

C-SPAN

Identity Style Guide

VERSION 1.0

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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.

Primary logo

The primary logo consists of the text "C-SPAN" in a bold, sans-serif font. The letter "C" is dark blue, followed by a small square separator, and the letters "SPAN" are also in dark blue.

Channel logos

The channel logo for C-SPAN2 features the text "C-SPAN" in dark blue, followed by a small square separator, and the number "2" in a bold, red font.The channel logo for C-SPAN3 features the text "C-SPAN" in dark blue, followed by a small square separator, and the number "3" in a bold, yellow font.

C-SPAN logo

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.

Color

PRIMARY: NAVY & COBALT

ONE COLOR: NAVY

Black & gray

PRIMARY: BLACK & GRAY

ONE COLOR: BLACK

Reverse

PRIMARY: REVERSE & COBALT

ONE COLOR: REVERSE

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.

Color

PRIMARY: NAVY & SIGNATURE RED/AMBER

C-SPAN2
C-SPAN3

SECONDARY: NAVY & COBALT

C-SPAN2
C-SPAN3

ONE COLOR: NAVY

C-SPAN2
C-SPAN3

Black & gray

PRIMARY: BLACK & GRAY

C-SPAN2
C-SPAN3

ONE COLOR: BLACK

C-SPAN2
C-SPAN3

Reverse

PRIMARY: REVERSE & SIGNATURE RED/AMBER

C-SPAN2
C-SPAN3

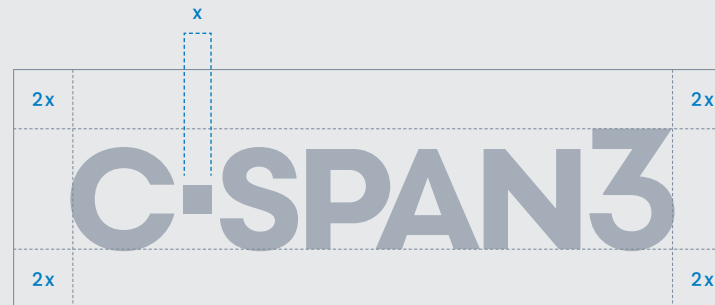
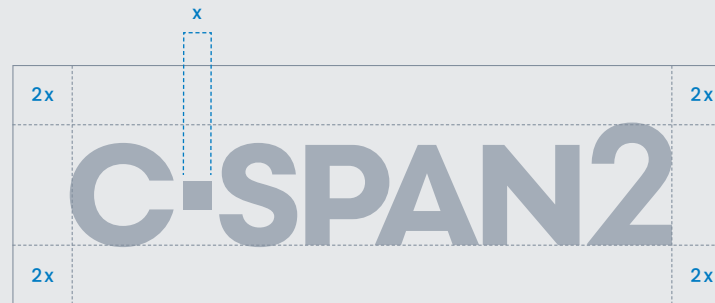
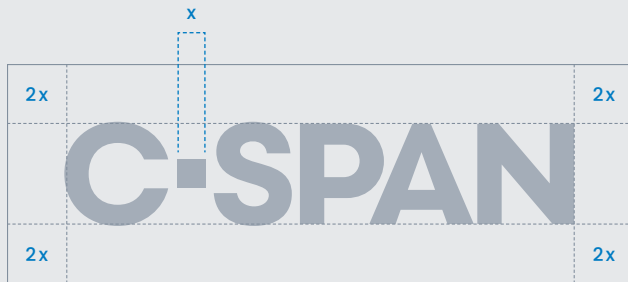
ONE COLOR: REVERSE

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.

⊘ DISTORT THE LOGO



⊘ MIX THE COLORS



⊘ APPLY PHOTOSHOP EFFECTS



⊘ ROTATE



⊘ CHANGE THE COLORS



⊘ CHANGE THE TYPE



⊘ APPLY AN OUTLINE



⊘ USE OVER A COMPLEX BACKGROUND



⊘ APPEND .ORG OR OTHER TEXT



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.

