

JANUARY
2016



2016
ISSA
SAGE
GUIDE

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BRAND OVERVIEW

BRAND POSITION AND VALUES

CNN is the essential home for breaking news and the only source for transformative storytelling that informs, inspires, and provokes a deeper understanding of our world.

ESSENTIAL
IMPORTANT / VITAL

PROVOCATIVE
SMART / ENGAGING

TRUSTED
AUTHENTIC / CREDIBLE

GO THERE

From the ends of the earth to the heart of the story, from the news down the street to the questions no-one else is asking, CNN has always gone where no-one else does.

Today CNN drives that spirit forward by inviting its viewers to go to unknown places, encounter a wider range of powerful personalities, and experience stories like never before.



go there

LOGO EVOLUTION

01
01

GOLDEN RULE OF USAGE

The logo system has been designed with two distinct identities: the hero CNN Logo Badge that serves as the standard for the brand, and the historic Core CNN Logo that represents the traditional core of the CNN brand. Each has multiple options for execution and usage.

The CNN Logo Badge is the primary logo mark, which should be used almost all of the time from on-air, print and digital instances to collateral such as signage, business cards and letterhead.

The Free Floating CNN Logo is the secondary logo mark, which is the historic mark that will be used sparingly within the landscape, and reserved for special environmental instances that are based on necessary approvals.



PRIMARY LOGO: LOGO BADGE



SECONDARY LOGO: CORE LOGO



PRIMARY LOGO SYSTEM

02

01

LOGO SYSTEM

LOGO BADGE



0.5 INCH / 36 PX

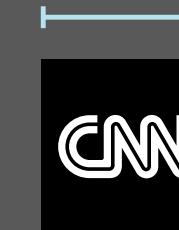


0.5 INCH or SMALLER

BLACK LOGO BADGE



0.5 INCH / 36 PX



0.5 INCH or SMALLER

WHITE LOGO BADGE (KNOCKED OUT)



0.5 INCH / 36 PX

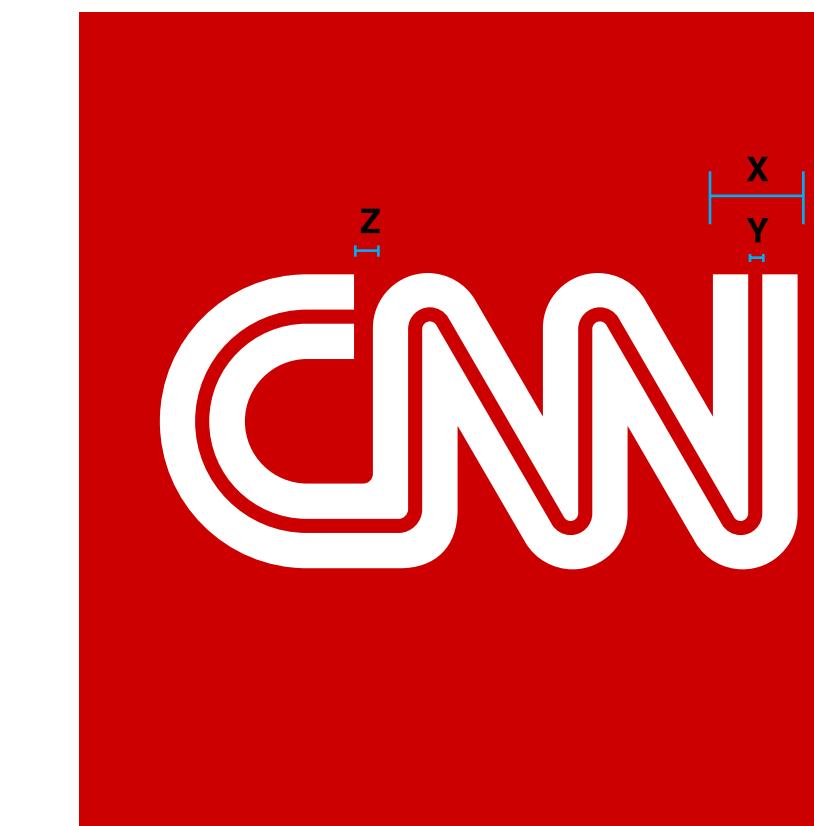


0.5 INCH or SMALLER

LOGO DETAIL

LOGO BADGE FOR LARGE APPLICATION

The ratio between the logo form weight (called here “X”) and the piping weight (called here “Y”) is 6 to 1. The ratio between the letter space (called here “Z”) to the weight of the piping (Y) is same space as 7:1 piping ratio of the free floating logo.



PIPING RATIO
 $X : Y = 6 : 1$

SPACING RATIO (BETWEEN C and N)
same space as 7:1 piping ratio
of the free floating logo

*THIS LOGO IS ONLY
FOR 0.5 inch (36 px)
OR SMALLER

LOGO BADGE FOR SMALL APPLICATION

The ratio between the logo form weight (called here “X”) and the piping weight (called here “Y”) is 5 to 1. The ratio between the letter space (called here “Z”) to the weight of the piping (Y) is 1.75 to 1.



PIPING RATIO
 $X : Y = 5 : 1$

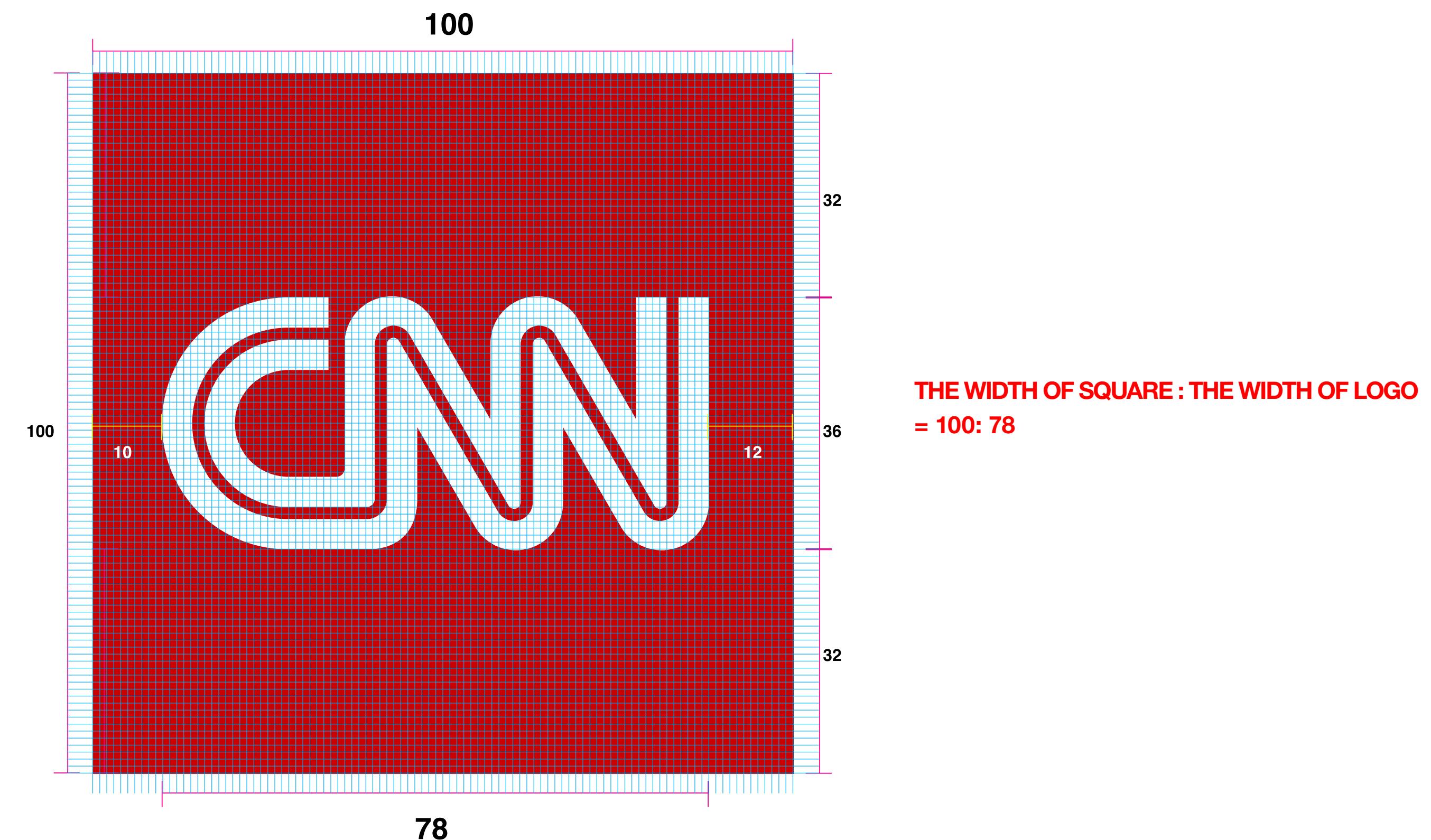
SPACING RATIO (BETWEEN C and N)
 $Z : Y = 1.75 : 1$

