# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Subsections</th>
<th>Pages</th>
</tr>
</thead>
</table>
| 4 | C-SPAN & channel logos | C-SPAN logo ........................................... 6  
Channel logos ........................................... 7  
Safety zones ........................................... 8  
Proper usage ........................................... 9 |
| 10 | Our mantra & industry tagline | Mantra ..................................................... 11  
Industry tagline ........................................ 15 |
| 16 | Sub-brand logos | Book TV logo ............................................ 18  
American History TV logo .......................... 19  
C-SPAN Radio logo .................................. 20  
Safety zones ........................................... 21  
Proper usage ........................................... 22 |
| 23 | Typography | About our typefaces ................................. 24  
Cooper Hewitt ........................................ 25  
Poppins ............................................... 26  
Georgia .................................................. 27 |
| 28 | Color | Primary colors ........................................ 29  
Secondary colors .................................... 30  
Accent colors ......................................... 31 |
| 32 | The frame | |
| 34 | Usage examples | |
About this guide

This Identity Style Guide is designed to set a baseline framework for an identity that can—and will—change over time. Whether it’s on screen or in print, we encourage thoughtful creativity and innovative design. However, when working with our brand identity, please do so with respect and consideration of these standards to maintain the integrity of our exciting new look.

For situations that may require you to push beyond these guidelines, please seek approval from your marketing contact or C-SPAN design lead.
C-SPAN &
channel logos
Our logos are designed for modern clarity and to stand confidently among a landscape of political news outlets. As the foundation of our brand identity, careful consideration should always be given to their use across a growing variety of media and digital platforms.
Our logo is available in a variety of color options to choose from. We recommend using the primary version whenever your design and production method allows. Please refrain from using the black & gray versions if your media allows for color.

In rare instances, our logo may need to be used in a single color other than those seen here. In that case, a marketing or design contact at C-SPAN will need to provide a custom file and approve its use.

Refer to the Color section for detailed RGB, Pantone®, and CMYK color values.

<table>
<thead>
<tr>
<th>Color</th>
<th>Black &amp; gray</th>
<th>Reverse</th>
</tr>
</thead>
<tbody>
<tr>
<td>PRIMARY: NAVY &amp; COBALT</td>
<td>PRIMARY: BLACK &amp; GRAY</td>
<td>PRIMARY: REVERSE &amp; COBALT</td>
</tr>
<tr>
<td>C-SPAN</td>
<td>C-SPAN</td>
<td>C-SPAN</td>
</tr>
<tr>
<td>ONE COLOR: NAVY</td>
<td>ONE COLOR: BLACK</td>
<td>ONE COLOR: REVERSE</td>
</tr>
<tr>
<td>C-SPAN</td>
<td>C-SPAN</td>
<td>C-SPAN</td>
</tr>
</tbody>
</table>
Channel logos

The C-SPAN2 and C-SPAN3 channels are assigned a signature channel (number) color. The signature colors can be used at your discretion when the design or media allows, but we encourage use of the primary version when possible.

Refer to the Color section for detailed RGB, Pantone®, and CMYK color values.

**Black & gray**

**C-SPAN2**

**C-SPAN3**

**ONE COLOR: BLACK**

**C-SPAN2**

**C-SPAN3**

**Reverse**

**C-SPAN2**

**C-SPAN3**

**ONE COLOR: REVERSE**

**C-SPAN2**

**C-SPAN3**

**Color**

**PRIMARY: NAVY & SIGNATURE RED/AMBER**

**C-SPAN2**

**C-SPAN3**

**SECONDARY: NAVY & COBALT**

**C-SPAN2**

**C-SPAN3**

**ONE COLOR: NAVY**

**C-SPAN2**

**C-SPAN3**
Logo safety zones

In application, our logos should be separated from text* and other graphic elements to maintain clarity and ensure distinction. The safety zone is defined by [x] and should be preserved whenever possible.

* Note: The C-SPAN mantra and tagline lockups are an exception to this rule. They can be locked up with half the amount of our safety zone.
Proper usage

The C-SPAN logo is the foundational element of our identity. All efforts should be taken to present our logo clearly, avoiding the common mistakes as shown below.

These usage guidelines apply to C-SPAN, C-SPAN2, and C-SPAN3.
Our mantra & industry tagline
Our mantra underpins the fact that C-SPAN is a public service, operating without government funding, to present to the public the inner workings of American democracy with no party affiliation, and no right or left bias.

