

# The Weather Channel<sup>®</sup> Brand Guidelines



## Our logotype

Our logotype is a contemporary, typographic representation of The Weather Channel name and the single most important element of our visual identity. It represents not just our name but also what our name stands for.

### Using our logotype

It is vital that our logotype is always reproduced from the approved artwork. Never alter, distort or adjust the letterforms, typestyle or visual relationships, either digitally or photographically. Our logotype must always be clearly visible and positioned to carry or endorse all our communications.

### Artwork

Artwork is available in the approved colors, in vector and/or postscript formats, including Illustrator eps, tif and jpg formats for both Mac and PC.





## Our logotype

### Safety zone

To ensure maximum standout, we've created an exclusion zone around the logotype, as defined by (2X) which is equivalent to twice the height of the logotype's capital 'W' and indicated opposite in grey. This is the minimum area around the logotype that must be entirely free of any other typography or graphics. Apply this formula universally, regardless of the size at which the logotype is to be reproduced. In exceptional circumstances, it may be necessary to break the exclusion zone rule, but to do this you must have special approval from a creative manager of The Weather Channel. The Weather Channel tagline and URL are allowed to sit within the logo exclusion zone.

### Minimum size

We are proud of our brand and what our logotype represents. We always want to use it clearly and confidently. To be sure the logotype is always legible and effective, never reproduce it at less than 1/2" in print, 1 1/2" on clothing and stitch outs and 40\* pixels online. Please note, these are minimum, not preferred, sizes and should only be used when space is very limited.

### Positioning

In order to achieve visual consistency, our logotype should always be positioned centered or on the right hand axis (top or bottom) of the design layout, except when used in a co-branded situation.

\* based on a 1024 x 768 screen



Color Treatment A



Color Treatment B



Color Treatment C

Color Treatment D  
LIMITED USE ONLY

## Our logotype

### Acceptable color treatments

Our logotype needs to appear on a wide range of applications. It can be applied in a number of acceptable color treatments. The Weather Channel Blue (Color Treatment A) is the primary color and first choice for reproducing our logotype when appearing in color.

On black and white applications (e.g. newspaper advertising) the grayscale version should be used (Color Treatment B), except on occasions when the logotype is being reproduced at a very small size. In these instances the black version (Colorway C) should always be used (to ensure legibility).

A black and white reverse image should only be used in extreme circumstances (for example in b/w newspaper print where space is very limited and The Weather Channel is one of several sponsor logos placed on a black background). Permission for this use must be obtained specifically from a creative manager at The Weather Channel.

### Halftone and photographic backgrounds

Where it is necessary to reproduce our logotype over a halftone or photographic background, take care that the area around the logo is sufficiently light or dark to make it clearly legible. Artwork for each version of the logotype is available in CMYK, Pantone, RGB and black and white, and gray scale formats.



## Our logotype

### What not to do

Our logotype is one of our most important assets. Altering the logotype in any way will undermine the impact of our identity and our brand, therefore we must use it in a consistent, relevant and unified way. The opposite examples show incorrect and inconsistent representations of our logotype. Please ensure that the artwork is used exactly as supplied and never altered.

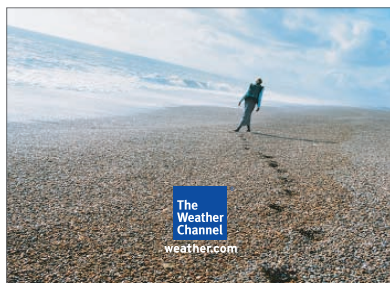
- Example A  
Do not change the logotype color
- Example B  
Do not add drop shadows
- Example C  
Do not add keylines to the typography
- Example D  
Do not alter the size or proportions of the typography
- Example E  
Do not add perspectives
- Example F  
Do not change the typography
- Example G  
Do not stretch  
The logo is always a perfect square
- Example H  
Do not outline
- Example I  
Do not extrude or add 3D effects



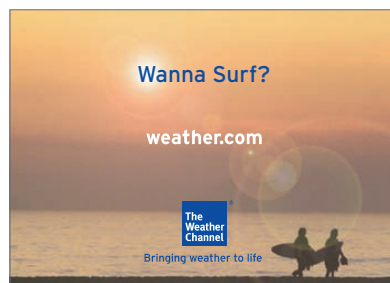
1. Logo and URL separated



2. URL centered



3. Logo/URL lock-up



4. URL as core message

weather.com

5/8"

Minimum size

## URL

### URL positioning

It is necessary for weather.com to have a presence on all communications but not necessarily as a logo lock-up.