Mantra

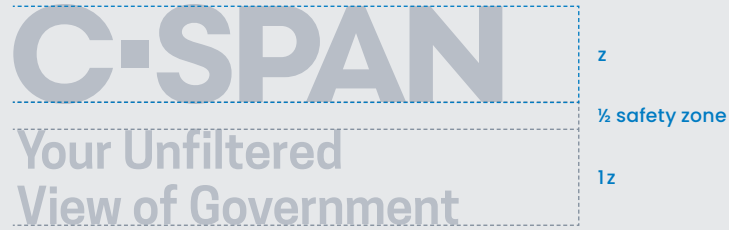
Your Unfiltered View of Government

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



HORIZONTAL LOCKUP



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.

LARGE LOCKUP



EXTRA LARGE LOCKUP



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

C-SPAN
CREATED BY CABLE IN 1979

C-SPAN
CREATED BY CABLE IN 1979

z
½ safety zone

Sized to fit optical width of logo

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.

Book TV

C-SPAN2
BOOKTV

American History TV

C-SPAN3
**AMERICAN
HISTORYTV**

C-SPAN Radio

C-SPAN
 **RADIO**

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.

Book TV logo

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.

C-SPAN3 AMERICAN HISTORY TV

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.

Color

PRIMARY: NAVY & AMBER



SECONDARY: NAVY & AMBER



ONE COLOR: NAVY



Black & gray

PRIMARY: BLACK & GRAY



ONE COLOR: BLACK



Reverse

PRIMARY: REVERSE & RED



ONE COLOR: REVERSE



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



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.

Reverse

PRIMARY: REVERSE & COBALT



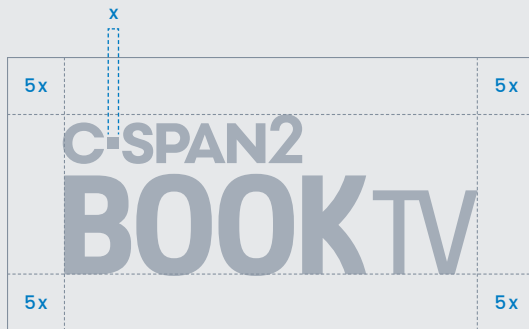
ONE COLOR: REVERSE



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.

⊘ DISTORT THE LOGO

The logo consists of "C-SPAN2" in a blue, sans-serif font above "BOOKTV" in a larger, bold, red, sans-serif font.

⊘ ROTATE

The logo is rotated counter-clockwise, with "C-SPAN2" in blue and "BOOKTV" in red.

⊘ APPLY AN OUTLINE

The logo is the same as the first one, but with a thin red outline around the letters.

⊘ MIX THE COLORS

The logo is the same as the first one, but with "C-SPAN2" in red and "BOOKTV" in blue.

⊘ CHANGE THE COLORS

The logo is the same as the first one, but with "C-SPAN2" in purple and "BOOKTV" in blue.

⊘ USE OVER A COMPLEX BACKGROUND

The logo is placed over a background of diagonal red lines. "C-SPAN2" is in blue and "BOOKTV" is in red.

⊘ APPLY PHOTOSHOP EFFECTS

The logo is the same as the first one, but with a 3D effect and a shadow on the letters.

⊘ CHANGE THE TYPE

The logo is the same as the first one, but with "BOOK TV" in a larger, more spaced-out font.

⊘ APPEND .ORG OR OTHER TEXT

The logo is the same as the first one, but with ".ORG" in blue added to the end of "BOOKTV".

Typography

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.

FREE / OFL

Cooper Hewitt

A CONDENSED SANS-SERIF USED FOR LARGE HEADLINES, CHYRONS, AND SUB-BRAND LOGOS.

FREE / OFL

Poppins

A GEOMETRIC SANS-SERIF BEST USED FOR SHORT AMOUNTS OF BODY TEXT, SMALLER HEADLINES AND SUBHEADS, ETC.

MAC / PC SYSTEM FONT

Georgia

A SERIF TYPEFACE WELL SUITED FOR LONG-FORM BODY TEXT OR TO PROVIDE A CONTRASTING HEADLINE STYLE WHERE NEEDED.