PRIMARY LOGO SYSTEM

02 03 LOGO DETAIL

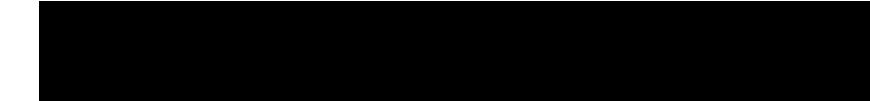
LOGO BADGE DESIGN MEASUREMENT

The relationship between the red square and the CNN logo is unique. While the width of the red square is called “100”, the width of CNN logo is “78”. For example, if the width of square was 1500 px, the width of CNN logo would be 1170 px. The position of CNN logo sits vertically in the middle of the red square. Top and bottom spaces are equally “32”. The CNN logo sits optically in the center of the red square. The left space is “10” while right space is “12”.



PRIMARY LOGO SYSTEM

02
04
**COLOR
SPECS**

			
	RED 	BLACK 	WHITE 
RGB	204 / 0 / 0	0 / 0 / 0	255 / 255 / 255
CMYK	13 / 100 / 100 / 5	0 / 0 / 0 / 100	0 / 0 / 0 / 0
PANTONE	186 C	BLACK C	WHITE
HEX	CC0000	000000	FFFFFF

COLOR SPECS

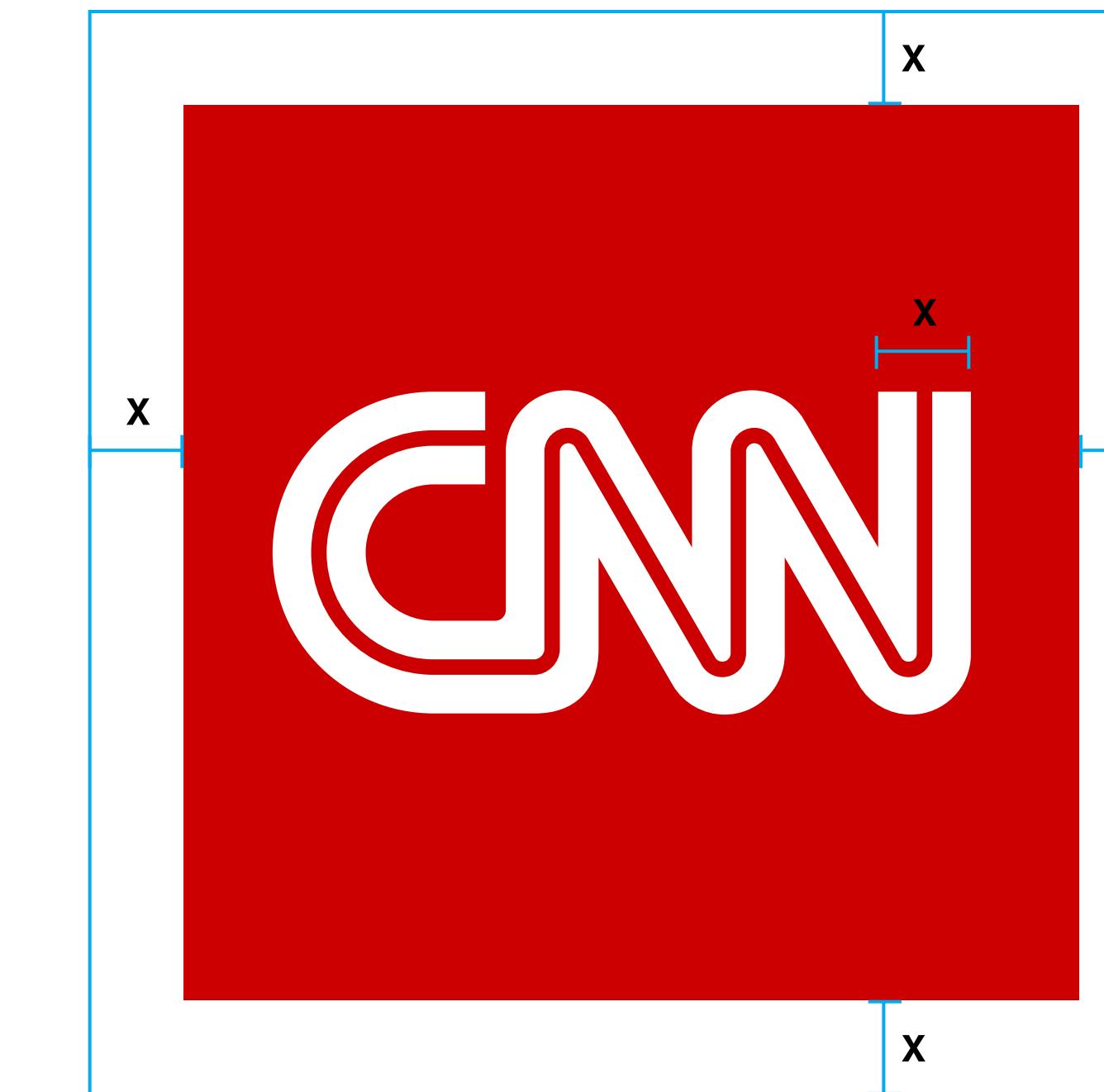
		
	DARK GREY 	LIGHT GREY 
RGB	40 / 40 / 40	70 / 70 / 70
CMYK	71 / 65 / 64 / 68	67 / 60 / 58 / 42
PANTONE	419 C	446 C
HEX	282828	464646

PRIMARY LOGO SYSTEM



LOGO BADGE

Logo safe area is based on the weight (X) of CNN logo letter form. All logos have a logo safe area (X) around them that any text, photos or other graphic elements should never encroach.

