON'T

**Do** use the logo as 100% Black + 100% White, in Black + White executions.



Do



DON'T

**Don't** use the logo in percentages of Black.

**Do** use the logo with the drop shadow against any color background or pattern.



Do



DON'T

**Don't** use the logo WITHOUT the drop shadow against a colored background.

Do's + Don'ts

**Don't** move drop shadows, change color of drop shadows or darken or lighten drop shadows.



**DON'T**



**DON'T**

**Don't** change the outside shape of the logo.



**DON'T**



**DON'T**

**Don't** use the lettering "TV Guide" without the outside shape of the logo behind it.



**DON'T**



**DON'T**

**Don't** use the logo without the drop shadow, EXCEPT against a 100% Black Background.



**Do**



**DON'T**

**Don't** use the outside shape of the logo without the lettering inside. This is reserved for "signature" usage only. Please consult Corporate Marketing.



**DON'T**



**DON'T**

For Signage and Product Development only: If TV GUIDE logo is being fabricated in metal, a silver metal is preferred. PMS 877 Silver letters on a Silver PMS 877 background is acceptable. Please consult Corporate Marketing before proceeding with any Signage or Product Development.



**Do**

**Don't** use white or black lettering against a silver background.



**DON'T**



**DON'T**

**Don't** use silver lettering against a black or white background.



**DON'T**



**DON'T**

**Don't** change the color of the type underneath the business lines logos and **Don't** create new versions of the business lines logos.



**DON'T**



**DON'T**