

Our logotype

Our logotype is a contemporary, typographic representation of The Weather Channel's 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

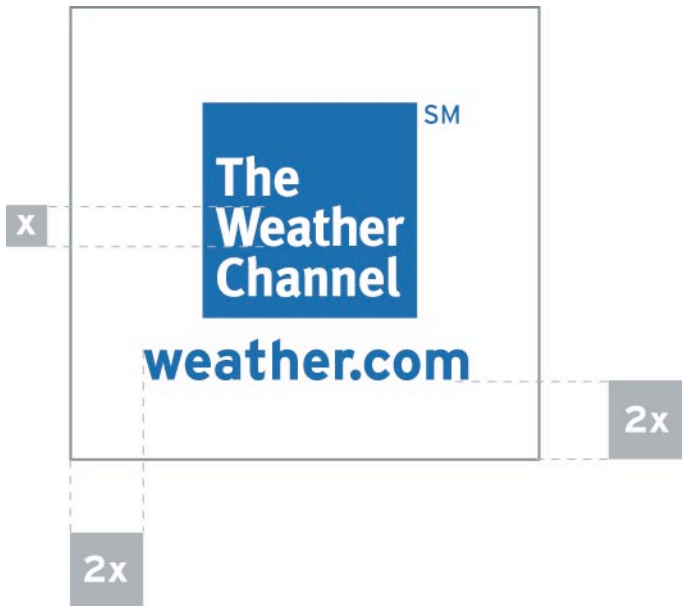
It is vital that you only reproduce our logotype from the approved artwork. Never alter, distort or adjust the letterforms, typestyle and visual relationships, either digitally or photomechanically.

Our logotype must always be clearly visible and positioned to carry or endorse all our communications.

Artwork

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





Color Specification

The Weather Channel Blue

PANTONE®

PMS 286C

CMYK

C.100 M.080

Exclusion 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.

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 0.2" in print or 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 left hand axis (top) of the design layout.