



BRAND GUIDELINES

A complete guide to Chyron branding

INTRODUCTION

Since we began decades ago, we have powered graphics viewed by trillions. We have been known as “the company the whole world is watching.”

This document contains the rules for our corporate branding to ensure our brand aligns with our legacy. This includes all the elements you may need such as logos, color palettes, and type faces.



HORIZONTAL LOGO OPTIONS

HORIZONTAL GRAYSCALE LOGO OPTIONS

Primary Logo and Grayscale Options

The full horizontal Chyron logo is our primary logo - the Ultra Blue, pictured top left, is our primary logo colorway. The full-color logo options can be used on contrasting solid, gradient backgrounds or duotoned photography.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image. Otherwise a grayscale logo should be used on a contrasting photo or non-duotoned photography.



STACKED LOGO



C MARK

C Mark and Stacked Logo Options

The stacked logo is for large-scale use. Avoid using at small sizes, as it can become illegible. The C Mark logo is for small-scale use and in some instances large-scale when used as an accent. Always use the logo files provided. Do not re-create.

LOGO OPTIONS

These are the official Chyron logo options, they can be downloaded [here](#).



Clear Space Around the Logo

Chyron logo and logo mark should have sufficient clear space around. Please use size of capital letter “C” in Roboto (bold) font to define a minimal space around the logo items.



HORIZONTAL LOGO

Minimum 120px in digital
or 24mm in print.



STACKED LOGO

Minimum 120px in digital
or 24mm in print.



C MARK LOGO

Minimum 60px in digital
or 12mm in print.

LOGO SPACING



Contrasting logo used on a dark background.



Contrasting logo used on a colored background.



Contrasting logo used on a light background.



Contrasting logo used on a photographic background.



Contrasting logo used on a duotoned colored background.



Contrasting logo used on a photographic background with a color overlay.

CORRECT LOGO APPLICATION

LOGO - INCORRECT LOGO APPLICATION



Never fill the logo with non-branding colors or any gradient. The Chyron logo should only use blue or grayscale colors.



When placing the Chyron logo on a background always use an appropriate contrasting logo option.



Never rotate or flip the Chyron logo.



The Chyron "C" should never be a different color than the rest of the logo.



Never warp or distort the Chyron logo in any way.



Never apply filters, effects, or drop shadows on the Chyron logo.



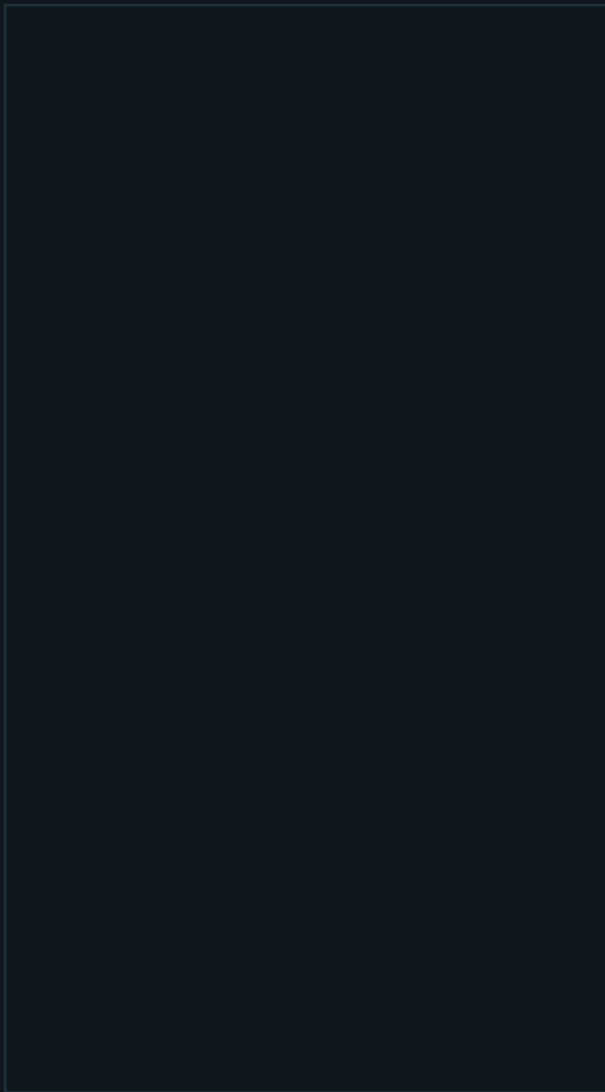
Never skew, italicize, stretch or squeeze the Chyron logo.



