

# Comcast Brand Guidelines

January 2013

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The acquisition of NBCUniversal, combined with the continued growth and success of Comcast Cable, has transformed Comcast Corporation into a Fortune 50 company at the cross section of media and technology. This new brand identity better reflects who we are as a company today and the direction in which we are headed.

The new Comcast logo combines an updated, modern look for Comcast with NBC's iconic peacock. This will be the new logo for Comcast Corporation and Comcast Cable, and will be used going forward in place of the current Comcast crescent C logo. There is no change to the NBCUniversal logo or to the many identifiable brands that comprise NBCUniversal.

XFINITY will continue to be the primary customer-facing service brand for Comcast Cable.



## Comcast logos

### Primary logo

The primary Comcast logo represents Comcast Corporate and Comcast Cable in almost all cases.

Primary logo



### Secondary logos — approval required\*

The secondary logos are intended ONLY for limited instances in which it is necessary to showcase both Comcast and NBCUniversal (see page 5 for further guidance).

The secondary horizontal logo is the preferred version and should be used in all cases where space allows.

The secondary stacked logo should only be used when there are space constraints.

The logos must never be altered, modified or recreated. Always use approved artwork, available electronically on the ComcastStore website.

Secondary horizontal logo (preferred version)



Secondary stacked logo (alternate version)



\*Please contact the Comcast brand team for approval before using these logos.

## Primary Comcast logo

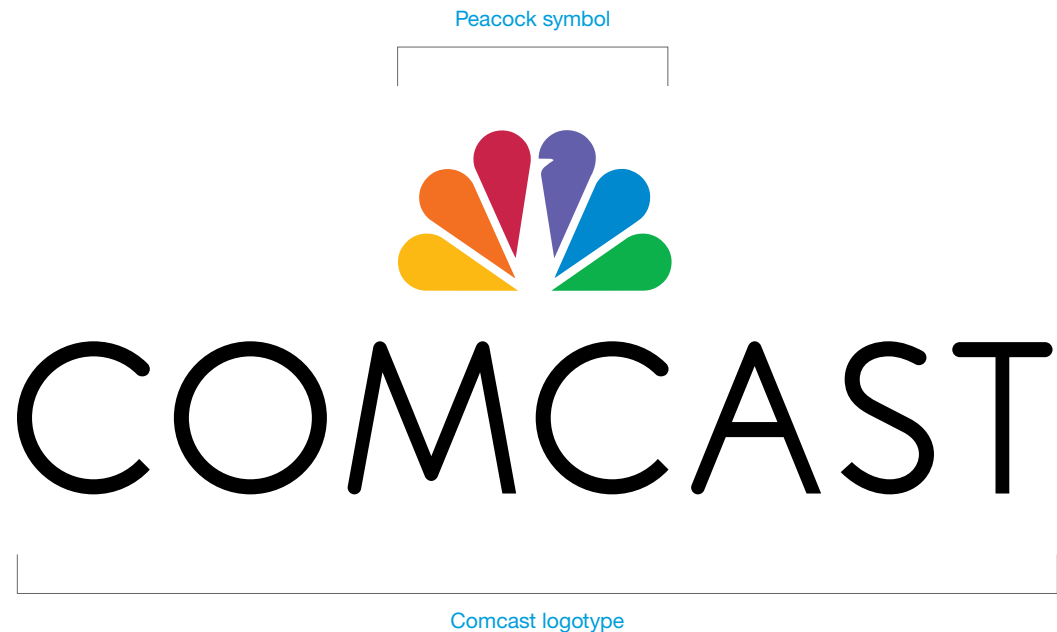
The primary Comcast logo, a combination of the NBC's iconic peacock symbol and our unique namestyle, is the most concise visual representation of the Comcast brand — its people, products, and the quality of offering it represents.

The logo features a custom typeface designed specifically for this purpose.

Never break up this typeface to create new words.

The logo must never be altered, modified or recreated. Always use approved artwork, available electronically on the ComcastStore website.

The Comcast logo should not be included in email signatures (see page 6 for further detail).



## When do we use the primary logo?

The primary Comcast logo is used for various corporate-level communications such as the Annual Review, the corporate website, advertising, certain corporate events, stationery.