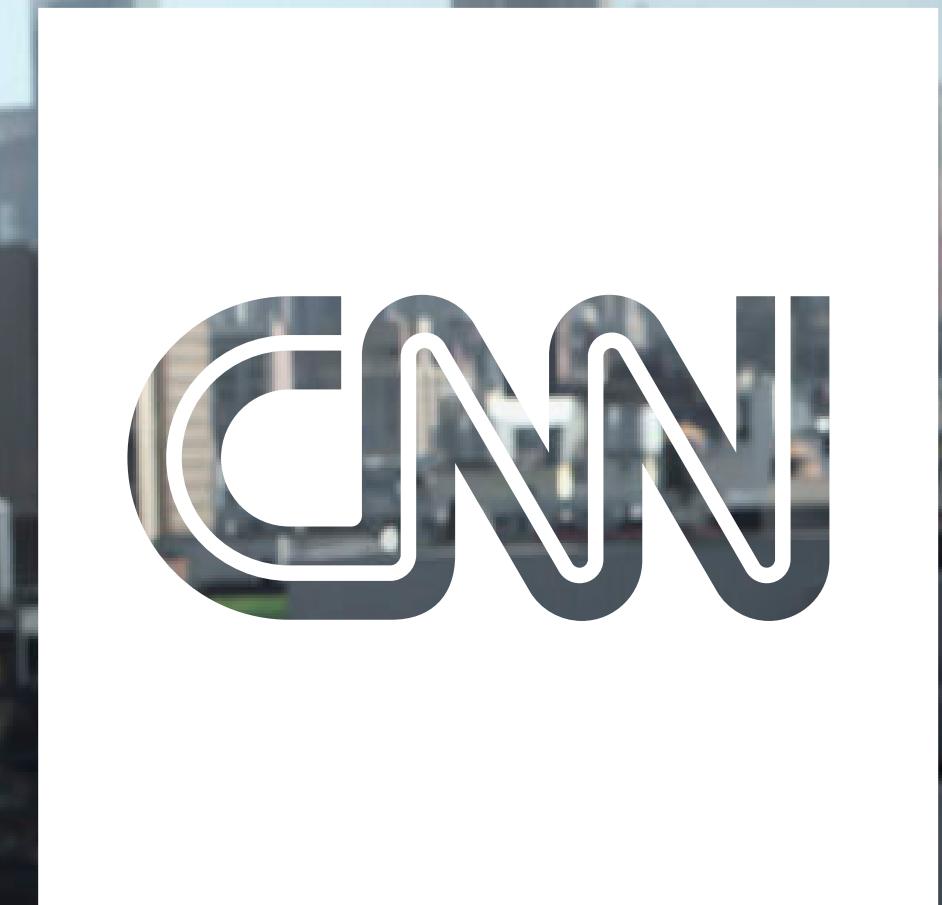


PRIMARY LOGO SYSTEM
OVER IMAGE

*DO NOT USE
BLACK LOGO BADGE
OVER IMAGES.



COLORED LOGO



WHITE LOGO
(KNOCKED OUT)



LOGO USAGE

NON-REGISTERED TRADEMARK

Non-registered trademark logo is for the **on-air** and **digital** environment.



WITH REGISTERED TRADEMARK

The logo with registered trademark is for the **print & OOH (Out of Home)** environment.

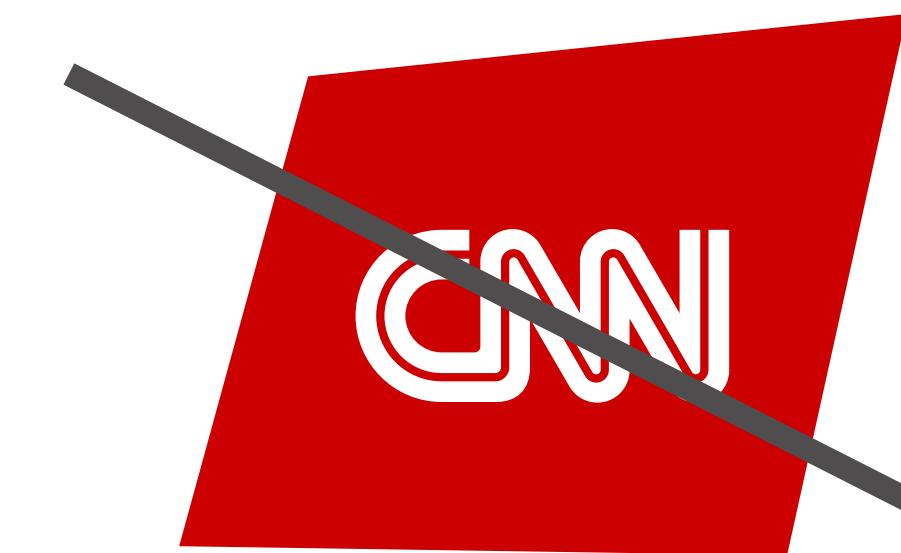


LOGO USAGE

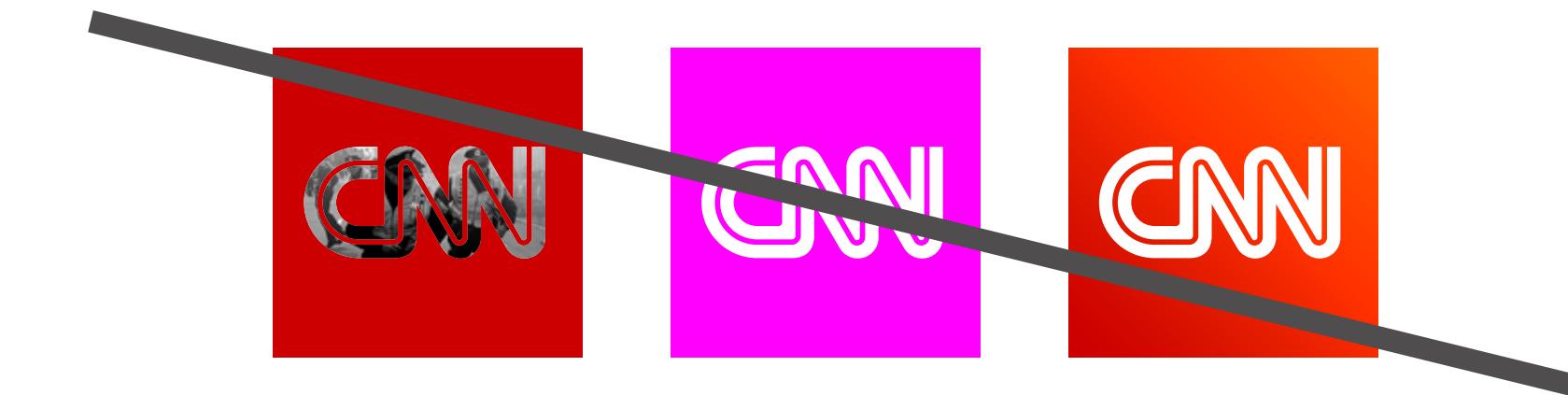


The registered trademark is located at 1/5 of the CNN logo width to the right bottom of the CNN logo badge. The size is 1/2 of the CNN logo width.

DON'TS

STRETCH OR DISTORT THE LOGO.**CROP THE LOGO.****ADD OTHER DESIGN ELEMENTS TO THE LOGO.**

(E.g. Outlines, Strokes, Or Dropshadow)

**FILL WITH IMAGES, GRADIENTS OR UNAPPROVED COLORS.****SCALE SMALLER THAN 0.5 INCH (36PX).**

(Use small scale logo when it's smaller than 0.5 inch or 36px.)

