



COMCAST

Brand Guidelines
2024

1.0 Brand Intro

Our Brand Overview
Our Architecture

4.0 Social Impact Brands

Project UP
Team UP
Lift Zone

2.0 Brand Tech Specs

Logo
Color Palette
Typography
Imagery

5.0 Contact

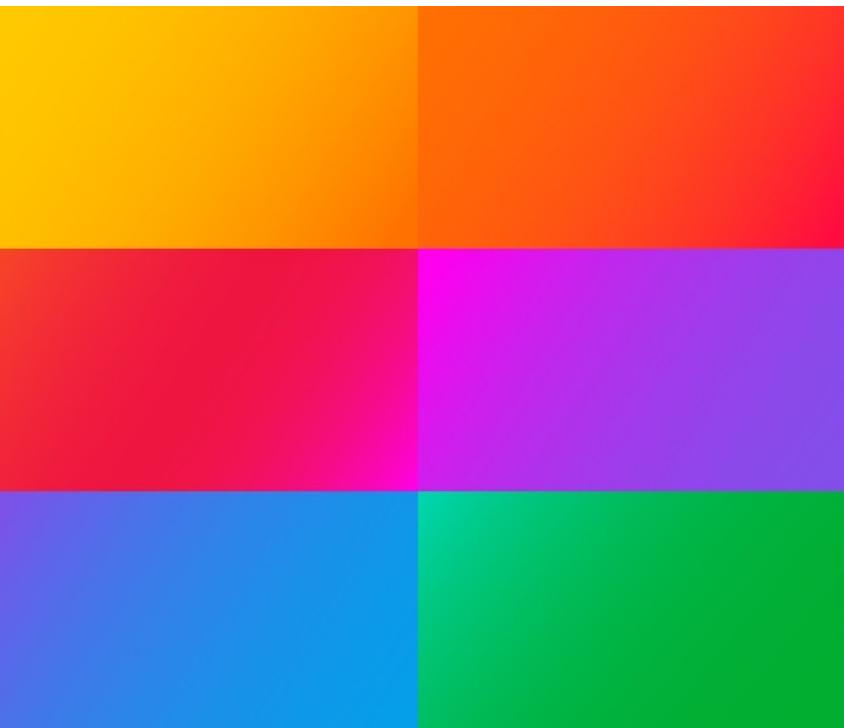
3.0 Brand Examples

Logo Examples
Color Palette Examples
Event Examples
Digital Signage Examples
Print Examples
Merchandise

1.0

Brand

Intro



Extra Light
Light
Regular
Semibold
Bold
Extra Bold



1.1 Brand Intro

Our Architecture

Comcast is a global media and technology company. From the connectivity and platforms we provide to the content and experiences we create, we reach hundreds of millions of customers, viewers, and guests worldwide.