The URL should always appear in Interstate Bold, using The Weather Channel Blue on lighter backgrounds (refer to the 'Our colors' section) or in white on darker backgrounds. The URL should never appear less than 5/8". The size and positioning of the URL is determined by its importance within the message hierarchy using the four main options, as specified below:

#### 1. Logo and URL separated

This is the preferred option and should be used wherever possible and appropriate. Place the logo and URL at opposite corners (bottom of the page) as shown opposite.

#### 2. URL centered

When the design layout is centered the URL should be placed at the bottom of the screen.

#### 3. Logo/URL lock-up

The logo/URL lock-up should be used when space is limited such as in endorsements. There are some instances however, for example sponsorship or where space is limited, when the logo may need to appear alone. Always use the logo/URL lock-up artwork provided. In most advertising sales collateral the lock-up is required.

#### 4. URL as the core message

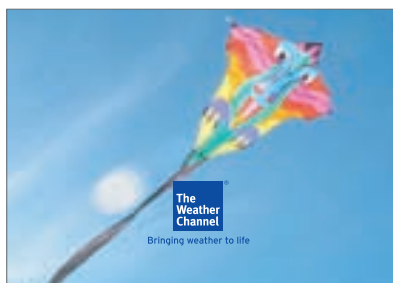
This option should be used when the URL is the core message or call to action. In these instances the logo should be placed bottom center or bottom right. Never use the URL in a size smaller than the minimum size specified at the top of the page.



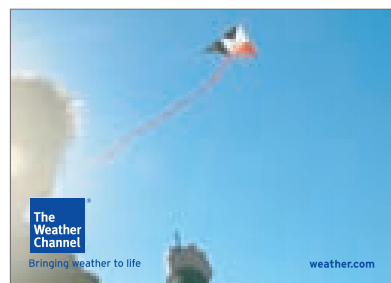
Bringing weather to life



Bringing weather to life



Tagline centered



Tagline flush left

## Tagline

### Tagline positioning

Our tagline 'Bringing weather to life' helps reinforce our brand vision.

Use of the tagline is encouraged whenever possible, but not required.

When used it should always be treated as a sign-off. Do not use the tagline as a headline.

The tagline should always be written in Interstate regular, using The Weather Channel Blue on lighter backgrounds (refer to the 'Our colors' section) or in white on darker backgrounds. The tagline should be approximately 150% of the width of the logo and either centered or flush to the left hand side of the logo. These are available in CMYK, Pantone, RGB and black and white, and gray scale formats.



Helvetica Neue typeface

ABCDEFGHIJKLM  
 NOPQRSTUVWXYZ  
 abcdefghijklmnopq  
 rstuvwxyz01234567  
 89!@#\$%^&\*()

roman medium **bold heavy**

## Our typeface

### Helvetica Neue

Our corporate typeface (shown opposite) is Helvetica Neue, in weights roman, medium, bold and heavy. This is a classic sans serif font that is both versatile and functional. We use Helvetica Neue for all professionally designed and printed applications and all desktop publishing produced in-house.

### Arial

We use Arial for email, PowerPoint, letters and faxes. This is the default system font across both Macs and PCs. By using Arial we reduce the risk of data reformatting between different users, systems and software, whether internally or externally.

### Verdana

We use Verdana for all online html copy as opposed to Arial as this font is easier to read online (though not for text as graphics e.g. headlines).





## Our typographic style

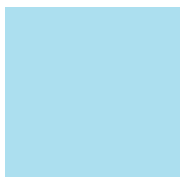
A typographic style has been developed to help create a consistent visual style for the brand. Our typestyle is clear, simple and always grounded on clarity and legibility.

### Some general rules:

- It is preferred to use upper and lower case instead of all caps in content or headings.
- Headings and sub-headings should use initial caps.
- Use weight or color (rather than size) for emphasis.
- Keep the number of different type sizes in one application to a minimum.
- Never apply type effects (such as shadows or outlines) to any of our typefaces.



The Weather Channel Blue



Weather Blue 1



Weather Blue 2



Weather Blue 3



Weather Blue 4



Weather Yellow 1



Weather Yellow 2



Weather Yellow 3



Weather Yellow 4

## Our colors

### Our colors in print

Our primary color is The Weather Channel Blue. It is the color of our logo-type and the color our viewers associate with the brand.

The Weather Channel Blue is also part of a broader, contemporary palette of complementary weather colors.

