

**JANUARY  
2016**



**LOGO  
USACRE  
GUIDE**

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# 00 — 00 **BRAND OVERVIEW**

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## **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

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## **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.



# 01 01 **LOGO EVOLUTION** **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

PRIMARY LOGO SYSTEM

LOGO SYSTEM

The Primary Logo System consists of three color iterations of the CNN Logo Badge: 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 Logo Badges.

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

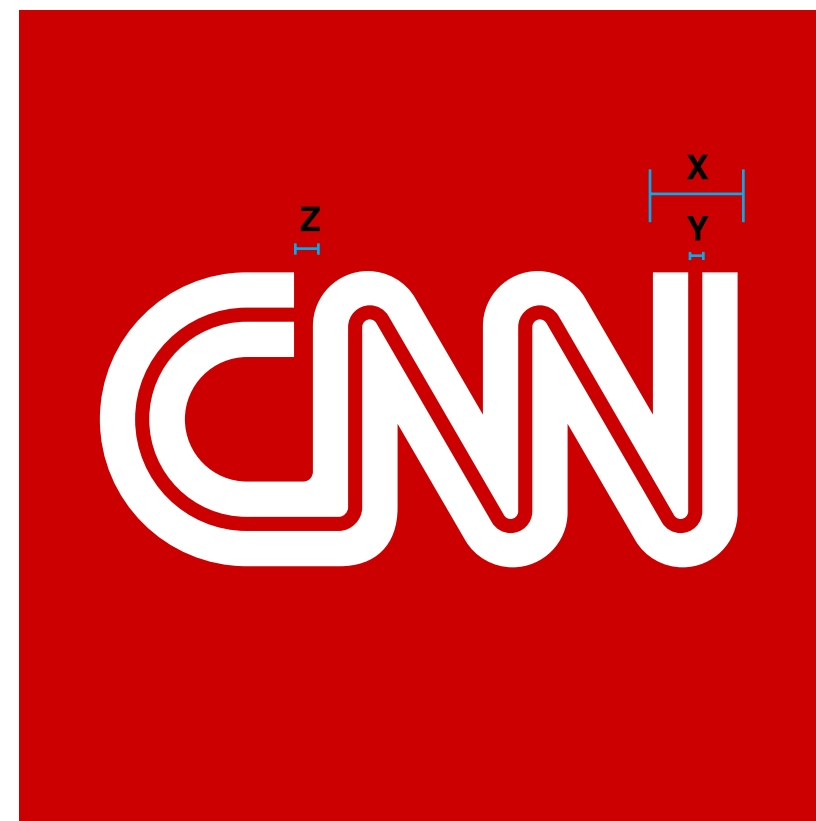


0.5 INCH or SMALLER

# 02 02 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.



0.5 Inch (36 px)

### PIPING RATIO

$X : Y = 5 : 1$

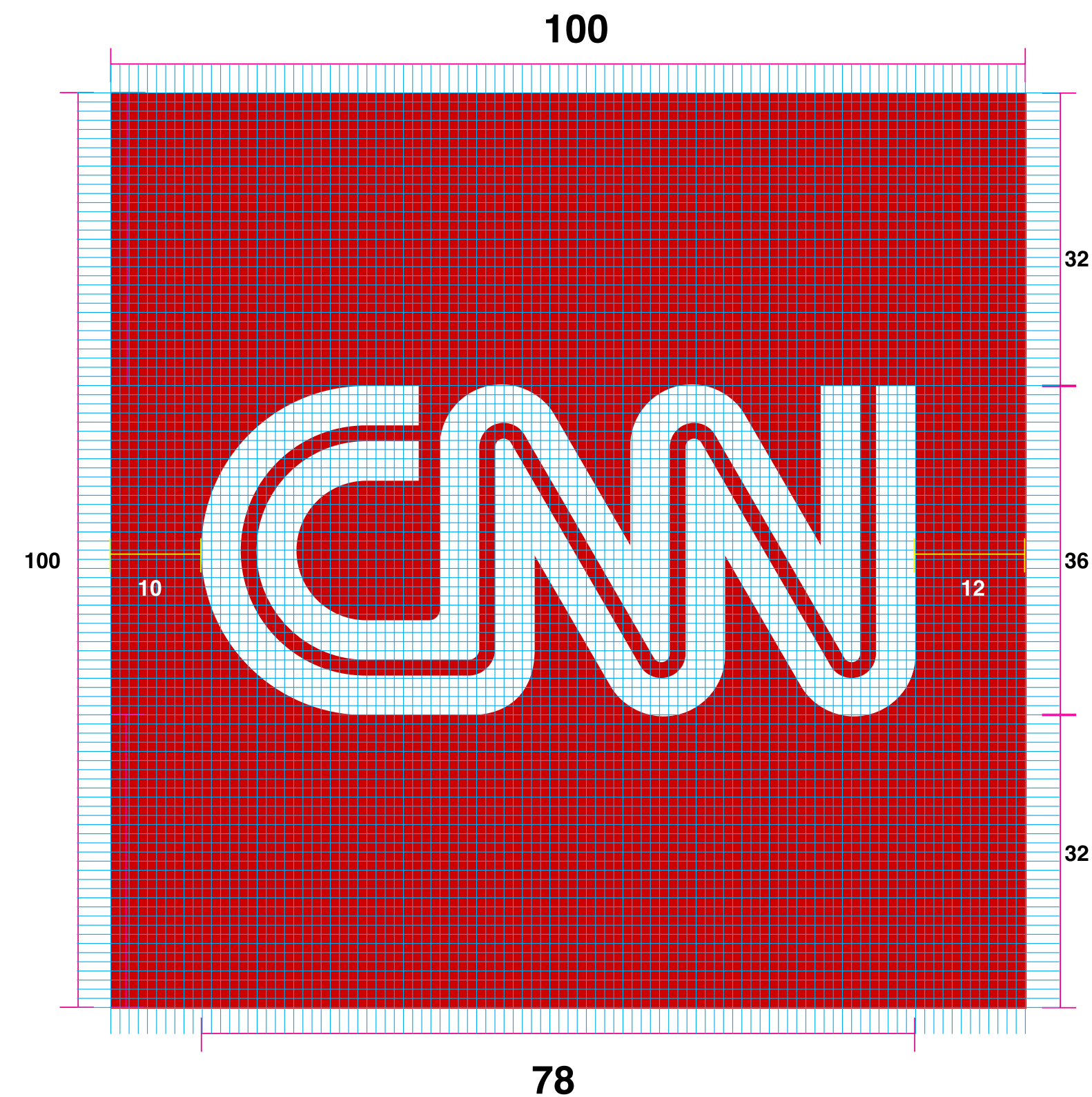
### SPACING RATIO (BETWEEN C and N)

