



**CBS SPORTS
NETWORK**

STYLE GUIDE



LOGO USAGE



R3 G57 B99
C100 M82 Y36 K25
PANTONE 7694C
#033963



R250 G252 B254
C1 M0 Y0 K0
PANTONE WHITE
#FAFCFE

COLOR OVER LIGHT

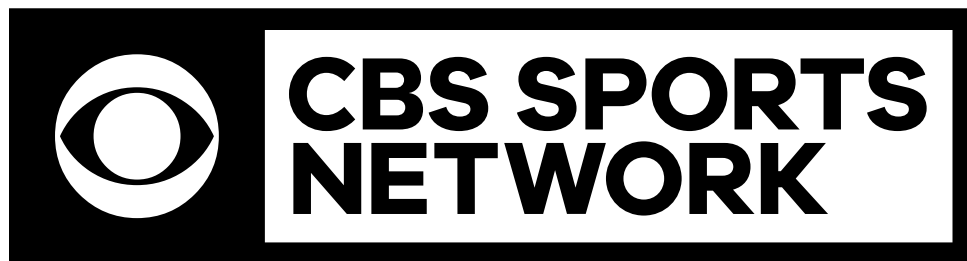


R3 G57 B99
C100 M82 Y36 K25
PANTONE 7694C
#033963



R250 G252 B254
C1 M0 Y0 K0
PANTONE WHITE
#FAFCFE

COLOR OVER DARK



R0 G0 B0
C75 M68 Y67 K90
#000000



R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

1-COLOR OVER LIGHT



R0 G0 B0
C75 M68 Y67 K90
#000000



R255 G255 B255
C0 M0 Y0 K0
#FFFFFF

1-COLOR OVER DARK



SINGLE COLOR



TWO COLOR



SINGLE COLOR



SINGLE COLOR



TWO COLOR



SINGLE COLOR



COLOR PALETTE

CBS SPORTS BRAND COLOR PALETTE

These are the main colors of the CBS Sports Brand identity. The palette is utilized in all CBS Sports property logos and all CBS Sports branded elements. The CBS Sports signature blue is accompanied by a white and two cool gray values. The NFL and Golf insert packages have their own unique extended color palette.

CBS BRAND COLOR PALETTE

CBS BLUE



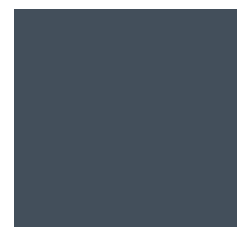
RGB 3, 57, 99
CMYK 100, 82, 36, 25
PANTONE 7694C

CBS WHITE



RGB 250, 252, 254
CMYK 1, 0, 0, 0
PANTONE WHITE

CBS GRAY 1



RGB 67, 79, 91
CMYK 75, 60, 48, 30
PANTONE 7545C

CBS GRAY 2



RGB 46, 59, 72
CMYK 81, 67, 51, 44
PANTONE 432C



TYPOGRAPHY

DIN

PRO

LIGHT:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /

LIGHT ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /

MEDIUM:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /

MEDIUM ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /

REGULAR:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /

REGULAR ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /

BOLD:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /

BOLD ITALIC:

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /

FF DIN is a realist sans-serif typeface designed in 1995 by Albert-Jan Pool. Sharing structural similarities with DIN 1451, FF DIN differs in its weight distribution and naming conventions, and has a far wider character set. It includes ranging (old style) figures and several refinements that allow it to perform better as a print and screen text face.

**HEROIC
CONDENSED
BOLD**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*() . , : - /**

Heroic Condensed is the graphic embodiment of the idealized, no-nonsense, narrow grotesque. From poster design to editorial layout, Heroic Condensed is intended for a range of uses, and It is a fusion of pure geometry and optical balance. The finest adjustments have been applied to every curve and every angle of its letterforms for even color and visual equality across a versatile range of eight weights. The need for extensive kerning tables has been alleviated by a hand-tuned matrix of sidebearings in conjunction with already streamlined glyph designs. Heroic Condensed is further bolstered with Opentype Small Caps, Tabular Figures, Fractions, and the standard TypeTrust character set which includes a full array of Latin diacritics. In this CBS SPORTS insert package, only bold weight of Heroic Condensed had been used.

DIN Pro is the primary font for the CBS Sports and is used for all information types, from titles to statistics.

Heroic Condensed should only be considered for specialty elements.

WEIGHT

The majority of type is set in Medium and Bold weights, with Regular and Italic versions used sparingly.

CASE

Almost all type is capitalized to maintain legible scale in print and on screens of all sizes. If larger blocks of type are used, such as for quotes, consider using lettercase type in these cases.

SPACING

Select pieces of type have increased tracking values to help create visual separation and create a stylistic impression.