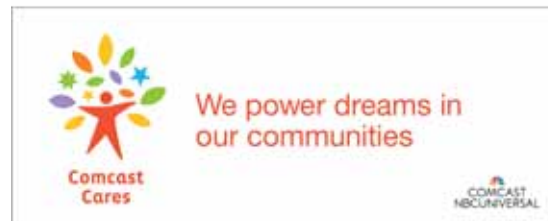
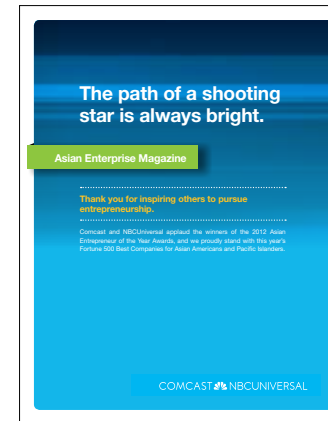
The primary Comcast logo is used on XFINITY communications in place of the current crescent C Comcast logo.



## When do we use the secondary logo?

The Secondary Comcast logo has more limited application than the primary logo and should only be considered for:

- Community Investment
- Diversity
- Government Affairs and associated Washington, D.C. events
- Cross-enterprise events / initiatives involving both Comcast Cable and NBCUniversal
- All co-branded communications (secondary logo replaces the Comcast NBCUniversal mash-up wherever it currently appears)



## Email signature

Due to file size, the Comcast logo should not be included in email signatures.

We can conserve email space and the costs associated with it by using the official Comcast email signature, sampled on this page.

### Sample email signature

**John Sample**  
Director, Finance  
Comcast  
353 N Gloster St  
Tupelo, MS 38801  
Office: 123-456-7890

**Do not** include the Comcast logo in email signatures.

**John Sample**  
Director, Finance  
Comcast  
353 N Gloster St  
Tupelo, MS 38801  
Office: 123-456-7890



## Logo clear space

It is important for our logo to be clearly visible and easy to read in our communications. A healthy amount of breathing room helps it stand out and demonstrates our commitment to preserving the integrity of the artwork.

### Clear space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. A minimum amount of clear space must surround the logo at all times.

For the Comcast logo this clear space is equal to the height of the peacock symbol all around.

Whenever possible, allow more than this amount of clear space.



Peacock height =  
clear space

## Primary Logos — Logo Sizing

### Primary Medium logo size

This primary Comcast logo drawing is optimized for standard print applications.

This logo version should be used no smaller than 1" (72 pixels) in width and not larger than 6" (432 pixels) in width.

#### Typical uses

Print advertising, POP, collateral, silk screening.

For sizes between 1" (72px) and 6" (432px)



Close-up view of primary size peacock symbol.

### Primary Small logo size

This primary Comcast logo drawing is optimized for digital (on-screen) use.

The logo version should appear no smaller than 0.5" (36 pixels) in width.

#### Typical uses

Web, DVD, video, small print applications, small merchandising, on-air advertising.

There is a special logo version for embroidery use. Please contact the Comcast brand team for access to this set of logos.

For sizes below 1" (72px)



Close-up view of small size peacock symbol.

### Minimum logo size

In reproducing the Comcast logo, be conscious of its size and legibility. A logo that is too small has little or no impact.

The Comcast logo should appear no smaller than 0.5" (36 pixels) in width.

COMCAST



Minimum size:  
0.5"/36px



## Primary Logos — Logo Sizing Special Cases

### Primary Large logo size

This Comcast logo drawing is optimized for large-scale applications such as signage.

This logo version should appear no smaller than 6"(432 pixels) in width and can be increased as large as needed.

### Typical uses

Signage, billboards, outdoor ads, vehicles.

For sizes greater than 6" (432px)



### Primary Extra Small logo size

A Comcast logo drawing that is optimized for very small-scale applications where additional spacing between feathers is required. These are rare applications such as embroidery on wide knit fabrics, silkscreening on rough surfaces and embossing on difficult materials.



Please contact the Comcast brand team for access to this set of logos.

## Secondary Horizontal — Logo Sizing

### Horizontal Medium logo size

This secondary Comcast NBCUniversal logo drawing is optimized for standard print applications.

This logo version should be used no smaller than 3" (216 pixels) in width and not larger than 18" (1296 pixels) in width.

#### Typical uses

Print advertising, POP, collateral, silk screening.

For sizes between 3" (216px) and 18" (1296px)

COMCAST  NBCUNIVERSAL



Close-up view of primary size peacock symbol.

### Horizontal Small logo size

This secondary Comcast NBCUniversal logo drawing is optimized for digital (on-screen) use.

The logo version should appear no smaller than 0.5" (36 pixels) in width.

#### Typical uses

Web, DVD, video, small print applications, small merchandising, on-air advertising.

