





OFF-AIR BRAND STYLEGUIDE
2016 / 2017



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PHOTOGRAPHY

REFLECTING MODERN COUNTRY CULTURE

Part of repositioning the channel is being a mirror of your audience. Photography as an essential brand ingredient. This means assembling a library of curated lifestyle photography.

To work as viable backplates, ideally these shots have lots of negative space, and showcase beautiful, relevant and immersive environments. It's important that every photo has some human element, establishing us not just as an observer, but as a participant in modern country culture.



TENETS

- Human
- Spontaneous
- Natural
- Candid
- Authentic
- Diverse
- Nostalgic
- Musical
- Open





ANATOMY OF A CMT IMAGE

To ensure that every image feels like a CMT image, we're checking each image against a set of three criteria.

ACTION / TONE

Every shot should feel alive. Movement, vibrance and attitude should be pull you into the frame. Carefree, inviting and authentic.

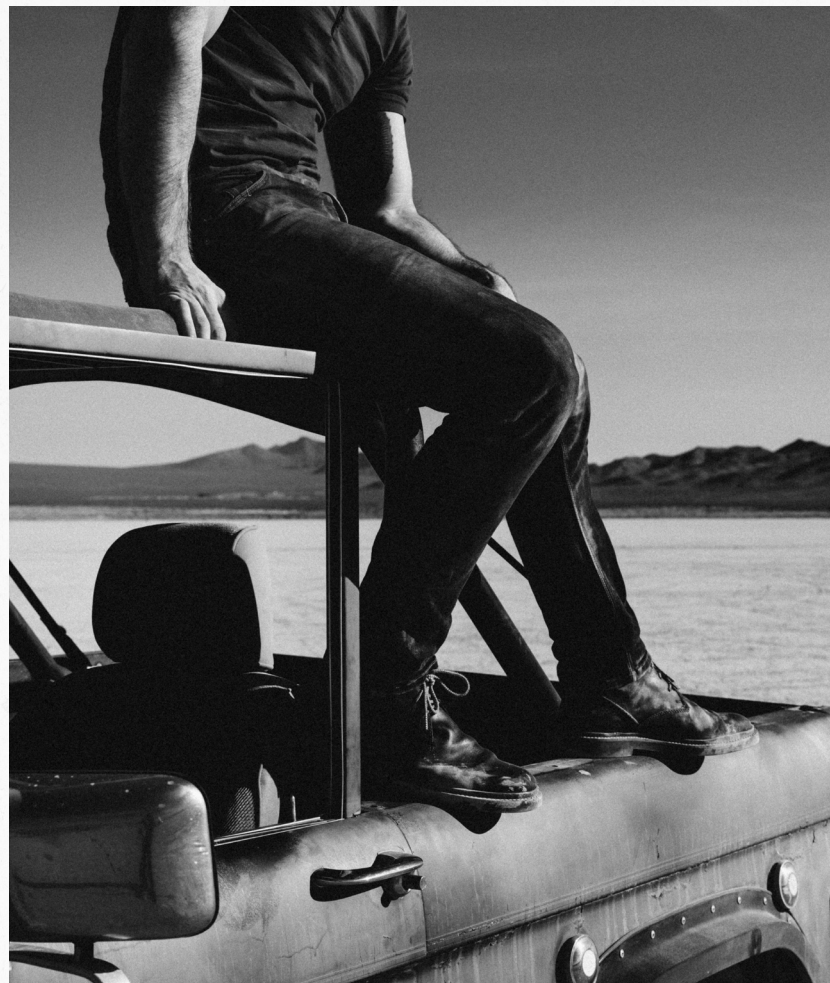
SUBJECT

Every frame should contain a human element. A diverse patchwork of people, celebrating individuality.

