



NBC NEW YORK
OFFICIAL BRAND BOOK

05/2024

WELCOME

Your brand identity is the silent voice that represents you. The primary reason for this brand book is to help maintain a consistent brand presence.

ABOUT THE ARTHOUSE

Our mission is to create the most compelling and visually appealing graphics. Our goal is to strengthen the storytelling nature of our clients' brand.

We are creative ninjas who challenge traditional news visuals. We strive for perfection, yet are fast, efficient, and everywhere. We put the needs of our clients first, and say "why not?" instead of "why?"; "yes" rather than "no." We embrace change, continually update our tools, and refine our skills.

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NBC UNIVERSAL PEACOCK

Official Use Guidelines

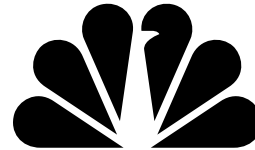
Our six-color palette is proudly rooted in our NBC heritage, and has been carefully revised and updated for the best reproduction across all platforms and media.

THE NEW PEACOCK

FULL COLOR

1-COLOR

KNOCKOUT
PURE WHITE
BACKGROUNDS ONLY



OUTLINE
FOR ALL OTHER USES



THE NEW PALETTE



DIGITAL

#FCCC12	#FF7112	#EF1541	#6E55DC	#069DE0	#05AC3F
R 252 G 204 B 18	R 255 G 113 B 18	R 239 G 21 B 65	R 110 G 85 B 220	R 6 G 157 B 224	R 5 G 172 B 63

PANTONE

YELLOW 012 C	BRIGHT ORANGE C	1788 C	2725 C	2173 C	2252 C
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PRINT

C 0 M 11 Y 96 K 0	C 0 M 69 Y 100 K 0	C 0 M 100 Y 73 K 0	C 72 M 71 Y 0 K 0	C 83 M 19 Y 0 K 0	C 81 M 3 Y 100 K 0
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Do not transpose RGB values into CMYK values, or vice-versa. All color-spaces have been carefully calibrated to provide the most faithful reproduction in all media.

USING THE CORRECT VERSION

DARK BACKGROUNDS | OUTLINE

THE PEACOCK LOGO HAS AN OUTLINE

BASELINE



LIGHT BACKGROUNDS | OUTLINE

THE PEACOCK LOGO HAS AN OUTLINE

BASELINE



PURE WHITE BACKGROUNDS | KNOCKOUT

THERE IS NOT OUTLINE AROUND THE PEACOCK LOGO

BASELINE



USING THE CORRECT VERSION | OLYMPICS LOGO

DARK BACKGROUNDS | OUTLINE

THE PEACOCK LOGO HAS AN OUTLINE



LIGHT BACKGROUNDS | OUTLINE

PEACOCK OUTLINE LINES UP WITH OLYMPIC RINGS



PURE WHITE BACKGROUNDS | KNOCKOUT

PEACOCK LOGO LINES UP WITH OLYMPIC RINGS



INCORRECT USAGE



GREY SCALE



COMPRESSING



STRETCHING



BREAKING THE LOGO



BREAKING THE LOGO



BREAKING THE LOGO



LOW CONTRAST



CHANGING COLORS



GRADIENTS



OUTLINE LOGO ON WHITE



KNOCKOUT LOGO ON COLOR



3D EFFECTS



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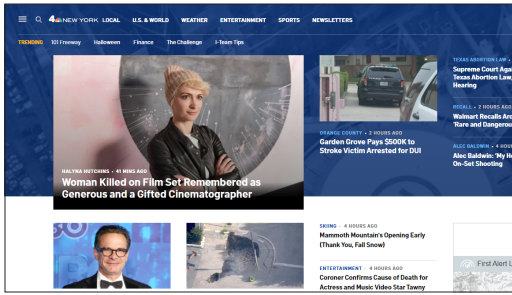
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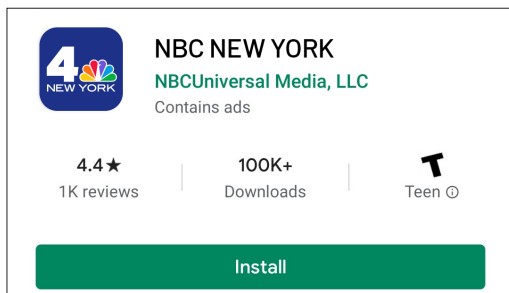
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DIGITAL ASSETS