$Z : Y = 1.75 : 1$

# 02 03 PRIMARY LOGO SYSTEM 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”.



THE WIDTH OF SQUARE : THE WIDTH OF LOGO  
= 100: 78









02  
04

PRIMARY LOGO SYSTEM

02  
04

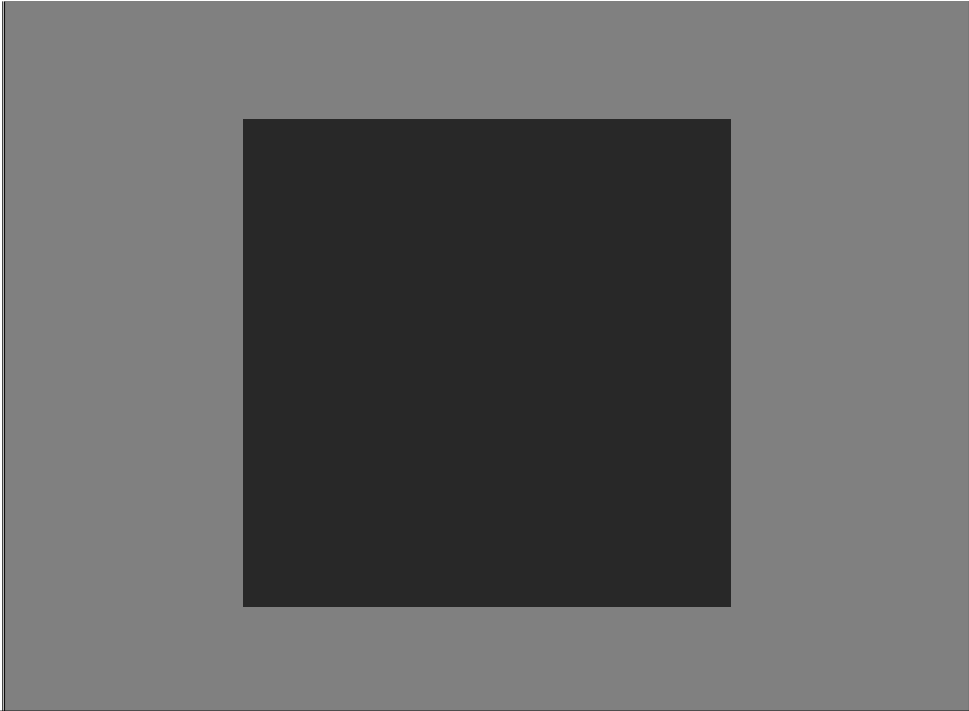
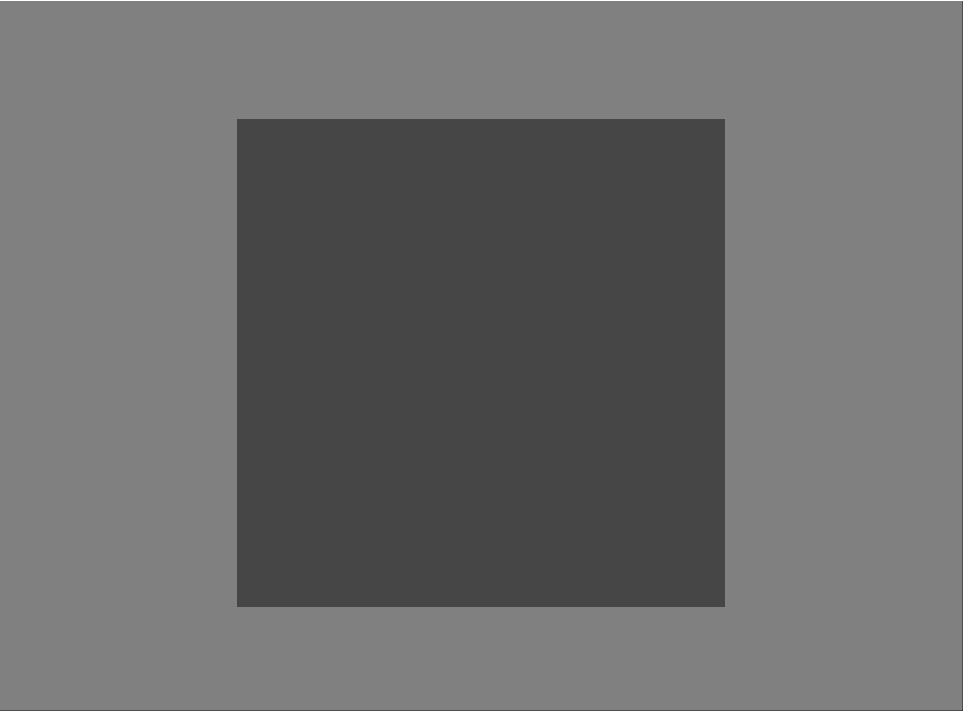


