



# Style Guide

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J U N E 2 0 1 6



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# Logos



## INSP LOGO

The INSP logo consists of two elements: the logotype 'INSP' and the yellow arch and should never be adjusted in official use. Only approved colors should be used within the INSP symbol. With other design elements, use of these colors would be preferred over others. PMS and CMYK should be used for print and RGB for digital. Over dark backgrounds, the INSP logotype should be changed to white only, never black.

### YELLOW:

RGB: 243, 192, 58  
CMYK: 0, 28, 86, 0  
Pantone: 136C

### DARK GRAY:

RGB: 84, 87, 89  
CMYK: 65, 56, 53, 29  
Pantone: 425C



## COLOR VARIATIONS

Examples of logo variants needed for certain background colors. These should be used only when the primary color combination is not feasible due to the surrounding colors.

# Logos | TAGLINE

## WELCOME HOME TAGLINE

The INSP Wholesome Entertainment Logo and Tagline are to be used exclusively for any and all public and consumer driven marketing outputs including on-air promotions, social media, and insp.com.

### WELCOME HOME TAGLINE - Vertical

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### WELCOME HOME TAGLINE - Horizontal

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# Logos | AFFILIATE MARKETING TAGLINE

## WHOLESOME ENTERTAINMENT TAGLINE

The INSP Wholesome Entertainment Logo and Tagline are to be used for business to business only.

### WHOLESOME ENTERTAINMENT TAGLINE - Vertical

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**Wholesome Entertainment**



**Wholesome Entertainment**

### WHOLESOME ENTERTAINMENT TAGLINE - Horizontal

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**Wholesome Entertainment**



**Wholesome Entertainment**

# Logos | INSP ORIGINAL SERIES

Original Series Logo

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AN INSP ORIGINAL SERIES



AN INSP ORIGINAL SERIES

# Logos | INSP FILMS & IMAGICOMM ENTERTAINMENT

INSP Films Logo

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Imagicom Entertainment Logo

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# Logos | TAGLINE COLORS



## COLOR APPLICATION

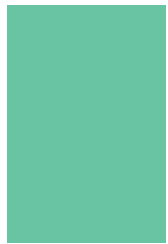
The INSP Wholesome Entertainment Logo as well as the INSP Welcome Home Logo may be used in conjunction with any of the INSP brand colors (pg. 8), as seen here in addition to the dark gray and white.



# Colors

INSP BRAND COLORS - Branded elements are limited to the following colors.

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GREEN

RGB:  
106, 196, 163

CMYK:  
58, 0, 46, 0

Pantone:  
339C



YELLOW

RGB:  
242, 192, 55

CMYK:  
5, 24, 90, 0

Pantone:  
136C



ORANGE

RGB:  
209, 125, 42

CMYK:  
15, 58, 99, 2

Pantone:  
158C



RED

RGB:  
183, 63, 84

CMYK:  
22, 88, 59, 8

Pantone:  
199C



PINK

RGB:  
232, 69, 130

CMYK:  
3, 88, 20, 0

Pantone:  
7424C



PURPLE

RGB:  
131, 79, 159

CMYK:  
57, 82, 0, 0

Pantone:  
2582C



BLUE

RGB:  
73, 152, 211

CMYK:  
68, 29, 0, 0

Pantone:  
299C



GRAY

RGB:  
85, 87, 89

CMYK:  
65, 56, 53, 29

Pantone:  
425C

# Fonts

## Gotham

### Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvwXxYyZz  
0123456789

### GOTHAM MEDIUM

### GOTHAM BOOK

### GOTHAM LIGHT

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Usage: May be used in All Caps, Sentence Case or Title Case, with no less than -20 kerning. May use 0, 50, 100 + kerning depending on usage scenario.

## Pluto

### Pluto Medium

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvwXxYyZz  
0123456789

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Usage: Sentence or Title Case at -20 to 20 kerning. Never use the 'Heavy' weight of Pluto or bold or italicize the font in any way.

# Tune-in

ON-AIR Promo language

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**June 19th 8p<sup>ET</sup>**

**Next Sunday 8p<sup>ET</sup>**

**Sunday 8p<sup>ET</sup>**

**Tonight 8p<sup>ET</sup>**

**Coming Up Next**

**August 31st 11a<sup>ET</sup>**

**Next Friday 11a<sup>ET</sup>**

**Friday 11a<sup>ET</sup>**

**Today 11a<sup>ET</sup>**

OFF-AIR Print/Web language

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**Sunday, June 19th at 8p<sup>ET</sup>**