This broader palette allows us to present The Weather Channel as an empathetic, consumer-friendly brand. The palette also gives us more flexibility and helps us distinguish and tailor our communications to specific seasons.

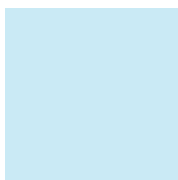
Color Specification	PANTONE®	CMYK*
TWC Blue	PMS 286C	100/80/00/00
Weather Blue 1	PMS 2975C	35/00/06/00
Weather Blue 2	PMS 305C	54/00/04/00
Weather Blue 3	PMS 312C	100/00/12/00
Weather Blue 4	PMS 314C	100/00/10/20
Weather Yellow 1	PMS 106C	00/00/70/00
Weather Yellow 2	PMS 108C	00/05/96/00
Weather Yellow 3	PMS 116C	1/16/100/00
Weather Yellow 4	PMS 1235C	00/30/100/00

\*Only to be used in instances where pantone cannot be specified (such as advertising).

The specification of colors across different media is not an exact science. Colors should always be matched visually according to each application.



The Weather Channel Blue



Weather Blue 1



Weather Blue 2



Weather Blue 3



Weather Blue 4



Weather Yellow 1



Weather Yellow 2



Weather Yellow 3



Weather Yellow 4

## Our colors

### Our colors on screen

On-screen (e.g. internet 'hexadecimal' and Microsoft Powerpoint 'RGB') colors are illuminated and/or projected. The accurate and consistent representation of The Weather Channel palette will therefore always be dependent on the age, quality and calibration of each individual monitor or projector.

The Hex and RGB references for The Weather Channel palette are:

Color Specification	HEX	RGB
TWC Blue	003399	R.000 G.051 B.153
Weather Blue 1	CCFFFF	R.204 G.255 B.255
Weather Blue 2	66CCCC	R.102 G.204 B.204
Weather Blue 3	0099CC	R.000 G.153 B.204
Weather Blue 4	008A99	R.000 G.138 B.153
Weather Yellow 1	FFFF66	R.255 G.255 B.102
Weather Yellow 2	FFFF00	R.255 G.255 B.000
Weather Yellow 3	FEBD25	R.254 G.189 B.037
Weather Yellow 4	FF9900	R.255 G.153 B.000

## Our brand property

### **Window device**

The window device is our graphic property through which we express our brand.

It has four functions, as listed below, and can be used either photographically or graphically.

### **Forecasts**

The window enables us to see glimpses of future weather and how people make the most of it.

### **Engages**

By allowing us to see glimpses of both the past and the present we are able to see weather related memories or events with a human aspect.

### **Stimulates**

The window provides us a view of the spectacle of the weather, showing us its power and its beauty.

### **Inspires**

The window reveals a vision of the possibilities that open to us through the weather, encouraging us to make the most of our lives.

The window device should always be a perfect square, reflecting the shape of our logotype.

## Our brand property

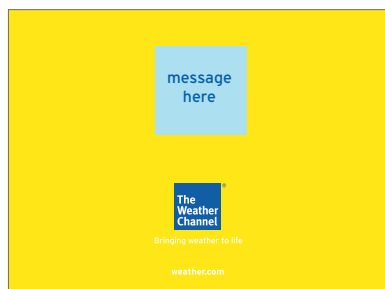
The window device can be used both photographically and graphically.

### Photographic

This execution requires a concept and coordinated photography that is ideal for communicating 'Bringing weather to life.' Two images are required. The first image acts as a background image and should reflect a specific time/place/season and the second image which sits in the central square (the window device) should communicate a different time/place/season (see example).