Connectivity & Platforms

Content & Experiences

xfinity

sky

NBCUniversal

COMCAST
BUSINESS

peacock

xumo

sky studios

NBC

UNIVERSAL

2.0

Brand

Tech Specs

2.1

Logo

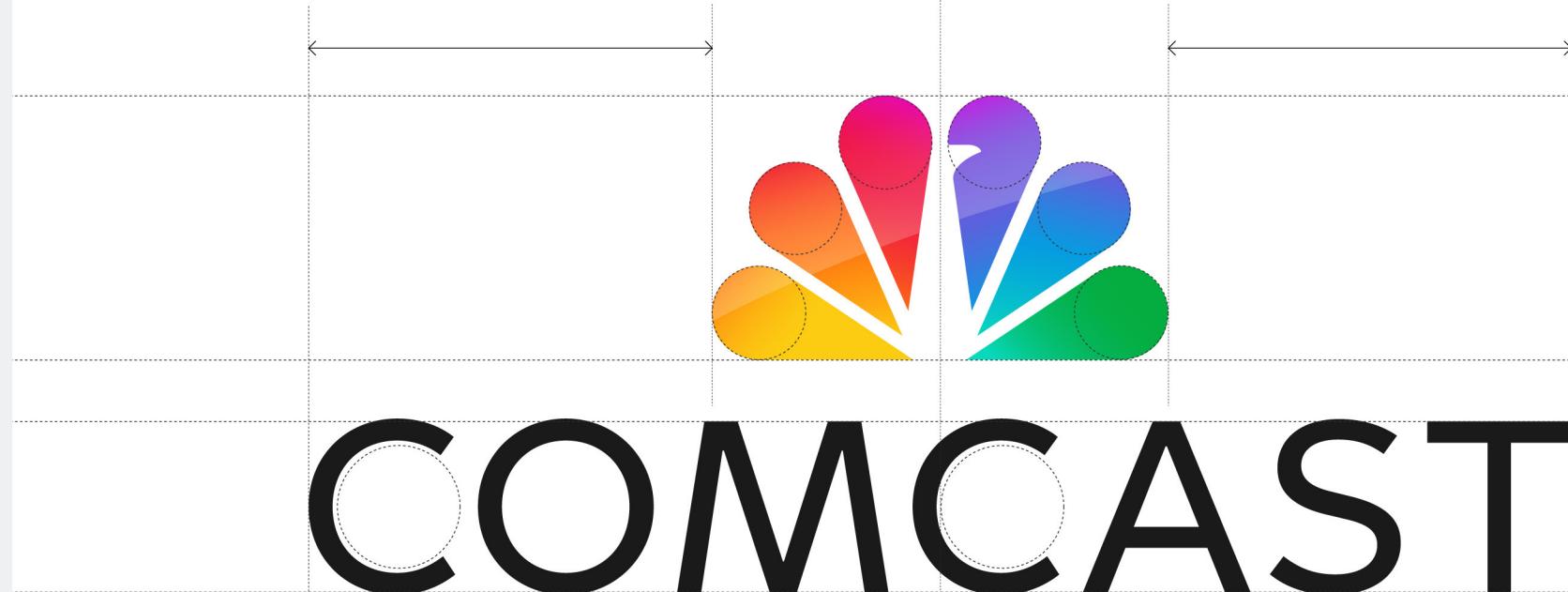
2.1 Logo

Overview

Our Comcast logo is the main identifier for our brand and our most important asset, as it clearly communicates our brand name. Our logotype is unique and has been crafted specifically for Comcast.

Configuration

There is a fixed proportional size relationship between 'Comcast' logotype and peacock symbol. Never recreate or adjust the size or position of individual elements.



2.1 Logo

Logo Shine

For digital applications, the Comcast logo has a shine that runs across the peacock symbol.

For print applications, there is no shine on the peacock symbol to help with printing consistencies.

Make sure you are always using the correct logo asset.

Please reach out to corpcommsrequest@comcast.com for logo files for print.

Digital logo with shine



Print logo without shine



2.1 Logo

Clear Space & Scaling

To keep the clarity and impact of our logo, it is important to keep an area of clear space around it and to not make it smaller than the recommended minimum size.

Giving clear space

The clear zone (illustrated by the shaded space) should be free of text or graphic elements. The minimum clear space is measured by the height of our symbol. The more space our logo is given the greater an impact it will have.

Minimum sizes

The logotype should not be reproduced any smaller than 20mm height in print and 20px height (50px wide) on digital applications.

If you are unsure about the legibility of our logotype at small scale, we recommend you conduct a size/legibility test (whether print or digital) to ensure the word 'Comcast' is readable. If you need any further guidance with logo sizing, please contact the brand team.



2.1 Logo Colorways

Legibility is always top priority, so we have a few logo color variations depending on the application. Please avoid using our logo on overly busy backgrounds.

1A & 1B. Color logos - primary use

Across brand communications, the primary and preferred colorway for our logo is the color peacock symbol with black logotype on a white background.

The full color peacock symbol with white logotype can also be used on dark backgrounds.

Both color logos can also be used on imagery if they are legible. When choosing or cropping imagery, try to select images that include areas of clear space to best frame the logo. If necessary, we can darken imagery to create contrast and legibility.

2. White mono logo - secondary use

When using the Comcast logo on a spectrum background, we prefer to use the white mono logo for maximum stand-out.

For instances where our full color logo is not legible enough on imagery, we can use our white mono logo as an alternative.

3. Black mono logo - limited use

A black mono logo should only be used if it is not possible reproduce color in print.