There is a special logo version for embroidery use. Please contact the Comcast brand team for access to this set of logos.

For sizes below 3" (216px)

COMCAST  NBCUNIVERSAL



Close-up view of small size peacock symbol.

### Minimum logo size

In reproducing the Comcast NBCUniversal logo, be conscious of its size and legibility. A logo that is too small has little or no impact.

The logo should appear no smaller than 0.5" (36 pixels) in width.

COMCAST  NBCUNIVERSAL



Minimum size:  
1.5"/108px

## Secondary Horizontal — Logo Sizing Special Cases

### Horizontal Large logo size

This Comcast NBCUniversal logo drawing is optimized for large-scale applications such as signage.

This logo version should appear no smaller than 18"(1296 pixels) in width and can be increased as large as needed.

### Typical uses

Signage, billboards, outdoor ads, vehicles.

For sizes greater than 18" (1296px)



### Horizontal Extra Small logo size

This Comcast NBCUniversal logo drawing that is optimized for very small-scale applications where additional spacing between feathers is required. These are rare applications such as embroidery on wide knit fabrics, silkscreening on rough surfaces and embossing on difficult materials.

COMCAST  NBCUNIVERSAL

Please contact the Comcast brand team for access to this set of logos.

## Secondary Stacked — Logo Sizing

### Stacked Medium logo size

This secondary Comcast NBCUniversal drawing is optimized for standard print applications.

This logo version should be used no smaller than 1.5" (108 pixels) in width and not larger than 9" (648 pixels) in width.

#### Typical uses

Print advertising, POP, collateral, silk screening.

For sizes between 1.5" (108px) and 9" (648px)



Close-up view of primary size peacock symbol.

### Stacked Small logo size

This Comcast NBCUniversal drawing is optimized for digital (on-screen) use.

The logo version should appear no smaller than 1.5" (108 pixels) in width.

#### Typical uses

Web, DVD, video, small print applications, small merchandising, on-air advertising.

There is a special logo version for embroidery use. Please contact the Comcast brand team for access to this set of logos.

For sizes below 1.5" (108 px)



Close-up view of small size peacock symbol.

### Minimum logo size

In reproducing the Comcast NBCUniversal, be conscious of its size and legibility. A logo that is too small has little or no impact.

The logo should appear no smaller than 0.75" (54 pixels) in width.



Minimum size:  
0.75"/54px

## Secondary Stacked — Logo Sizing Special Cases

### Stacked Large logo size

This Comcast NBCUniversal drawing is optimized for large-scale applications such as signage.

This logo version should appear no smaller than 9"(648 pixels) in width and can be increased as large as needed.

### Typical uses

Signage, billboards, outdoor ads, vehicles.

For sizes greater than 9" (648px)



### Stacked Extra Small logo size

A Comcast NBCUniversal drawing that is optimized for very small-scale applications where additional spacing between feathers is required. These are rare applications such as embroidery on wide knit fabrics, silkscreening on rough surfaces and embossing on difficult materials.



Please contact the Comcast brand team for access to this set of logos.

## Logo color

Consistent use of our logo will build visibility and recognition for the Comcast brand. For the greatest clarity and legibility, always maintain a strong contrast between the logo and the background.

The logos must never be altered, modified or recreated. Always use approved artwork, available electronically on the ComcastStore website.

## Full-color logos

### Full-color logo

The full-color logo on white best represents our brand. Use the color logo whenever possible.



### Full-color logo

The full-color logo may be placed on light backgrounds.



### Full-color reversed logo

The full-color reversed logo, with white keyline, may be used on dark and colored backgrounds.



## Single-color logos

### Solid black positive logo

Use this logo variation, on white and light-colored backgrounds, in one-color applications such as newspaper print and fax.



### Solid white reversed logo

Use this logo on dark and bright colored backgrounds.



### Grayscale logo

Use this logo on limited 1-color applications and white or light color backgrounds.



## Peacock rules

Three types of logos have been provided, “Positive,” “Negative” and monochromatic, which includes white, black and gray.

Use the “Positive” logos when placing a multi-colored logo on white and very light-colored backgrounds (example 1).

Use the “Negative” logo, that features a white body behind the peacock, for dark, medium tone or photographic backgrounds (examples 2–4).

Use the monochromatic white, black and grayscale logos for small or low-fidelity applications. These can be reversed out of a variety of bright and dark-colored backgrounds (examples 5–7).



