

**CNET Networks**  
Graphic Identity Guidelines  
October 2004

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## Introduction

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Welcome to the CNET Networks Identity Guidelines. This document describes the basic elements of our identity system and provides guidelines for their correct use. With our broad audience base and ever-expanding coverage, adherence to these guidelines is essential in maintaining a consistent and appropriate public face for CNET Networks.

## The Primary Logo

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The CNET Networks logo represents the intelligence and authority of the company, through clean capitalized typography and a flowing monogram mark that represents centrality, exchange, and accessibility. Working in concert, these elements reflect both CNET Networks' mature position and innovative stance. Use approved artwork and do not create others.

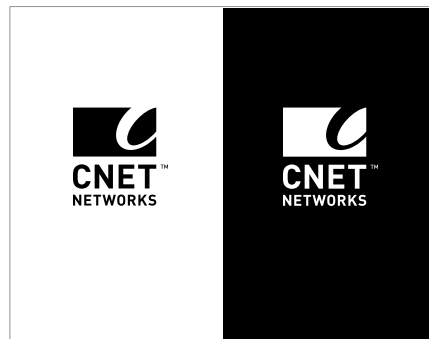
Approved logo artwork is available for download on CNET Networks' internal branding Web site: [www.cnetnetworks.com/branding](http://www.cnetnetworks.com/branding)

### Full Color



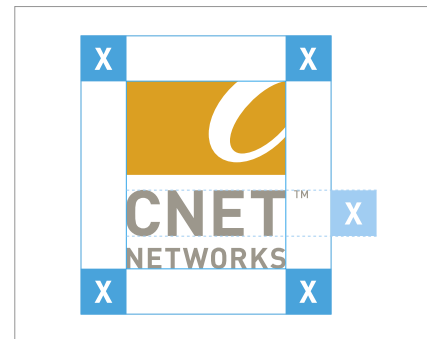
The CNET Networks logo is the combination of two elements: the CNET Networks monogram mark and the CNET Networks name.

### One Color



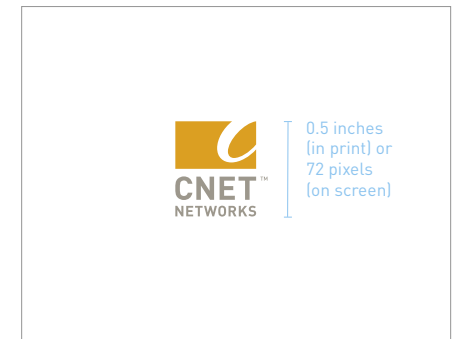
A one-color version of the logo is provided for situations where the logo is to appear in black and white, or the output quality is low.

### Clear Space



The blue box surrounding the logo above illustrates the required minimum clear space; nothing should encroach on this space. As shown, clear space is based on a unit, "X", equal to the height of the CNET Networks name.

### Minimum Size



The minimum height for the full color version of the logo is 0.5 inches (in print) or 72 pixels (on screen), as shown above.

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## Applying the Primary Logo

The CNET Networks identity provides maximum visual impact and reflects CNET Networks' brand attributes when used appropriately. In some specific instances, the components of the identity can be used separately to allow flexibility while maintaining its integrity. Below are some examples of how the identity should be applied.

### Option 1



When the CNET Networks mark is enlarged and used as a graphic element, the primary logo lockup should appear on the back of the piece and never on the same page. The title should always be set in FF DIN Bold, even if it includes CNET Networks.

### Option 2



The CNET Networks mark should always be accompanied by the CNET Networks logotype if it is used as a primary logo. For consistency, never use the monogram mark by itself, except when enlarged as a graphic element as shown on option 1.

## The Secondary Logo

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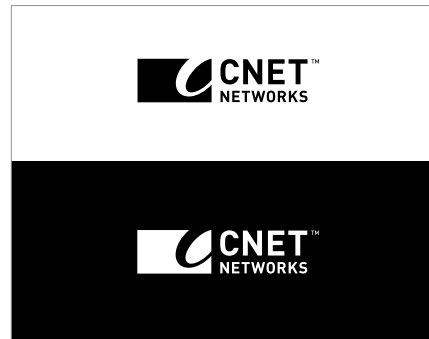
In certain circumstances, an alternative horizontal logo may be needed to represent CNET Networks. In such cases, the configuration shown below should be used. This is the only acceptable alternative mark available. Use approved artwork and do not create others.

### Full Color



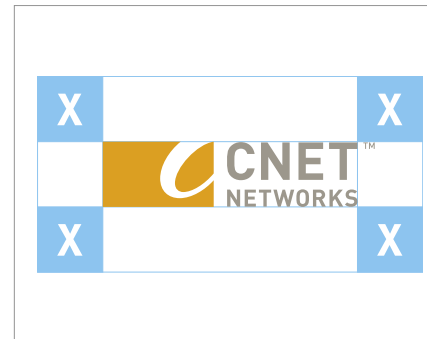
The CNET Networks logo is the combination of two elements: the CNET Networks monogram mark and the CNET Networks name.