COLOR  
SPECS

			
	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

02  
—  
05

PRIMARY LOGO SYSTEM

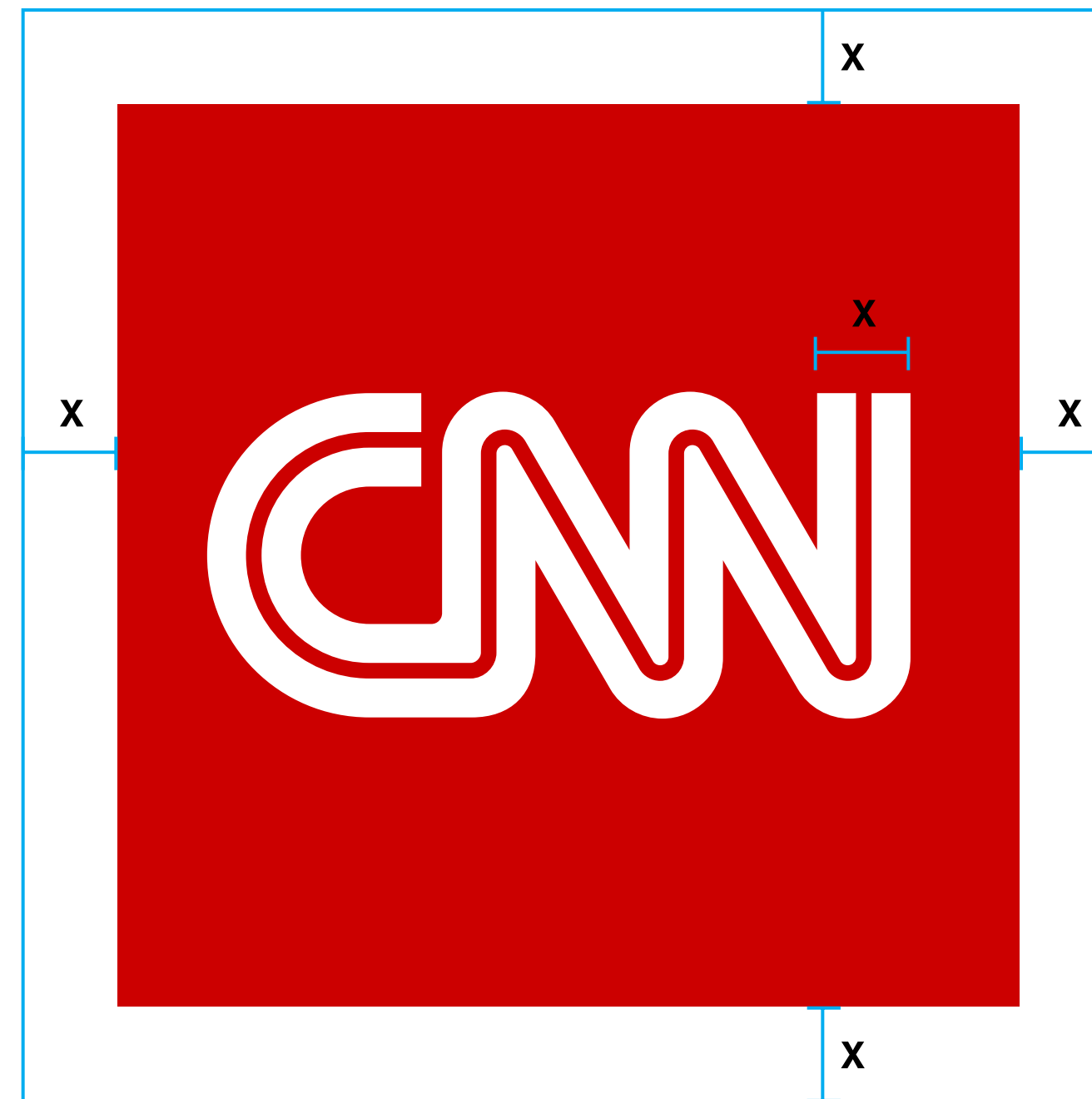
COLOR  
SPECS

		
	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

# 02 06 PRIMARY LOGO SYSTEM LOGO SAFE AREA

## 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.



02  
—  
07

PRIMARY LOGO SYSTEM

# OVER IMAGE

\*DO NOT USE  
BLACK LOGO BADGE  
OVER IMAGES.



COLORED LOGO

WHITE LOGO  
(KNOCKED OUT)

02  
08

PRIMARY LOGO SYSTEM

# LOGO USAGE

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## NON-REGISTERED TRADEMARK

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



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## WITH REGISTERED TRADEMARK

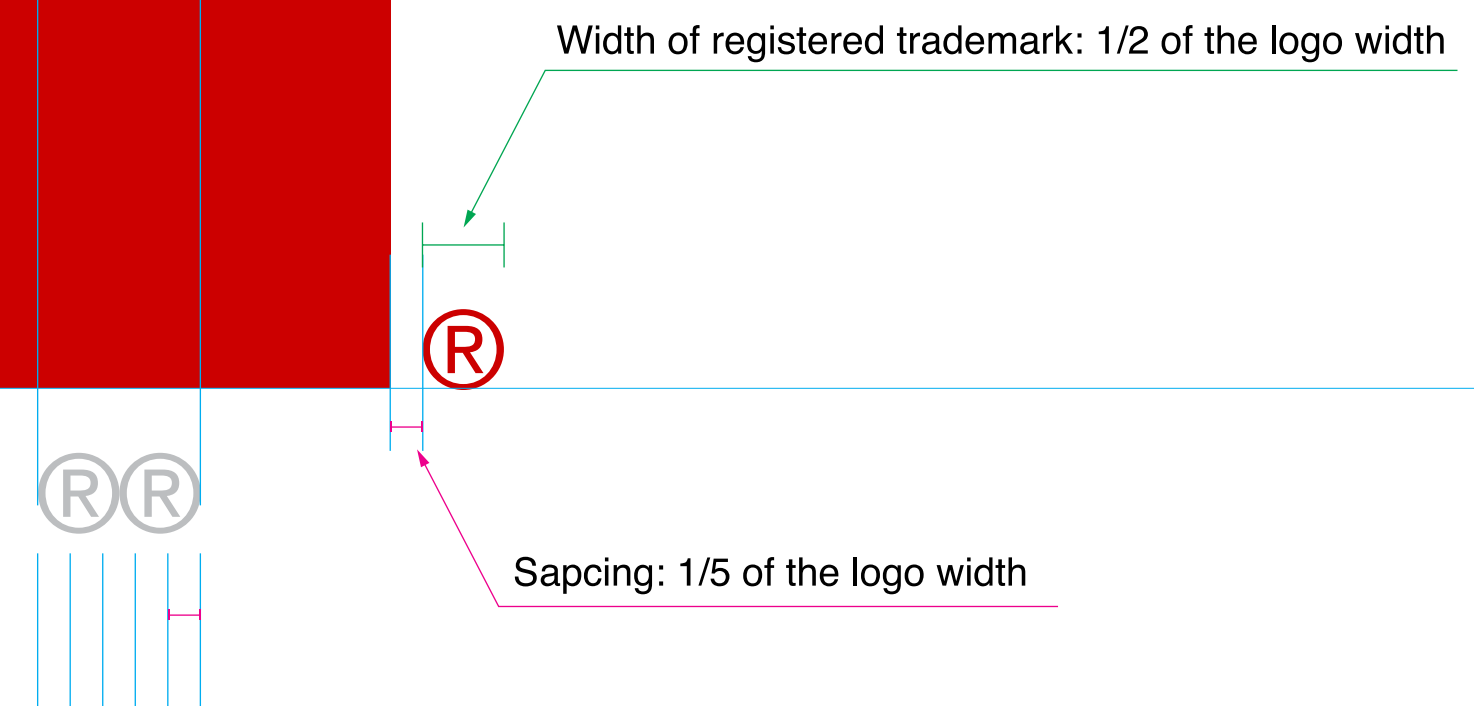
The logo with registered trademark is for the **print** & **OOH (Out of Home)** environment.