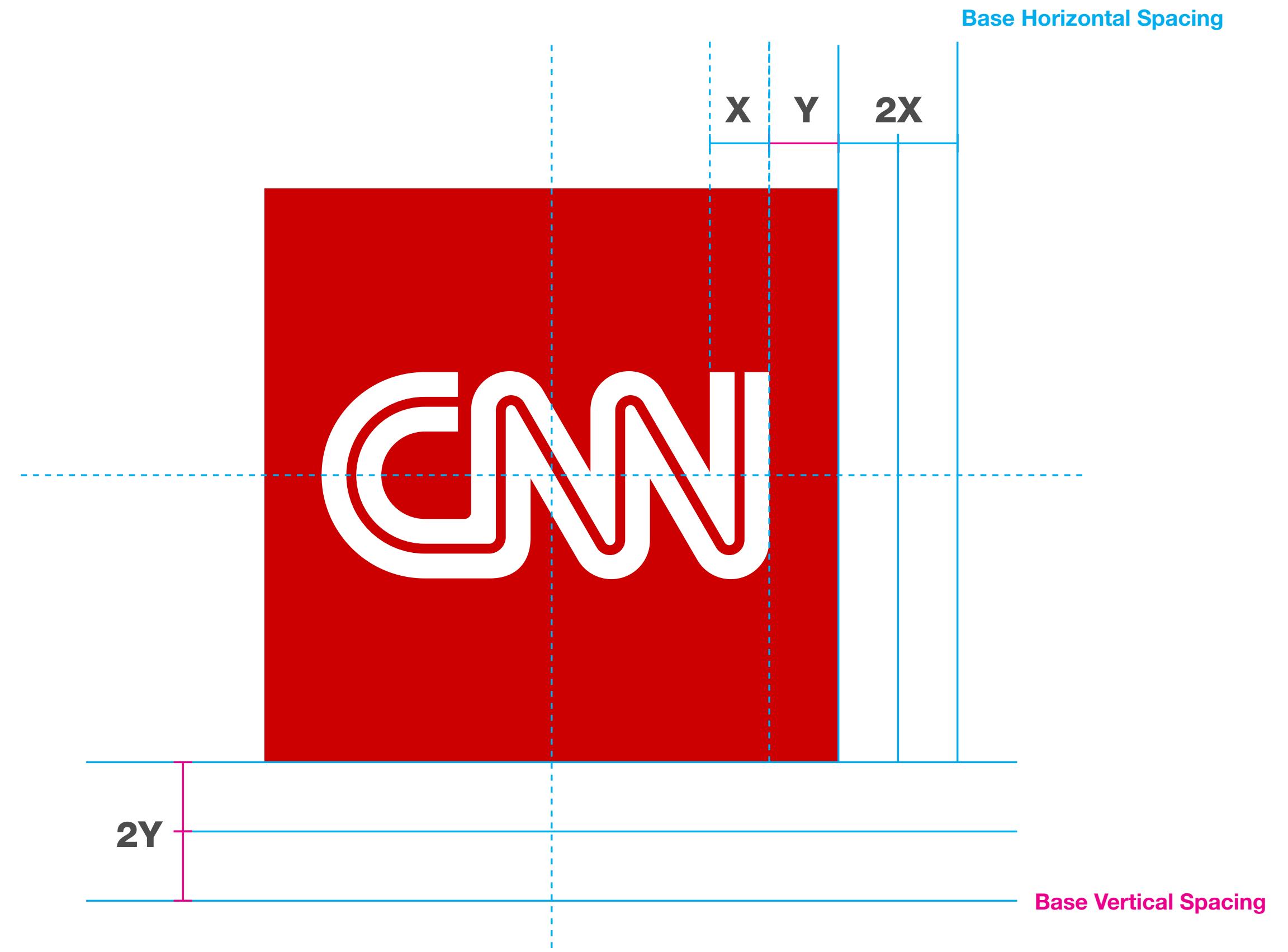
**PIPING RATIO**

X : Y = 5 : 1

SPACING RATIO (BETWEEN C and N)

Z : Y = 1.75 : 1

BASE SPACING



The X is the weight of the CNN logo. The Y is the spacing from right side of white CNN logo to the red badge. The base horizontal spacing to the right side of the CNN logo badge is 2X, and the base vertical spacing to the bottom of it is 2Y. These base spacings will guide to put the secondary logo type in both the horizontal setup and vertical setup.

