

**VIACOM**

LOGO STYLE GUIDE

# OVERVIEW

This Style Guide provides instructions and information on using the Viacom logo. It should be followed whenever the logo is used in order to reinforce the branding and ensure the consistent and proper application of the logo.

The Viacom logo is used to represent Viacom Inc. and many of its corporate departments. However, there are specific areas of the company that use the Viacom Media Networks logo. Please be sure you are using the correct logo. If you have questions regarding usage, please contact Jeremy Zweig at [jeremy.zweig@viacom.com](mailto:jeremy.zweig@viacom.com). For technical questions about the logo files, please contact Alan Perler at [alan.perler@mtvn.com](mailto:alan.perler@mtvn.com).

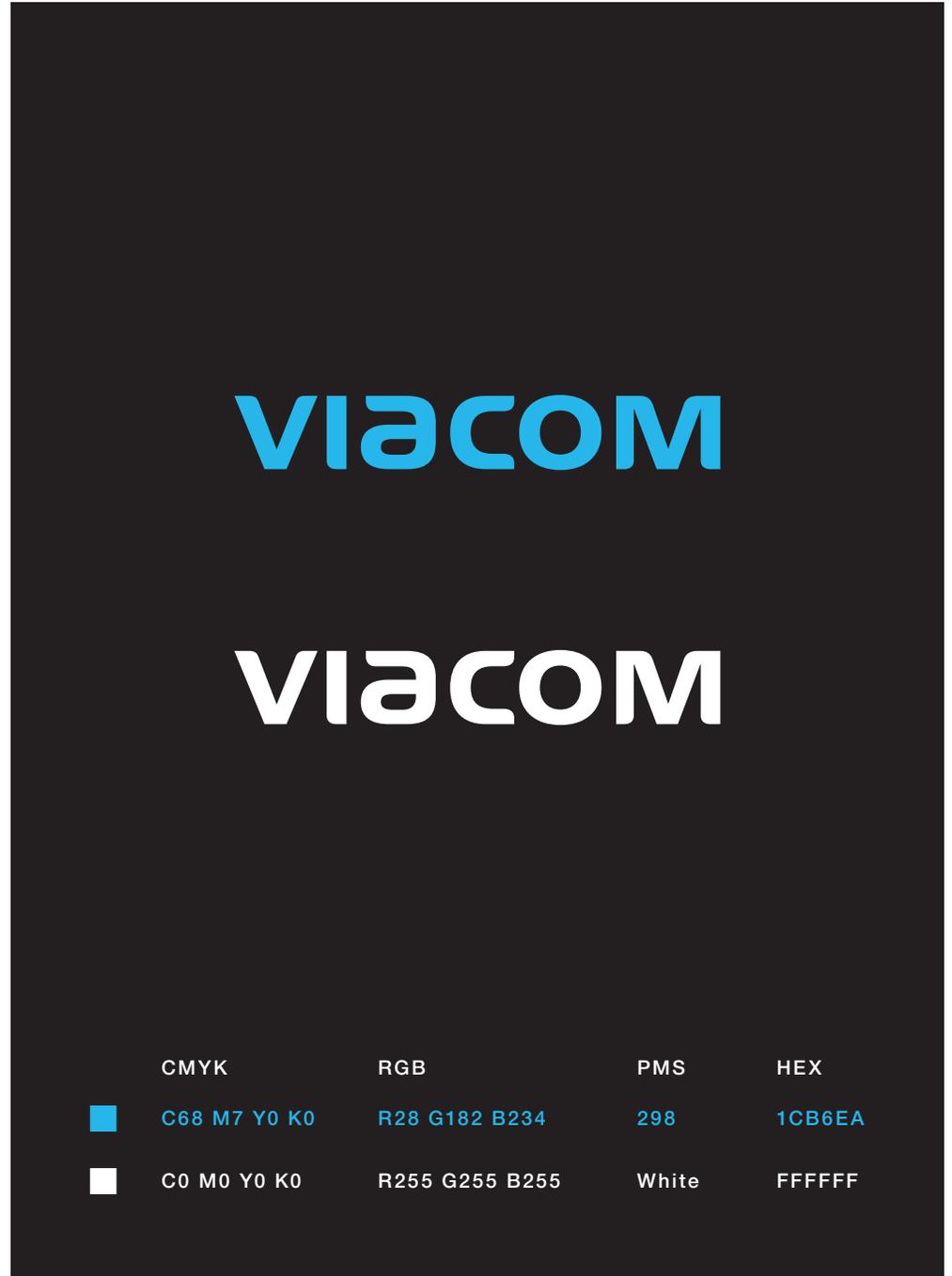
# COLOR OPTIONS

The blue logo is preferred. Use this color logo whenever possible. The black and white versions of the logo should only be used in instances where it's not possible to use the color logo.



	CMYK	RGB	PMS	HEX
	C68 M7 Y0 K0	R28 G182 B234	298	1CB6EA
	C0 M0 Y0 K100	R0 G0 B0	Process Black	000000

for use on light backgrounds



	CMYK	RGB	PMS	HEX
	C68 M7 Y0 K0	R28 G182 B234	298	1CB6EA
	C0 M0 Y0 K0	R255 G255 B255	White	FFFFFF

for use on dark backgrounds

# BUSY BACKGROUNDS

When using the logo on a photographic or busy background, make sure the logo reads well. If not, then the logo should be contained in a solid box.



# REQUIREMENTS

The word "VIACOM" is written in its standard blue font, but it is tilted at an angle, both skewed and rotated.

Don't skew, rotate or compress the logo.

The word "VIACOM" is written in blue, but it is completely covered by a thick, dark blue horizontal bar.

Don't obscure with another shape.

The word "VIACOM" is written in a different, bolder typeface than the original, and the horizontal line separating the "VI" and "ACOM" is significantly thicker.

Don't change the typeface or the width of the rule separating the parts of the logo.

The word "VIACOM" is written in blue, but each letter has a thick white outline around it.

Don't outline.

The word "VIACOM" is written in blue, but it has a soft, grey drop shadow behind it, making it look like it's floating above the surface.

Don't use a drop shadow.

The word "VIACOM" is written in a bright red color instead of the standard blue.

Don't change logo colors (see page 3 for color options).

The word "VIACOM" is written in blue, but it is placed over a background of diagonal red and white stripes.

Don't use the logo directly over photographic or busy backgrounds (see page 4).