Company Color Palette

Approved colors consist of SNY Blue and Black. SNY Blue is Pantone 2945. Color equivalents are provided. When Black is used in four-color process formula shown below to provide maximum color density.

Pantone 2945 Blue

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyan 98%</td>
<td>Red 0</td>
</tr>
<tr>
<td>Magenta 74%</td>
<td>Green 84</td>
</tr>
<tr>
<td>Yellow 7%</td>
<td>Blue 156</td>
</tr>
<tr>
<td>Black 1%</td>
<td></td>
</tr>
</tbody>
</table>

Pantone Black

<table>
<thead>
<tr>
<th>CMYK</th>
<th>RGB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cyan 40%</td>
<td>Red 0</td>
</tr>
<tr>
<td>Magenta 30%</td>
<td>Blue 0</td>
</tr>
<tr>
<td>Yellow 20%</td>
<td>Green 0</td>
</tr>
<tr>
<td>Black 100%</td>
<td></td>
</tr>
</tbody>
</table>
SNY Blue and Black are the only approved signature colors. These colors should always be used in the signature to promote a consistent appearance and immediate recognition of the signature in all applications.

- Use the preferred one-color positive and one-color reverse signature whenever possible.
- The preferred one-color signature is SNY Blue. Acceptable one-color options are white and black.
- Do not reproduce the signature in any colors other than SNY Blue or Black.
- White is the preferred background color for positive signature applications; the preferred background colors for reverse signatures are SNY Blue or Black. Other acceptable background colors should be light or dark-value, neutral colors.
- Certain color treatments of the signature, such as 3D, tone-on-tone, textured, embossed, etc. are allowed with very specific guidelines for use (mainly on-air within animations).
SNY Logo Signature Components

Our logo is also referred to as the primary SNY signature. The guidelines in this section will help ensure that every application of the signature is done in a way that will promote the SNY brand.

- The signature is comprised of two elements: the blue/black accent arcs and the blue/black logotype.
- An alternate signature would be three elements: the blue accent arcs, the blue/black logotype and the black text underneath. This is used for business materials (business cards, letterhead, etc.) and when the network is represented out of context from our programming (banner at an event). It is never used when the logo is so small as to make the text unreadable.
- Do not use the blue accent arcs as a stand-alone symbol.
- All graphic components should appear in a fixed position and cannot be altered.
SNY Logo Signature Positive/Reverse

Format Use
• SNY signature artwork can appear in both positive and reverse formats. Select artwork based on achieving the best contrast between the signature and the background, regardless of background color.

The illustration to the right demonstrates the visibility of the SNY signature as affected by the gray scale value of the background color. All colors have a color value equal to a specific shade on the gray scale. To determine which signature to use – you must first determine the value of the background color in your application area.

• Backgrounds not only include printed or applied color, but also colored paper, plastics, fabrics or video.

Preferred One-Color Reverse

Value Scale Black
0%--------------------------50%--------------------------100%

Note: Top versions OK to use. Bottom versions cannot be used.
What Not To Do

- In order to preserve the integrity of the SNY signature, it is important that users recognize and understand when a signature is unacceptable. Shown below are several examples of signature misuse.

**SNY Logo Signature Misuse**

- Do not use screen tints in any part of the signature.
- Do not use the accent arc as a stand alone symbol.
- Do not use the letters separately from the arc.
- Do not rearrange the relationship of the Signature components.
- Do not use colors other then the approved blue and black.
- Do not transpose corporate colors.
- Do not outline letter forms.
- Do not increase / decrease line weight of letter forms or accent arc.
SNY Logo Signature Misuse (continued)

What Not To Do (con.)

- In order to preserve the integrity of the SNY signature, it is important that users recognize and understand when a signature is unacceptable. Shown below are several examples of signature misuse.

- Do not use close value colors in signature staging.

- Do not use scan of artwork as final signature.

- Do not add graphic effects to the signature.

- Do not apply the signature to busy background patterns.

- Do not capture the signature is an expressed shape that could be misinterpreted as part of the signature design.

- Do not scale or distort the signature.

- Do not typeset the logo in the signature.

- Do not create patterns using the signature arc.

- Do not allow the accent arc and logotype to be reproduced with mis-registration.
SNY Logo Importing & Resizing

Aspect Ratio must always be locked

- When importing and resizing the SNY logo always make sure aspect ratio is locked.
On Channel: SNY Branding in HD Wings

- SNY logo used on wings (SD programs on HD channel)
- SNY wings are to be used on all SD programming (via Master Control), including all original, acquired and packaged programming.
- SNY wings are to be used on incoming SD feeds (Remotes, Press Conferences, etc.) and will be executed via remote, studio or master control.
- News programming: For SD Highlights, VO’s, etc. coming from our edit rooms, must have SNY wings on them. If they are unable to render in time for air, the TDs will insert the SNY Wings over the SD clip in the control room. The AP will communicate to his show producer which clip in the rundown needs wings, and the director will call for them when needed.

Approved SNY Wings
On Channel: SNY Scorebugs

Remote Live Event Scorebugs with SNY branding

Remote: Mets In Game (Baseball)

Remote: SNY (Basketball) - SNY Logo
On Channel: SNY Watermarks
Must be upper right, SD safe and at least 50% transparency

Studio and Remote samples of show/event specific SNY watermarks


Studio: All Live Studio Programming. Upper Right, inserted by Master Control (AMC).
On Channel: Specific SNY Watermarks
Locations vary, but bugs must be at least 50% transparency

Studio samples of specific SNY watermarks

SNY Exclusive: Upper Right, inserted in Edit Room

SNY Encore: Position same as studio Upper Right SNY Watermark. Inserted via Master Control (AMC)

SNY Rain Delay & SNY Rain Out: Position same as studio Upper Right SNY Watermark. Inserted via Master Control (AMC)
On Channel: SNY Transitions

Studio and Remote samples of SNY branding in specific wipes

Studio: Geico SportsNite SNY Wipe

Studio: Geico SportNite SNY “Pass” Wipe

Remote: Mets In Game and Pre/Post Wipe
On Channel: SNY Branding in Tickers

SNY Branding in both one line & two line tickers
On Channel: Other Production Elements

SNY Branding during Breaking News scenarios

SNY Breaking News Animation

SNY Special Coverage Animation

SNY Breaking News & Special Coverage Ticker Sample
On Channel: Other Production Elements

SNY Branding during Technical Difficulties scenarios

SNY Technical Difficulties graphic

SNY Technical Difficulties Ticker Sample
Off Channel: SNY Branding

SNY brand advertising will use the SNY primary logo
- Print
- Banners/Signage
- Premiums
- Outdoor

3D SNY Logo  Flat SNY Logo  Flat Blue SNY Logo
On & Off Channel: Other SNY Sub-Brands

These SNY sub-brands used in the following:

- Production Elements
- On-air Promotion
- Print
- Banners/Signage
- Premiums
- Promotional Items
- Outdoor
**Online SNY Branding**

Specific SNY.tv brands used online and on-air

- Web pages
- Network Blogs
- On-air promotion for the website
- Business cards/letterhead

Original SNY.TV Logo (one color positive)  
Preferred One Color Reverse  
Acceptable One Color Reverse
Off Channel: Alternate SNY Logo for Business

SNY business materials will use specific SNY alternate logo (only usage where text is approved)

- Letterhead
- Stationary
- Business Cards
- Select Merchandise
- Company Vehicles