02  
-  
09

# PRIMARY LOGO SYSTEM

# 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.

02  
10

# PRIMARY LOGO SYSTEM DON'TS

## STRETCH OR DISTORT THE LOGO.



## CROP THE LOGO.

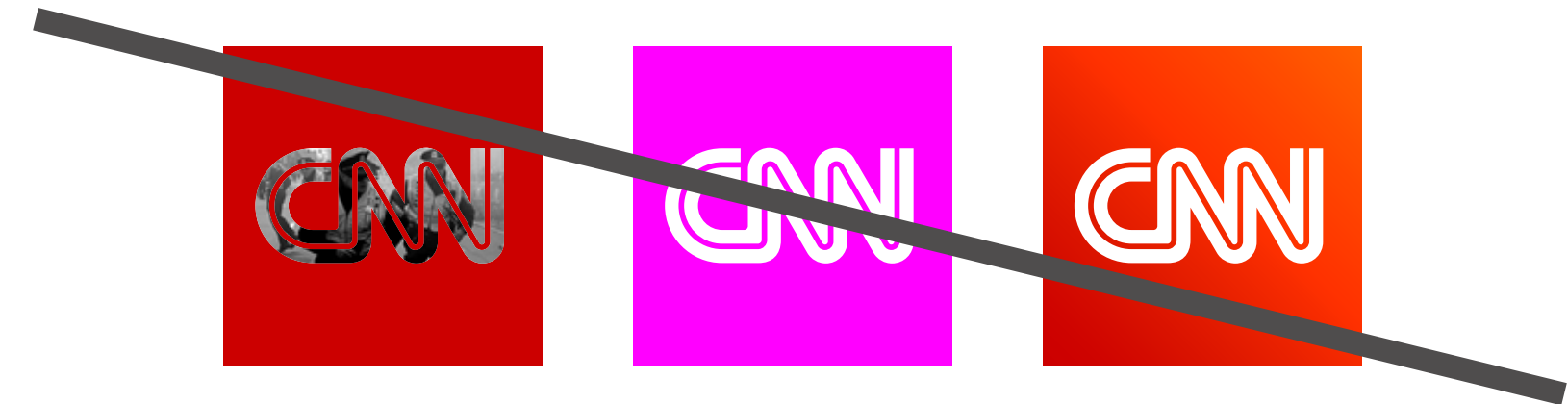


## ADD OTHER DESIGN ELEMENTS TO THE LOGO.

(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)

$Z : Y = 1.75 : 1$

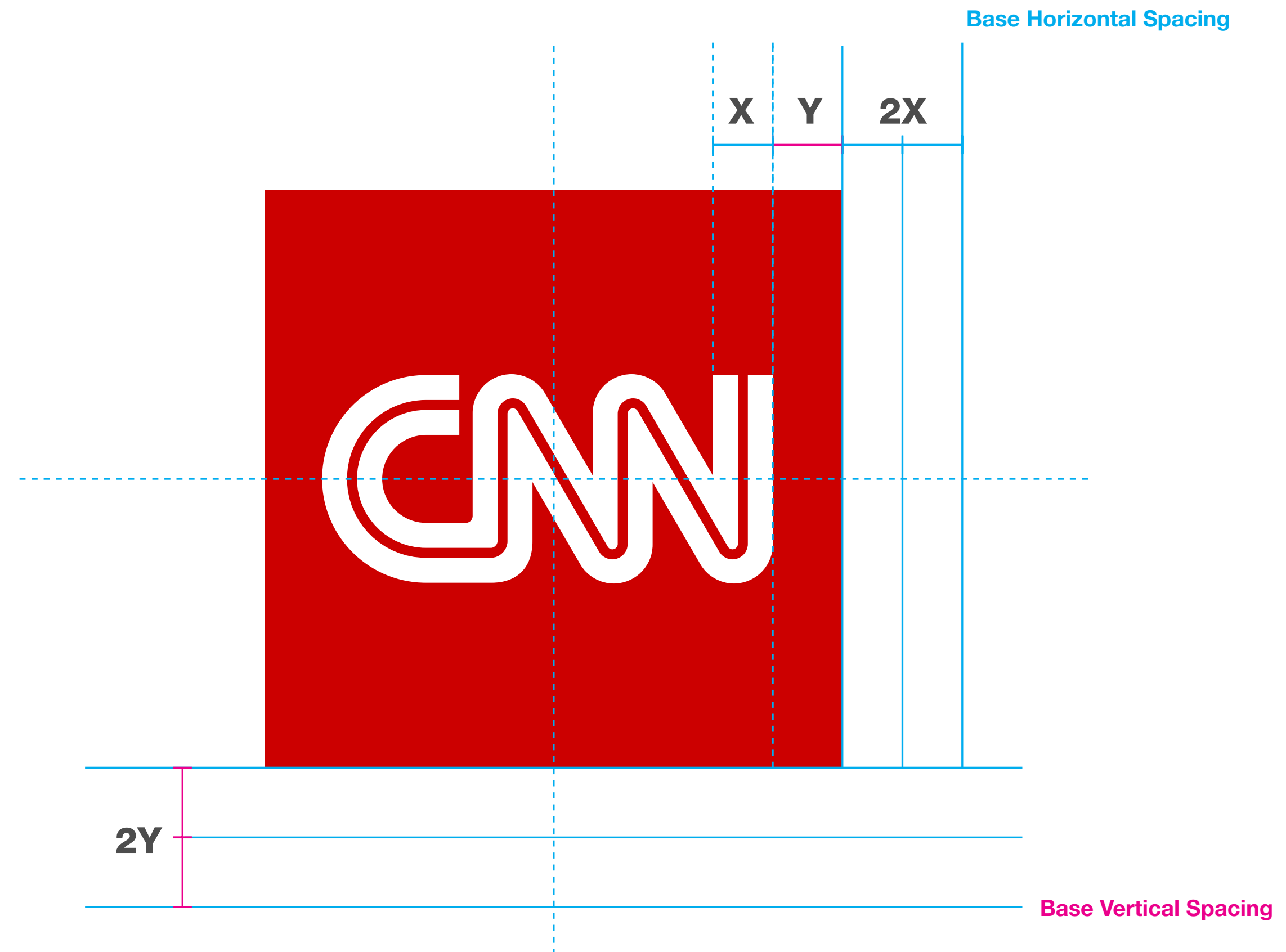
0.5 Inch (36 px)



