



NBC SPOT ON BRAND BOOK

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MISSION

NBC SPOT ON exists solely to elevate our local clients, fortify our local sales offerings & empower our local ad sales teams.

We do this by fanatically focusing on:

- Building a premium NBC & Telemundo product anchored in local OTT and connected devices
- Listening to our clients and each other
- Executing with precision
- Delivering on our client's business objectives
- Becoming a center of digital excellence
- Being fraud free and brand safe

WHAT MAKES US DIFFERENT

We empower our partners. Working together we use decades of experience to focus on delivering content to over 33 markets. We deliver exclusive access to our NBCUniversal library, we're also the gateway to a premium OTT and CTV video inventory, with local scale, CPM efficiency, and quality execution.

When you work with us:

- You choose your premium content bundle
- We Geotarget to reach select local audiences
- We target demographic, behavioral characteristics, and more
- We track and analyze performance

BRAND VALUES

Honest

We take an authentic approach, putting local business first. And we deliver what we promise.

Curious

We are smart and adaptable to changes in the marketplace. We comprehend and appreciate those changes by continuously learning from our clients and one another.

Clear

We find bright, logical ways to provide solutions helping people to see their world more clearly.

Human

We are a people business with profound respect for the individuals we serve and one another.



NBC SPOT ON BRAND

OUR LOGO



Full Color



1Clr

NBC Spot On

Written Form

EN ESPAÑOL



NBC Spot On En Español

Full Color

1Clr

Written Form

LOGO USAGE

THE DO's



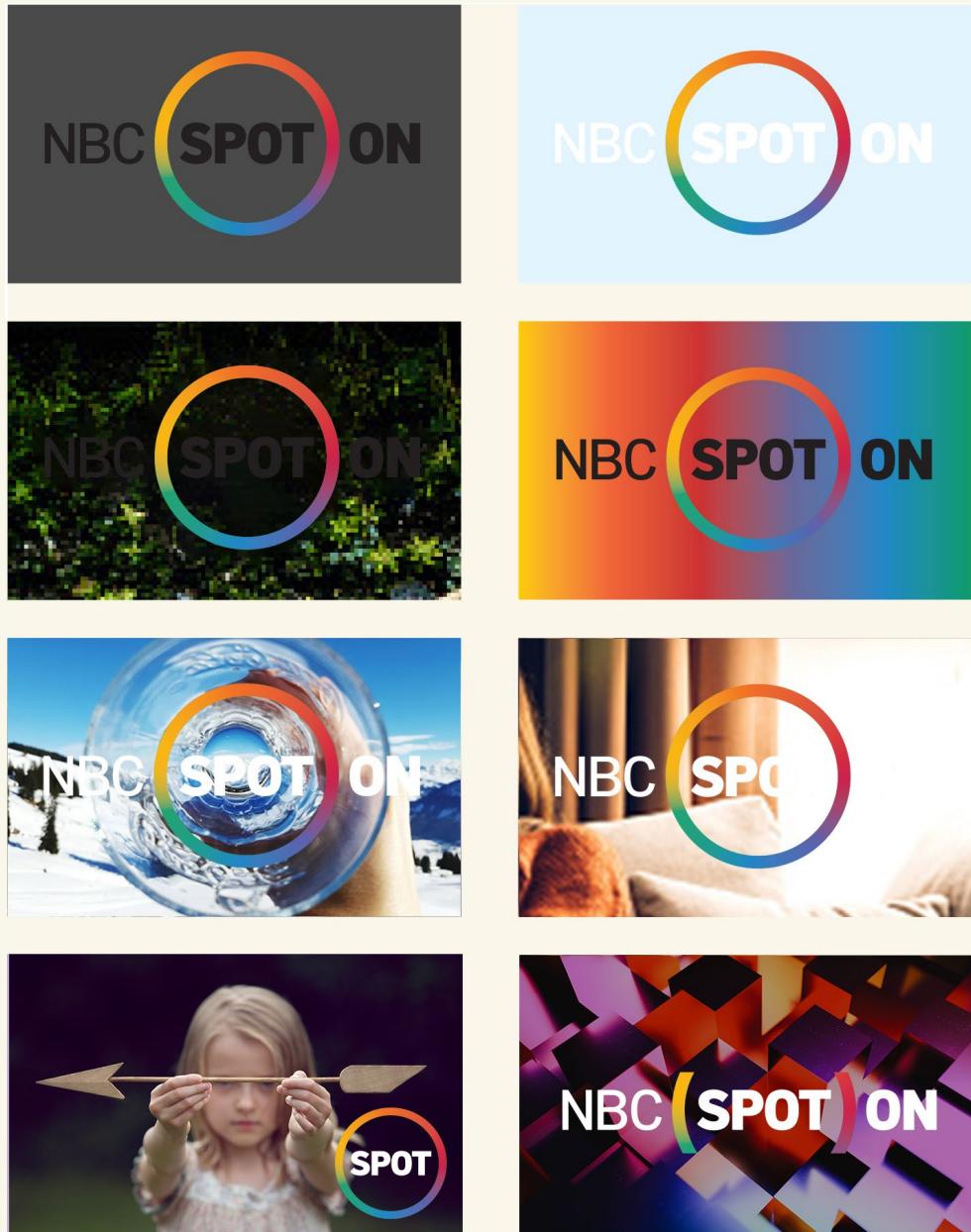
Clear space is necessary to provide breathing room around the logo. This space must be equivalent to at least the width or height of the "S" letter block as depicted above and must be kept clear of any other design element.



