

BRAND STANDARDS



Logo Usage

Our logo is the touchstone of our brand and one of our most valuable assets. We must ensure proper usage. The preferred way to use The Discovery's logo is over a white or light colored background. Every attempt must be made to do this.

If the logo must be placed on a dark or photographic background, or color options are limited, then the logo can be knocked out and used in one color—black or PMS 299U.

Please maintain clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.



Color Palette

Our colors are what gives us our personality. We're bright, bold and colorful.

Logo Colors

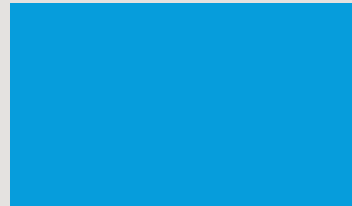
These are our logo colors. Use these sparingly so as not to outshine our logo.

Supporting Color Palette

These make up our core color palette.

Color Percentages

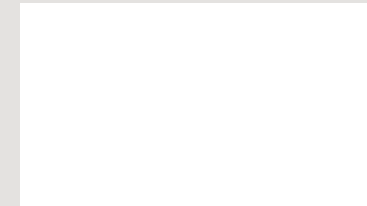
Use the supporting color palette in the outlined percentages in all marketing material.



Discovery Logo Blue
PMS 299U
CMYK 85, 19, 0, 0
RGB 0, 148, 216
HEX 0094D8



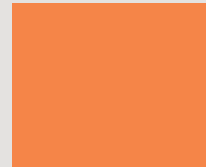
Discovery Logo Black
PMS Black
CMYK 5, 5, 5, 100
RGB 0, 0, 0
HEX 000000



Discovery Logo White
PMS White
CMYK 0, 0, 0, 0
RGB 255, 255, 255
HEX FFFFFFFF



Dark Blue
PMS 302U
CMYK 82, 58, 37, 15
RGB 55, 93, 119
HEX 375D77



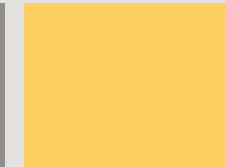
Orange
PMS 151U
CMYK 0, 58, 79, 0
RGB 255, 137, 62
HEX FF893E



Green
PMS 390U
CMYK 0, 51, 65, 0
RGB 148, 149, 99
HEX 96A924



Gray
PMS 403U
CMYK 44, 39, 42, 4
RGB 146, 142, 137
HEX 928E89



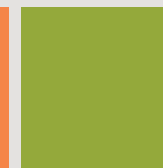
Yellow
PMS 128U
CMYK 82, 58, 37, 15
RGB 255, 207, 99
HEX FFCF63



45%



20%



20%



10%



5%

Typography

Typography is a key element to communicate a unified personality for The Discovery. We have selected AVENIR and VECTIPEDE as our fonts.

Avenir conveys a simple, smart appearance for headlines and body copy. Headlines and body copy should be set in **Avenir Light**. Headlines and body copy should be set in sentence case.

Vectipede offers a bulkier alternative for headlines, but works best for subheads. Subheads should be set in title case. Do not use Vectipede for body copy.

Avenir Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Avenir Heavy

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Vectipede Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Vectipede Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

Program/event logos

The Discovery has a number of specific logos for its programs and special events.

Examples of those are shown at right. Please inquire for specific usage guidelines before using any of these logos.



A NOVA Science Café presented by **DRI** and **The Discovery**