CORPORATE



SYSTEM

03
01 **EXAMPLE**

LOGO DETAIL

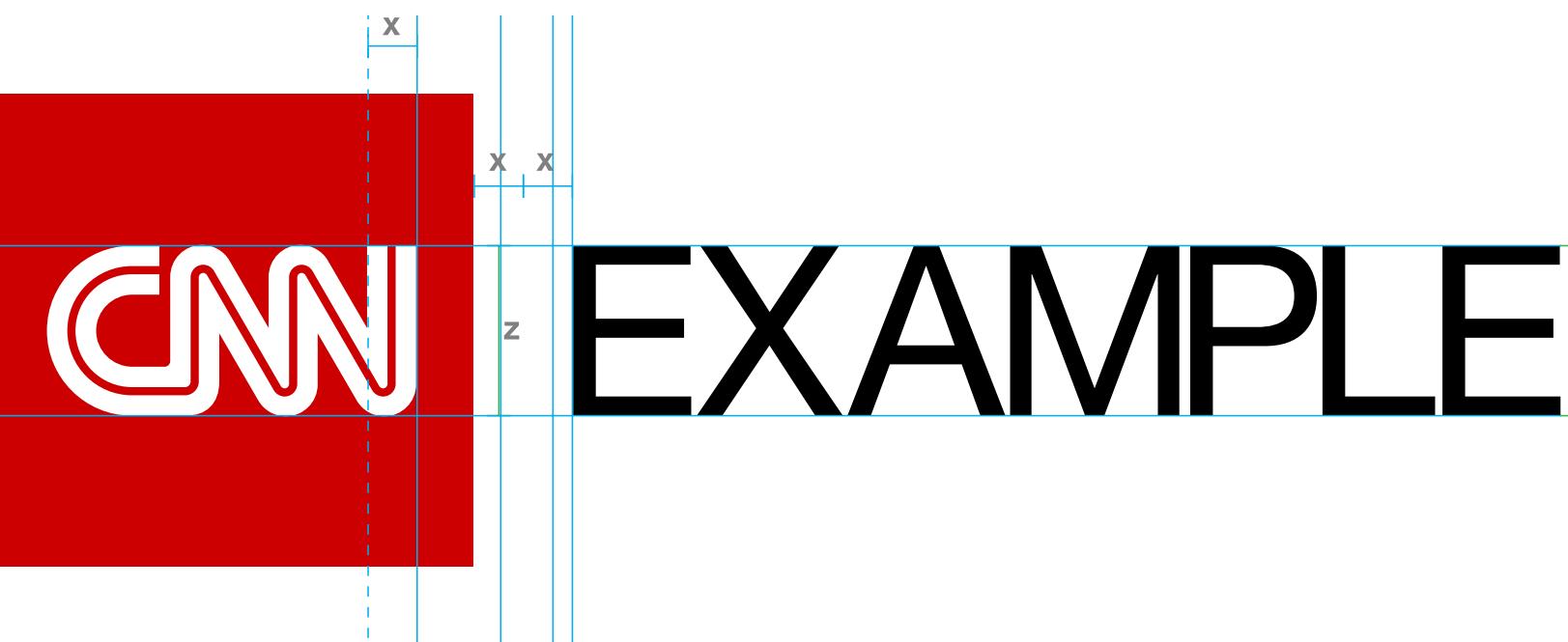
HORIZONTAL SETUP

FONT:
CNN SANS
REGULAR

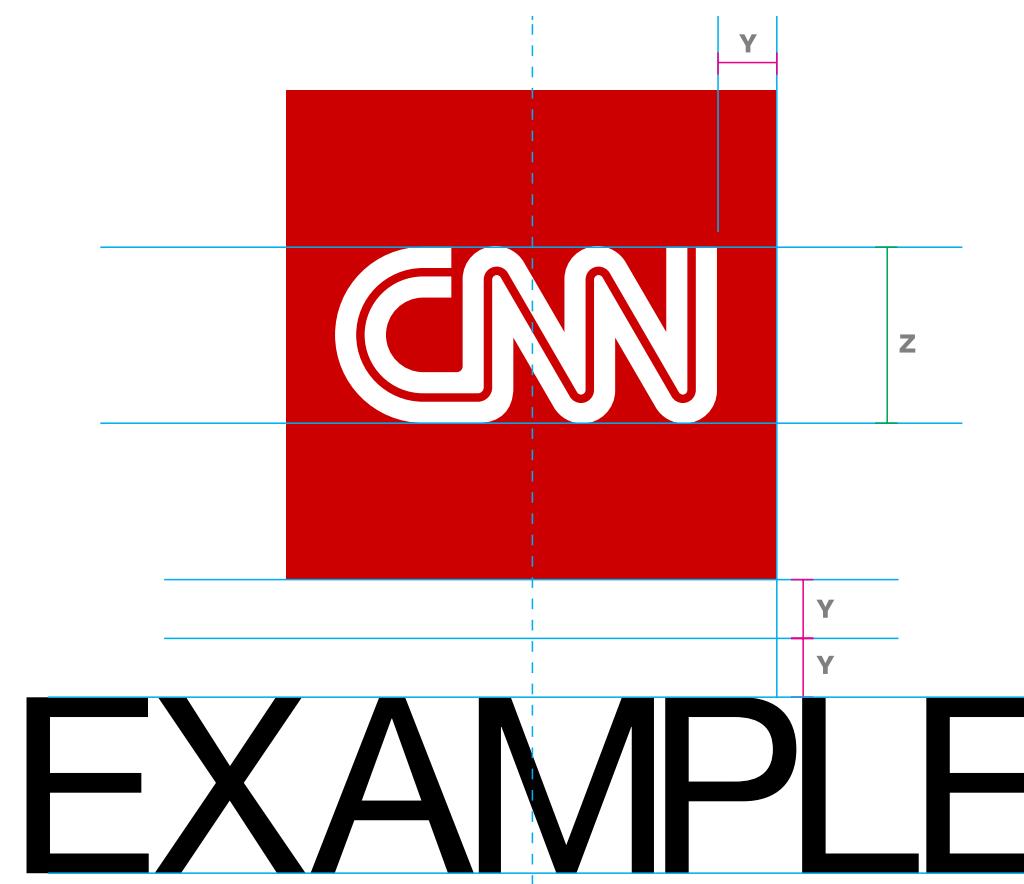
LOGO DETAIL

VERTICAL SETUP

FONT:
CNN SANS
REGULAR



The X is the weight of the CNN logo. The spacing between the CNN logo badge and “EXAMPLE” is 2X, which is base spacing for all the horizontal setups. The height of the logo type, “EXAMPLE,” is Z, which is the height of the white CNN logo inside of the red badge.

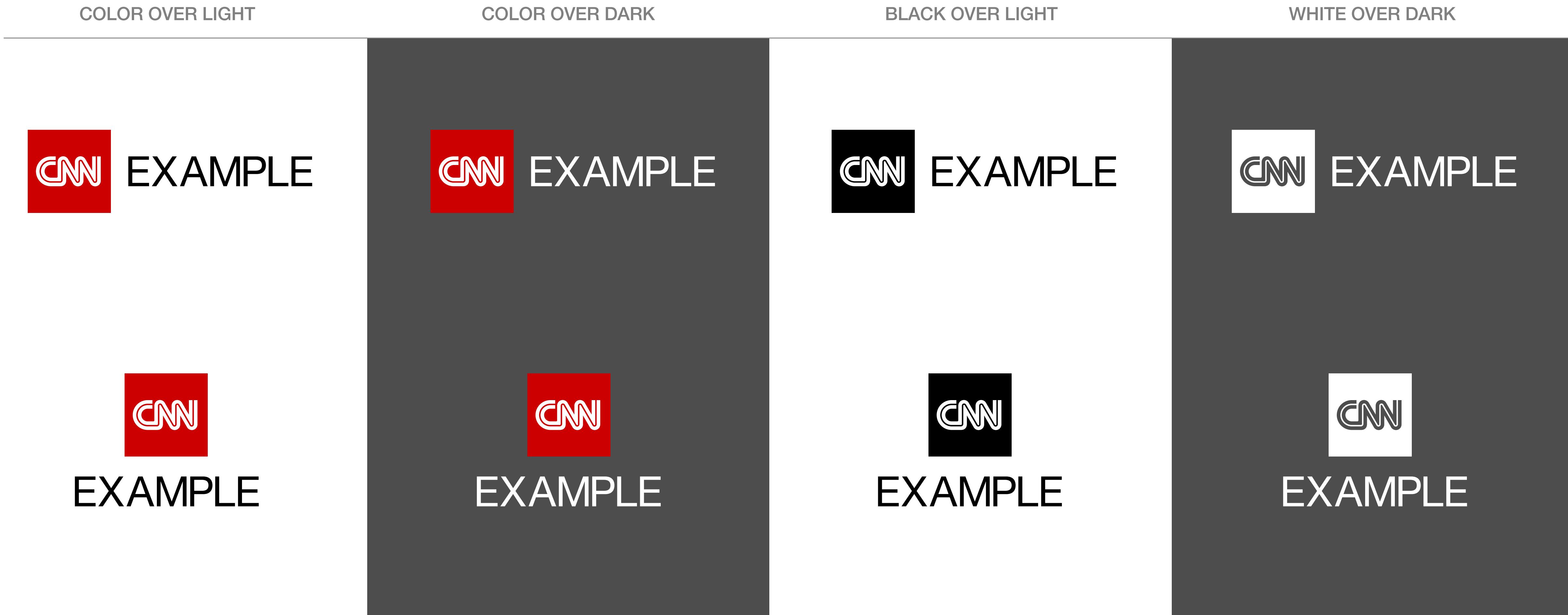


The Y is the spacing from right side of white CNN logo to the red badge. The spacing between the CNN logo badge and “EXAMPLE” is 2Y, which is base spacing for all the vertical setups. However, The height of the logo type, “EXAMPLE,” is Z, which is the height of the white CNN logo inside of the red badge.

CORPORATE LOGO TITLING SYSTEM

03 02 EXAMPLE

OVERVIEW



CORE



system

CORE LOGO SYSTEM

04
01

LOGO SYSTEM

- The Core Logo System consists of three color iterations of the CNN Core Logo: Pulse Red, black and white (knocked out.) Both a large application and small (under 0.5 inch or 36 pixels) application are provided for each of the CNN Core Logos.