Our mantra can be used as a stand-alone element or as a lockup with the primary C-SPAN logo. However, when used as a separate element, always do so in conjunction with other C-SPAN branding to ensure proper context.

As a graphic element, the mantra should always be typeset in the Cooper Hewitt Semibold, tracking set to 0, title case (as shown), and baseline set to 112.5% of the type size.
Logo & mantra lockup: standard size applications

**PRIMARY LOCKUP**

C-SPAN
Your Unfiltered View of Government

**HORIZONTAL LOCKUP**

C-SPAN
Your Unfiltered View of Government

½ safety zone

C-SPAN
Your Unfiltered View of Government

½ safety zone
Logo & mantra lockup: large size applications

Alternate lockup sizing is available for larger applications, such as posters, outdoor advertising, and vehicle graphics. Use your best discretion to determine which size relationship is optimal at a typical viewing distance and/or screen resolution. Legibility should remain a top priority.
Logo & mantra lockup: alternate alignments

In certain instances, the left-aligned mantra may need to be altered to better suit the layout, such as on our on-screen chyrons. Choosing an alternate alignment should be carefully considered before use.

Other alignments are not permitted. Please refrain from using the alternate alignments as a stand-alone element and mixing different alignments within the same document.

CENTER ALIGNMENT

SINGLE-LINE ALIGNMENT

Note: Special care should be taken when using this alignment to ensure legibility is maintained.
Underpinning our impartial, balanced coverage is the fact that no government or taxpayer dollars support C-SPAN, as we continue to be solely funded by the cable industry. Our industry tagline reminds our followers of the critical role our funders play in providing this public service, both at the community and national level.

**Industry tagline**

**CREATED BY CABLE IN 1979**

Use this tagline to reinforce the importance of C-SPAN as a public service. It can be used as a stand-alone element or as a lockup with the primary logo. Please do not combine it with our mantra—this should always have its own separate space.

The industry tagline should be typeset in **Poppins Medium**, uppercase, and tracking set to +75.

**PRIMARY LOCKUP**

Sized to fit optical width of logo

C-SPAN

CREATED BY CABLE IN 1979
Sub-brand logos
The C-SPAN sub-brand logos continue our foundational design principles of modern clarity and simplicity. Each is built on a typographic framework, unifying the family, and presenting our brand with a consistent visual language.

Note: Because C-SPAN radio covers such a broad spectrum of our programming and has a mobile app of its own, it is the only sub-brand permitted to have an icon for its specialized promotional purposes as a distinctly separate element.
Our Book TV logo is available in several color options. We recommend using the primary version whenever your design and production method allows. Please refrain from using the black & gray versions if your media allows for color.

In rare instances, our logo may need to be used in a single color other than those seen here. In that case, a marketing or design contact at C-SPAN will need to provide a custom file and approve its use.

Refer to the **Color** section for detailed RGB, Pantone®, and CMYK color values.

### Color

**PRIMARY: NAVY & RED**

C-SPAN2 BOOKTV

**SECONDARY: NAVY & COBALT**

C-SPAN2 BOOKTV

**ONE COLOR: NAVY**

C-SPAN2 BOOKTV

### Black & gray

**PRIMARY: BLACK & GRAY**

C-SPAN2 BOOKTV

**ONE COLOR: BLACK**

C-SPAN2 BOOKTV

### Reverse

**PRIMARY: REVERSE & RED**

C-SPAN2 BOOKTV

**ONE COLOR: REVERSE**

C-SPAN2 BOOKTV
American History TV logo

The American History TV logo is available in several color options. We recommend using the primary version whenever your design and production method allows. Please refrain from using the black & gray versions if your media allows for color.

In rare instances, our logo may need to be used in a single color other than those seen here. In that case, a marketing or design contact at C-SPAN will need to provide a custom file and approve its use.

Refer to the Color section for detailed RGB, Pantone®, and CMYK color values.

Note: In rare instances when available space is severely limited in height, the logo may need to be used in a single line. In such cases, always use the logo in one color to maximize legibility.

In extremely rare cases, the channel logo can be removed, however this will require approval from your marketing or design contact at C-SPAN.
C-SPAN Radio logo

Our C-SPAN Radio logo is available in several color options. We recommend using the primary version whenever your design and production method allows. Please refrain from using the black & gray versions if your media allows for color.

In rare instances, our logo may need to be used in a single color other than those seen here. In that case, a marketing or design contact at C-SPAN will need to provide a custom file and approve its use.