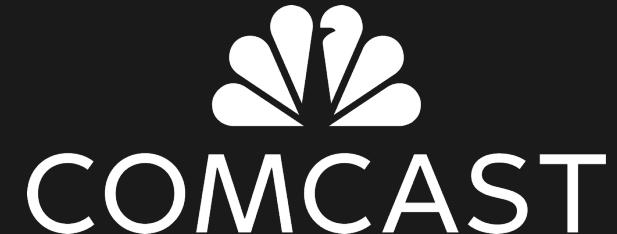
1A



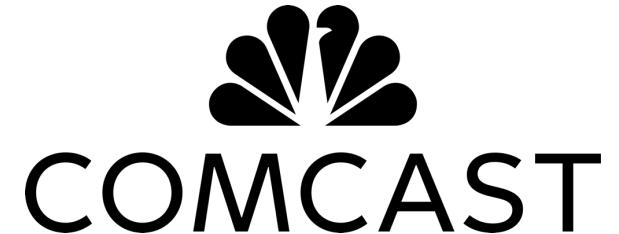
1B



2



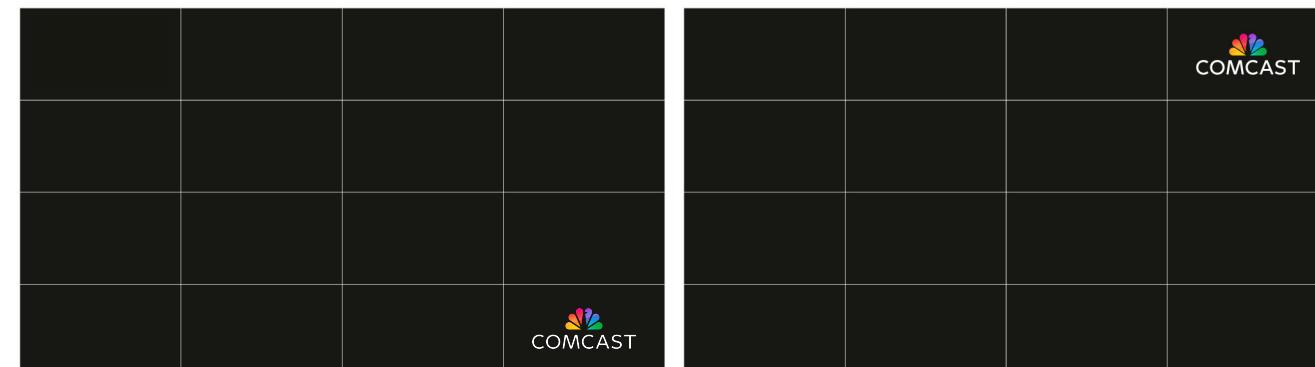
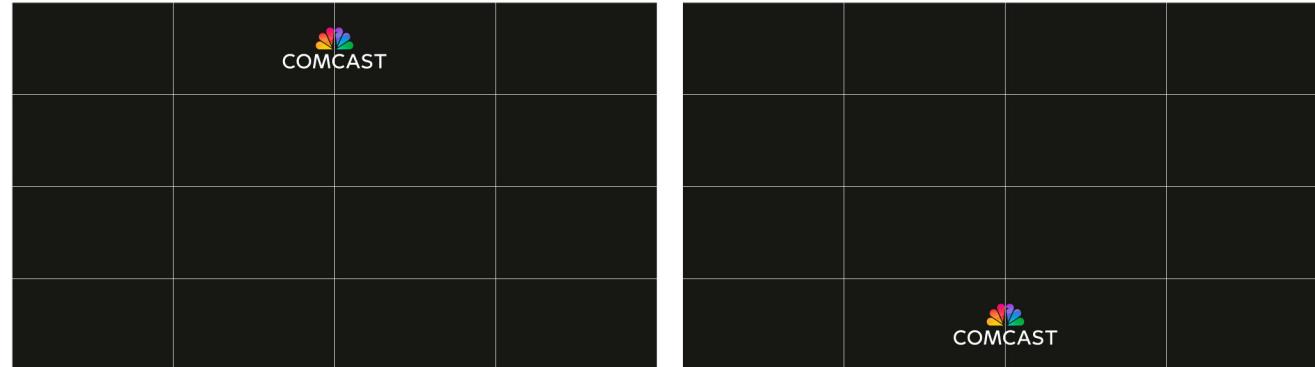
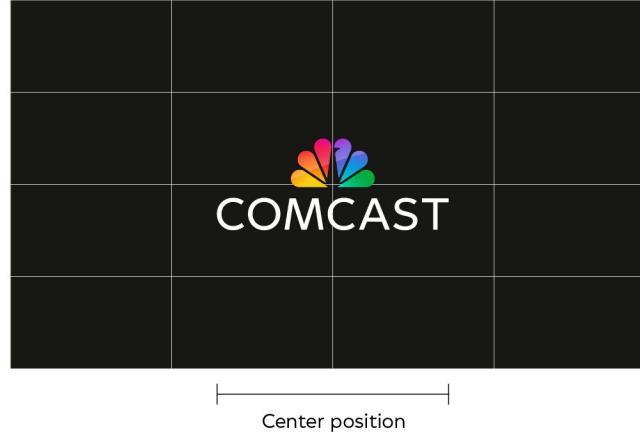
3



2.1 Logo Positioning

Wherever possible, when using our logo on its own, within a layout, we prefer to align our logotype to the center of the canvas, leaving clear space to maximize impact and visibility across various formats.

If placing the logo in the center is not appropriate, the logo can be placed around the edges and corners as necessary to suit the design layout of the content.