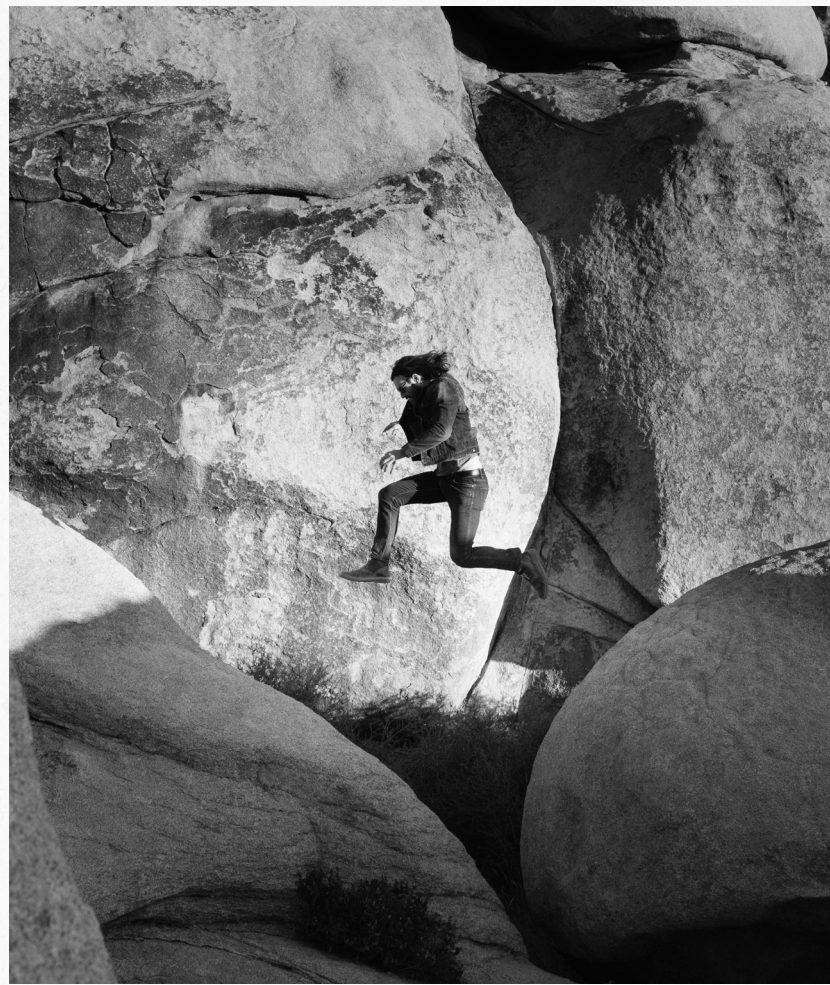
LOCATION

Diverse, curated, and immersive locations that show modern country culture can be found all around us.