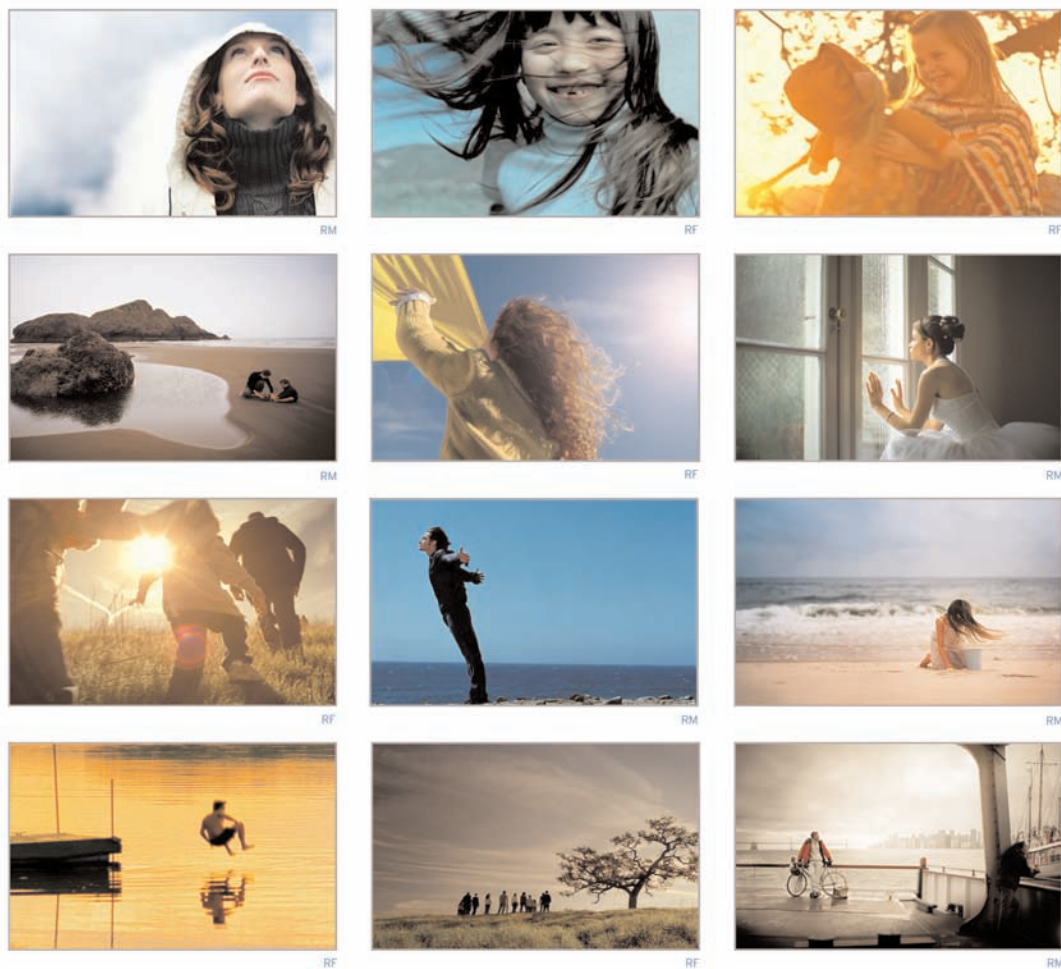
Photographic



Graphic

### Graphic

This execution helps create brand recognition and consistency. The graphic square can be represented in a number of ways. It can appear as a semi-transparent white square or a colored square which carries text or highlights important information. It can also be used more literally to communicate the idea of a window to the weather, or to reveal change or insight, for example in the form of a die-cut square on a brochure. In all instances only use one window device per page. Using any more will lessen the impact of the window concept.



**RM** - Right managed are licensed images that we purchase on a per-project and per-usage basis. They can not be used again without renewing or renegotiating the licensed agreement.

**RF** - Royalty free images are images that once we have purchased can be used as often as needed for the exclusive promotion of The Weather Channel and all of its entities.

## Our photography

### Photographic Styling

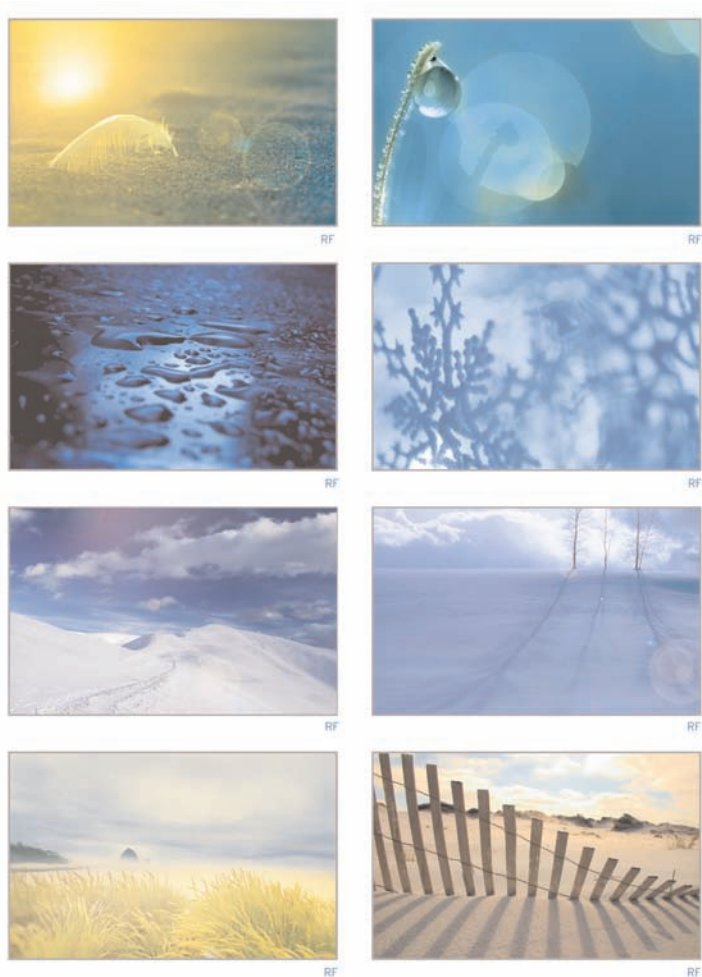
We use photography to communicate our brand positioning.