Never cover or obstruct the Chyron logo.

INCORRECT LOGO APPLICATION

PRIMARY COLOR PALETTE



HURRICANE
BLUE

#10181D

RGB: 16, 24, 29

CMYK: 45, 17, 0, 89



HIGHLIGHT
BLUE

#0094FF

RGB: 0, 148, 255

CMYK: 100, 42, 0, 0



TRUE
WHITE

#FFFFFF

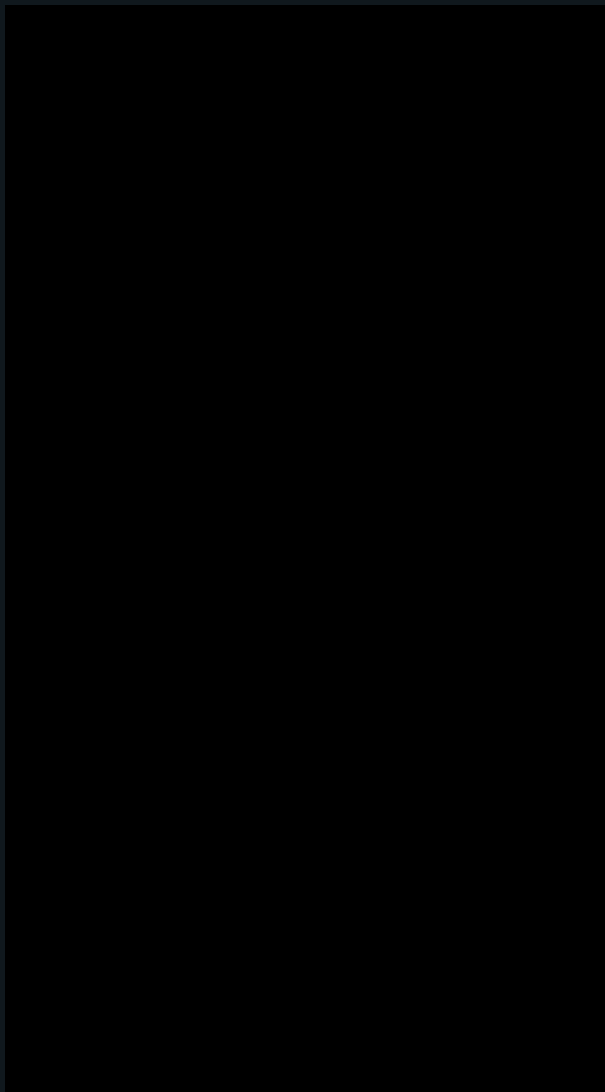
RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