2.1 Logo

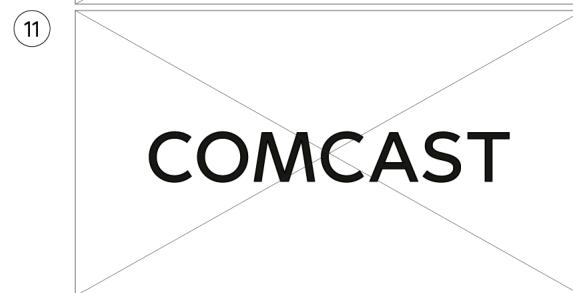
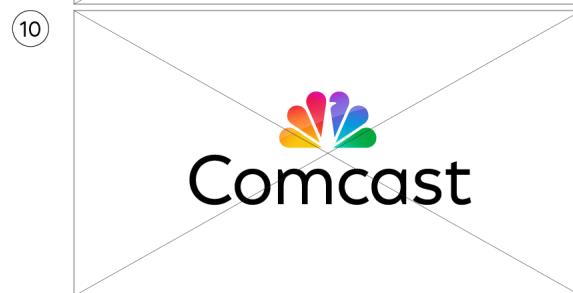
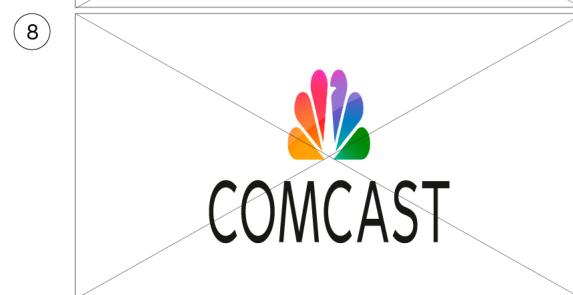