**Next Sunday at 8p<sup>ET</sup>**

**Tonight at 8p<sup>ET</sup>**

**Friday, August 31st at 11a<sup>ET</sup>**

**Next Friday at 11a<sup>ET</sup>**

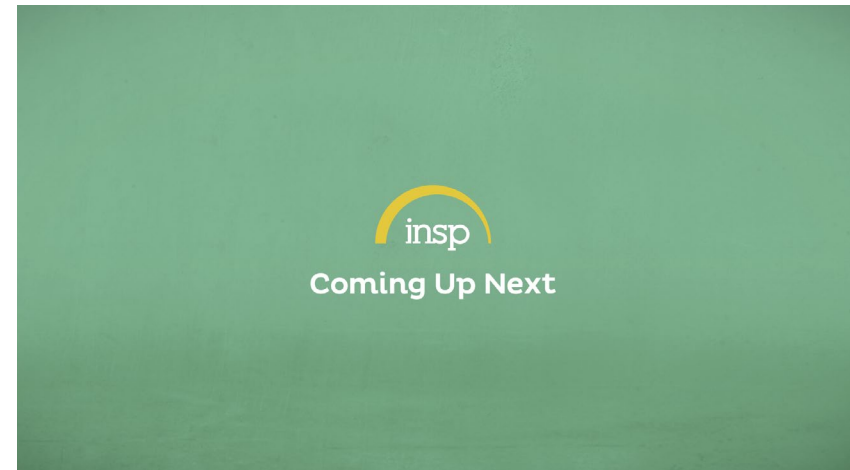
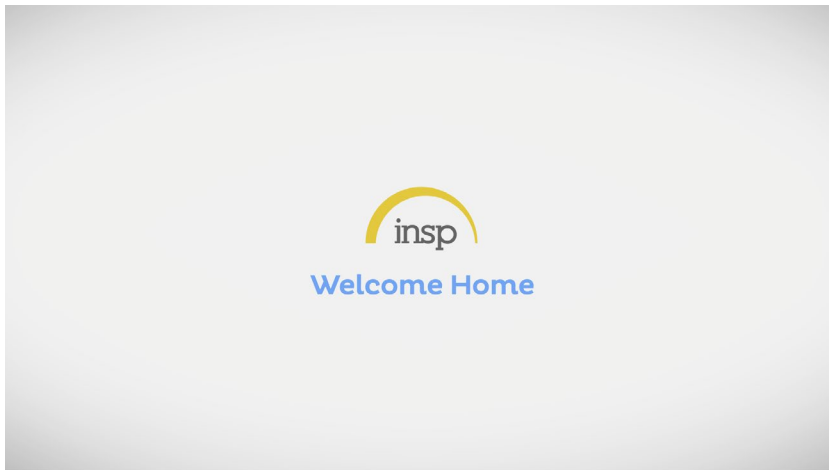
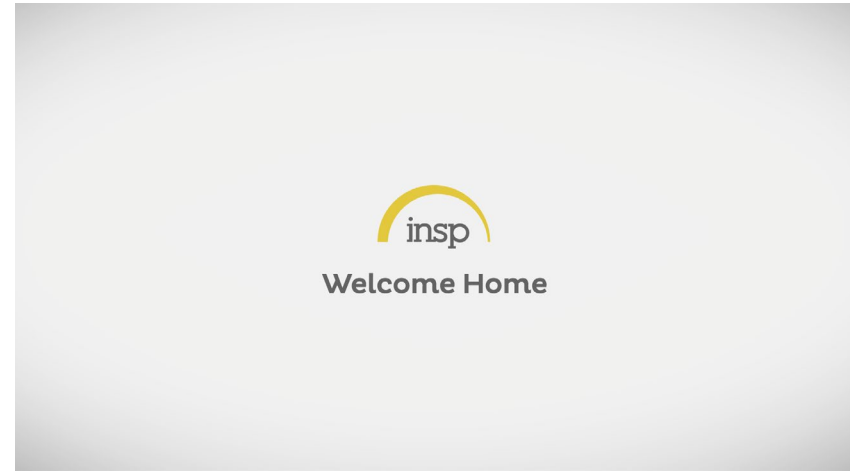
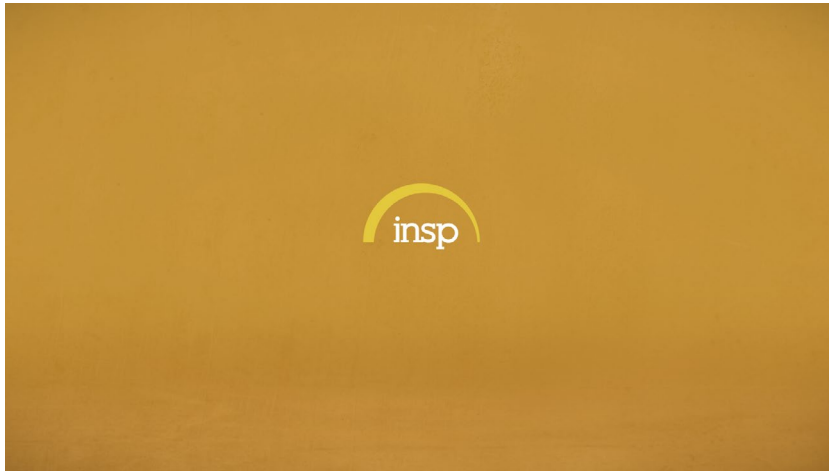
**Today at 11a<sup>ET</sup>**



