



STYLE GUIDE

ZACH CHAMBERS - VICE PRESIDENT
Creative Services

A P R I L 2 0 1 9



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: 92, 93, 96
CMYK: 0, 0, 0, 78
Pantone: P 179-12 U



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

HEROES LIVE HERE TAGLINE - Vertical 1

HEROES 
LIVE HERE



HEROES LIVE HERE TAGLINE - Vertical 2

HEROES
LIVE
HERE 



LOGOS / TAGLINE

HEROES LIVE HERE TAGLINE - Horizontal

HEROES LIVE HERE 

HEROES LIVE HERE 

LOGOS

/ TAGLINE COLORS



BLACK

RGB:
35, 31, 32

CMYK:
0, 0, 0, 100



YELLOW

RGB:
242, 192, 55

CMYK:
5, 24, 90, 0

Pantone:
136C



WHITE

RGB:
255, 255, 255

CMYK:
0, 0, 0, 0



LOGOS / TREATMENT

**HEROES
LIVE HERE** 

PRIMARY USE

**HEROES
LIVE
HERE** 

SECONDARY USE

HEROES LIVE HERE 

TERTIARY USE

CLEARING SPACE



HEROES 
LIVE HERE

Always position the logo for maximum impact and give it plenty of room to breathe. This will help to ensure our logo's visibility and legibility.

The minimum clear space for the HEROES LIVE HERE logo is defined as the height of the block E. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. In that regard, the clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.

PRIMARY YELLOW OR WHITE LOGO (ALWAYS PLACE PRIMARY LOGO IN BOTTOM RIGHT CORNER FOR WEB BANNERS)



LOGOS / AVOID



Avoid using a white logo, except for a video/web asset watermark.



Avoid using yellow the logo over a light backgrounds.



Avoid adding effects like shadows, dimensions, and gradients to the logo.



Avoid stretching or compressing the logo.



Avoid placing the logo in a shape or container.



Avoid rotating the logo.



Avoid using the logo on busy backgrounds.



Avoid compressing the size of the HEROES LIVE HERE logo.



Use the INSP logo when HEROES LIVE HERE logo is illegible.

COLORS

HEROES LIVE HERE COLORS - Branded elements are limited to the following colors.



BLACK

RGB:
35, 31, 32
CMYK:
0, 0, 0, 100
HEX: 231F20



BLACK 6 UNCOATED

RGB:
77, 78, 86
CMYK:
68, 61, 50, 32
HEX: 4C4D55
Pantone:
BLACK 6 U



COOL GRAY COATED

RGB:
84, 86, 90
CMYK:
66, 57, 51, 29
HEX: 53555A
Pantone:
Cool Gray 11C



YELLOW UNCOATED

RGB:
255, 182, 7
CMYK:
0, 34, 95, 0
HEX: FFB506
Pantone:
116U



YELLOW COATED

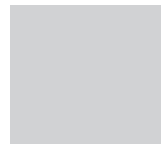
RGB:
254, 191, 59
CMYK:
0, 27, 87, 0
HEX: FDBE3B
Pantone:
136C

ASCENT COLOR



RED

RGB:
191, 53, 49
CMYK:
18, 93, 89, 7
HEX: BF3531



L. GREY

RGB:
209, 211, 212
CMYK:
0, 0, 0, 20
HEX: D1D2D4



TAN

RGB:
206, 187, 159
CMYK:
15, 20, 35, 5
HEX: CDBB9F

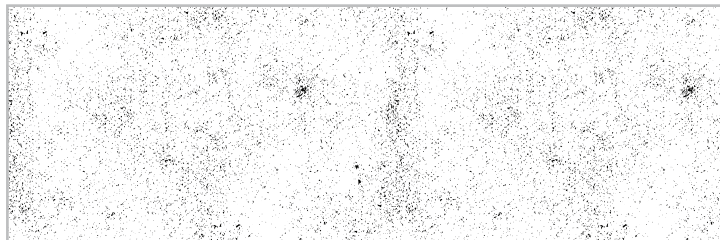


BEIGE

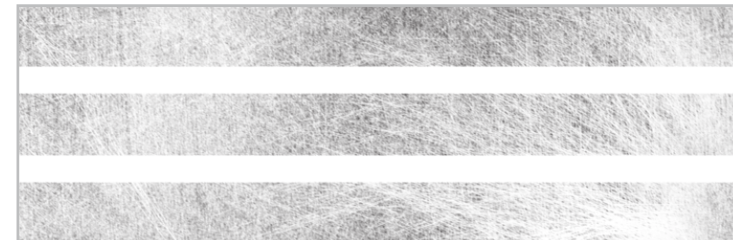
RGB:
206, 175, 135
CMYK:
20, 30, 50, 0
HEX: CEAE87

TEXTURES

HEROES LIVE HERE TEXTURES - Branded elements are limited to the following textures.



MAIN TEXTURE



ALTERNATE TEXTURE

FONTS

HARROLD ONE

HARROLD ONE

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

HARROLD ONE

HARROLD ONE TEXTURED

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Usage: Logo Treatment Font. Logo at -20 to 20 kerning. Never use the 'HARROLD TWO' weight or 'HARROLD THREE' of the font in any way.

OSWALD BOLD

OSWALD BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

OSWALD MED

OSWALD MED

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Usage: Header 40PT (Bold) or Sub-Header (Medium) at 10 kerning. May be used in All Caps, Sentence Case or Title Case

Fonts

Gotham

GOTHAM BOLD

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

GOTHAM MEDIUM

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

GOTHAM BOOK

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

GOTHAM LIGHT

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Usage: Body Copy. 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.