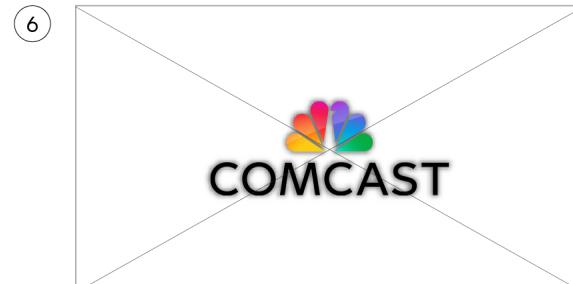
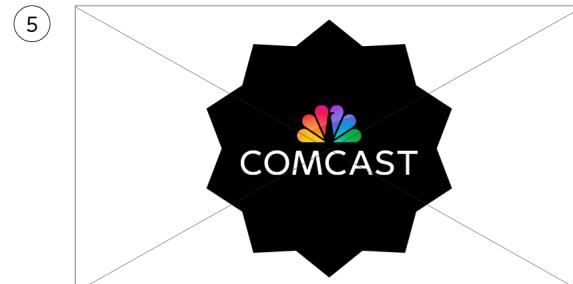
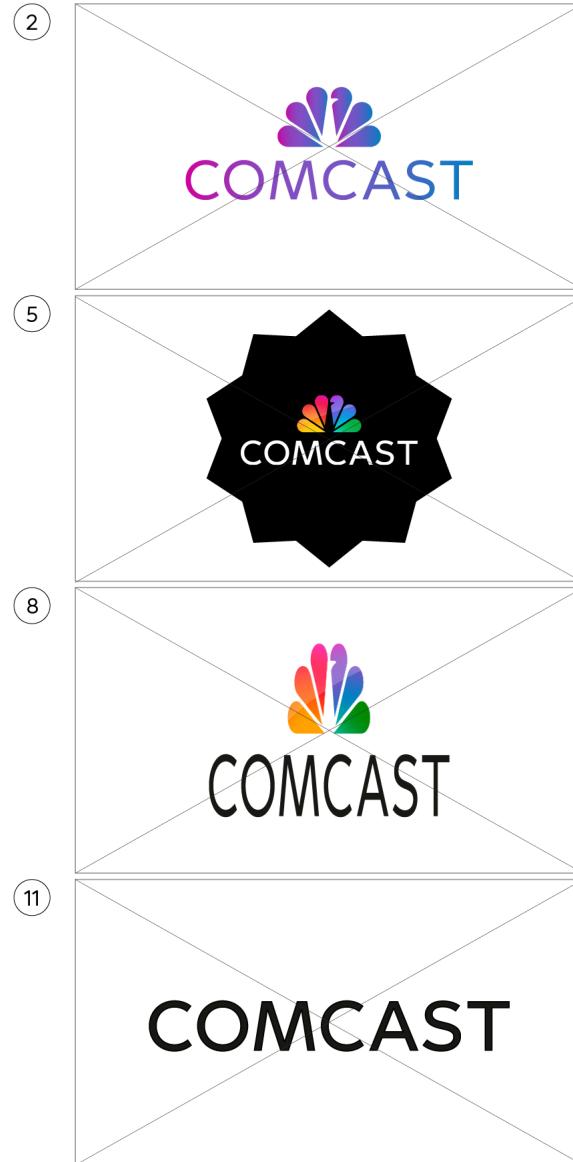
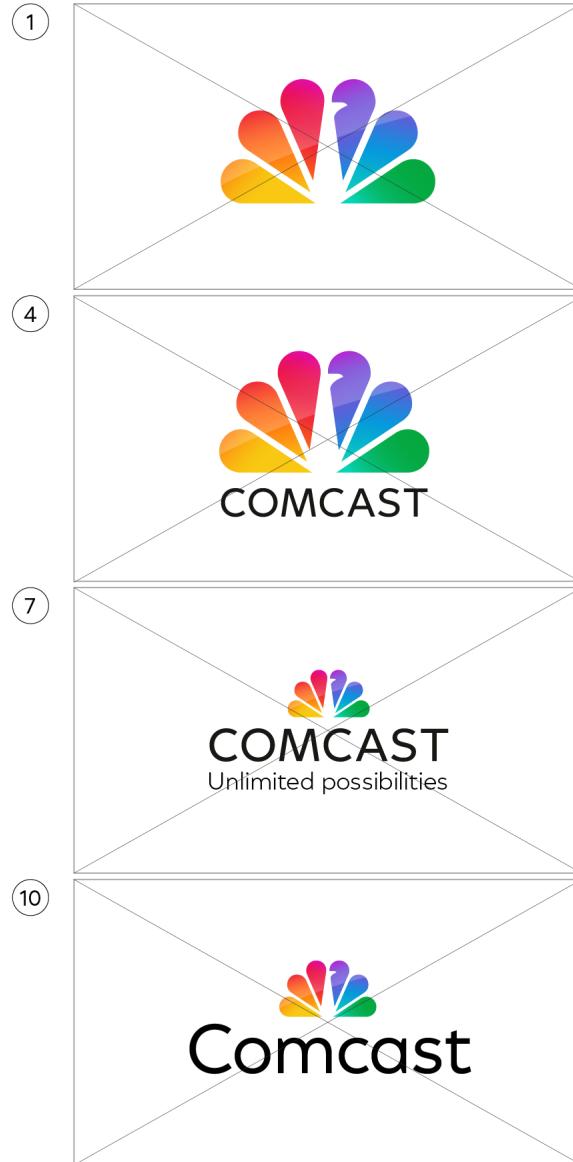
Misuse