CORE LOGO



0.5 INCH / 36 PX
 0.5 INCH or SMALLER

BLACK LOGO (KNOCKED OUT)



0.5 INCH / 36 PX
 0.5 INCH or SMALLER

WHITE LOGO (KNOCKED OUT)

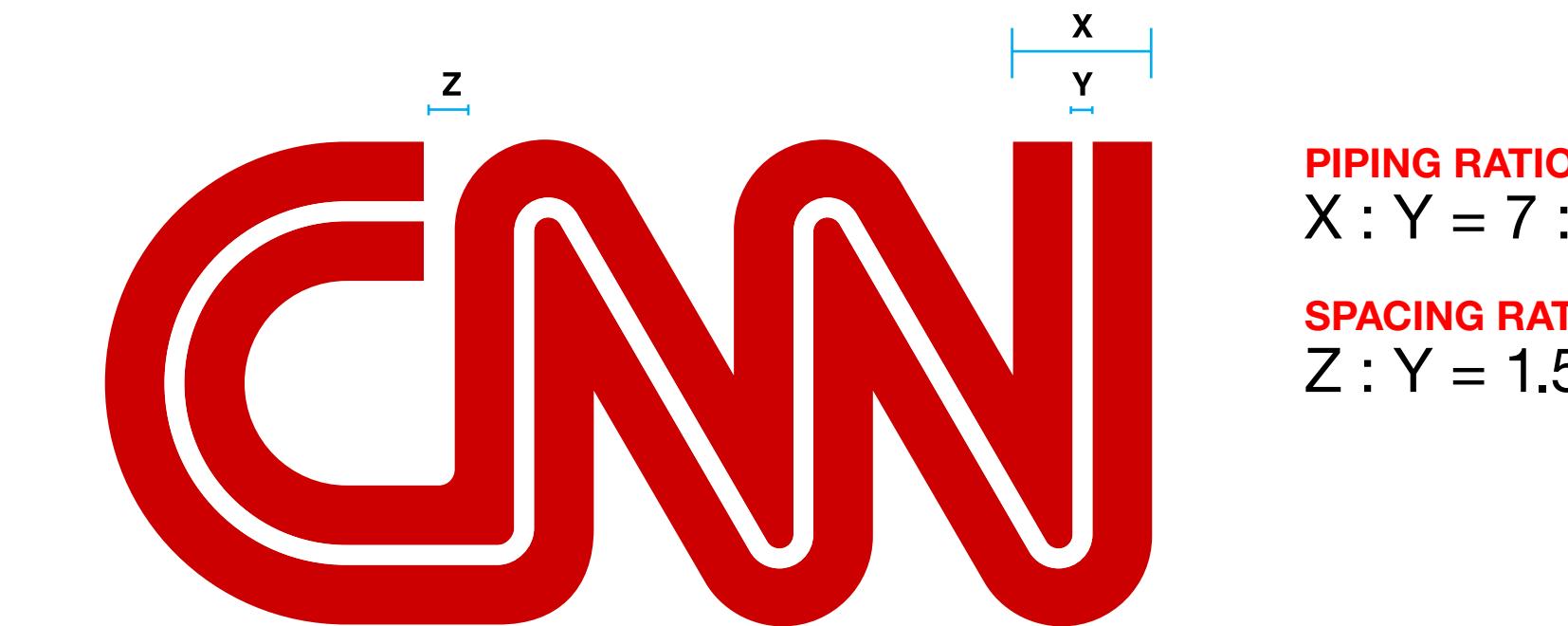


0.5 INCH / 36 PX
 0.5 INCH or SMALLER

LOGO DETAIL

CORE LOGO FOR LARGE APPLICATION

The ratio between the logo form weight (called here “X”) and the piping weight (called here “Y”) is 7 to 1. The ratio between the letter space (called here “Z”) to the weight of the piping (Y) is 1.5 to 1.



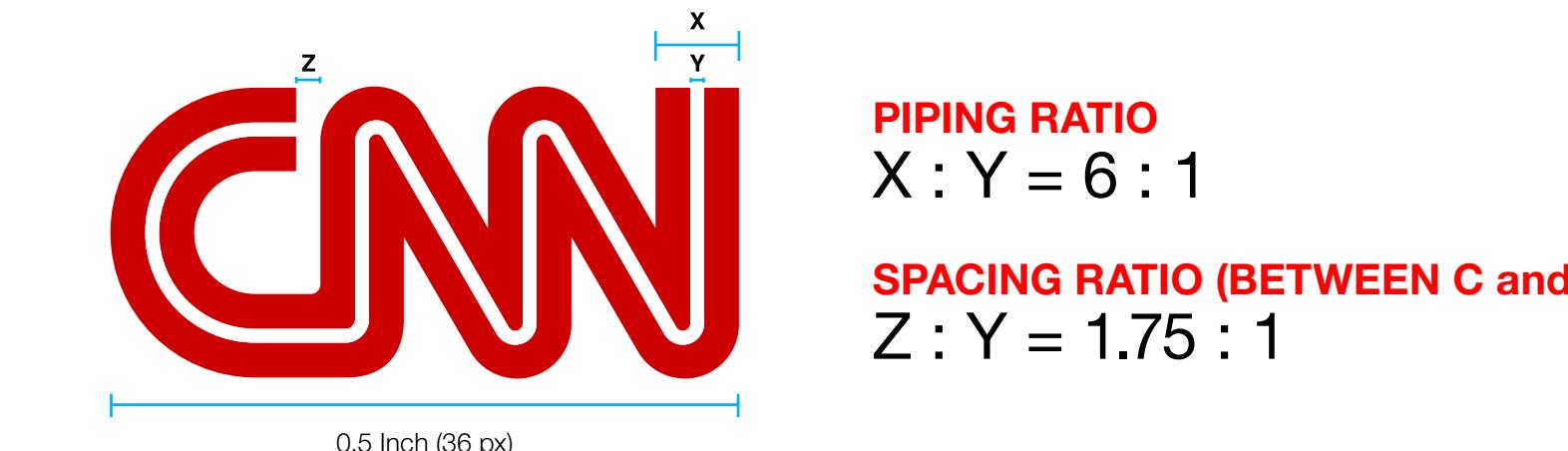
PIPING RATIO
 $X : Y = 7 : 1$

SPACING RATIO (BETWEEN C and N)
 $Z : Y = 1.5 : 1$

*THIS LOGO IS ONLY
FOR 0.5 inch (36 px)
OR SMALLER

CORE LOGO FOR SMALL APPLICATION

The ratio between the logo form weight (called here “X”) and the piping weight (called here “Y”) is 6 to 1. The ratio between the letter space (called here “Z”) to the weight of the piping (Y) is 1.75 to 1.



PIPING RATIO
 $X : Y = 6 : 1$

SPACING RATIO (BETWEEN C and N)
 $Z : Y = 1.75 : 1$

04
03

CORE LOGO SYSTEM
OVER IMAGE

*DO NOT USE
BLACK KNOCKED OUT LOGO
OVER IMAGES.



COLORED LOGO



WHITE LOGO
(KNOCKED OUT)

