



# 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



Full Color



1Clr

NBC Spot On En Español

Written Form

# LOGO USAGE

## THE DO'S



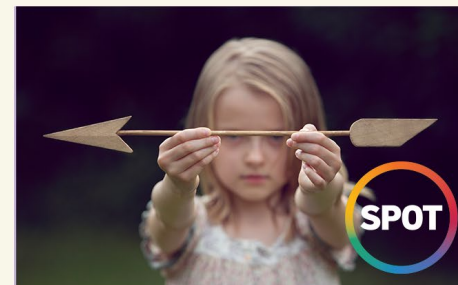
Clear space is necessary to provide breathing room around the logo. This space must be equivalent to at least the width or height of the "S" letter block as depicted above and must be kept clear of any other design element.



# LOGO USAGE

## THE DON'Ts

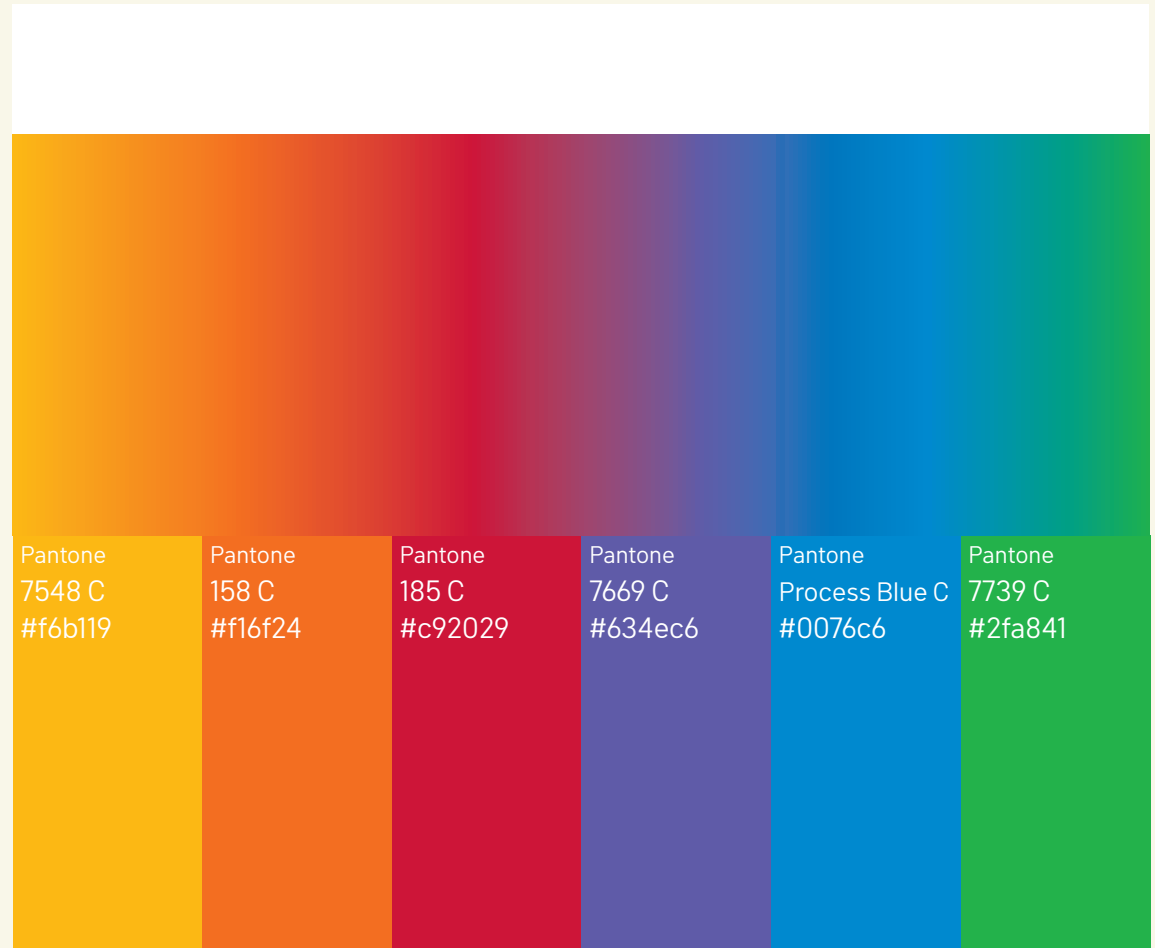
The wordmark and ring art of the logo must pop off of the background, when placed over photography ensure that a high level of contrast is present. Avoid using imagery and background colors that are too similar to other brands. Do not crop the logo in any way.



# 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.

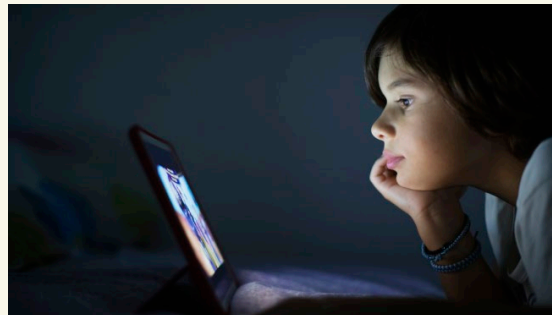
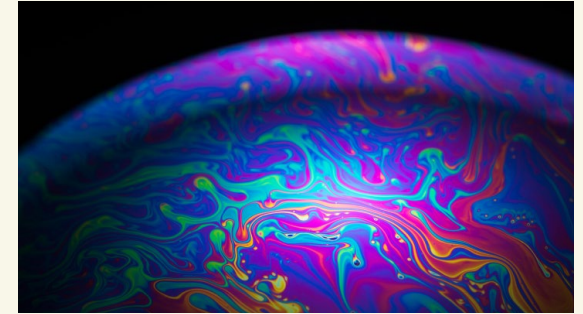
My Name is **Arthouse Owned**.  
I am a contemporary,  
straightforward, and open  
typeface with unique human  
characteristics, and a family  
of regular, **medium**, and **bold**  
characters.



# 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.

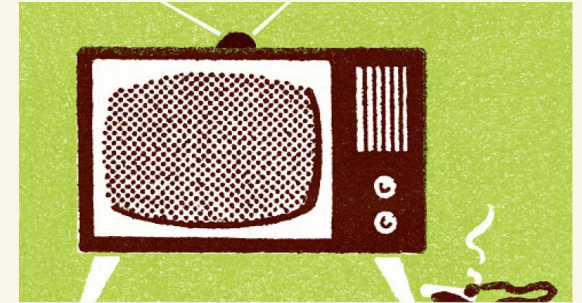


# PHOTOGRAPHY

## 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

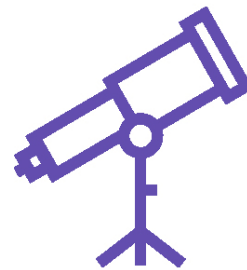


X



# 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



# ONLINE MARKETING

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### DIGITAL



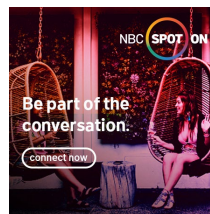
**Spotify to suspend political ads in 2020**

By *George P. Sileo* on 12.27.2019



**The 10 biggest brand data breaches of the decade**

By *George P. Sileo* 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 *Suzett Sloane* on 12.23.2019



**3 lessons every marketer can learn from Pornhub**

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

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# SOCIAL MEDIA

