

REFACE 2020

STYLE GUIDE

SEPT 2020



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.



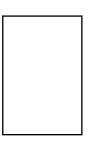


COLORS

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









ORANGE

RGB: 239, 170, 63
CMYK: 5, 36, 87, 0
Hex Code: efaa3f

RGB: 29, 163, 223 CMYK: 72, 19, 0, 0

BLUE

Hex Code: 1aa3df

White

RGB: 255, 255, 255 CMYK: 0, 0, 0, 0

Hex Code: fffff

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

AaBbCcDdEeFfGgHhliJjKkLlMm NnOoPpQqRrSsTtUuVvwXxYyZz 0123456789

GOTHAM MEDIUM

GOTHAM BOOK

GOTHAM LIGHT





TUNE-IN: ON AIR

All tune-in language

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.





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







FOR INSP PICTURE SHOW







FOR ORIGINALS







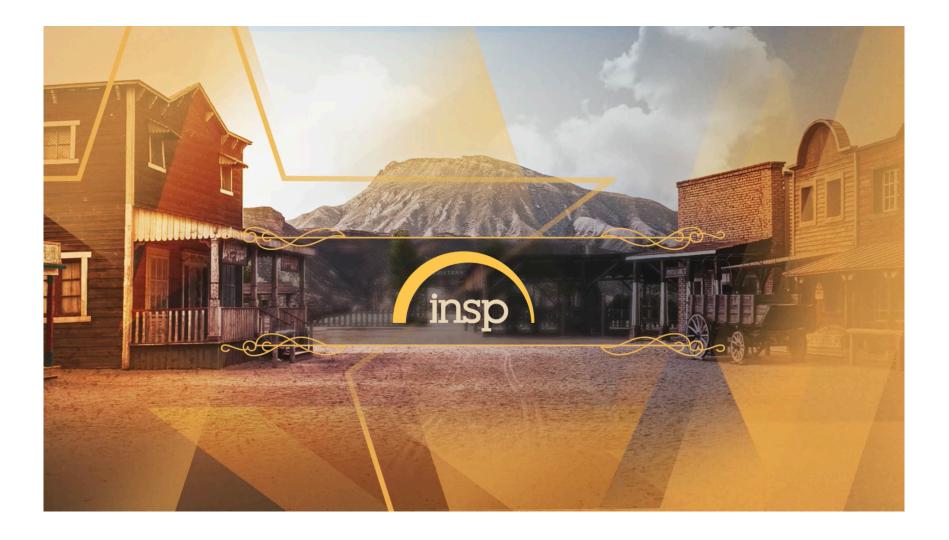
FOR PRIMETIME, DAYTIME & LATE NIGHT







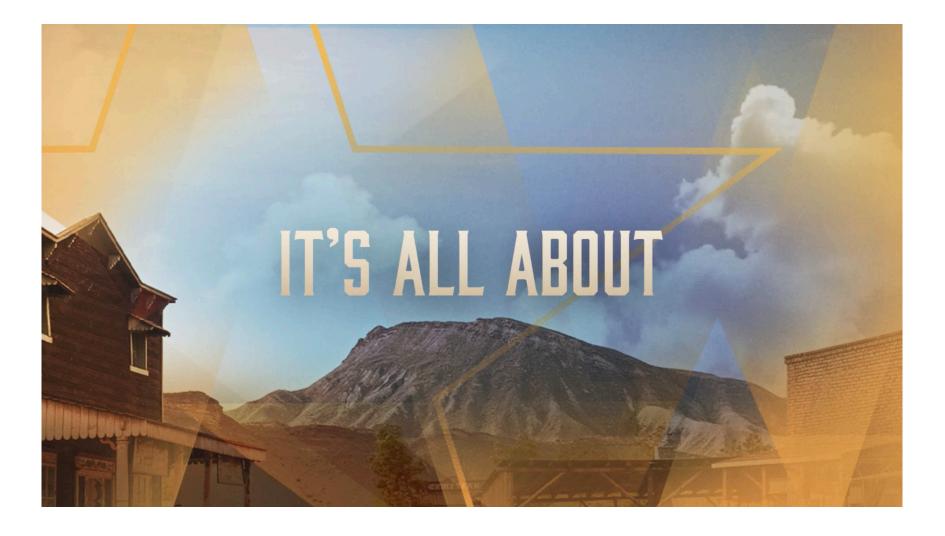
ON-AIR | OPENS & CLOSES







ON-AIR | FULL SCREENS







ON-AIR | OVERLAYS













ON-AIR | TRANSITIONS









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