1



2



3



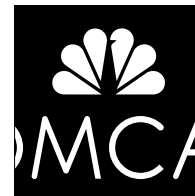
4



5



6



7

## Peacock rules

### Peacock don'ts

Illustrated on the right are misuses of the Comcast logo and peacock symbol.

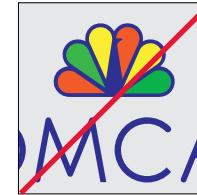
The logos must never be altered, modified or recreated. Always use approved artwork, available electronically on the ComcastStore website.



**DON'T** color the peacock's body.



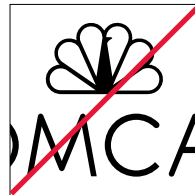
**DON'T** outline the peacock body.



**DON'T** change the logo colors.



**DON'T** create your own peacock or logotype colors.



**DON'T** color the peacock body black on a white background.



**DON'T** color the peacock body gray on a white background.



**DON'T** use white peacock feathers with black type.



# Comcast and XFINITY

## Logo usage

Comcast and XFINITY have discrete roles in communications.

XFINITY is our primary customer-facing service brand. The XFINITY logo is used in communications intended to drive use or adoption of XFINITY services.

To relate XFINITY to Comcast and to best capitalize on competitor switching potential, we use an identity relationship that emphasizes XFINITY but also includes Comcast, approximately a 2:1 ratio with XFINITY being larger.



Definition	Corporate brand	Customer-facing service brand
Uses	Corporate Communications  Brings experience/credibility to XFINITY communications, e.g., “XFINITY only from Comcast”	Service Communications  Service and bundle names, e.g., XFINITY TV, XFINITY Internet, XFINITY Voice, XFINITY Home

# Artwork

## Primary logo file name components

### Identifier

The “Comcast” prefix distinguishes Comcast artwork from non-Comcast files.

### Size

L = Large

M = Medium

S = Small

XS = Extra Small

### Color Mode

4C = CMYK (for process-color printing)

PMS = Pantone (for spot-color printing)

RGB = for on-screen application

### Color variation

The logo has five color versions:

BLK = black (peacock and logotype)

COLOR\_BLK = color (peacock), black (logotype)

COLOR\_WHT\_OUTLINE = colored (peacock)

with white outline, black (logotype).

GRAY = GRAY (peacock and logotype)

WHT = white (peacock and logotype)

### File extension

.eps = Vector file, for use in print applications

.jpg and .png = RGB, for use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.

### Color Mode

4C = process-color coated

PMS = spot-color coated

RGB = Red Green Blue

### File extension

Identifier

Color Mode

File extension

Comcast\_M\_4C\_COLOR\_BLK.eps

### Size

L = Large

M = Medium

S = Small

XS = Extra small

### Color variation

BLK = black (peacock and logotype)

COLOR\_BLK = color (peacock), black (logotype)






COLOR\_WHT\_OUTLINE = colored (peacock) with white outline, black (logotype)

GRAY = GRAY (peacock and logotype)

WHT = white (peacock and logotype)

Always use approved artwork, available electronically on the ComcastStore website.

## Primary logo color versions

Version	File name	Explanation
	Comcast_M_4C_COLOR_BLK.eps Comcast_M_PMS_COLOR_BLK.eps Comcast_M_RGB_COLOR_BLK.eps Comcast_M_COLOR_BLK.jpg Comcast_M_COLOR_BLK.png	Vector files, .eps format — use in all color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_M_4C_COLOR_WHT_OUTLINE.eps Comcast_M_PMS_COLOR_WHT_OUTLINE.eps Comcast_M_RGB_COLOR_WHT_OUTLINE.eps Comcast_M_COLOR_WHT_OUTLINE.png	Vector files, .eps format — use in all color print materials.  .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_M_4C_GRAY.eps Comcast_M_PMS_GRAY.eps Comcast_M_RGB_GRAY.eps Comcast_M_GRAY.jpg Comcast_M_GRAY.png	Vector files, .eps format — use in one-color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_M_4C_BLK.eps Comcast_M_PMS_BLK.eps Comcast_M_RGB_BLK.eps Comcast_M_BLK.jpg Comcast_M_BLK.png	Vector files, .eps format — use in one-color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_M_4C_WHT.eps Comcast_M_PMS_WHT.eps Comcast_M_RGB_WHT.eps Comcast_M_WHT.png	Vector files, .eps format — use in one-color print materials.  .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.

All logos and file names are shown in medium size. They are representative of all other file sizes (e.g., large, small and extra small).