### One Color



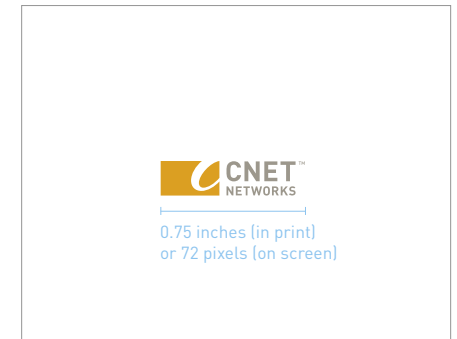
A one-color version of the logo is provided for situations where the logo is to appear in black and white, or the output quality is low.

### Clear Space



The blue box surrounding the logo above illustrates the required minimum clear space; nothing should encroach on this space. As shown, clear space is based on a unit, "X", equal to the width of the CNET Networks monogram mark.

### Minimum Size



The minimum width for the full color version of the logo is 0.75 inches (in print) or 72 pixels (on screen), as shown above.

## The International logo

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The CNET Networks International logo is derived from the primary CNET Networks identity. Only the configuration shown below should be used; do not create others.

### Full Color



The CNET Networks International logos are the combination of three elements: the CNET Networks monogram mark, the CNET Networks name, and the location name or entity.

### One Color



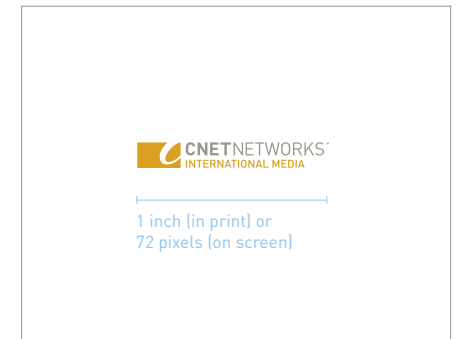
A one-color version of the logo is provided for situations where the logo is to appear in black and white, or the output quality is low.

### Clear Space



The blue box surrounding the logo above illustrates the required minimum clear space; nothing should encroach on this space. As shown, clear space is based on a unit, "X", equal to the width of the CNET Networks monogram mark.

### Minimum Size



The minimum width for the full color version of the logo is 1 inch (in print) or 72 pixels (on screen), as shown above.

# Color

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The colors on this printed page should not be used for color-matching purposes. Always use the formulas provided in the color chart on the next page.

Color plays an essential role in CNET Networks identity system. Our core orange and gray are supported by a secondary palette to bring unity across every visual expression from the company. The secondary palette is derived from the “visible spectrum,” demonstrating the breadth of properties that we own and operate.

### Primary Colors

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### Secondary Colors

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CNET Orange and Gray are the colors used in the CNET Networks logo and will appear across all communications as the primary colors to represent the CNET Networks brand.

A secondary color palette is also available for use in corporate presentations, print collateral, web site and other materials. These colors have been chosen for their compatibility with the primary brand colors.

# Color Chart

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Color Name	PANTONE® Coated Equivalent	PANTONE® Uncoated Equivalent	C	M	Y	K	R	G	B	Hex
<b>Primary Color Palette</b>										
 Orange	144 C	144 U	0	55	100	0	255	153	0	FF9900
 Warm Gray	Warm Gray 8 C	Warm Gray 8 U	0	10	20	50	102	102	102	666666
<b>Secondary Color Palette</b>										
 Dark Red	188 C	188 U	40	100	70	40	153	0	0	990000
 Light Green	390 C	390 U	40	5	100	0	153	204	51	99CC33
 Pale Blue	290 C	290 U	25	10	0	0	197	216	235	C5D8EB
 Dark Purple	2623 C	2623 U	100	60	10	30	102	0	153	660099
 Black	Black C	Black U	0	0	0	100	0	0	0	000000

The CMYK values shown are specified for use on coated paper only.

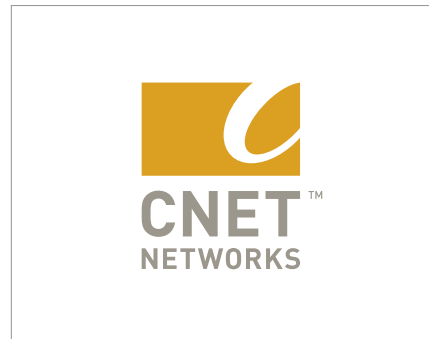
The colors shown in this manual have not been evaluated by PANTONE®, Inc. for accuracy and may not match the PANTONE® Color Standards. For accurate color standard, refer to the current edition of the PANTONE® Color Formula Guide. PANTONE® is a registered trademark of PANTONE®, Inc.