There are strict guidelines regarding misuse of our logo. Here are some examples:

1. Never use our symbol alone
2. Never change the color
3. Don't rotate
4. Never change the relationship
5. Never combine with other elements
6. Never add effects such as shadow
7. Never add a tagline
8. Don't stretch, distort, or flip
9. Never apply to busy backgrounds
10. Never manually typeset
11. Never use the logotype alone
12. Don't change the opacity

Restrictions

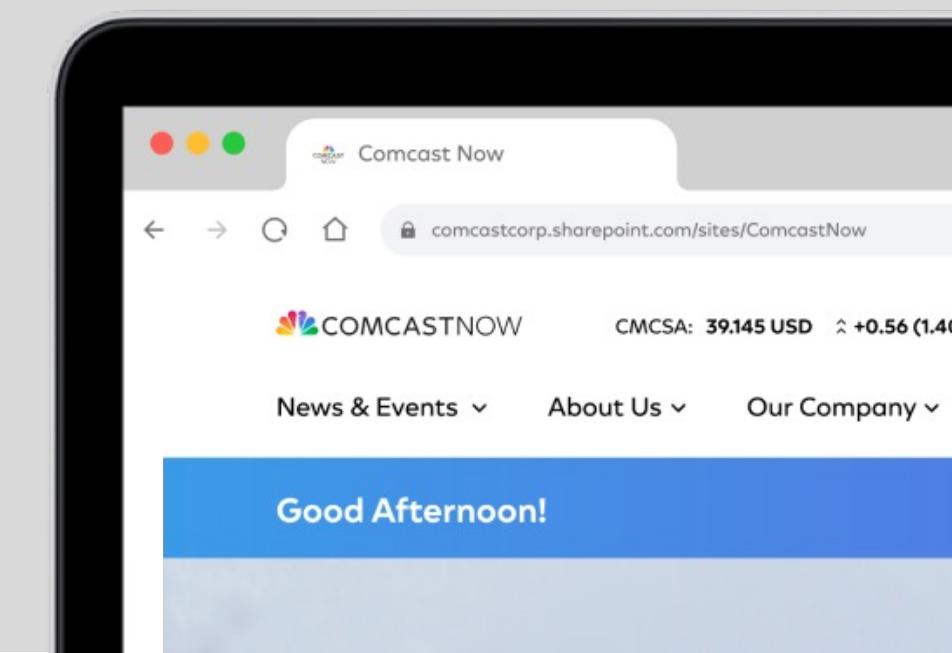
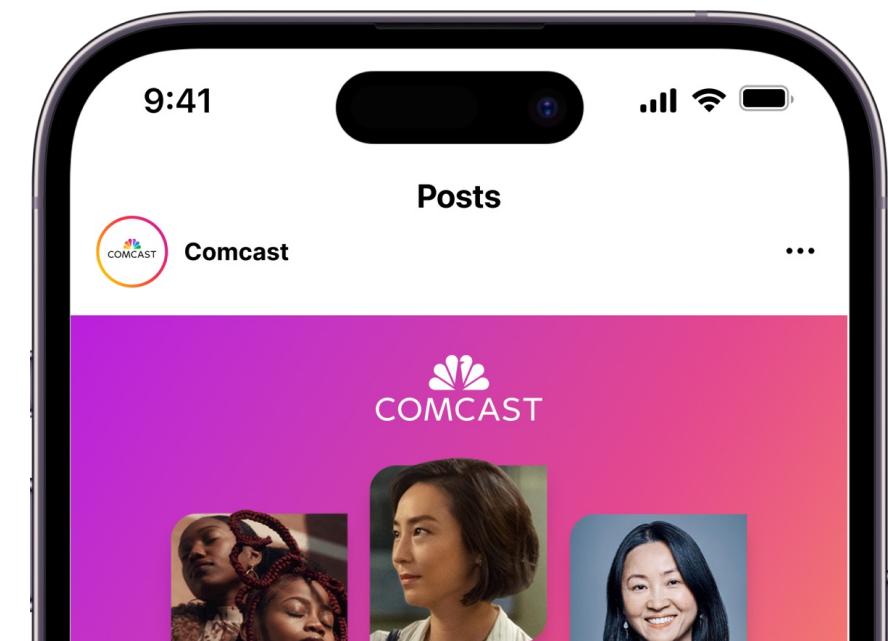
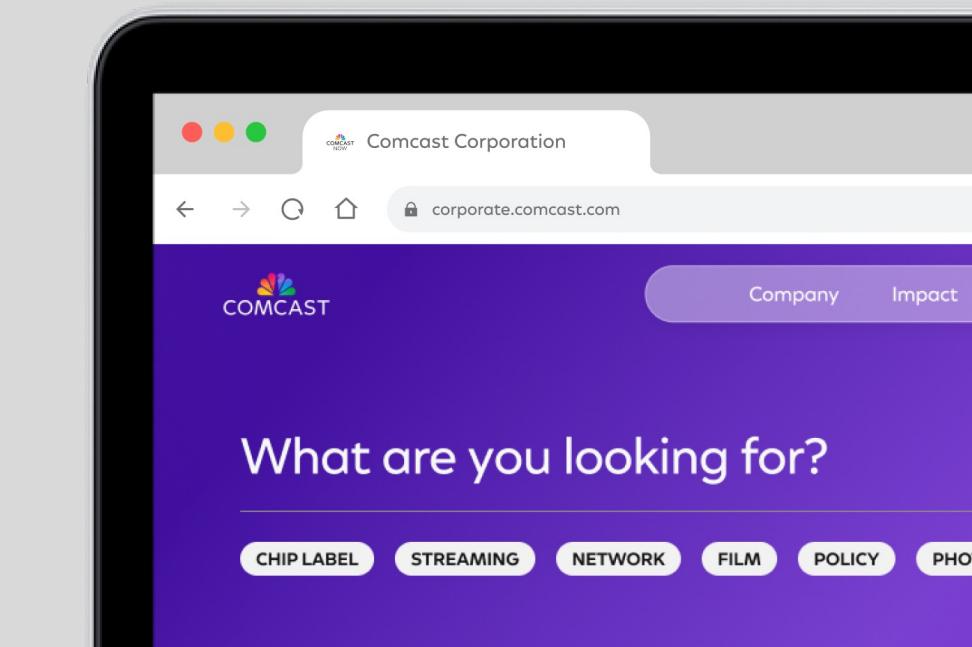
The Comcast logo should not be locked up with other brands unless already approved. Please contact the brand team at corpcommsrequest@comcast.com.



2.1 Logo

Logo In Use

Here are a few brand-led examples across websites and social platforms. All of our logos work vertically and horizontally, to make use of different formats.