Refer to the Color section for detailed RGB, Pantone®, and CMYK color values.

Color

PRIMARY: NAVY & COBALT

SECONDARY: NAVY & COBALT

ONE COLOR: NAVY

Black & gray

PRIMARY: BLACK & GRAY

ONE COLOR: BLACK

Reverse

PRIMARY: REVERSE & COBALT

ONE COLOR: REVERSE

Additional formats

The “Bug” logo is strictly available in RGB, and may only be used for social media avatars and specialized digital applications, such as an HD radio logo, where size is highly limited.

The Radio icon is available for use in a variety of colors, as shown above. It may only be used clearly in the context of C-SPAN Radio, such as an app icon or as a supporting graphic.
Logo safety zones

In application, our sub-brand logos should be separated from text and other graphic elements to maintain clarity and ensure distinction. The safety zone is defined by [x] and should be preserved whenever possible.
Proper usage

All efforts should be taken to present our sub-brand logos clearly, avoiding the common mistakes as shown below.

These usage guidelines apply to Book TV, American History TV, and C-SPAN Radio.
Our typographic system consists of three typefaces. Each has been carefully selected to work together, yet have their own unique characteristics and primary functional roles.

To ensure that our typographic system is as accessible as possible, two of our typefaces are freely available under an Open Font License (OFL), while the third is a standard system font on both Mac and PC platforms.

Cooper Hewitt: A Condensed sans-serif used for large headlines, chyrons, and sub-brand logos.

Poppins: A geometric sans-serif best used for short amounts of body text, smaller headlines and subheads, etc.

Georgia: A serif typeface well suited for long-form body text or to provide a contrasting headline style where needed.
Cooper Hewitt

The Cooper Hewitt typeface is a condensed sans-serif that we use for large headlines, on-screen chyrons, and our sub-brand logos. Available in a variety of weights, it is highly legible with a unique and friendly style.

Available weights and styles

- Thin
- Light
- Book
- Medium
- Semibold
- Bold
- Heavy

Thin Italic
Light Italic
Book Italic
Medium Italic
Semibold Italic
Bold Italic
Heavy Italic

OFL details

Available under the Open Font License, Cooper Hewitt is free to download and use on all printed materials, broadcast, websites, or apps.

To download this typeface and for more information regarding the Open Font License, visit:
https://github.com/cooperhewitt/cooperhewitt-typeface

0123456789 £€¥¢%‰;
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
«» ‹›#©®™°"*†‡§¶^~ªº.,:;…’”
⅛ ⅕ ¼ ⅓ ⅜ ⅖ ½ ⅗ ⅝ ⅔ ¾ ⅘ ⅞

SHOWN IN COOPER HEWITT SEMIBOLD

ABCDEFghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1/8 1/5 1/4 1/3 3/8 2/5 1/2 3/5 5/8 2/3 3/4 4/5 7/8
The Poppins typeface is our “workhorse” font. A geometric sans-serif, we use Poppins for headlines (smaller than those used for Cooper Hewitt), subheads, and short amounts of text. Designed for geometric precision, Poppins has a clean, modern appeal.

Available under the Open Font License, Poppins is free to download and use on all printed materials, broadcast, websites, or apps. Poppins is also available as a free Google web font, however, we recommend downloading the files from the type foundry for access to the most up-to-date version and the cross-platform Open Type font format.

To download this free typeface, visit: https://www.indiantypefoundry.com/fonts/poppins

Or, for more information regarding the Open Font License, https://github.com/itfoundry/Poppins

Available weights and styles

- Thin
- Extra Light
- Light
- Regular
- Medium
- Semibold
- Bold
- Extra Bold
- Black

- Thin Italic
- Extra Light Italic
- Light Italic
- Regular Italic
- Medium Italic
- Semibold Italic
- Bold Italic
- Extra Bold Italic
- Black Italic

SHOWN IN Poppins MEDIUM

0123456789 $£€¥ƒ¢%‰
ABCDEFHijklmnOPQRSTUvwxyz
abcdefhijklmnopqrstuvwxyz
«» ₀₁₂₃₄₅₆₇₈₉ₐ₀₁₂₃₄₅₆₇₈₉
¼ ½ ¾
As our primary serif typeface, Georgia is best suited for long-form text or to provide an occasional contrasting headline style. Recommended primarily for on-screen use, Georgia is designed to maintain a high level of legibility, even at smaller sizes.