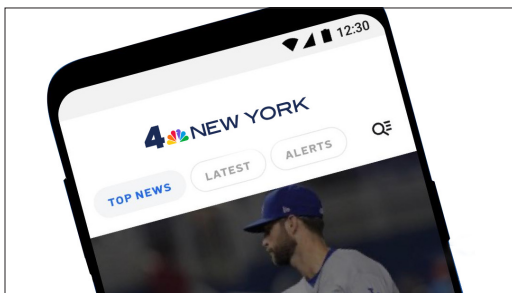
DESKTOP HEADER



APP ICON



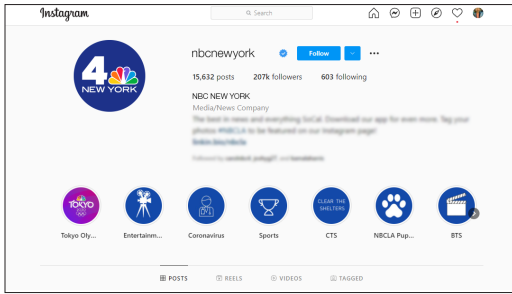
APP HEADER



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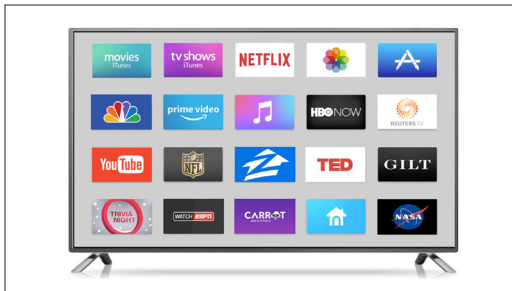
DIGITAL ASSETS (CONT.)

SOCIAL MEDIA AVATAR



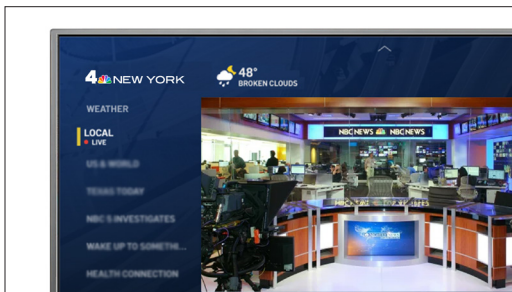
OTT APP ICON

APPLE TV, AMAZON FIRE, ROKU



OTT APP HEADER

APPLE TV, AMAZON FIRE, ROKU



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VERTICAL / DARK



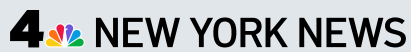
VERTICAL / LIGHT



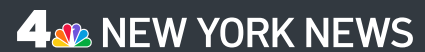
HORIZONTAL / DARK



HORIZONTAL / LIGHT



1-LINE / DARK



1-LINE / LIGHT

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VERTICAL / BLACK



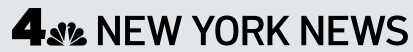
VERTICAL / WHITE



HORIZONTAL / BLACK



HORIZONTAL / WHITE



1-LINE / BLACK



1-LINE / WHITE

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SPECIALTY LOGOS

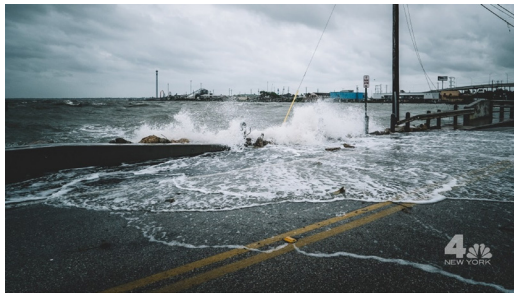
SMALL LOGO

FOR EMBROIDERY AND APPAREL



CRYSTAL BUG

FOR ON-AIR USE ONLY



NBC PEACOCK

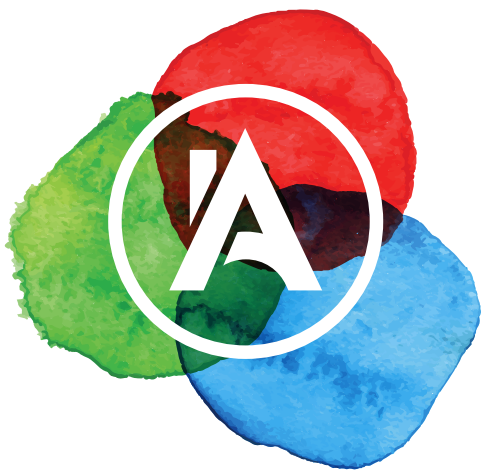


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LOGO VARIATIONS



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we are

THE ARTHOUSE

4805 Amon Carter Blvd.

Fort Worth, TX 76155

817-654-7021

NBCUniversal Local

 **T** Owned Stations  Regional Sports Networks