The Weather Channel photographic imagery is beautiful, natural and contemporary. Our photography should show people making the most of the weather, how the weather inspires them, how weather opens possibilities and presents drama. We should focus on the emotional and feature aspirational relatable values.

Our imagery falls into two distinct categories: people and nature.

### People

Our people-imagery must be natural and engaging. It should be aspirational, inspiring and help reinforce the brand tagline 'Bringing weather to life.' It is important that our photography demonstrates people enjoying or interacting with weather however make sure to avoid clichéd or staged images. The main focal point of the image should be placed off-center (see examples). The tone of the imagery should reflect The Weather Channel color palette to make it more distinctive and ownable. For examples of nature imagery, please refer to the following page.



## Our photography

### Nature

The Weather Channel nature-imagery must be natural. It should represent the world around us and real weather. Its role is to express and communicate different weather conditions in various locations (nature, landscapes, cityscapes etc.). In some instances the imagery will be inspiring and beautiful, in others it will be more functional and informative.

Nature images fall in to two categories:

### Close-up

The close-up images should feature simple, weather-related textures such as raindrops on a window, frost on grass and can be used with typographic elements. This is an alternative way of expressing the brand colors. These images can be used as a main image to communicate seasonal change or can be used as a generic background or section dividers to change the pace of a content-heavy document. When used graphically, close up photography can employ a more saturated color to better reflect the The Weather Channel color palette. On-screen textures used on the web should always be derivative of featured identity elements (such as ID's or bumpers). This is important as it helps in maintaining identity consistency and building brand equity.

### Landscape

Our landscape imagery should capture real life outdoor scenes. These should be beautifully shot and the layout carefully considered. The main focal point of the image should typically not be centrally placed (see examples of crops). Light is a dynamic and effective way to communicate weather and should play a key part in our photography. Light also helps give the images depth and evokes a mood. The depth of field for landscapes can vary from panoramic to close up.



## Our photography

### How to choose/convert images

Our photographic imagery should reflect our color palette (as demonstrated in the color section). Select imagery with a color basis close to our blue or yellow range, however some images might still need to be treated digitally to enhance the required hue within the image. Do not colorize or duotone an image. All color imagery should feel real and natural.

### Color treating The Weather Channel photography

As seen in the examples opposite, the subtle color grade used reflects The Weather Channel color palette but it is not a color wash or a heavily overlaid effect. It is important to shoot the subject or select photography with its intended use in mind. Art direction and composition will be the basis on how to color treat the photograph. For example, in the image on the left, the cool tones in the clothing and the blue sky help us to pull forward the desaturated blue tones and by taking out the reds we get a 'blue' image. In the image on the right, the early evening sun gives a yellow glow while the warm skin tones and clothing accents help us to warm up this shot by reducing the blues and pulling forward the golds, giving us a 'yellow' image.