CORE LOGO SYSTEM

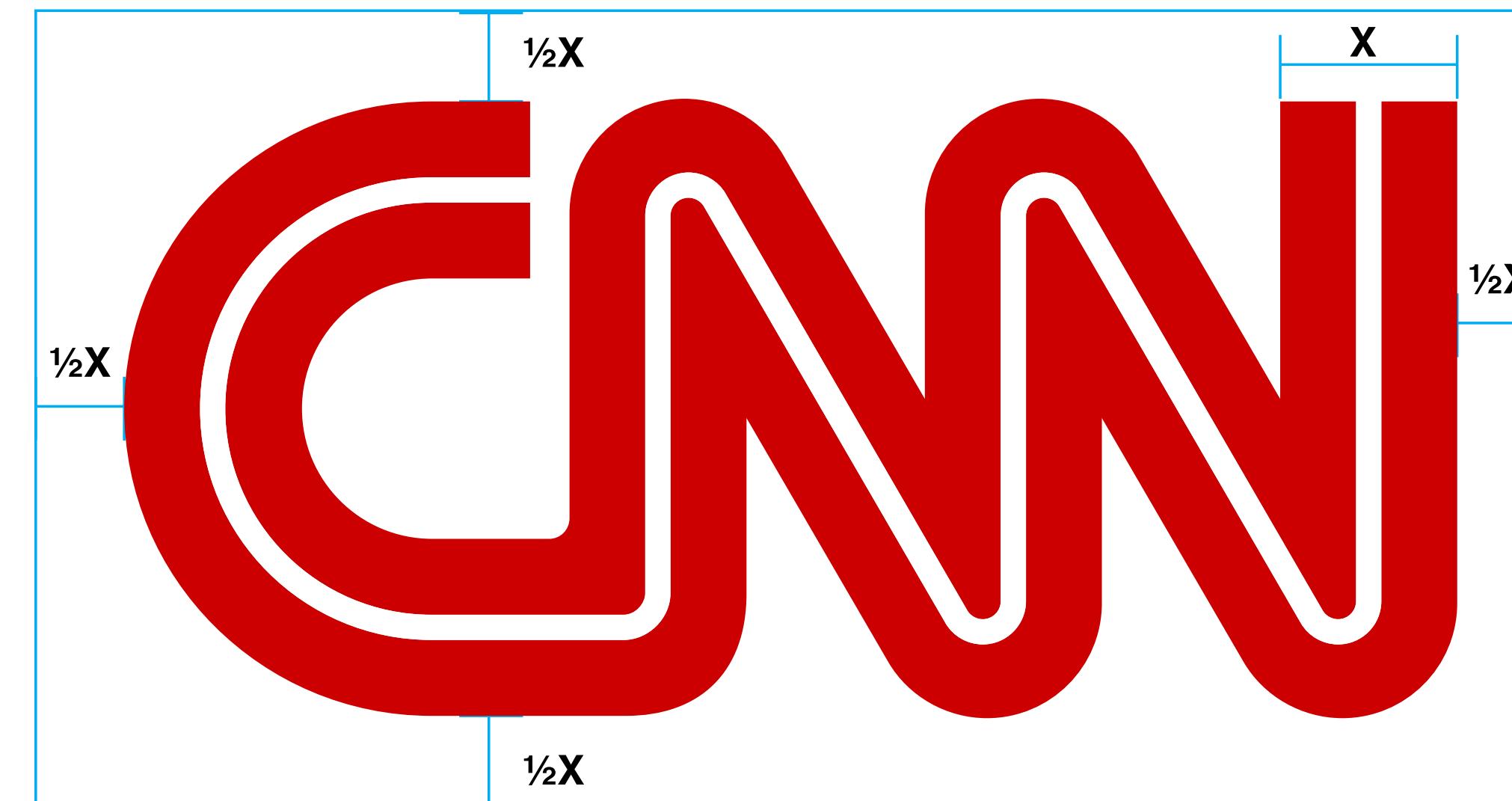
04
—
04

LOGO SAFE AREA

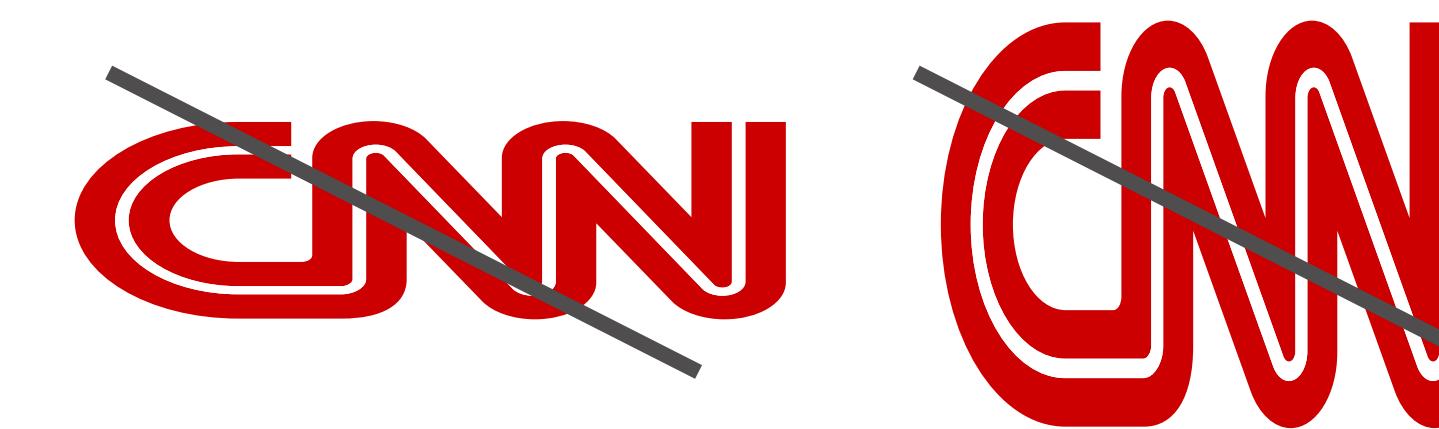
FREE FLOATING LOGO

Logo clear space is based on the weight (X) of CNN logo letter form.

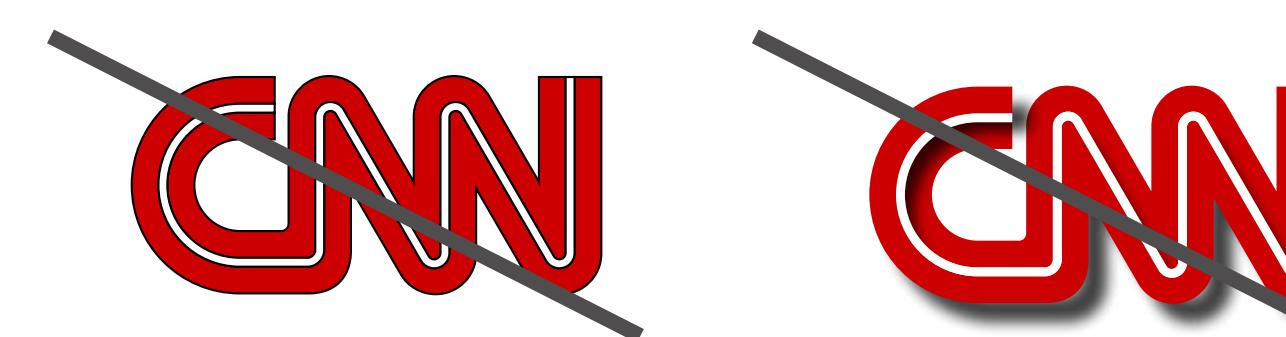
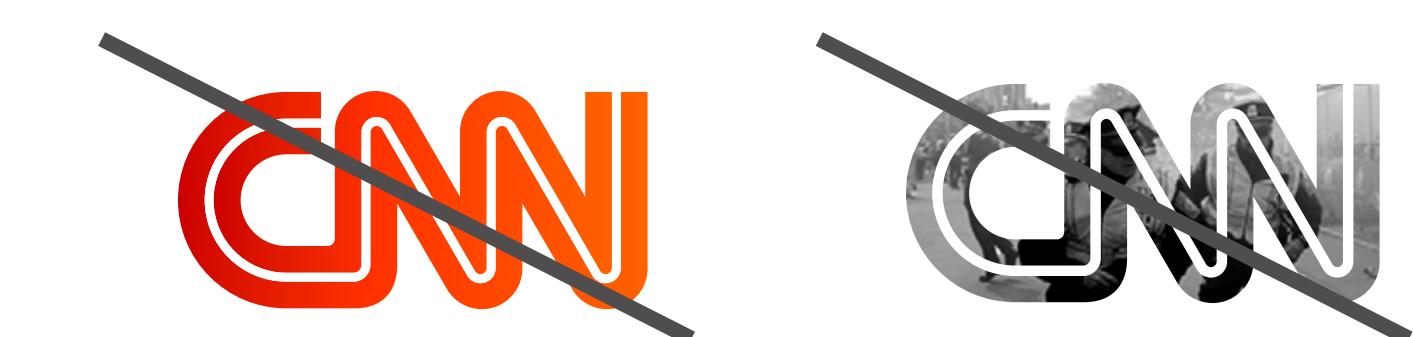
All logos have a clear space ($\frac{1}{2}X$) around them that any text, photos or other graphic elements should never encroach.