# End Pages | ON-AIR GRAPHICS



# Open & Close | ON-AIR GRAPHICS



# Show Graphics

| OFF-AIR GRAPHICS

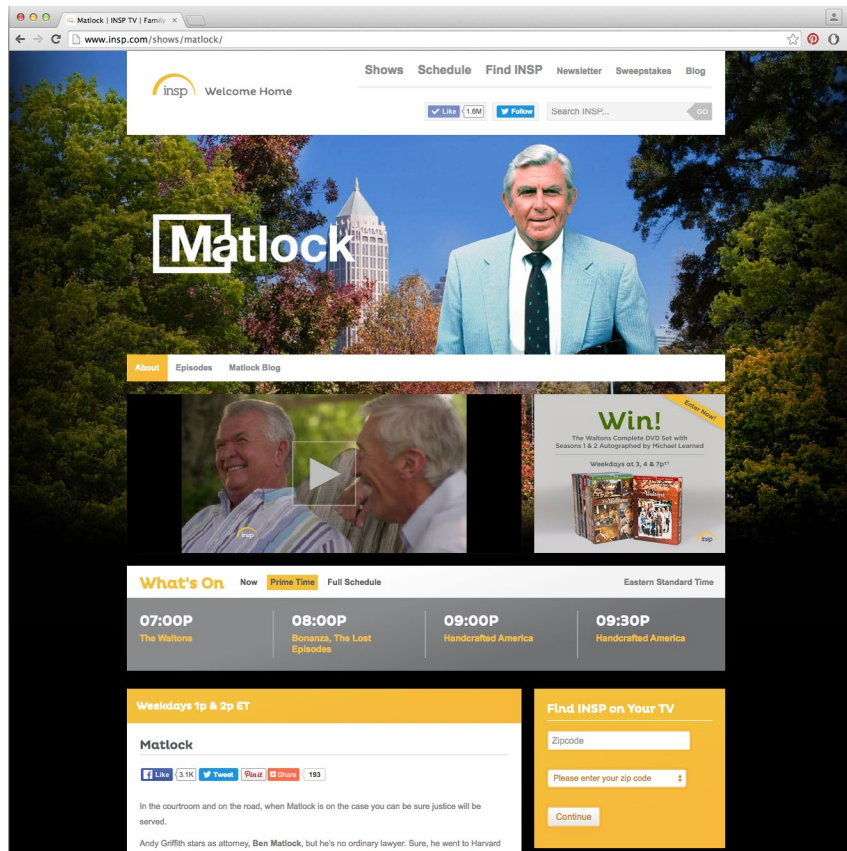


## KEY ART

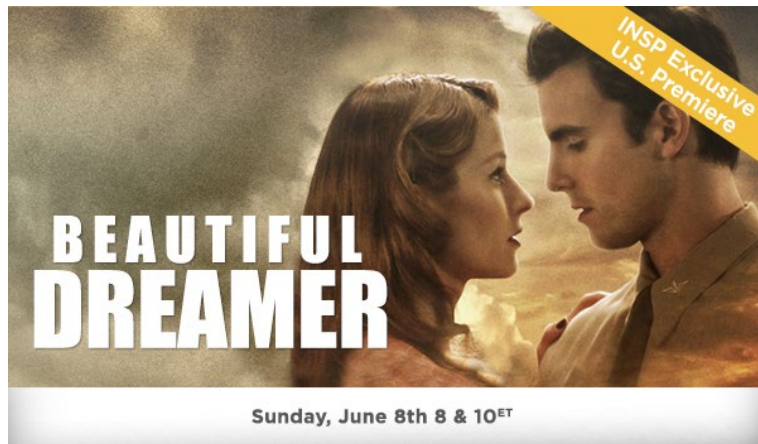
INSP Acquired and Original Shows and Movies graphics focus on a cinematic aesthetic, highlighting the talent and placing them in a scenic landscape that gives context to the show or movie, while also helping to create a cohesive look. The acquired show and movie logos are always used in all white to modernize them as well as create cohesion amongst the different acquired programs.