2.2

Color

Palette

2.2 Color Palette

Introduction

Our color palette is a central part of our brand. It was developed using the core peacock colors from NBC. The addition of gradient colors into the logo makes the Comcast brand unique.



2.2 Color Palette

Gradients

We have six gradients:

Yellow - Orange

Orange - Red

Red - Pink

Pink- Purple

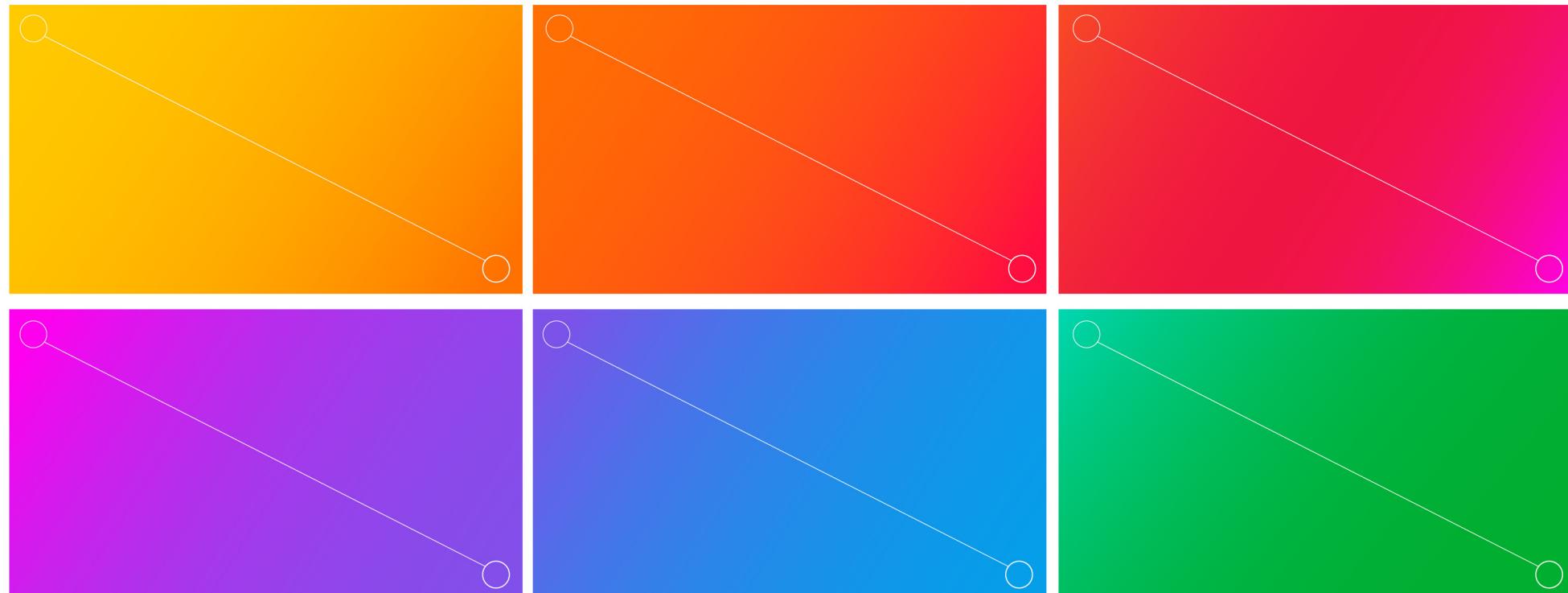
Purple - Blue

Turquoise - Green



Each gradient represents
an individual plume.

These gradients are a core
part of our brand, used as
backgrounds or graphic
elements, they give us range
and flexibility in
communications.