02  
11

# PRIMARY LOGO SYSTEM

# 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**

**LOGO**



**SYSTEM**

03

01

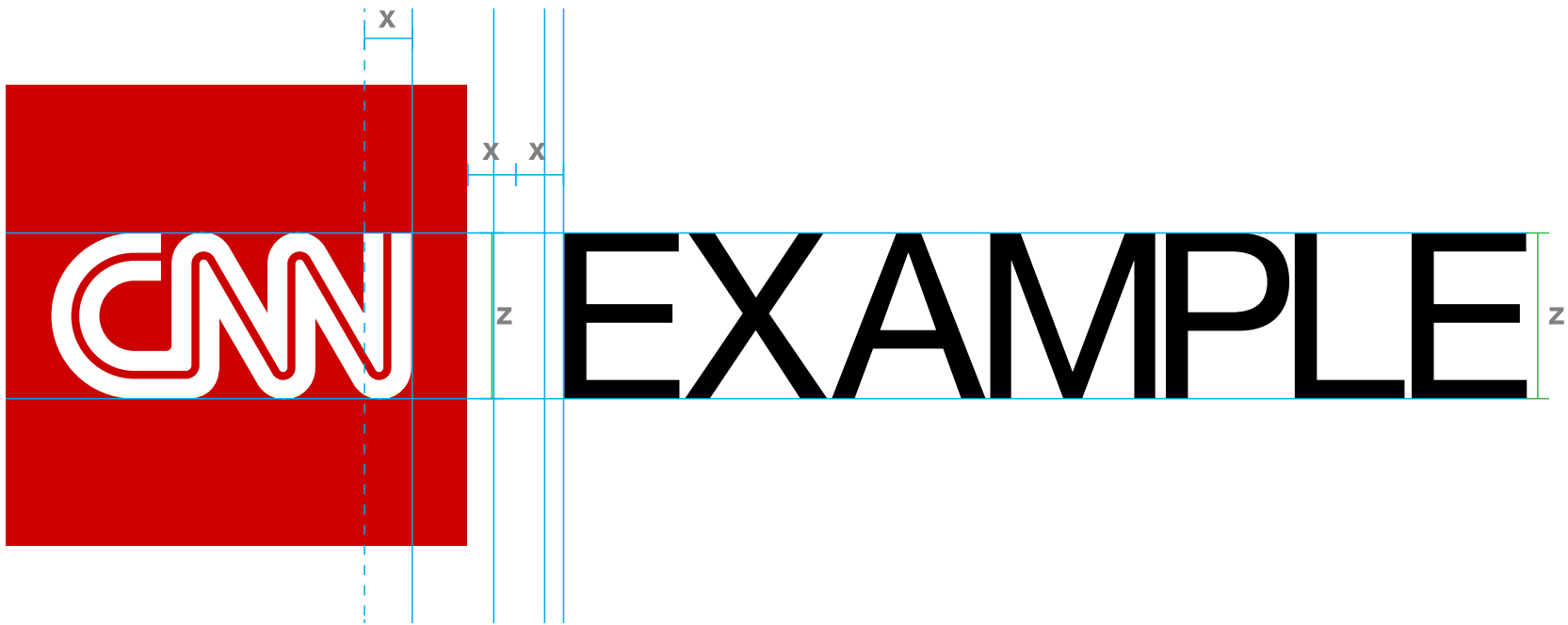
CORPORATE LOGO SYSTEM

EXAMPLE

LOGO DETAIL

HORIZONTAL SETUP

**FONT:**  
CNN SANS  
REGULAR

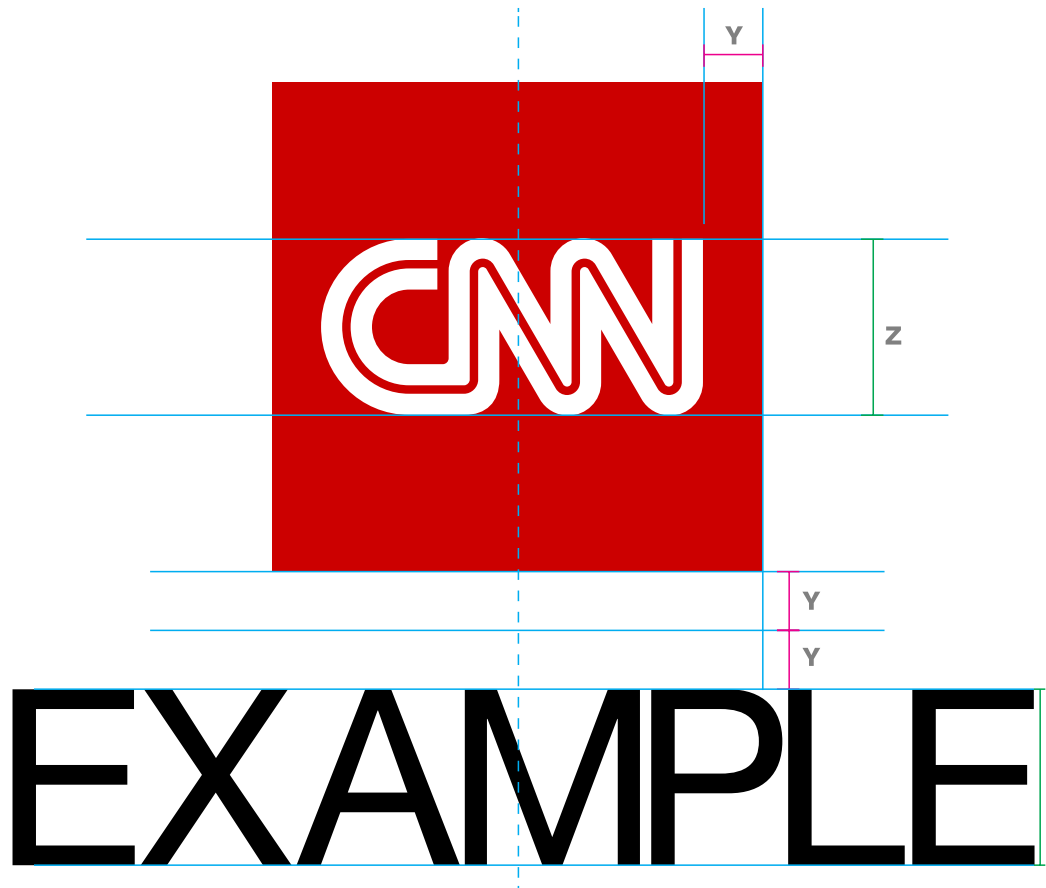


The X is the weight of the CNN logo. The spacing between the CNN logo badge and “EXAMPLE” is 2X, which is base spacing for all the horizontal setups. The height of the logo type, “EXAMPLE,” is Z, which is the height of the white CNN logo inside of the red badge.

