## Contents

| 5 C-SPAN & channel logos | C-SPAN logo ........................................ 7  
| Channel logos .................. 8  
| Safety zones ..................... 9  
| Proper usage .................... 10  |

| 11 Our mantra & industry tagline | Mantra ............................................. 12  
| Industry tagline .................. 16  |

| 17 Sub-brand logos | Book TV logo ........................................ 19  
| American History TV logo .......... 20  
| C-SPAN Radio logo .................. 21  
| Safety zones ...................... 22  
| Proper usage ..................... 23  |

| 24 Programs & Services logos | Washington Journal logo .................. 26  
| C-SPAN Classroom logo .......... 27  
| Safety zones ...................... 28  
| Proper usage ..................... 29  |

| 30 Promotional Campaign logos | Campaign 2020 logo .................. 32  
| StudentCam logo .................. 34  
| Safety zones ...................... 35  
| Proper usage ..................... 36  |

| 37 Typography | About our typefaces .................. 38  
| Cooper Hewitt ..................... 39  
| Poppins ...................... 40  
| Georgia ..................... 41  |
## Contents

<table>
<thead>
<tr>
<th>42 Color</th>
<th>Primary colors ..................................................... 43</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Secondary colors .................................................. 44</td>
</tr>
<tr>
<td></td>
<td>Accent colors .................................................... 45</td>
</tr>
</tbody>
</table>
About this guide

This Identity Style Guide serves as a foundation for C-SPAN's brand identity. When working with our brand identity, please do so with respect and consideration of the standards outlined in this guide to maintain the integrity of our look.

For situations that may require special consideration, please seek approval from your marketing contact or C-SPAN design lead.
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.
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

C-SPAN

ONE COLOR: NAVY

C-SPAN

Black & gray

PRIMARY: BLACK & GRAY

C-SPAN

ONE COLOR: BLACK

C-SPAN

Reverse

PRIMARY: REVERSE & COBALT

C-SPAN

ONE COLOR: REVERSE

C-SPAN
## 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

<table>
<thead>
<tr>
<th>PRIMARY: NAVY &amp; SIGNATURE RED/AMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-SPAN2</td>
</tr>
<tr>
<td>C-SPAN3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>SECONDARY: NAVY &amp; COBALT</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-SPAN2</td>
</tr>
<tr>
<td>C-SPAN3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ONE COLOR: NAVY</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-SPAN2</td>
</tr>
<tr>
<td>C-SPAN3</td>
</tr>
</tbody>
</table>

### Black & gray

<table>
<thead>
<tr>
<th>PRIMARY: BLACK &amp; GRAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-SPAN2</td>
</tr>
<tr>
<td>C-SPAN3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ONE COLOR: BLACK</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-SPAN2</td>
</tr>
<tr>
<td>C-SPAN3</td>
</tr>
</tbody>
</table>

### Reverse

<table>
<thead>
<tr>
<th>PRIMARY: REVERSE &amp; SIGNATURE RED/AMBER</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-SPAN2</td>
</tr>
<tr>
<td>C-SPAN3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ONE COLOR: REVERSE</th>
</tr>
</thead>
<tbody>
<tr>
<td>C-SPAN2</td>
</tr>
<tr>
<td>C-SPAN3</td>
</tr>
</tbody>
</table>
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

C-SPAN

Your Unfiltered View of Government

HORIZONTAL LOCKUP

C-SPAN

Your Unfiltered View of Government

½ safety zone

1z
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**

![C-SPAN Logo](image)

Your Unfiltered View of Government

**EXTRA LARGE LOCKUP**

![C-SPAN Logo](image)

Your Unfiltered View of Government

½ safety zone

½ z

z
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.

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.

**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
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.
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.
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.

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

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, C-SPAN Radio.

- Distort the logo
- Apply an outline
- Rotate
- Mix the colors
- Change the type
- Apply Photoshop effects
- Use over a complex background
- Append .org or other text
Programs & Services
The C-SPAN programs & services 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.
Our Washington Journal 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-SPAN Classroom logo

Our C-SPAN Classroom 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

<table>
<thead>
<tr>
<th>PRIMARY: NAVY &amp; COBALT</th>
<th>BLACK &amp; GRAY</th>
<th>REVERSE &amp; COBALT</th>
</tr>
</thead>
<tbody>
<tr>
<td>■ C-SPAN CLASSROOM</td>
<td>■ C-SPAN CLASSROOM</td>
<td>■ C-SPAN CLASSROOM</td>
</tr>
<tr>
<td>ONE COLOR: NAVY</td>
<td>ONE COLOR: BLACK</td>
<td>ONE COLOR: REVERSE</td>
</tr>
<tr>
<td>■ C-SPAN CLASSROOM</td>
<td>■ C-SPAN CLASSROOM</td>
<td>■ C-SPAN CLASSROOM</td>
</tr>
</tbody>
</table>
Logo safety zones

In application, our programs & services 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 programs & services logos clearly, avoiding the common mistakes as shown below.