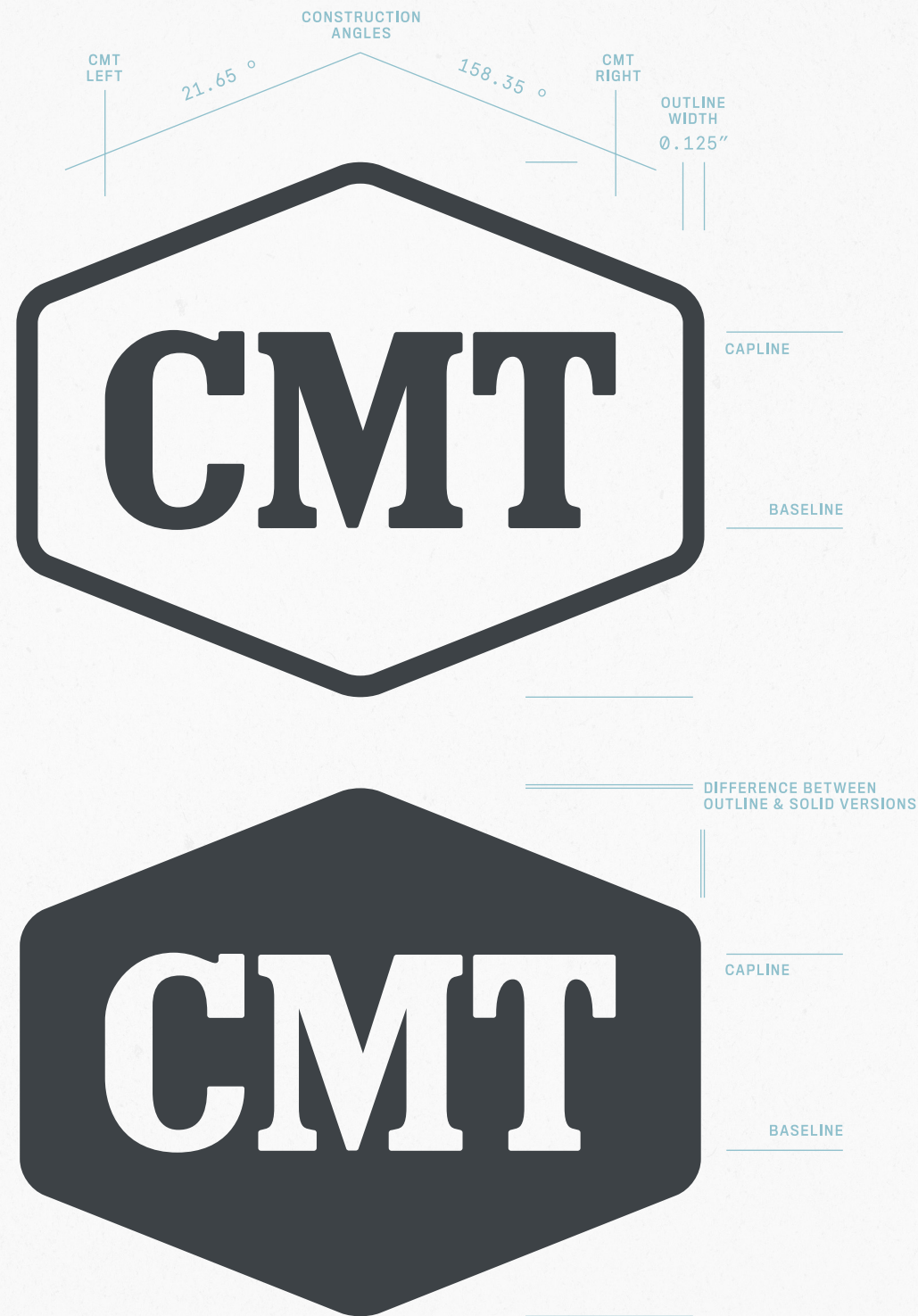




REBRAND 2016 / 2017

BRAND ELEMENTS

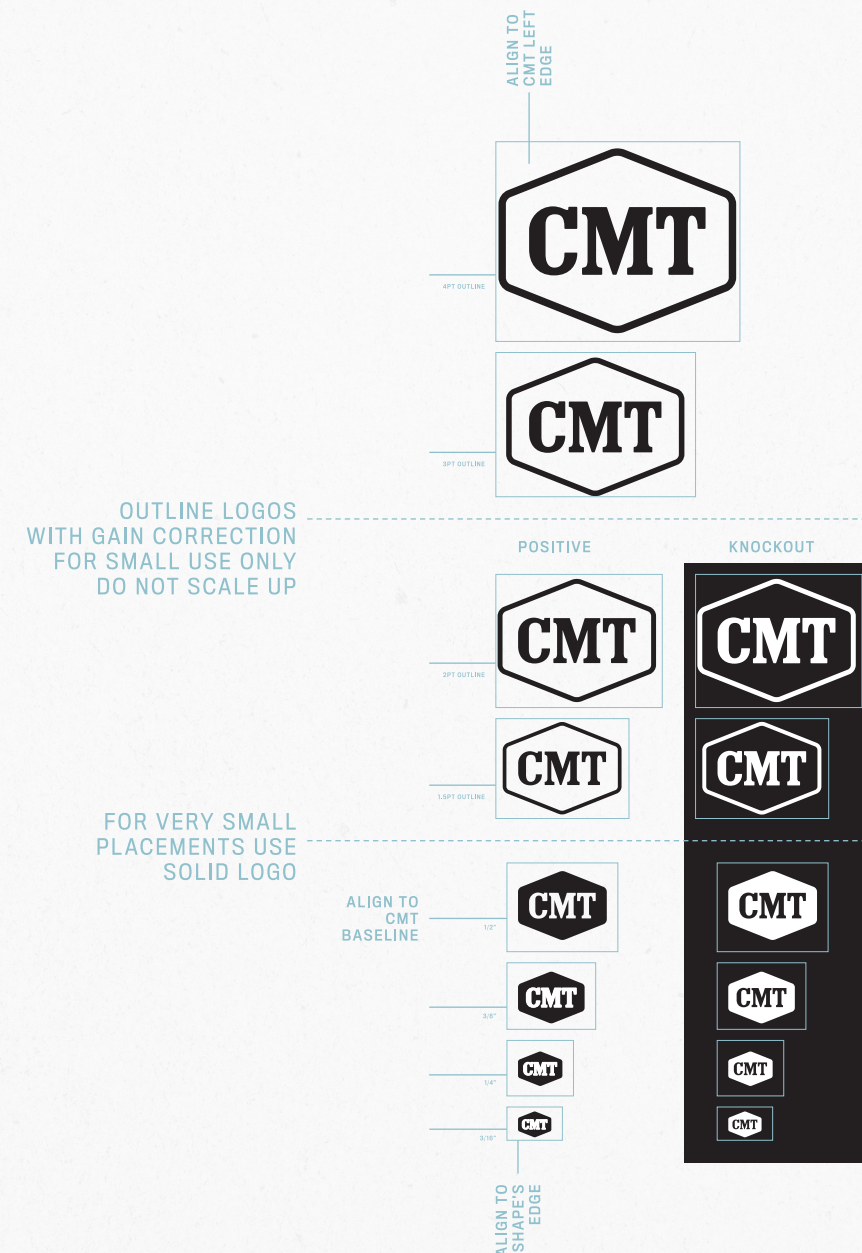
LOGO



In print environments, very small logos are subject to ink spread. Below the dotted line on this page are special cuts of the logo to be used in these situations. Be careful that these versions are not scaled up, as the letterforms will be incorrect at large sizes.

The OUTLINE logo should ideally never be printed smaller than 0.67" wide - the size at which its outline is 1.5pt thick. Smaller logo placements must use the SOLID logo. Exceptions may be made for small items like business cards.

When designing be mindful that the job's print process can reproduce the logo legibly. Some print methods, like screen printing, have too much dot gain to use small logo placements.



COLOR PALETTE

Our palette starts with two dark tones: a deep blue and dark grey. These can be paired with one of three midtones. These dark and mid tones work as a base that any accent color can be applied to.

BASE PAIRING (DARK + MIDTONE)