LOGO DETAIL

VERTICAL SETUP

**FONT:**  
CNN SANS  
REGULAR



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.

03

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02

CORPORATE LOGO TITLING SYSTEM

EXAMPLE

The “EXAMPLE” Logo consists of four color iterations: Pulse Red over light, Pulse Red over dark, 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 “EXAMPLE” Logos.

OVERVIEW

COLOR OVER LIGHT	COLOR OVER DARK	BLACK OVER LIGHT	WHITE OVER DARK
<div> EXAMPLE</div> <div> EXAMPLE</div>	<div> EXAMPLE</div> <div> EXAMPLE</div>	<div> EXAMPLE</div> <div> EXAMPLE</div>	<div> EXAMPLE</div> <div> EXAMPLE</div>

CORE



LOGO

SYSTEM

04  
—  
01

CORE LOGO SYSTEM

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

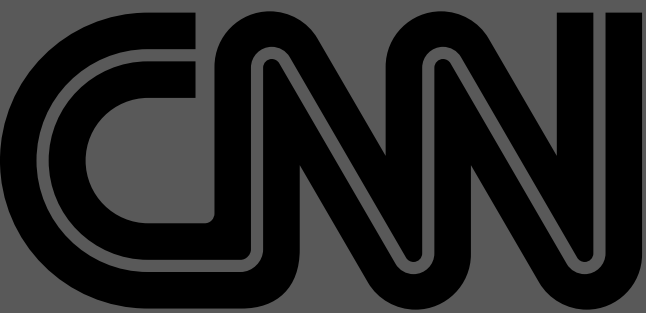


0.5 INCH / 36 PX



0.5 INCH or SMALLER

BLACK LOGO (KNOCKED OUT)

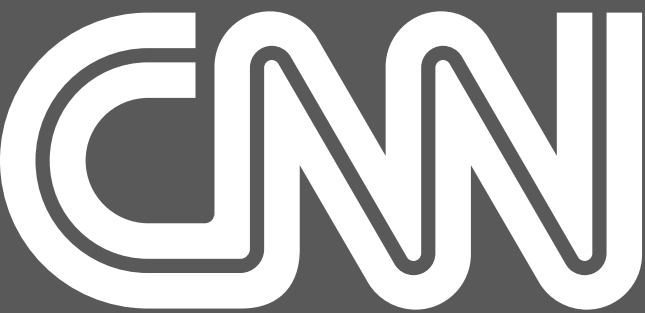


0.5 INCH / 36 PX



0.5 INCH or SMALLER

WHITE LOGO (KNOCKED OUT)



0.5 INCH / 36 PX



0.5 INCH or SMALLER

# 04 02 CORE LOGO SYSTEM 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.



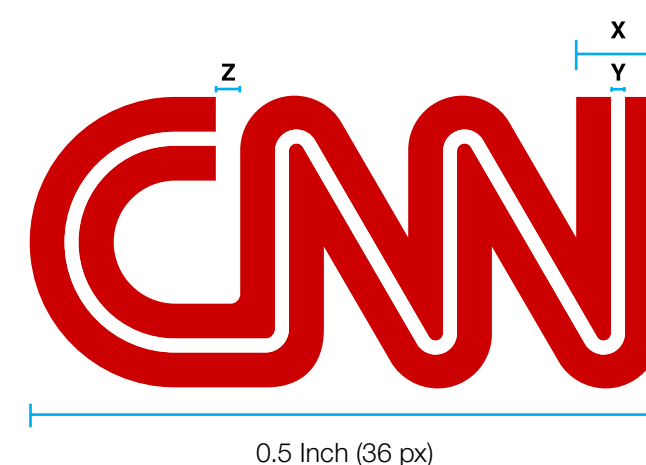
**PIPING RATIO**  
 $X : Y = 7 : 1$

**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)**  
 $Z : Y = 1.75 : 1$



CORE LOGO SYSTEM  
04 **OVER IMAGE**  
03

\*DO NOT USE  
BLACK KNOCKED OUT LOGO  
OVER IMAGES.