LOGO USAGE

THE DON'Ts

The wordmark and ring art of the logo must pop off of the background, when placed over photography ensure that a high level of contrast is present. Avoid using imagery and background colors that are too similar to other brands. Do not crop the logo in any way.

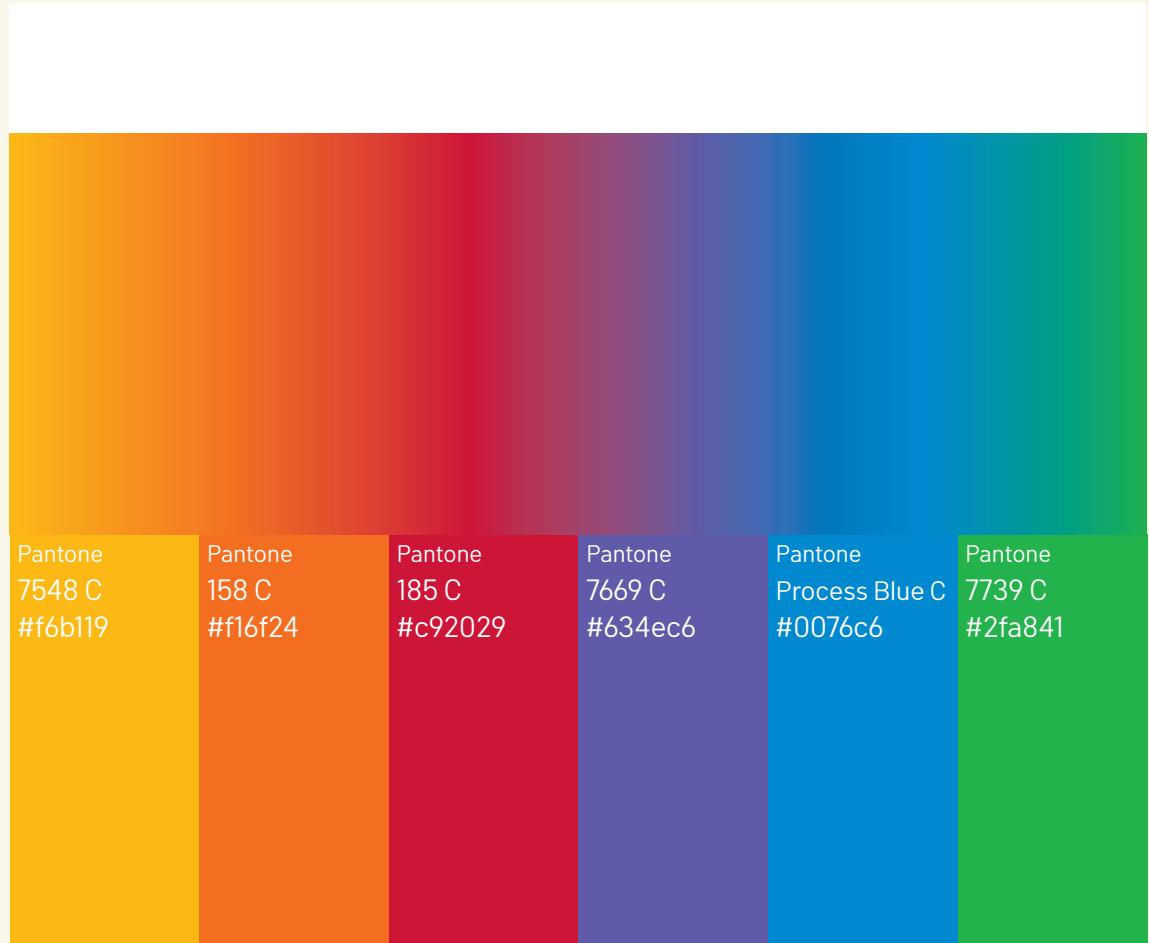


X

COLOR

Color is a powerful communicative tool possessing the ability to influence perception, persuade perspectives, and enhance a brand's personality.

