Logo elements

The Time Warner logo is a clean, elegant, typographic presentation of our name. It is a considered statement with great care given to the drawing of the individual letters and color.

The logo must always appear in a fixed relationship which may not be altered, adjusted, or modified in any way.

TimeWarner

Clear space

To maintain their integrity, the Time Warner logo and the Time Warner divisional tagline should always be surrounded by a minimum amount of clear space. This space isolates the logo from distracting graphic elements such as copy, photography, or background patterns, giving the logo the prominence and impact it deserves. Always be sure to maintain at least the minimum amount of clear space–show here in red–equal to the height of the capital letters in the word-mark, indicated as 'X'.
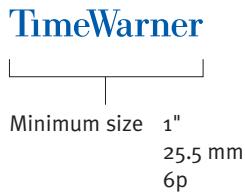
Minimum size

To protect legibility and impact, the logo
and divisional tagline must be repro-
duced in sizes no smaller than those
shown in the exhibit on this page.

The minimum size represents the
smallest version in which the logo
remains legible. When reproduced in
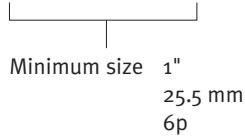sizes smaller than this minimum, the
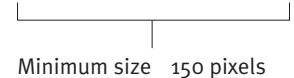logo loses its legibility and impact.

Print

TimeWarner

Minimum size   1"
                        25.5 mm
                        6p

Web and video

TimeWarner

Minimum size   150 pixels

A TimeWarner Company

Minimum size   1"
                        25.5 mm
                        6p

A TimeWarner Company

Minimum size   150 pixels

Logo color options

The preferred Time Warner logo and divisional tagline is the one-color version using Time Warner Blue. This preferred version should be applied whenever possible on all Time Warner communications and marketing materials.

The logo and divisional tagline's color configurations accommodate most print and digital applications, including spot color, 4-color process (CMYK), RGB (Web-compatible), all black, and all white.

For color specifications, see 'Logo color,' page 6.

TimeWarner

Color	File name
Spot color	tw_c.eps
CMYK	tw_c_cmyk.eps
RGB	tw_c_rgb.eps

A TimeWarner Company

Color	File name
Spot color	tw_tag_c.eps
CMYK	tw_tag_c_cmyk.eps
RGB	tw_tag_c_rgb.eps

TimeWarner

Color	File name
All black	tw_k.eps

A TimeWarner Company

Color	File name
All black	tw_tag_k.eps

TimeWarner

Color	File name
All white	tw_w.eps

A TimeWarner Company

Color	File name
All white	tw_tag_w.eps

Background control

The clarity of the Time Warner logo allows it to stand out against a variety of backgrounds, as the three exhibits in the left column demonstrate. Even in the last exhibit of the left column, where the logo appears against a complicated photographic background, it remains strong and legible.

But as the exhibits in the right column demonstrate, even a highly legible logo such as Time Warner's can become difficult, even impossible to read against the wrong color, pattern, or photographic background.

Always choose backgrounds that provide sufficient contrast for easy readability.

A white background is preferred for the Time Warner logo.

Never place the logo against a background that makes the identity difficult to read.

When color backgrounds are used, ensure that there is sufficient contrast to protect the logos legibility.

Here the background graphic fails to provide the contrast the logo needs in order to stand out.

Place the Time Warner reverse logo on a photographic background that offers the best contrast for readability.

Avoid busy photographic images that don't provide the contrast necessary for readability.

Logo color

The Time Warner logo is reproduced in PANTONE 2728.

Like our logo, our logo color is simple, yet substantial, reflecting the quality, leadership, and innovation people associate with our name.

In lieu of the Time Warner logo color, you may use the Pantone color cited on this page. The standards for this color may be found in the current edition of the Pantone Color Formula Guide. For process color printing refer to the CMYK values shown below.

TimeWarner

Pantone color	2728
CMYK	C: 96
	M: 69
	Y: 0
	K: 0
RGB	R: 51
	G: 66
	B: 181

Time Warner Blue

The colors shown throughout this manual have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards.
PANTONE® is a registered trademark of Pantone, Inc.

Typography

Meta is a contemporary typeface known for its clarity, readability and elegance.

This font is used to support the new Time Warner identity when designing all communications pieces including stationery and print collateral.

Available in a wide variety of weights, Meta can be used equally well across all media from print to web to signage. The bold and italic faces extend the flexibility of this typeface in Time Warner communications.

For any kind of chart or financial work use the lining figures cut of the Meta typeface for best legibility.

Meta Normal and Italic

ABCDEFGHIJKLMNOPQRSTUVWZXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890@?&% —old style figures
1234567890@?&% —lining figures

Meta Bold and Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWZXYZ
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890@?&% —old style figures
1234567890@?&% —lining figures

Logo misuse

To establish and reinforce awareness and recognition of the Time Warner logo, consistent reproduction is essential.

To ensure consistency, never alter the color or typeface of the logo. Always use the approved logo art provided in the electronic templates included in these guidelines.

The Time Warner logo must never be typeset. Use only the approved digital files that accompany these guidelines.

Never use the old logo.

Never recreate the logo.

Never distort the logo in any way.

Never change the color of the logo.

Never add rules to the logo.

Never use drop shadows or other special effects behind the logo.

Never stack the logo.

Never enclose the logo in a shape.

Never add objects in front of the logo or over any portion of the logo.