## Secondary logo file name components

### Identifier

The “Comcast” prefix distinguishes Comcast artwork from non-Comcast files.

### Size

- L = Large
- M = Medium
- S = Small
- XS = Extra Small

### Orientation

- Horizontal
- Stack

### Color Mode

- 4C = CMYK (for process-color printing)
- PMS = Pantone (for spot-color printing)
- RGB = for on-screen application

### Color variation






- The logo has five color versions:
- BLK = black (peacock and logotype)
  - COLOR\_BLK = color (peacock), black (logotype)
  - COLOR\_WHT\_OUTLINE = colored (peacock) with outline, black (logotype).
  - GRAY = GRAY (peacock and logotype)
  - WHT = white (peacock and logotype)

### File extensions

- .eps = Vector file, for use in print applications
- .jpg and .png = RGB, for use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.








## Secondary logo color versions — horizontal

Version	File Name	Explanation
	Comcast_Horizontal_M_4C_COLOR_BLK.eps Comcast_Horizontal_M_PMS_COLOR_BLK.eps Comcast_Horizontal_M_RGB_COLOR_BLK.eps Comcast_Horizontal_M_COLOR_BLK.jpg Comcast_Horizontal_M_COLOR_BLK.png	Vector files, .eps format — use in all color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_Horizontal_M_4C_COLOR_WHT_OUTLINE.eps Comcast_Horizontal_M_PMS_COLOR_WHT_OUTLINE.eps Comcast_Horizontal_M_RGB_COLOR_WHT_OUTLINE.eps Comcast_Horizontal_M_COLOR_WHT_OUTLINE.png	Vector files, .eps format — use in all color print materials.  .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_Horizontal_M_4C_GRAY.eps Comcast_Horizontal_M_PMS_GRAY.eps Comcast_Horizontal_M_RGB_GRAY.eps Comcast_Horizontal_M_GRAY.jpg Comcast_Horizontal_M_GRAY.png	Vector files, .eps format — use in one-color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_Horizontal_M_4C_BLK.eps Comcast_Horizontal_M_PMS_BLK.eps Comcast_Horizontal_M_RGB_BLK.eps Comcast_Horizontal_M_BLK.jpg Comcast_Horizontal_M_BLK.png	Vector files, .eps format — use in one-color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_Horizontal_M_4C_WHT.eps Comcast_Horizontal_M_PMS_WHT.eps Comcast_Horizontal_M_RGB_WHT.eps Comcast_Horizontal_M_WHT.png	Vector files, .eps format — use in one-color print materials.  .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.

All logos and file names are shown in medium size. They are representative of all other file sizes (e.g., large, small and extra small).

## Secondary logo color versions — stacked

Version	File Name	Explanation
	Comcast_Stack_M_4C_COLOR_BLK.eps Comcast_Stack_M_PMS_COLOR_BLK.eps Comcast_Stack_M_RGB_COLOR_BLK.eps Comcast_Stack_M_COLOR_BLK.jpg Comcast_Stack_M_COLOR_BLK.png	Vector files, .eps format — use in all color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_Stack_M_4C_COLOR_WHT_OUTLINE.eps Comcast_Stack_M_PMS_COLOR_WHT_OUTLINE.eps Comcast_Stack_M_RGB_COLOR_WHT_OUTLINE.eps Comcast_Stack_M_COLOR_WHT_OUTLINE.png	Vector files, .eps format — use in all color print materials.  .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_Stack_M_4C_GRAY.eps Comcast_Stack_M_PMS_GRAY.eps Comcast_Stack_M_RGB_GRAY.eps Comcast_Stack_M_GRAY.jpg Comcast_Stack_M_GRAY.png	Vector files, .eps format — use in one-color print materials.  .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_Stack_M_4C_BLK.eps Comcast_Stack_M_PMS_BLK.eps Comcast_Stack_M_RGB_BLK.eps Comcast_Stack_M_BLK.jpg Comcast_Stack_M_BLK.png	Vector files, .eps format — use in one-color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.
	Comcast_Stack_M_4C_WHT.eps Comcast_Stack_M_PMS_WHT.eps Comcast_Stack_M_RGB_WHT.eps Comcast_Stack_M_WHT.png	Vector files, .eps format — use in one-color print materials.  .jpg and .png — use on-screen or in office applications, such as Microsoft® Word or PowerPoint®; the smallest size at 150 dpi.

All logos and file names are shown in medium size. They are representative of all other file sizes (e.g., large, small and extra small).