**COLORED LOGO**



**WHITE LOGO**  
(KNOCKED OUT)

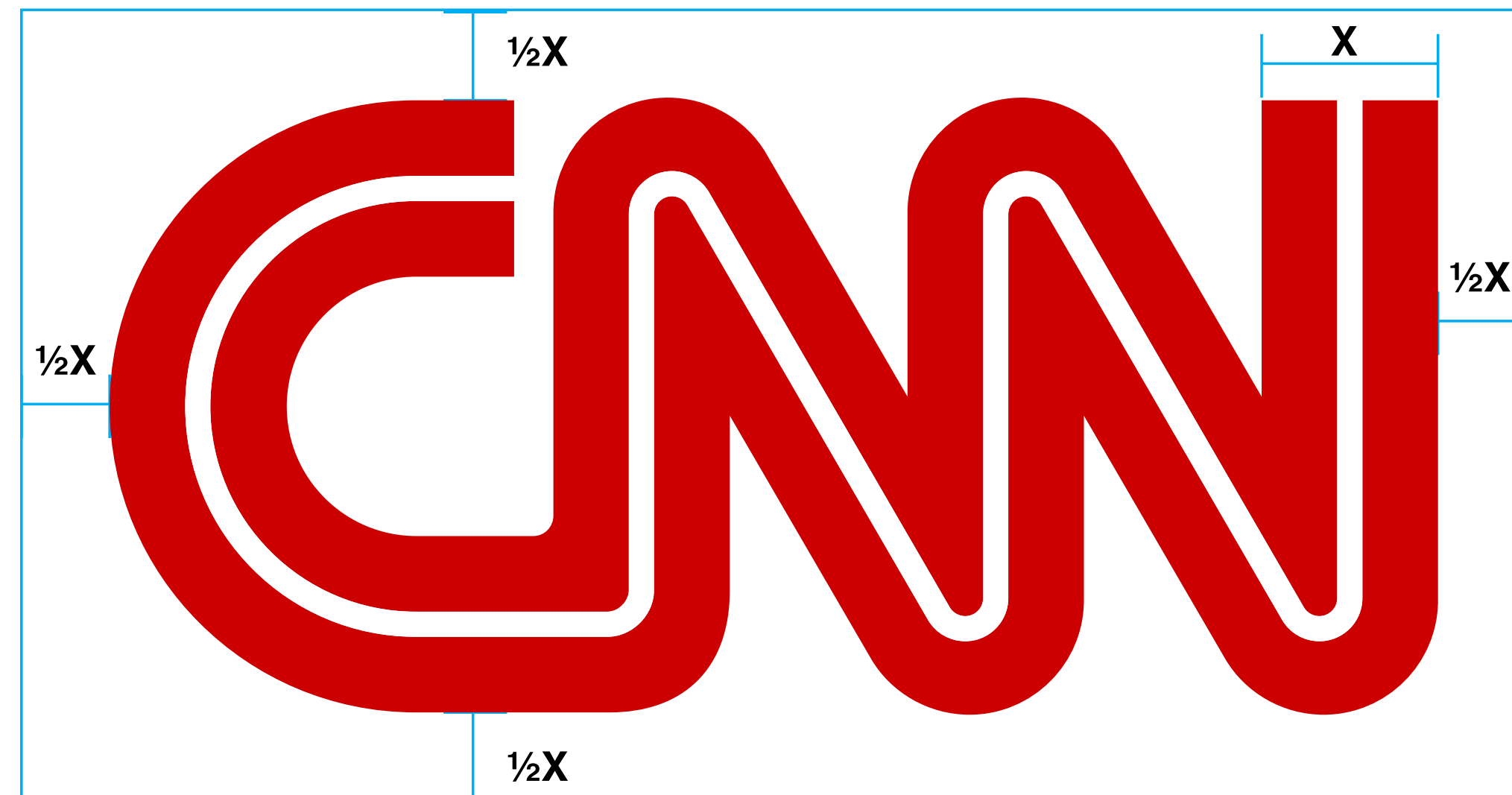
# CORE LOGO SYSTEM

## 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.

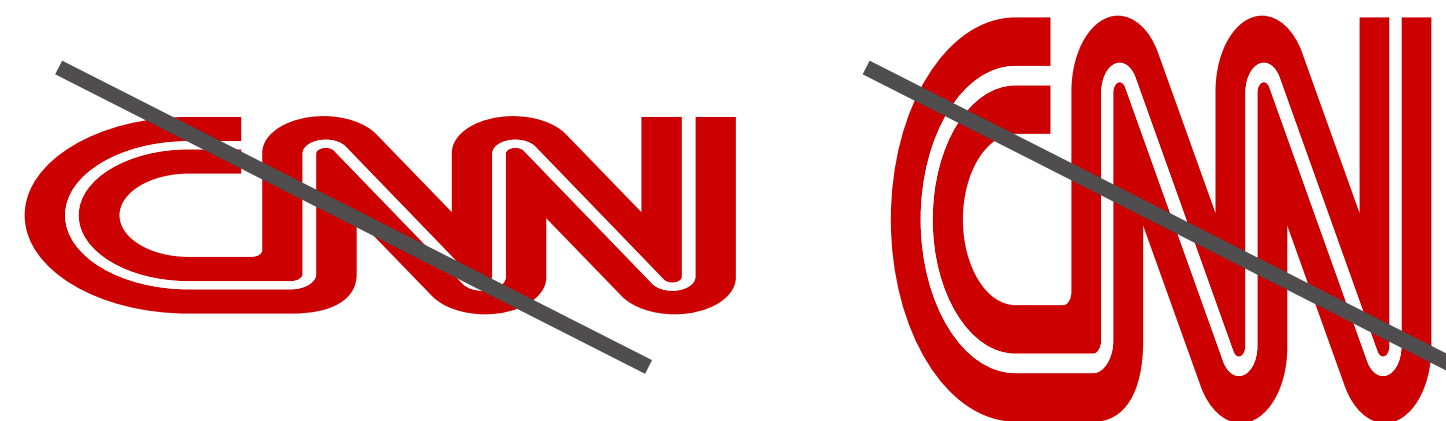




04  
—  
05

# CORE LOGO SYSTEM DON'TS

## STRETCH OR DISTORT THE LOGO.

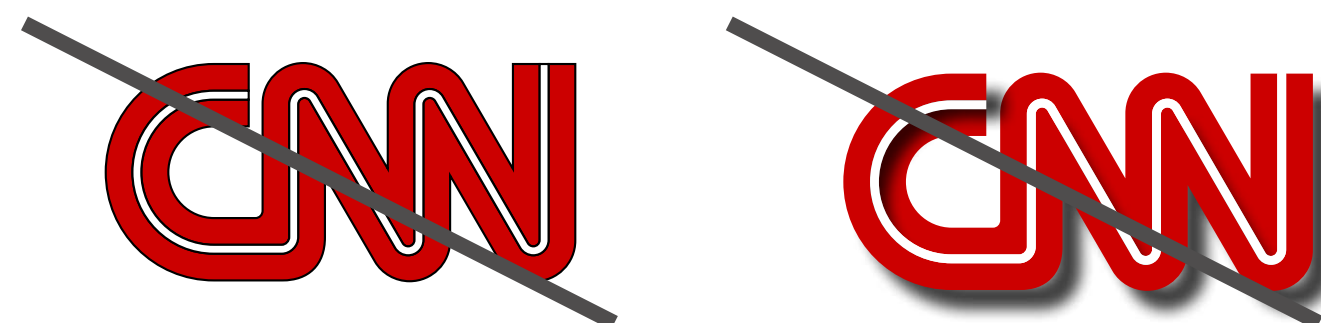


## CROP THE LOGO.

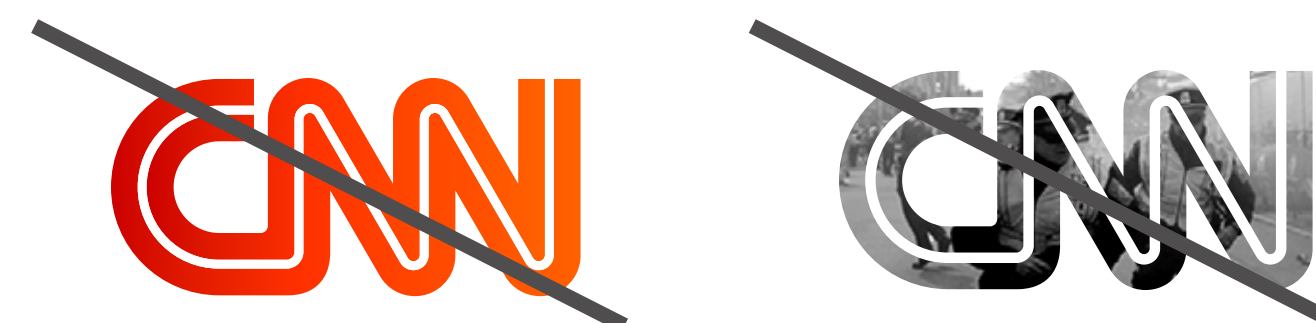


## ADD OTHER DESIGN ELEMENTS TO THE LOGO.

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

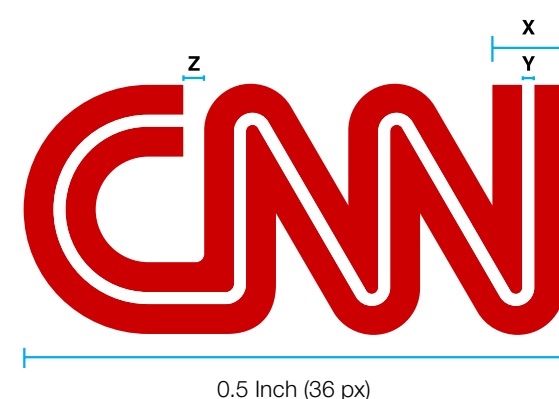


## FILL WITH IMAGES, GRADIENTS OR UNAPPROVED COLORS.



## SCALE SMALLER THAN 0.5 INCH (36PX).

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

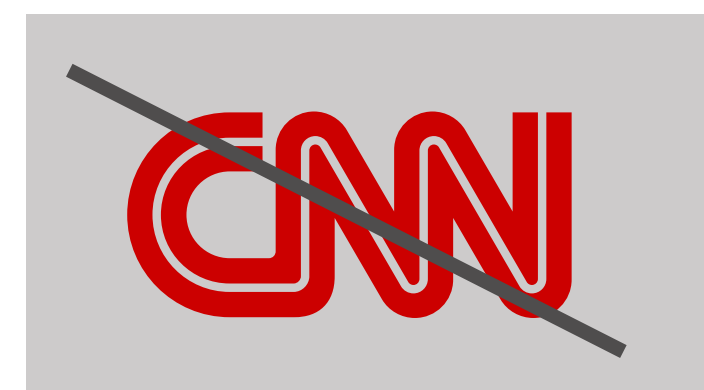