CMYK PROFILE: U.S. WEB COATED (SWOP) V2
RGB # PROFILE: sRGB

CMYK 93 / 71 / 39 / 53
PANTONE 539 C
BASE BLUE
RGB: #0A283D

CMYK 66 / 55 / 50 / 50
PANTONE 425 C
BASE GREY
RGB: #373A3D

UNCOATED: 433 U

CMYK 43 / 11 / 16 / 0
PANTONE 2205 C
MID BLUE
RGB: #87B6C0

CMYK 28 / 10 / 69 / 4
PANTONE 2302 C
MID OLIVE
RGB: #BDBE69

CMYK 4 / 3 / 3 / 0
PANTONE 420 C @ 25%
WHITE
RGB: #F0F0F0

CMYK 0 / 95 / 25 / 0
PANTONE 213 C
HILITE PINK
RGB: #FB156B

CMYK 9 / 0 / 85 / 0
PANTONE 394 C
HILITE YELLOW
RGB: #F3FB15

REFER TO PANTONE BOOKS FOR ACTUAL COLOR



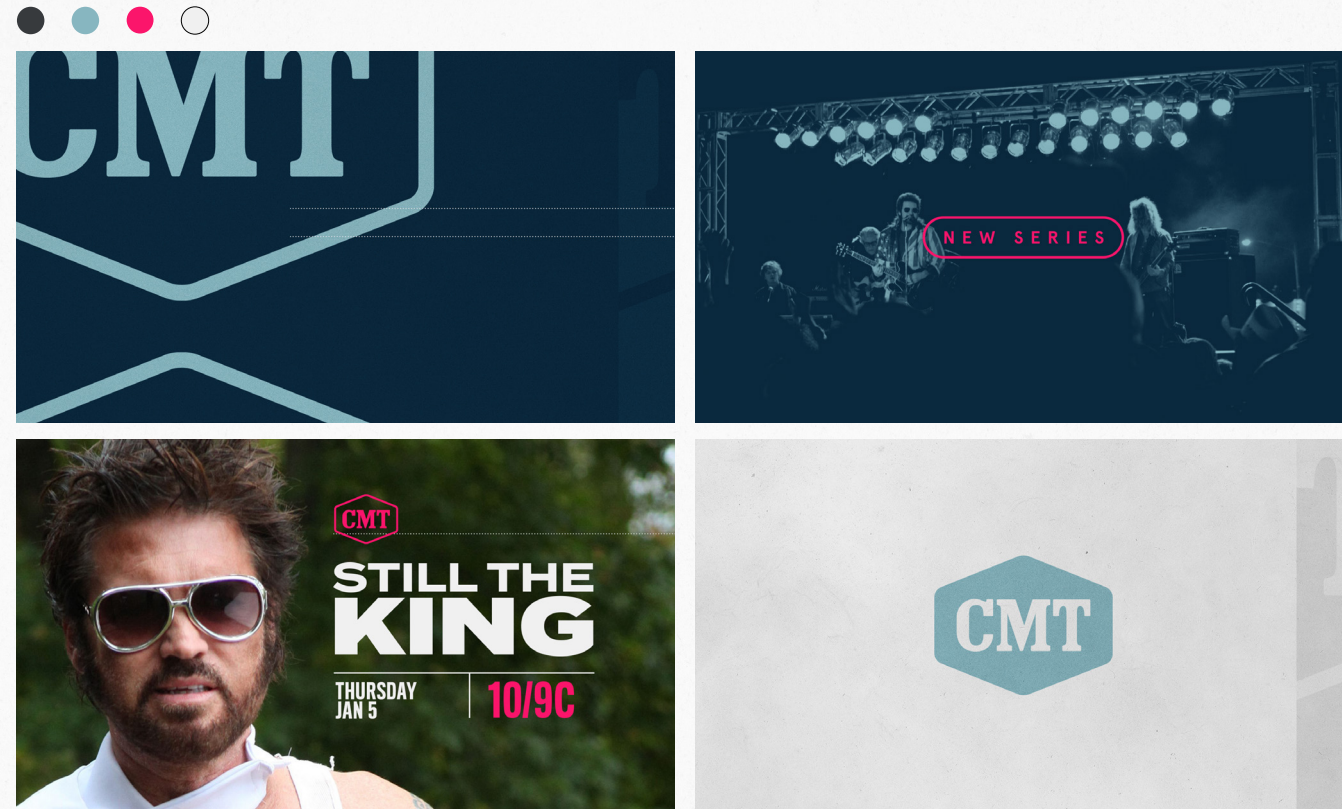
COLOR PALETTE: FULLSCREEN GRAPHIC PAIRINGS

ACCENT

For maximum legibility, we suggest you only use the following examples for fullscreen graphic applications.

