

# COWBOY WAY 22

## CHANNEL

### ELEMENT GUIDE

## The Brand

There's not just one way to cowboy. The Cowboy Way channel highlights Way's curated lineup highlights the lives of those with unwavering grit, and celebrates America's tried-and-true. From artisans who've mastered their craft to everyday ranchers out to prove they're the best of the best, the curated lineup features programs like—The Cowboy Way: Alabama, Wild West Chronicles, The Warrant, County Line, Turquoise Fever, Handcrafted America, and Ultimate Cowboy Showdown. Buckle up and take a ride into the lives of the nation's modern-day heroes and an unfaltering appreciation for the life they built that makes it all worthwhile.

“THERE'S  
MORE THAN  
ONE WAY TO  
COWBOY.”





# COWBOY WAY CHANNEL



The Cowboy Way channel celebrates the lives of modern-day heroes with unwavering grit. We exist to tell the tales of those fearless few who are defying the expected to build the lives of legends.

## UNIQUE

A truly unique FAST channel showcasing 100% original content from Imagicomm Entertainment—the leader in Western and Americana programming.

## HEROES

The curated lineup honors modern-day cowboys and hard-working people—artists, treasure hunters, lawkeepers and more—from all walks of life, along with those who came before them. All of them heroes, all with unwavering grit.

## TARGET AUDIENCE

Adults 35+, while also family-friendly.

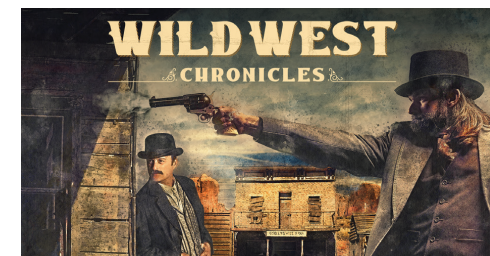
## WESTERN SERIES



Three Alabama ranchers work hard to build their cattle business while living by the cowboy code.



Top cowboys compete for a chance to win a herd of cattle and a lifetime of bragging rights. Hosted by country music icon Trace Adkins.



Sheriff-turned-reporter Bat Masterson travels the frontier to chronicle the wildest stories of the West and bring them to life once more.



INTRODUCING  
**COWBOY WAY**  
FAST CHANNEL



**THINK**  
COWBOYS are  
EXTINCT?  
**MEET BOOGER.**

**Booger Brown**  
*The Cowboy Way: Alabama*

READY TO COWBOY UP?  
Contact: Mark Kang at  
mkang@imagicommentertainment.com

**LEARN MORE**

INTRODUCING  
**COWBOY WAY**  
FAST CHANNEL



**THINK YOU'RE**  
COWBOY ENOUGH TO WIN THE  
**TOP PRIZE?**  
**YOU HAVE to**  
GET PAST HIM FIRST.

**Trace Adkins**  
*Host, Ultimate Cowboy Showdown*

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**LEARN MORE**

INTRODUCING  
**COWBOY WAY**  
FAST CHANNEL



**MEET YOUR**  
**MAKERS**  
*no* ASSEMBLY  
**LINE HERE!**

**Jill Wagner**  
*Host, Handcrafted America*

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**LEARN MORE**

INTRODUCING  
**COWBOY WAY**  
FAST CHANNEL



**REMEMBER**  
HISTORY CLASS?  
*This* AIN'T  
**THAT.**

**Bat Masterson**  
*Wild West Chronicles*

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**LEARN MORE**

INTRODUCING  
**COWBOY WAY**  
FAST CHANNEL  
ALL-ORIGINAL SHOWS, ALL UNIQUE STORIES



**THERE'S MORE**  
**THAN ONE**  
**WAY TO**  
*Cowboy*

**LEARN MORE**  
V

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# READY TO COWBOY UP?

LEARN MORE AT COWBOYWAY.TV



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## HEROES

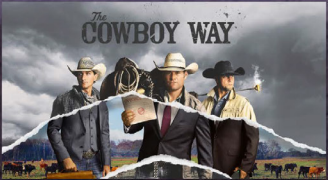
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## TARGET AUDIENCE

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# PROGRAMMING



## WESTERN

Three Alabama ranchers work hard to build their cattle business while living by the cowboy code.