Aa Aa Aa

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	<i>Thin Italic</i>
Light	<i>Light Italic</i>
Book	<i>Book Italic</i>
Medium	<i>Medium Italic</i>
Semibold	<i>Semibold Italic</i>
Bold	<i>Bold Italic</i>
Heavy	<i>Heavy Italic</i>

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>

SHOWN IN COOPER HEWITT SEMIBOLD

0123456789 \$£€¥¢%&°

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

<<>> <>#©[®]™°”””*†‡§¶^~_ao.,:;... “ ”

$\frac{1}{8}$ $\frac{1}{5}$ $\frac{1}{4}$ $\frac{1}{3}$ $\frac{3}{8}$ $\frac{2}{5}$ $\frac{1}{2}$ $\frac{3}{5}$ $\frac{5}{8}$ $\frac{2}{3}$ $\frac{3}{4}$ $\frac{4}{5}$ $\frac{7}{8}$

Poppins

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 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

OFL details

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>

SHOWN IN POPPINS MEDIUM

0123456789 \$£€¥ƒç%%°

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

«» ‹› # © ® ™ ° ´ µ ¶ · ¸ ¹ º » ¼ ½ ¾

¼ ½ ¾

Georgia

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

SHOWN IN GEORGIA REGULAR

0123456789 \$£€¥ƒ¢%%o

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

«» <>#©®™°””*†‡§¶^~ao.,;...“”

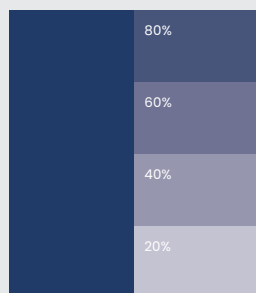
1/8 1/4 1/3 3/8 1/2 5/8 2/3 3/4 7/8

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

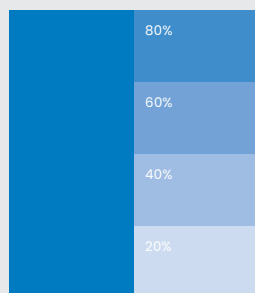
HEX: #001A72

.....
PMS: 2747

CMYK: 100, 80, 5, 35

.....
CMYK Newsprint

100, 80, 0, 0



Cobalt

RGB: 60, 80, 255

HEX: #3C50FF

.....
PMS: 285

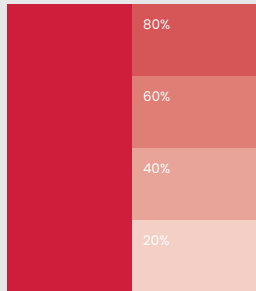
CMYK: 95, 40, 0, 0

.....
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

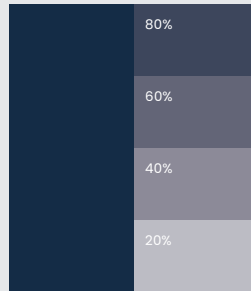


Red

RGB: 186, 12, 47
HEX: #BA0C2F

PMS: 200
CMYK: 5, 100, 48, 25

CMYK Newsprint
10, 100, 100, 0



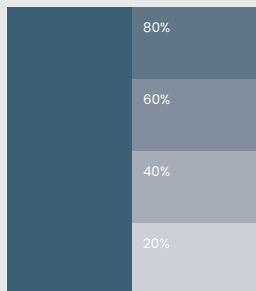
Midnight

RGB: 4, 30, 66
HEX: #041E42

PMS: 282
CMYK: 100, 85, 13, 68

CMYK Newsprint
100, 100, 0, 30

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.