# Website | SHOW PAGES



# Web Graphics | BANNER ADS





# Web Graphics | SOCIAL MEDIA POSTS



# Sales Materials



## Sunday Marathon

### The Waltons Marathon

Sunday, September 7 2p-8p



#### The First Day 2p

The first day at Boatwright College is full of complications for John-Boy Walton.

#### The Runaway 4p

When the rest of the Walton family fails to pay attention to a personal tragedy in his life, Jim-Bob runs away from home.

#### The Ring 6p

On her first date with a college man, Mary Ellen must choose between making a good impression and telling the truth.

#### The Thoroughbred 3p

John-Boy and the family mule compete against a thoroughbred in a traditional cross-country race.

#### The Romance 5p

When Olivia is challenged by John-Boy to take a night school course in art, she gets more than she expected when the instructor kisses her.

#### The System 7p

John-Boy tempers honor with mercy when he defends a freshman football player whom he has accused of cheating.

All times Eastern Standard



## September Movies



### Rudy

Sean Astin, Jon Favreau & Ned Beatty

Sun, Sept 7 8 & 10p  
Sun, Sept 21 8p & 12a

Rudy becomes a member of the Notre Dame college football practice team, where he displays such a strength of heart and fierceness of will that he touches and inspires all those around him.



### Too Young the Hero

Rick Schroder & Mary-Louise Parker

Sun, Sept 7 12a

The true story of Calvin Graham who at the age of twelve, succeeded in joining the navy during World War II. In spite of his young age, he received a purple heart for his bravery in the battle of Guadalcanal.



### Forever Young

Mel Gibson, Jamie Lee Curtis & Elijah Wood

Sun, Sept 14 8p & 12a  
Sun, Sept 21 10p

A test pilot is transported from 1939 to 1992 in a top-secret cryogenics experiment and finally learns how to declare his love for the woman he left behind.



### Promise the Moon

Henry Czerny, Colette Stevenson & Shawn Ashmore

Sun, Sept 14 10p

A rugged ranch hand labors to fulfill his employer's dying wish to find his long lost son, bring him home and groom him to run the family's failing cattle ranch. An amazing story of a boy overcoming mental illness, a man learning patience and a destitute woman sharing her strengths while finding love and a family.



### True Women, Pt 1 & 2

Angelina Jolie, Dana Delaney, John Schneider & Michael York

Sat, Sept 6 12p (Pt 1) & 2p (Pt 2)  
Mon, Sept 22 9a (Pt 1)  
Tues, Sept 23 9a (Pt 2)  
Sun, Sept 28 8p (Pt 1) & 10p (Pt 2)

A sweeping saga of love, war and adventure. Spanning five decades from the Texas Revolution through the Civil War, Reconstruction and beyond. True Women is the story of the love, friendship, survival and triumphs of three women on the wild and often perilous Texas frontier.



### The Big Trees

Kirk Douglas, Edgar Buchanan & Ellen Corby

Sun, Sept 28 12a

In 1900, a crooked timber baron plans to take advantage of a new law and make millions off of California redwood trees. Making his money turns out to be harder than he ever thought when the Quaker colony who owns the land refuses to sell and have their precious trees turned into lumber.

All times Eastern Standard

# Trade Ads



insp  
CELEBRATES  
**80**  
MILLION  
SUBSCRIBERS

CHEERS TO OUR  
AFFILIATE PARTNERS  
WHO HELPED US ACHIEVE  
THIS SIGNIFICANT  
MILESTONE. THE BEST  
IS YET TO COME.

Source: Nielsen-Mediamark Data, November 2014

insp  
Wholesome Entertainment



**INSP Honors Fallen Heroes  
with New Original Series**

NARRATED  
BY GARY  
SINISE

*Brush  
OF  
HONOR*  
\*\*\*  
BrushOfHonor.com

**Brush of Honor Premiering May 21st at 9p:**  
In *Brush of Honor*, artist Phil Taylor paints portraits of fallen American service members and presents the paintings to their families in emotional ceremonies. One canvas at a time, he honors our military heroes and recognizes their families on behalf of a grateful nation.

insp | Wholesome Entertainment



**For Thanksgiving,  
We'd Like to Offer You  
a Seat at Our Table**

**JOIN OUR FAMILY & RECEIVE:**  
Engaging Family-Friendly Content • Flexible Carriage Requirements  
Ranks 2nd in Primetime Length of Tuning\* • No License Fee

Go to [insp.com/nctc-promotion](http://insp.com/nctc-promotion)  
today to learn more about INSP and our launch incentives.  
\*Ranking all non-networked cable networks

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