### LOGO FOR SMALL APPLICATION

PIPING RATIO  
X : Y = 6 : 1

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

## REMOVE PIPING FROM COLORED LOGO.



CORE LOGO SYSTEM

04  
—  
06

# LOGO USAGE

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## NON-REGISTERED TRADEMARK

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



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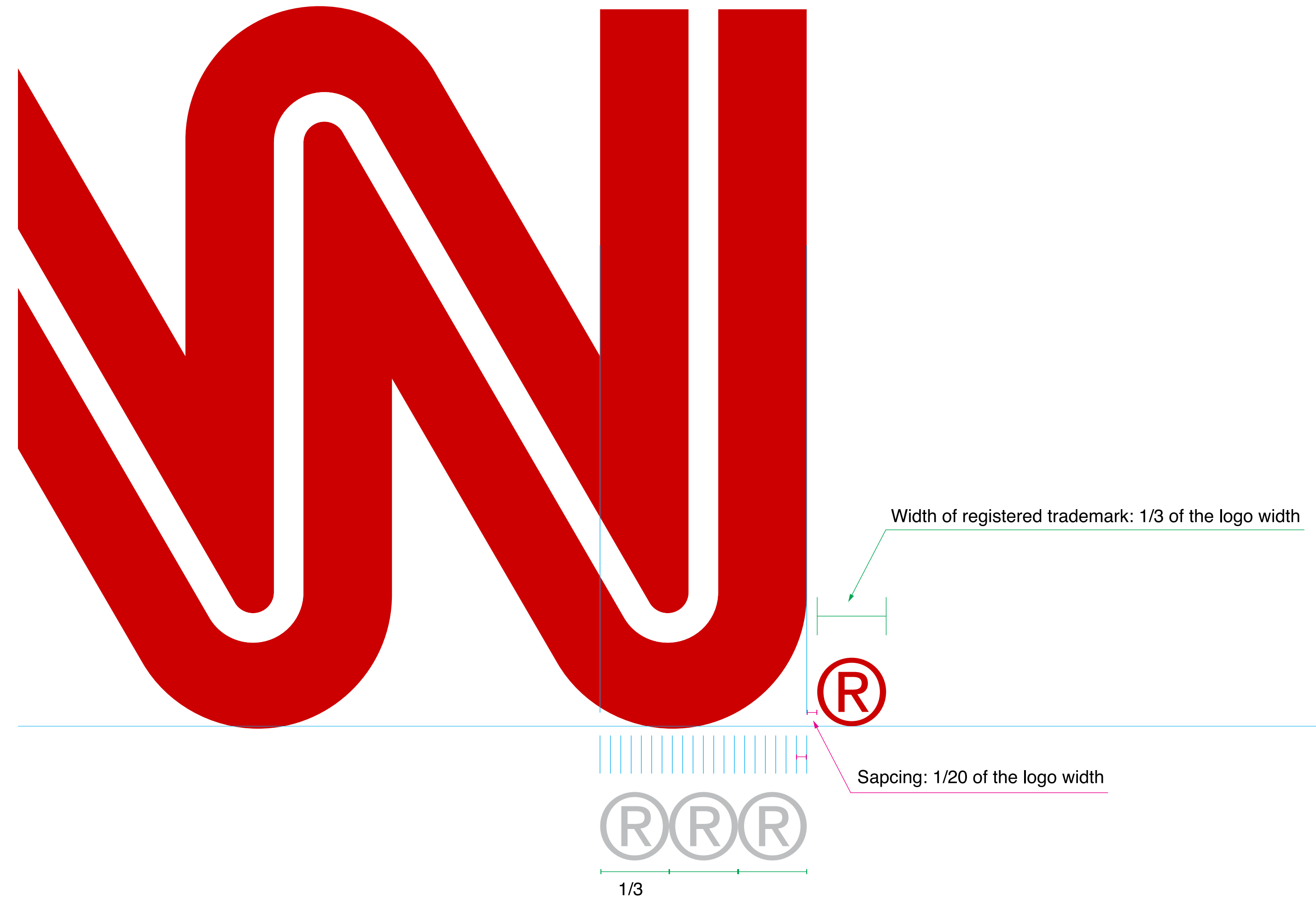
## WITH REGISTERED TRADEMARK

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



# CORE LOGO SYSTEM

## 04 — 07 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.





*go there*

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

**CNNBrand@turner.com**