PRIMARY COLOR PALETTE

These are the primary colors that should be used in Chyron's branding

SECONDARY COLOR PALETTE

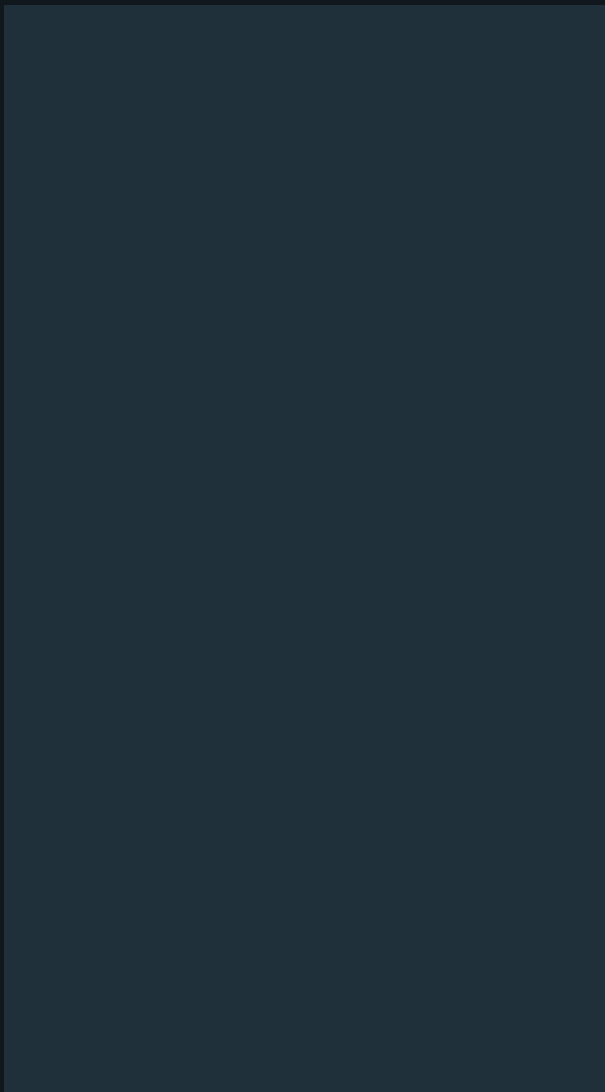


TRUE
BLACK

#000000

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

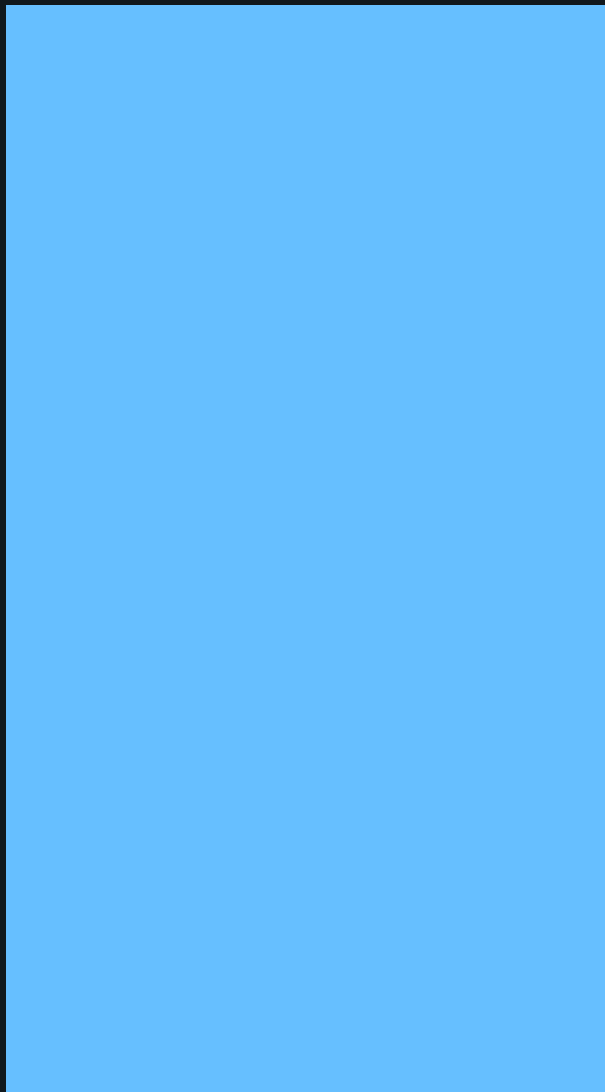


GREY
BLUE

#20303B

RGB: 32, 48, 59

CMYK: 46, 19, 0, 77



LIGHT
BLUE

#66BFFF

RGB: 102, 191, 255

CMYK: 60, 25, 0, 0



STORM
BLUE

#003865

RGB: 0, 56, 101

CMYK: 100, 45, 0, 60

SECONDARY COLOR PALETTE

These are additional color options that can be used in Chyron's branding

Title - Roboto Bold - Size 24

Subtitle - Roboto Bold - Size 16

Body Copy - Roboto Regular - Size 11

TYPOGRAPHY

Chyron uses the Roboto font family with the appropriate styling applied, it can be downloaded [here](#).

Title

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

LIGHT BACKGROUND

- Title uses a highlight color
- Subtitles and body copy are in black

Title

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

COLORED BACKGROUND

- Title uses a dark color
- Subtitles and body copy are in white

Title

Subtitle

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed

DARK BACKGROUND

- Title uses a highlight color
- Subtitles and body copy are in white

COLOR PAIRINGS

Chyron®