



# REFACE 2020

STYLE GUIDE

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S E P T 2 0 2 0

**CP**  
&P Creative  
Production &  
Promotion

# 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.

# COLORS

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

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ORANGE

RGB:  
239, 170, 63

CMYK:  
5, 36, 87, 0

Hex Code:  
efaa3f



BLUE

RGB:  
29, 163, 223

CMYK:  
72, 19, 0, 0

Hex Code:  
1aa3df



White

RGB:  
255, 255, 255

CMYK:  
0, 0, 0, 0

Hex Code:  
ffff



RED

RGB:  
148, 22, 22

CMYK:  
26, 100, 100, 26

Hex Code:  
941616

# Fonts

## BOURBON

### BOURBON REGULAR

AABBCCDDEEFFGGHHIIJJKKLLMM  
NNOOPPQQRRSSTTUUVVWXXYYZZ  
0123456789

## WORKER

### WORKER EXTRA BOLD

AABBCCDDEEFFGGHHIIJJKKLLMM  
NNOOPPQQRRSSTTUUVVWXXYYZZ  
0123456789

## Gotham

### Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvwXxYyZz  
0123456789

### GOTHAM MEDIUM

### GOTHAM BOOK

### GOTHAM LIGHT

# TUNE-IN: ON AIR

All tune-in language

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Standard tune-in:

**NEXT SUNDAY 9PM ET**

**SUNDAY 8PM ET**

**TONIGHT 7PM ET**

**SUNDAYS 6PM ET**

Voiceover: Without Voiceover or in Print/Web:

**NEXT COMING UP NEXT**

If space is an issue, use all caps day/month:

**FRI 11AM ET**

**NEXT SUN 4PM ET**

**SUN, AUG 31 | 3PM ET**

**AUG 31 | 10AM ET**

If date and time are present, “|” should be used:

**JUNE 19TH | 6PM ET**

**SUNDAY, AUGUST 31ST | 5PM ET**

**AUGUST 31ST | 10AM ET**

For multiple times:

**SUNDAY 8PM & 12AM ET**

For marathons and blocks of regular shows airing back-to-back:

**SUNDAY, STARTING 10PM ET**

When writing out a sentence:

**OUR NEW SEASON STARTS THIS  
SUNDAY AT 10PM ET.**



# ON-AIR | BACK PLATES

FOR EVENTS, SADDLE-UP WEEKENDS, WEEKDAY WESTERNS & DOUBLE FEATURES





# ON-AIR | BACK PLATES

FOR INSP PICTURE SHOW





# ON-AIR | BACK PLATES

FOR ORIGINALS





# ON-AIR

| BACK PLATES

FOR PRIMETIME, DAYTIME & LATE NIGHT





# ON-AIR

| OPENS & CLOSES



# ON-AIR

| FULL SCREENS





# ON-AIR | OVERLAYS





# ON-AIR

| TRANSITIONS





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