## AMERICANA

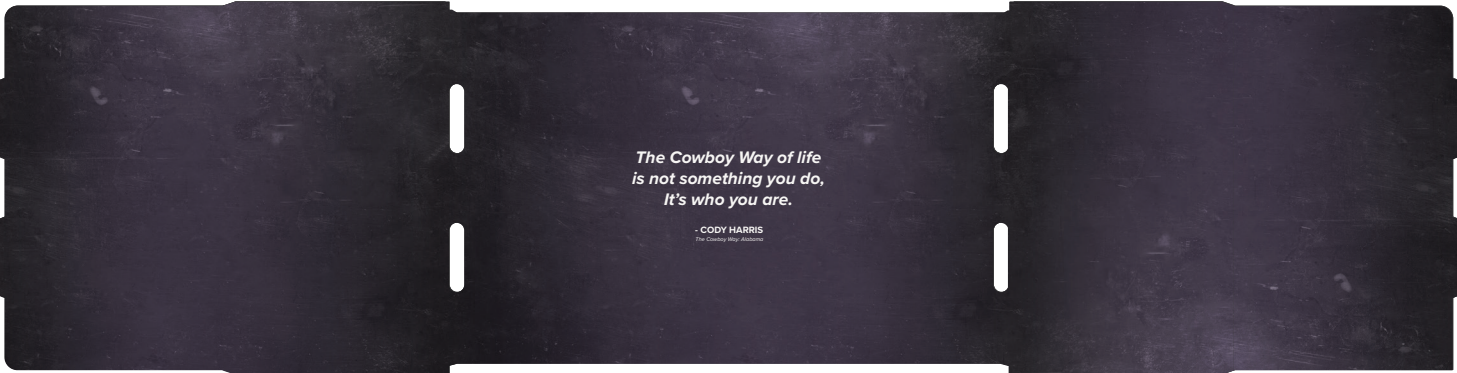
Host Jill Wagner travels the country, getting to know craftspeople who, with humor and candor, share their process.



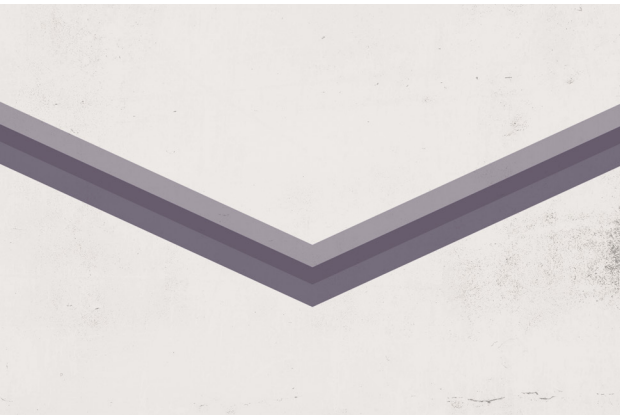
## MOVIES

After fighting in the Civil War, two Union Army buddies find themselves on opposite sides of the law with the post-war peace at risk.









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## Logo Variations

The following Logo lock-ups are the three approved colorways. Grey is the primary and should only be used on white backgrounds. The White and Yellow lock-ups should only be used on darker backgrounds.



**COWBOY WAY**  
CHANNEL





Fonts Use:

ROSEWOOD STD - Header  
**SUPERCLARENDON**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZ**  
**123456789**

Proxima Nova - Body Text  
**PROXIMA NOVA**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**123456789**

**Superclarendon** - Subtitles  
**SUPERCLARENDON**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**UVWXYZ**  
**123456789**

Color Use:

CMYK: 67 | 65 | 40 | 31  
RGB: 87 | 76 | 96  
HEX/HTML: 514B5F

PRIMARY  
COLOR

90%80%70%60%50%40%20%

CMYK: 68 | 61 | 61 | 51  
RGB: 67 | 64 | 61  
HEX/HTML: 3B3C3B

PRIMARY  
COLOR

90%80%70%60%50%40%20%

CMYK: 4 | 5 | 6 | 0  
RGB: 247 | 242 | 240  
HEX/HTML: F1ECE8

SECONDARY  
COLOR

90%80%70%60%50%40%20%

CMYK: 9 | 20 | 71 | 1  
RGB: 236 | 200 | 95  
HEX/HTML: E5C265

ASCENT  
COLOR

90%80%70%60%50%40%20%