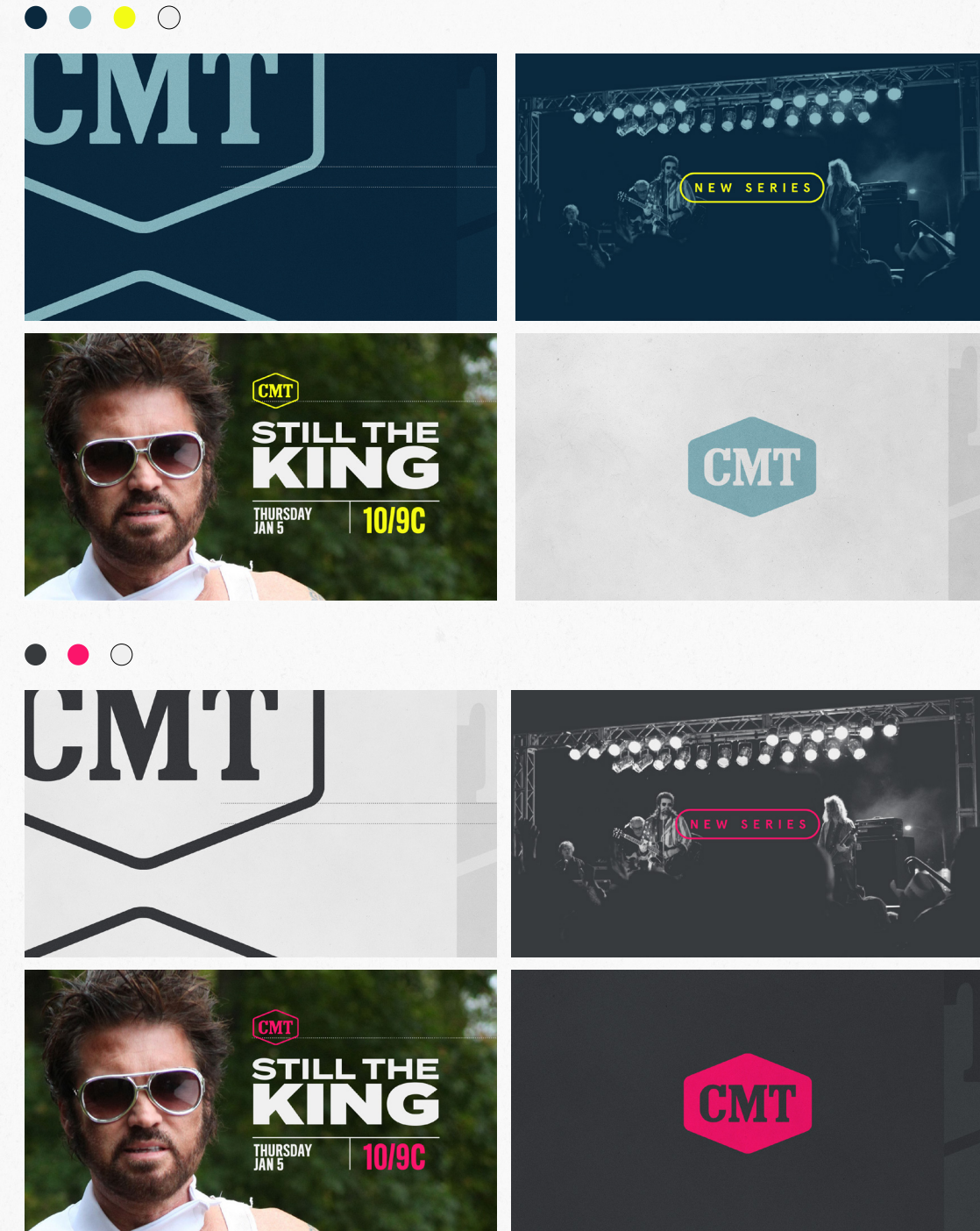
COLOR PALETTE: HERO PALETTE

This simple, bold color combination serves as a great base for promos of any genre or tone. The palette doesn't overpower the image, but still frames the content with distinct, ownable CMT point of view.



COLOR PALETTE: EXAMPLE PALETTES

These are a few suggested palettes. Each palette contains a dark tone, a mid tone, an accent color, and a white. It's best to use only one color per tier (dark, mid, accent) per promo for maximum legibility and simplicity.



TYPOGRAPHY

Display Type: Titling Gothic Compressed Medium

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

Body Copy: Titling Gothic Narrow Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789



Example

NASHVILLE

TONIGHT | 10/9C

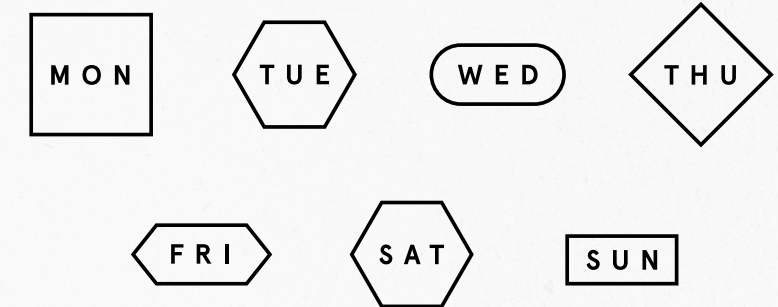
Example

ALL NEW SEASON

STAMP USAGE

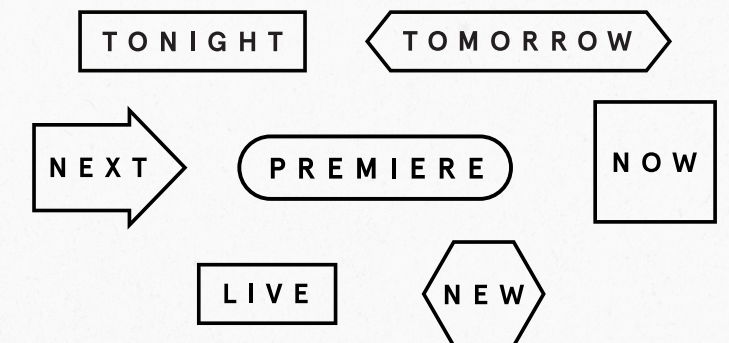
CALENDAR STAMPS

These stamps are used primarily as top tags. For clarity, calendar stamps are not used in endpages.