## Color Usage

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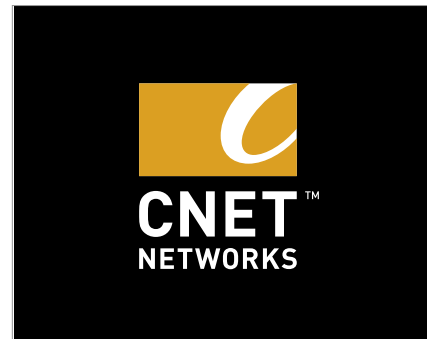
Establishing the identity is not just about using the logo form consistently, it's also about the consistent use of color. The illustrations below demonstrate the preferred color configurations of the logo. If special circumstances arise that are outside of these configurations, please consult the Brand Development department to determine an acceptable variation.

**Version 1**



To ensure consistency and the best presentation, the full color logo should only appear on a white background.

**Version 2**



In special circumstances (such as embroidery), a full-color version of the logo can appear on a black background. In this situation, the type should appear in white to ensure legibility.

## Typography

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FF DIN is available from FontShop International at [www.fontshop.com](http://www.fontshop.com)

Written communications are an essential part of the CNET Networks brand, and consistent typography plays a significant role in achieving this goal. Our corporate typeface is FF DIN, and this typeface should be the only family used for all print materials and any text set in Web graphics.

### FF DIN Sans

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A B C D E F G H I J K L M N O P Q R S T  
U V W X Y Z a b c d e f g h i j k l m n o p q  
r s t u v w x y z 0 1 2 3 4 5 6 7 8 9

FF DIN Light

FF DIN Regular

FF DIN Medium

FF DIN Bold

FF DIN Black

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Aa

Aa

Aa

Aa

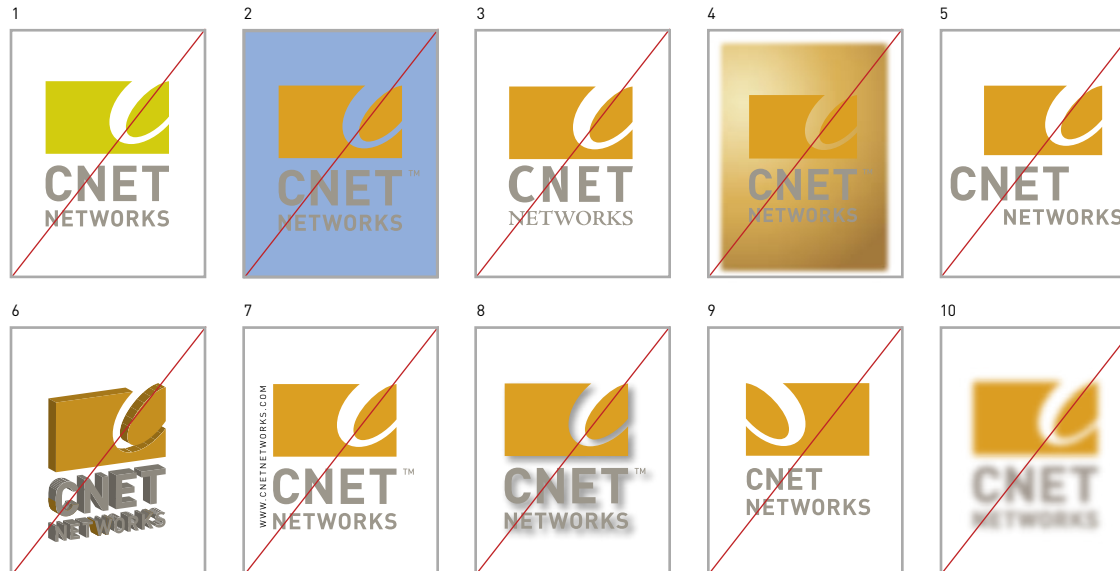
Aa

## Incorrect Logo Usage

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Adherence to these guidelines will ensure that the integrity of the CNET Networks identity is maintained in all applications and across all our channels. The simplest way to follow these guidelines is to use the approved digital artwork for all variants of the logo, and use good judgment in applying them. The examples shown below demonstrate some scenarios that should be avoided when using the logo.

- 1 Never change the colors within the logo.
- 2 Never put the full-color logo on a solid-color background that could inhibit legibility.
- 3 Never re-create the logo using other typefaces.
- 4 Never use a background texture that inhibits legibility.
- 5 Never reposition logo elements.
- 6 Never distort, extrude, or display the logo as a three-dimensional object.
- 7 Never add type elements to the logo in violation of clearspace rules.
- 8 Never use a drop shadow with the logo.
- 9 Never distort the size or proportion of the logo elements.
- 10 Never blur or treat the logo in any way that could detract from its legibility.



# Example Applications

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- Business Card
- Letterhead
- T-shirt
- Brochures
- Folder Cover