As a standard system font on Mac and PCs, Georgia may already be installed on your machine.

For extended print usage, Georgia Pro is available for purchase on myfonts.com.

**Available weights and styles**

| Regular | Regular Italic | Bold | Bold Italic |

0123456789 £€¥ƒ¢%‰

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

«» <> #©®™°'"*†‡§¶^~ªº.,:;…‘”

⅛ ¼ ⅓ ⅜ ½ ⅝ ⅔ ¾ ⅞

| 1/8 1/4 1/3 3/8 1/2 5/8 2/3 3/4 7/8 |
Color
The C-SPAN identity is anchored in a dynamic system of colors, with a vibrant blue as our signature hue.

Our audience views the C-SPAN identity primarily on screen. As a result, our master colors are RGB-based values. While all print-based color values strive to meet that on-screen standard, there will be differences due to the inherent limitations of ink.

### Primary colors

**Navy**
- RGB: 0, 26, 114
- HEX: #001A72
- PMS: 2747
- CMYK: 100, 80, 5, 35
- CMYK Newsprint: 100, 80, 0, 0

**Cobalt**
- RGB: 60, 80, 255
- HEX: #3C50FF
- PMS: 285
- CMYK: 95, 40, 0, 0
- CMYK Newsprint: 100, 10, 0, 0

Note: Not all of the CMYK values listed here are from the Pantone® Color Bridge. Please use these values instead of Pantone’s standard conversion.
Secondary colors

Red
RGB: 186, 12, 47
HEX: #BA0C2F
PMS: 200
CMYK: 5, 100, 48, 25
CMYK Newsprint 100, 100, 0, 0

Midnight
RGB: 4, 30, 66
HEX: #041E42
PMS: 282
CMYK: 100, 85, 13, 68
CMYK Newsprint 100, 100, 0, 30

Dark Gray
RGB: 65, 85, 99
HEX: #415563
PMS: 7545
CMYK: 58, 32, 18, 54
CMYK Newsprint 50, 30, 20, 40

Light Gray
RGB: 208, 211, 212
HEX: #D0D3D4
PMS: 427
CMYK: 7, 3, 5, 8
CMYK Newsprint 0, 0, 0, 20

Note: Not all of the CMYK values listed here are from the Pantone® Color Bridge. Please use these values instead of Pantone’s standard conversion.
Accent colors

**Amber**
- RGB: 241, 179, 0
- HEX: #F1B300
- PMS: 3514
- CMYK: 0, 27, 100, 0
- CMYK Newsprint: 0, 30, 100, 0

**Dark Amber**
- RGB: 207, 69, 32
- HEX: #CF4520
- PMS: 173
- CMYK: 0, 80, 95, 15
- CMYK Newsprint: 10, 80, 100, 0

**Maroon**
- RGB: 111, 38, 61
- HEX: #6F263D
- PMS: 209
- CMYK: 20, 97, 40, 58
- CMYK Newsprint: 30, 100, 50, 30

**Teal**
- RGB: 0, 167, 181
- HEX: #00A7B5
- PMS: 7710
- CMYK: 81, 0, 23, 0
- CMYK Newsprint: 80, 0, 30, 0

**Dark Viridian**
- RGB: 0, 81, 81
- HEX: #005151
- PMS: 7722
- CMYK: 89, 0, 45, 72
- CMYK Newsprint: 100, 10, 60, 50

**Purple**
- RGB: 150, 60, 189
- HEX: #963CBD
- PMS: 7442
- CMYK: 60, 85, 0, 0
- CMYK Newsprint: 50, 100, 0, 0

*Note: Not all of the CMYK values listed here are from the Pantone® Color Bridge. Please use these values instead of Pantone’s standard conversion.*
The frame
The C-SPAN frame, derived from our hyphen, is a distinctive graphic device used to highlight portions of imagery, video, or headlines. The frame can remain a square or transform to reflect various TV and mobile screen aspect ratios.

The exact thickness of the frame edge can be at your discretion, but should always have a bold weighted appearance within the design (i.e., please avoid a thin frame).

<table>
<thead>
<tr>
<th>Square</th>
<th>16:9 ratio</th>
<th>4:3 ratio</th>
<th>2:3 ratio</th>
<th>1:2 ratio</th>
</tr>
</thead>
</table>

Note: These frames can be used horizontally or vertically.
Thank you for taking the time to review this guide.

Remember, if your design needs to push beyond these guidelines, please seek approval from your marketing contact or C-SPAN design lead.