

The Viacom logo is displayed in a bold, blue, sans-serif typeface. The letters are closely spaced, and the overall style is clean and modern.

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. For technical questions about the logo files, please contact Alan Perler at 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.

The Viacom logo in its primary blue color, rendered in a bold, sans-serif typeface.The Viacom logo in black, rendered in a bold, sans-serif typeface.

| | 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

The Viacom logo in blue, set against a dark grey background.The Viacom logo in white, set against a dark grey background.

| | 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" in its signature blue color, slanted to the right at an angle.

Don't skew, rotate or compress the logo.

The word "viacom" in blue, with a thick, dark blue horizontal bar placed over the letters.

Don't obscure with another shape.

The word "VIACOM" in a bold, sans-serif font, with wide spacing between the letters.

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

The word "viacom" in blue, with a thin blue outline or stroke around each letter.

Don't outline.

The word "viacom" in blue, with a soft, grey drop shadow behind it.

Don't use a drop shadow.

The word "viacom" in red.

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

The word "viacom" in blue, centered over a background of thick, diagonal red and white stripes.

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