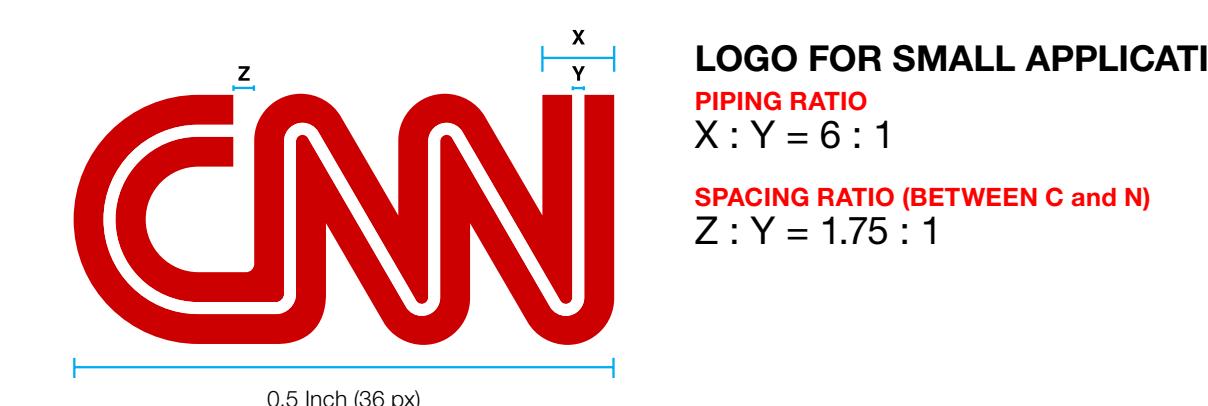
DON'TS

STRETCH OR DISTORT THE LOGO.**CROP THE LOGO.****ADD OTHER DESIGN ELEMENTS TO THE LOGO.**

(E.g. Outlines, Strokes, Or Dropshadow)

**FILL WITH IMAGES, GRADIENTS OR UNAPPROVED COLORS.****SCALE SMALLER THAN 0.5 INCH (36PX).**

(Use small scale logo when it's smaller than 0.5 inch or 36px.)

**REMOVE PIPING FROM COLORED LOGO.**

LOGO USAGE

NON-REGISTERED TRADEMARK

Non-registered trademark logo is for the **on-air** and **digital** environment.

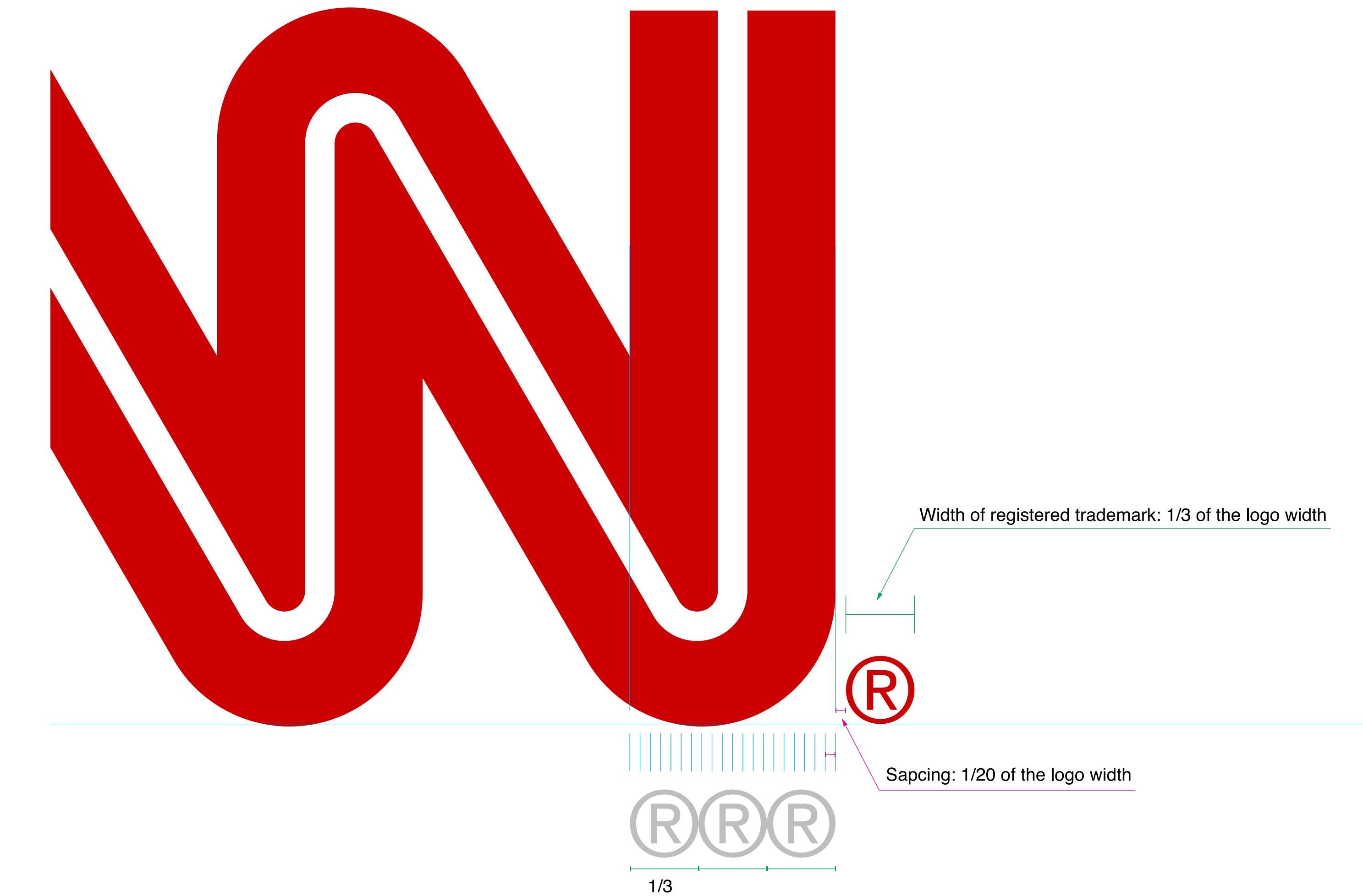


WITH REGISTERED TRADEMARK

The logo with registered trademark is for the **print & OOH (Out of Home)** environment.



LOGO USAGE



The registered trademark is located at 1/20 of the CNN logo width to the right bottom of the CNN logo. The size is 1/3 of the CNN logo width.

A black and white photograph showing three men inside a helicopter cabin. The man on the left is wearing a flight helmet and goggles, looking down at something in his hands. The man in the center is leaning forward, also looking down. The man on the right is wearing sunglasses and a vest, looking towards the camera. The interior of the helicopter, with its seats and equipment, is visible in the background.

go there

For questions regarding the Brand Guidelines,
please contact CNN Creative Marketing:

CNNAgency@turner.com