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 effectineness. 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.
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.