

## weather.com® logo usage guide

**weather.com**®, **The Weather Channel**® and **The Weather Channel** logo in the blue box are United States federally registered servicemarks of The Weather Channel, Inc., and should be protected as such at all times. The registered trademark symbol ® must be included and **weather.com** must always be used in conjunction with **The Weather Channel** logo, across all platforms. [EXAMPLE 1]

### 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, and is used when referencing the trademark name, not when referencing the company name.

### Use of The Weather Channel and weather.com marks

The **weather.com** name should always appear in lowercase, this includes the beginning of a sentence. When using **weather.com** in copy, the use of bold text is preferred. It is recommended not to include www. when using the **weather.com** name. [EXAMPLE 2]

Additionally, both names should appear in italics or bold every time they are used. **The Weather Channel** name is protected in its entirety, including the word "The." The **weather.com** name is protected in its entirety as well.

[EXAMPLE 3]

The possessive form of **The Weather Channel** or **weather.com** should never be used in advertising or editorial. [EXAMPLE 4]

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. [EXAMPLE 5]

### The Typeface

The **weather.com** font is Berthold Akzidenz Grotesk Medium Extended.

#### The Color

- PMS 2935
- 4-color process: 100%C, 50%M, 0%Y, 0%K
- Bin Hex: 0056C2
- Web safe rgb values: 0R, 102G, 204B

**The Weather Channel** logo should never appear in black and white, unless the entire piece is produced in black and white or if a full color background creates a legibility issue.

[EXAMPLES]



[ 2 ] **The Weather Channel**®  
[CORRECT]

the Weather Channel®  
[INCORRECT]

Weather Channel  
[INCORRECT]

**weather.com**®  
[CORRECT]

www.weather.com  
[INCORRECT]

[ 3 ] Life's unpredictable. Thankfully,  
***The Weather Channel***® and ***weather.com***®  
make the weather less so. ***The Weather Channel***...  
[CORRECT]

Life's unpredictable. Thankfully,  
The Weather Channel and weather.com  
make the weather less so. The Weather  
Channel...  
[INCORRECT]

[ 4 ] "Meteorologists at ***The Weather Channel*** and ***weather.com***..."  
[CORRECT]

"***The Weather Channel's***  
meteorologists..." or  
"***weather.com's*** meteorologists"  
[INCORRECT]

[ 5 ] TWC®  
[CORRECT]

TWC  
[INCORRECT]

## Logo Usage

**The Logo** must be used in its entirety. Never pull the logo apart into separate elements, change its upright orientation or distort its shape. **The Weather Channel** logo should never be reversed out. [EXAMPLE 6]

**The field** should always appear in blue, with white type and border. In most applications, the logo should not require any additional definition to distinguish it from a background. However, with overly bright or complex backgrounds, an even shadow surrounding the perimeter of the logo is acceptable. [EXAMPLE 7]

**Placement and Size** of **The Weather Channel** logo plays an important role in quick recognition. Whenever possible, the logo should appear in the lower right or lower center of the design space. **weather.com** must be legible at all times.

Never place the logo within a container or shape. [EXAMPLE 8]

**Co-Branding** is usually a joint promotion effort by two brands that share equal ownership in a product or event. 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. [EXAMPLE 9]

**A Safety Zone** is an area which no graphic elements or copy resides, thereby ensuring strong visibility. The proper safety zone for all sides of **The Weather Channel** logo is 25% of the logo width and height. Never place a partner logo, or any other graphic image or element, within the safety zone. [EXAMPLE 10]

### [EXAMPLES]

[6]



[7]



[8]



[9]



[10]