⚠️ These usage guidelines apply to Washington Journal and C-SPAN Classroom

- Distort the logo
- Apply an outline
- Rotate
- Mix the colors
- Change the colors
- Change the type
- Apply Photoshop effects
- Use over a complex background
- Append .org or other text
Promotional Campaigns
The C-SPAN promotional campaigns 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.
Campaign 2020 logos

Our Campaign 2020 logo is available in several color and design 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.
Our Campaign 2020 logo is available in several color and design 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.
StudenCam logo

Our StudentCam logo is available in several color and design 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.

Black & gray

ONE COLOR: BLACK

Color

PRIMARY: NAVY & COBALT

ONE COLOR: NAVY

Reverse

PRIMARY: REVERSE & COBALT

ONE COLOR: REVERSE
In application, our programs & services 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 promotional campaign logos clearly, avoiding the common mistakes as shown below.

These usage guidelines apply to C-SPAN Campaign 2020 and StudentCam

- Distort the logo
- Apply an outline
- Rotate
- Mix the colors
- Change the colors
- Use over a complex background
- Apply Photoshop effects
- Change the type
- Append .org or other text
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.

Cooper Hewitt
FREE / OFL
A CONDENSED SANS-SERIF USED FOR LARGE HEADLINES, CHYRONS, AND SUB-BRAND LOGOS.

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

Georgia
MAC / PC SYSTEM FONT
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.

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

Available weights and styles

<table>
<thead>
<tr>
<th>Thin</th>
<th>Thin Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light</td>
<td>Light Italic</td>
</tr>
<tr>
<td>Book</td>
<td>Book Italic</td>
</tr>
<tr>
<td>Medium</td>
<td>Medium Italic</td>
</tr>
<tr>
<td>Semibold</td>
<td>Semibold Italic</td>
</tr>
<tr>
<td>Bold</td>
<td>Bold Italic</td>
</tr>
<tr>
<td>Heavy</td>
<td>Heavy Italic</td>
</tr>
</tbody>
</table>

SHOWN IN COOPER HEWITT SEMIBOLD

0123456789 $£€¥¢%‰
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
<< <> #©®™’”*±§¶~æ„„;„„„“„„
⅛ ⅕ ¼ ⅓ ⅜ ⅖ ½ ⅗ ⅝ ⅔ ¾ ⅘ ⅞
**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 $£¥¿¢‰
ABCDEFGHJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
«» ø©®”™"†‡§¶^~ªº.,;…’”…’”...
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

shown in Georgia Regular

0123456789 $£€¥f¢%‰

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:** 20, 80, 255  
**HEX:** #1450FF  
**PMS:** 285  
**CMYK:** 95, 40, 0, 0  
**CMYK Newsprint:** 100, 10, 0, 0

*Note:* Not all of the RGB/Hex and CMYK values listed here are from the Pantone® Color Bridge. Please use the values listed here 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

**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:** While most colors in our palette are able to be used as tints should the need arise, special care should be taken with Red. Please avoid designs, filters, lighting effects, etc. that skew Red toward a pink hue.

**Note:** Not all of the RGB/Hex and CMYK values listed here are from the Pantone® Color Bridge. Please use the values listed here instead of Pantone’s standard conversion.
### Accent colors

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>HEX</th>
<th>PMS</th>
<th>CMYK</th>
<th>CMYK Newsprint</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Amber</strong></td>
<td>241, 179, 0</td>
<td>#F1B300</td>
<td>3514</td>
<td>0, 27, 100</td>
<td>0, 30, 100, 0</td>
</tr>
<tr>
<td><strong>Dark Amber</strong></td>
<td>207, 69, 32</td>
<td>#CF4520</td>
<td>173</td>
<td>0, 80, 95</td>
<td>10, 80, 100, 0</td>
</tr>
<tr>
<td><strong>Maroon</strong></td>
<td>111, 38, 61</td>
<td>#6F263D</td>
<td>209</td>
<td>20, 97, 40</td>
<td>30, 100, 50, 30</td>
</tr>
<tr>
<td><strong>Teal</strong></td>
<td>0, 167, 181</td>
<td>#00A7B5</td>
<td>7710</td>
<td>81, 0, 23</td>
<td>80, 0, 30, 0</td>
</tr>
<tr>
<td><strong>Dark Viridian</strong></td>
<td>0, 81, 81</td>
<td>#005151</td>
<td>7722</td>
<td>89, 0, 45</td>
<td>100, 10, 60, 50</td>
</tr>
<tr>
<td><strong>Purple</strong></td>
<td>150, 60, 189</td>
<td>#963CBD</td>
<td>7442</td>
<td>60, 85, 0</td>
<td>50, 100, 0, 0</td>
</tr>
</tbody>
</table>

**Note:** Not all of the RGB/Hex and CMYK values listed here are from the Pantone® Color Bridge. Please use the values listed here instead of Pantone’s standard conversion.
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.