FONTS

Tune-in language for Print and Web usage

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.**

FONTS

Tune-in language for On-Air usage.

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

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BUSINESS CARDS



EXECUTIVE BUSINESS CARD



STANDARD BUSINESS CARD

E-SIGNATURES

Sample Email



Dale Ardizzone <dardizzone@INSP.com>
Dale Ardizzone
Wednesday, January 9, 2019 2:54 PM
[Show Details](#)

Subject: xyz

Hi Melissa –

Thanks, this looks nice.

Nemporem porepudit latus issimint volorem fuga. Ictaquame verchil idemporehent que susaper ionserf eriosam laut quo omnitatet qui ommos exeraec usdam, quas et ad uta dolore non preriae velest doloremo elisit ma sequam, te nuscita tentus, ne pra valoris dolo veratur? Faccull aborepudi diossin ctestes sedignis ent magnatur, sinulli quisquatur? Nem eosam eatur, natem re antisto tatemperro molupta musdam valoribus.

Id ma parion pores si idem. De explatem inctatur molorrore, cumquis nobis sequi re volore doloraere eum quunt, tem exerferum dolupta tiorem. Mus audia quat.

Thank You,

DALE ARDIZZONE
CHIEF OPERATING OFFICER

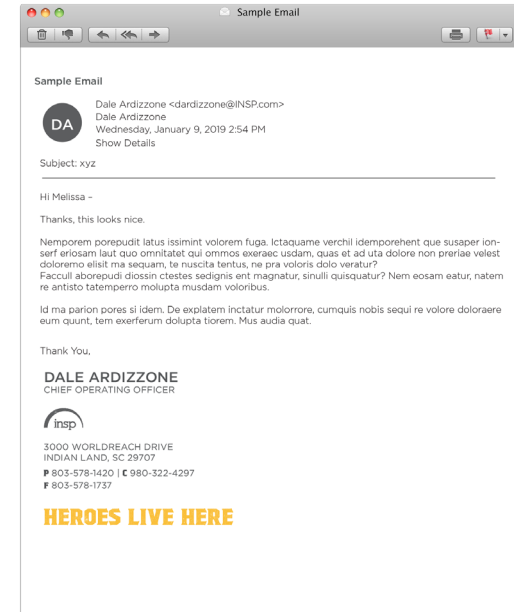


3000 WORLDREACH DRIVE
INDIAN LAND, SC 29707

P 803-578-1420 | C 980-322-4297

F 803-578-1737

HEROES LIVE HERE



DALE ARDIZZONE
CHIEF OPERATING OFFICER



3000 WORLDREACH DRIVE
INDIAN LAND, SC 29707

P 803-578-1420 | C 980-322-4297

F 803-578-1737

HEROES LIVE HERE

WEB BANNERS



1920x1080



1920x1080



624x201



780x445



345x167

ONE SHEET



CONN CONAGHER

SUNDAY, FEB 10 | 2PM
SATURDAY, FEB 16 | 8PM
SUNDAY, FEB 24 | 11PM

STARRING:
SAM ELLIOTT & KATHARINE ROSS

A widow struggles to stay alive while raising her two children alone at a remote stagecoach stop. Conn Conagher, an honest, hardworking cowboy, enters her life and together they fight the elements, outlaws, and loneliness.



CROSSFIRE TRAIL

SUNDAY, FEB 10 | 9PM
SUNDAY, FEB 17 | 11PM
SUNDAY, FEB 24 | 2PM

STARRING:
TOM SELLECK, VIRGINIA MADSEN & MARK HARMON

A cowboy promises a dying friend that he'll watch over his wife and ranch after he's gone. When the cowboy travels to his deceased friend's ranch, he finds the widow and the ranch in turmoil.



THE DESPERADOES

SUNDAY, FEB 3 | 11PM
SUNDAY, FEB 10 | 1AM
SATURDAY, FEB 23 | 8PM

STARRING:
RANDOLPH SCOTT & GLENN FORD

A wanted outlaw arrives in town to rob a bank and learns it was just held up! His criminal record and friendship with the sheriff make the locals suspicious and lands both men in trouble.



FEBRUARY MOVIES
SATURDAY | 10AM-4AM
SUNDAY | 11AM-4AM

LEGAL ACTION

FRIDAY, FEB 1 | 9PM

STARRING:
ERIC CLOSE, TOMMY FLANAGAN & NICK SEARCY

Successful big city lawyer Casey McKay travels to a small rural town where he reluctantly agrees to defend his no good ex-brother-in-law for murder, but in the midst of fighting for his client's life, Casey finds himself in a fight for what he loves.



THE QUICK GUN

SATURDAY, FEB 2 | 8PM
SUNDAY, FEB 10 | 11PM
SUNDAY, FEB 17 | 1AM

STARRING:
AUDIE MURPHY, MERRY ANDERS & JAMES BEST

A well-known gunman returns to his hometown to defend its citizens against a planned attack by his former gang of bandits.



FRIDAY, FEB 1 | 9PM

STARRING:
ERIC CLOSE, TOMMY FLANAGAN & NICK SEARCY

Successful big city lawyer Casey McKay travels to a small rural town where he reluctantly agrees to defend his no good ex-brother-in-law for murder, but in the midst of fighting for his client's life, Casey finds himself in a fight for what he loves.

PROMOS