MODIFIER STAMP

These stamps can be used as top tags, in-promo and as a graphic accent to endpages.



Modifier Stamp



Calendar Stamp

STAMPS

Stamps are an important element of our branding system. They offset the rigidity of our framing device, and serve as a bold graphic punctuation. All stamp typography is set in Apercu Bold.

Type

Stamps are set in Apercu Bold, and are tracked widely, as a bold graphic icon.

Stroke

The stroke surrounding the stamp should be the same weight as the letters within it, this gives an overall sense of weight to the stamp.



THE SPLIT

To add visual texture and ownability to footage, and to keep fully graphic moments from feeling too sparse, you can utilize a subtle split-screen technique.

Here, we divide the frame with a vertical split, and repeat the main image, resulting in a graphic crop.

If your main image contains an instance of the CMT Logo, you can repeat the logo within the split. In these cases, always use the Outline version of the logo to keep the frame clean.

If your main image contains a stamp, you can overscale and repeat that stamp within the slice.



Split Area

USING THE SPLIT

Do



Use the split to create additional visual texture in fullscreen graphic moments.

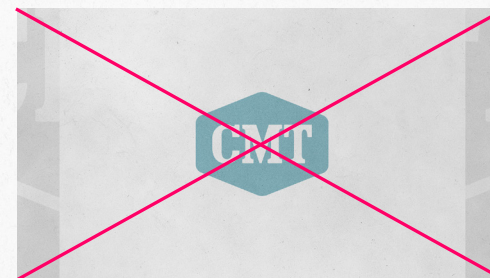


Use gradient maps and stamp crops within the split.



Use the split to create additional negative space on screen.

Don't



Don't use more than one split within a single composition.



Don't mix and match stamps / logo within a single composition.



Don't let the split take up too much of the screen, or let the repeated image crowd the frame.

THE FRAME + STAMPS

Inspired by the signs and symbols found in everyday objects. From tickets at the deli counter to baggage claim tags to concert tickets. The common thread of this utility based design language is form serves function.

Inspired by this language, we've developed simple, compartmentalized structures for organizing our on-screen information. This system establishes a clear hierarchy, but also gives us room to play, using the graphics to emphasize and frame the footage.



FRAME ELEMENTS

Endpage Wireframe



Dotted Line

A lighter touch visually than a solid line, used to frame on-screen content. For endpages, the dotted line always sits above the show title, and under a modifier stamp or CMT logo.

Solid Line

Used to frame on-screen content, and on endpages, to give structure to the tune-in block.

Tick-Mark

Used to compartmentalize information.

GRAPHIC / TEXTURAL TYPE

For less important messaging, we can use type as a layer of graphic texture in the form of overscaled stamps, and micro-text as an accent to our frame. These moments add visual texture to the package overall, and richness to the system.

MICRO-TEXT:

Titling Gothic, Narrow Standard
Widely Tracked

STAMP:

Apercu Bold
Widely Tracked



MICRO-TEXT:

Titling Gothic, Narrow Standard
Widely Tracked



SEASON PREMIERE

THIS FALL

EXAMPLE STYLE FRAMES



W E D

SERIES PREMIERE



NEW
CROSSROADS
THIS WEDNESDAY 10/9C



NEW



SUN



NASHVILLE



NEXT



NE



NEW SERIES



NEXT



NE



NEXT UP

NOW



SEASON PREMIERE

THIS
FALL

ALL
SUMMER
LONG

NEW SEASON

NEW

I LOVE *Kellie Pickler*

THIS WEDNESDAY | 10/9C

SUN

UP NEXT

NEW SERIES

NEXT

FINAL EPISODE

NOW

MARATHON

TUE

PREMIERE