With our brand personality attributes creating the platform for our visual expression, we've chosen a palette that is equal parts progressive as it is mature.



TYPOGRAPHY

Our font family is contemporary, well-balanced, and very easy to read, making it extremely approachable. It supports our intent to communicate in a simple and straight-forward manner.

My Name is **Arthouse Owned**. I am a contemporary, straightforward, and open typeface with unique human characteristics, and a family of regular, **medium**, and **bold** characters.

PHOTOGRAPHY

THE DO's

The imagery we use in our communications will be vibrant and unposed. Imagery can be styled to have the Spot On gradient fill overlay as long as images are clean and elegant.



PHOTOGRAPHY

THE DON'Ts

When selecting imagery we should avoid the following:

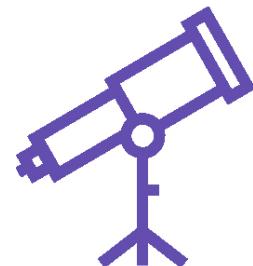
- Imagery that is unrealistic or ingenuine
- Imagery that is overly metaphoric or clichéd
- Imagery that is immature or juvenile
- Imagery that is overly posed or staged
- Imagery that is generic
- Imagery that is too cluttered
- Imagery that could cause brand confusion



X

ILLUSTRATION

The illustrations we use in our communications will be simple and have a hand drawn minimalism. They will be approachable, with clean lines for easy readability.



Bringing it together

B2B WEB SITE

NBC SPOT ON

[WHO WE ARE](#) [WHAT WE DO](#) [ABOUT US](#) [NEWS AND ANNOUNCEMENTS](#) [CONTACT US](#)

WHO WE ARE

A new approach to your local premium OTT/CTV ad solution anchored in Comcast NBCUniversal, built on client feedback, and powered by your trusted local NBC Spot On experts.

THE SPOT IS OUR FOUNDATION, THE SPOT IS OUR FUTURE,
WE ARE NBC SPOT ON.

OUR APPROACH

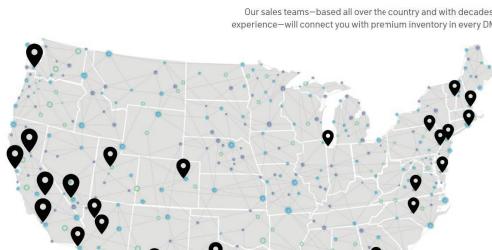
This isn't about us; it's about you.

In trying to drive your business results, you've navigated through an ever-growing labyrinth of platforms, devices, and networks—only to discover that what you buy is often different from what's delivered.

Based on your challenges, we built this solution—a new, advanced, video-advertising platform: NBC Spot On.

We—your NBC Spot On experts and trusted NBCU Owned Television Stations sales teams—are giving you the best content paired with the audiences you've been looking for. Not only will we deliver exclusive access to our NBCUniversal inventory, we'll also act as your trusted gateway to premium OTT and CTV video inventory, with local scale, CPM efficiency, and quality execution.

WE KNOW LOCAL



PREMIUM OTT/CTV CONTENT

NBC Spot On has secured the tonnage you need to transact on. Our platform offers 100% long-term content, sourced from owned inventory and direct-to-publisher deals. We only partner with trusted and established networks, guaranteeing you access to the country's best content and the right audience. Your ads are booked by the industry's best Digital Ad Operations team and served, using proprietary Comcast NBCUniversal technology, eliminating fraud and delivering business results you can count on.

LOCAL EXPERTISE

Sales teams across 33 markets.

NBC SPOT ON

[WHO WE ARE](#) [WHAT WE DO](#) [ABOUT US](#) [NEWS AND ANNOUNCEMENTS](#) [CONTACT US](#)

YOUR ONE-STOP SHOP CONNECTING YOU TO YOUR TARGET AUDIENCE

Throughout your journey, our NBC Spot On Sales Teams and Product Specialists will be there for you.