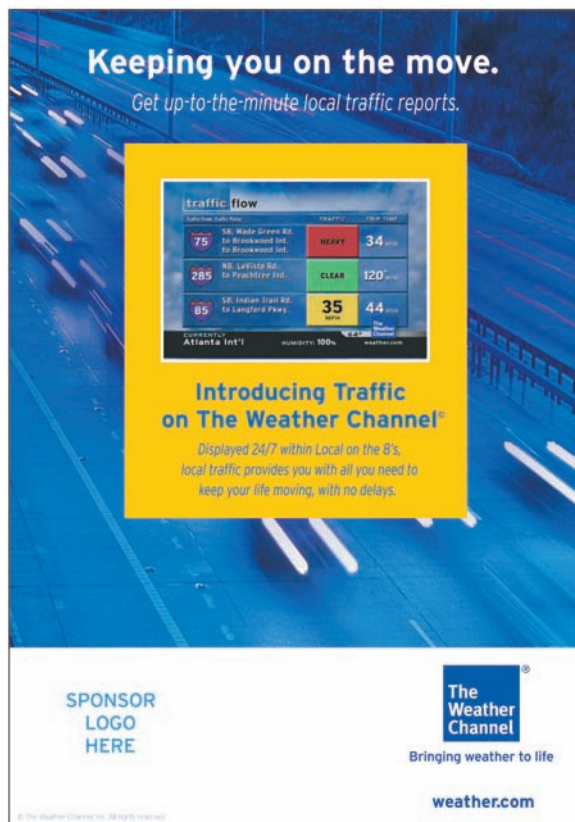
### Our photography checklist

When choosing an image always check it against our photography style checklist:

- natural (not staged)
- relevant to weather
- simple and clear
- representing real life and/or real people
- engaging
- inspiring
- aspirational
- contemporary
- reflecting our color palette
- using natural colors



# Co-branding



## Co-branding

There are a number of instances when The Weather Channel will join efforts with other companies in a partnership or marketing promotion (WeatherREADY or SunReady partnerships for example). There are also instances when another company will endorse or sponsor a TWC promotion or product (show sponsorships) or TWC will likewise sponsor or endorse another brand (official forecaster for PGA). With any type of co-branding guidelines become subject to the terms of the participation agreement. It is always important to check with the appropriate marketing manager for the details of that agreement. Because some co-branding does not share equal partnership, some general guidelines follow:

- The Weather Channel logo should be bottom centered or in the lower right hand corner when promoting a TWC program or show. The program logo should appear in the top half of the page, generally centered. It can appear in a square window device. When a partner joins this sponsorship, The Weather Channel logo should always appear in the right hand lower corner (signature or sign-off corner) with the sponsor logos appearing to the left of the logo at an appropriate size.
- For co-branding, The Weather Channel logo should always have an equal visual impact to the partner(s) logo. For co-promotions which do not include equal partnership, logo proportions need to be established according to the terms of the participation agreement. These guidelines should be followed to maintain the integrity and visibility of The Weather Channel trademark.
- Place The Weather Channel logo in the lower right-hand corner of printed items whenever possible.
- Never place a partner logo, or any other graphic image, within the safety zone of The Weather Channel logo.
- The Weather Channel logo should never appear in a size less than the specified minimum requirements.

# Trademark and name usage

## Trademark usage

The Weather Channel® logo is a registered trademark of The Weather Channel, Inc., and should be protected as such at all times. weather.com should be used in conjunction with The Weather Channel logo.

### **Trademark and copyright protection**

The trademark symbol ® must be included whenever The Weather Channel logo appears as a visual image. Since clear visibility of the trademark symbol ® may be questionable on video tape or on-air, it may be omitted. However, a trademark and copyright statement must appear at least once per hour for the on-air product and at least once per production of video tapes. These statements should also appear on printed materials and other products produced by or for The Weather Channel or weather.com. The official copyright and trademark statements, respectively, should read as follows:

© 2007 The Weather Channel, Inc. All rights reserved.

OR

© 2007 The Weather Channel Interactive, Inc. All rights reserved.

(note: use published year)

The Weather Channel and weather.com are U.S. federally registered marks of The Weather Channel, Inc.

## Trademark with name usage

### **Trademark symbols with The Weather Channel and weather.com names**

The registered trademark symbol ® must appear on the first and most prominent appearance of The Weather Channel name and weather.com name in each print piece. This is used when referencing the trademark name, not when referencing The Weather Channel, Inc. company name.

### **Trademark names**

The Weather Channel name is protected in its entirety, including the word "The." The weather.com name is protected in its entirety as well. The possessive form of The Weather Channel or weather.com should never be used in advertising or editorial. The Weather Channel name should always appear in initial caps. The weather.com name should always appear in lowercase; this includes the beginning of a sentence or in a title.

The registered trademark symbol ® must appear on the first and most prominent appearance of "TWC." In trade ads and collateral materials, "TWC" may be used only after The Weather Channel name has been clearly established.

updated 6/07