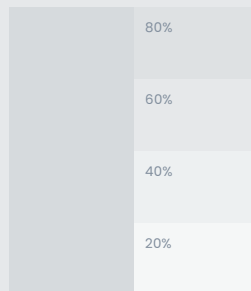


Dark Gray

RGB: 65, 85, 99
HEX: #415563

PMS: 7545
CMYK: 58, 32, 18, 54

CMYK Newsprint
50, 30, 20, 40



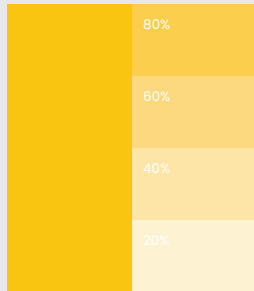
Light Gray

RGB: 208, 211, 212
HEX: #D0D3D4

PMS: 427
CMYK: 7, 3, 5, 8

CMYK Newsprint
0, 0, 0, 20

Accent colors



Amber

RGB: 241, 179, 0

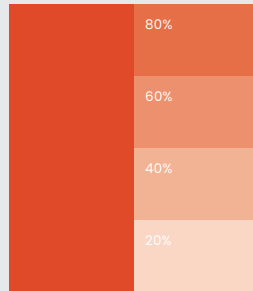
HEX: #F1B300

PMS: 3514

CMYK: 0, 27, 100, 0

CMYK Newsprint

0, 30, 100, 0



Dark Amber

RGB: 207, 69, 32

HEX: #CF4520

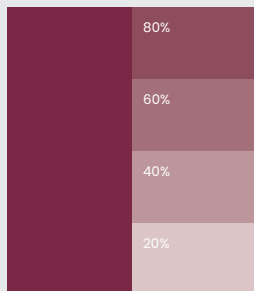
PMS: 173

CMYK: 0, 80, 95, 15

CMYK Newsprint

10, 80, 100, 0

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.



Maroon

RGB: 111, 38, 61

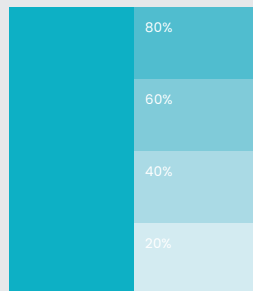
HEX: #6F263D

PMS: 209

CMYK: 20, 97, 40, 58

CMYK Newsprint

30, 100, 50, 30



Teal

RGB: 0, 167, 181

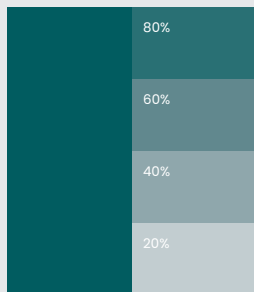
HEX: #00A7B5

PMS: 7710

CMYK: 81, 0, 23, 0

CMYK Newsprint

80, 0, 30, 0



Dark Viridian

RGB: 0, 81, 81

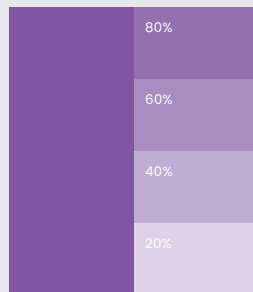
HEX: #005151

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

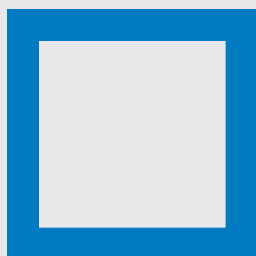
The frame

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).

Square

PRIMARY FRAME



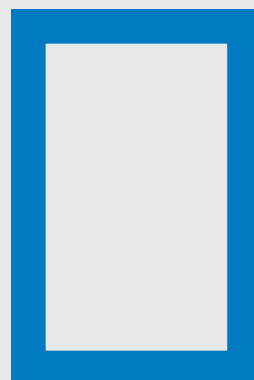
16:9 ratio



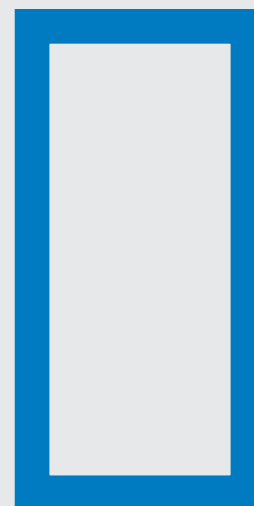
4:3 ratio



2:3 ratio



1:2 ratio



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.

IDENTITY STYLE GUIDE | VERSION 1.0

C-SPAN

Your Unfiltered
View of Government

c-span.org