CONTACT US

LET'S CONNECT

Let us know how NBC Spot On can help you connect your brand with the right audience. Just fill out the form and we'll reach out in a timely manner!

Reach out at nbcspoton@nbcuni.com

Name* Email*
 Company/Organization* Phone*
 What Can We Do For You?

SEND

LOCAL EXPERTISE

Sales teams across 33 markets.

A map of the United States with numerous black and blue location pins scattered across the country, representing the presence of NBC sales teams in various markets.

CONTACT US

LET'S CONNECT

Let us know how NBC Spot On can help you connect your brand with the right audience. Just fill out the form and we'll reach out in a timely manner!

Reach out at nbcspoton@nbcuni.com

Name* Email*
 Company/Organization* Phone*
 What Can We Do For You?

SEND

NBC SPOT ON

[Who We Are](#) [What We Do](#) [About Us](#) [News And Announcements](#) [Contact Us](#) [Privacy Policy](#)

NBCUniversal Owned Television Stations

ONLINE MARKETING

The image is a collage of various online marketing content pieces. At the top left is the AdAge website homepage with a yellow header and several article thumbnails below. To the right is a large advertisement for NBC SPOT ON, featuring a man and woman in a studio setting. Below the AdAge section are two more NBC SPOT ON ads, one showing a woman in a hanging chair and another showing a man and woman in a studio. At the bottom left are three smaller article thumbnails, and at the bottom right is another NBC SPOT ON advertisement.

AdAge Sections ▾ Latest ▾ Editor's Picks ▾ Most Popular ▾ Login Search

Don't Miss Year-end lists 2019 Marketers of the year Super Bowl news Health & Wellness trends Enter A-List now

Be part of the conversation. connect now NBC SPOT ON

DIGITAL

Spotify to suspend political ads in 2020 By George P. Siefko on 12.27.2019

The 10 biggest brand data breaches of the decade By George P. Siefko on 12.27.2019

The 10 worst marketing buzzwords of 2019 By Jack Neff on 12.26.2019

ToTok video-calling app used standard permissions to spy, according to report By Garrett Sloane on 12.23.2019

3 lessons every marketer can learn from Pornhub By Drew Kerr on 12.23.2019

46 times Facebook went to the mat in 2019: A look back at the year at the social network

The most effective local ads run in premium streaming content. NBC SPOT ON

Be part of the conversation. connect now NBC SPOT ON

The most effective local ads run in premium streaming content. NBC SPOT ON

Be part of the conversation. connect now NBC SPOT ON

(ADVERTISEMENT) The most effective local ads run in premium streaming content. NBC SPOT ON

(ADVERTISEMENT) Be part of the conversation. connect now NBC SPOT ON

SOCIAL MEDIA

Instagram Post 1:

NBC SPOT ON Sponsored

an authentic approach, putting local business
at we promise #NBCSpotOn

95 likes

Instagram Post 2:

NBC SPOT ON You are all invited to run your spot on our new
premium video platform #NBCSpotOn

taula great work!

NBC Spot On

Marketing & Advertising • 2-10 employees • New York

4 connections work here. See all 5 employees →

See jobs Following 178 followers

About us

NBC Spot On is a digital video advertising platform dedicated to providing local access to premium content. When it comes to video advertising NBC Spot On delivers everything the evolving digital landscape demands: audience, views, reach, transparency—and total expertise.

Specialties

Premium Video Advertising, Interactive Media Planning, Network Building, and Ad Serving

Headquarters

New York 2-10 employees

Website

nbcspoton.com

Industry

Advertising

Founded

2020

Recent update

Experts share their advice about the best way to prevent... see more

Ads You May Be Interested In

- BackgroundRemover Service Image background removal service at very reasonable price. Free trial offer.
- Horizon 2020 grants €2.6m SME grant funding to take R&D complete projects to market. Discover more >
- Designing Developers Get fluent in Tech-Speak with our new Tech Glossary.

4 connections at this company

Shawn Makhijani 1st SVP Message

Neil Gardiner 1st Director Message

Alex Marin 1st UI Designer Message

See all your connections

Recent updates

Every Interaction 250 updates • 178 followers Following

Follow us to stay up to date with Every Interaction.

Media

NBC SPOT ON 1d NBC Spot On team is quoted in the New York Times Media section today on how they plan to change local business buying behavior for premium video #Advertising

Latest 1d NBC Spot On looks to change advertising buying behavior for local businesses

It interviews the NBC Spot On team explain how they will provide premium advertising opportunities for local businesses at scale.