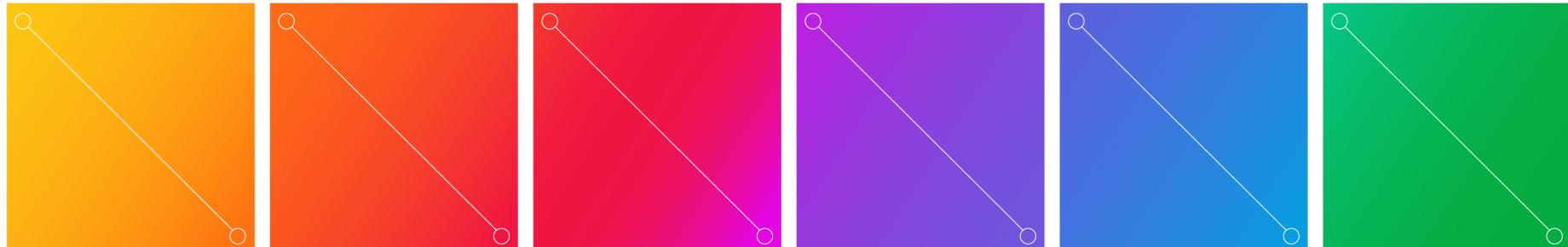


2.2 Color Palette

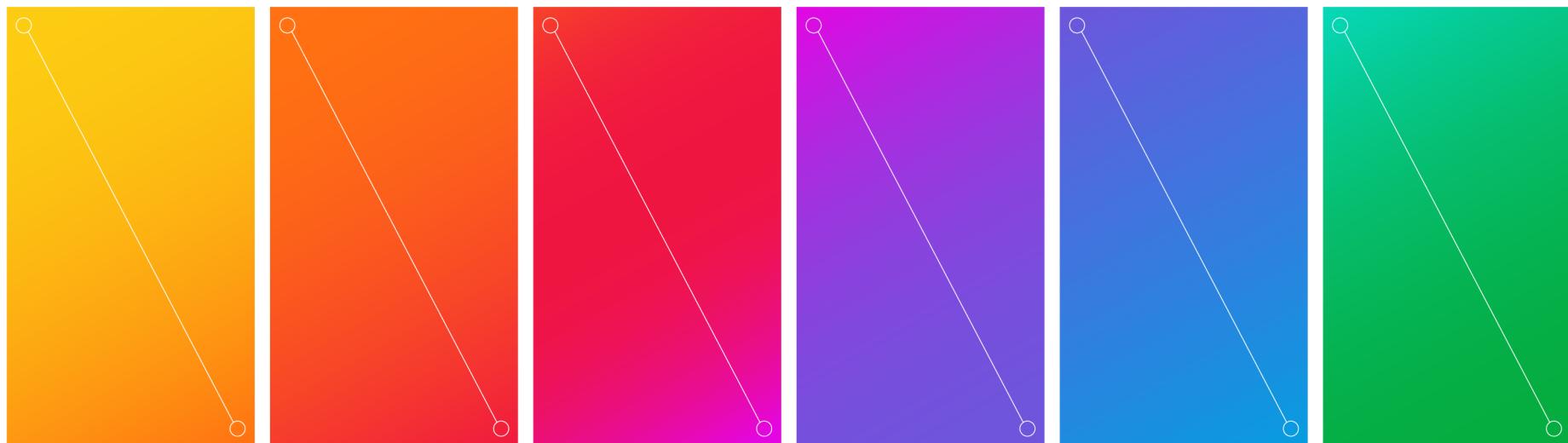
Gradient Formats

When applying the gradients to different formats like 1x1 or 9x16, always apply the gradient in a diagonal direction from top left to bottom right.

1x1 format



9x16 format



2.2 Color Palette

Gradient Usage

Our gradients are primarily used as backgrounds for presentations, text boxes, and behind people and products in imagery.

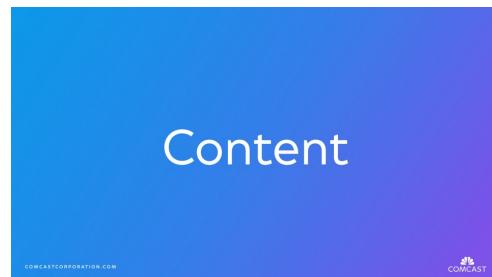
If you're using multiple gradients in a sequence, always use them in the same order as they're seen in our logo.

Gradient misuse

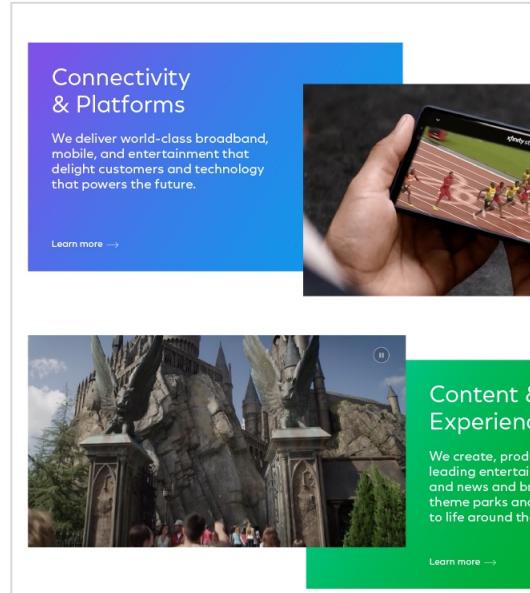
When using the gradients please do not do the following:

1. Never add or change the colors in the gradients
2. Never apply the gradients to body copy
3. Never crop into the gradients too close so that only one color is seen

Presentation backgrounds



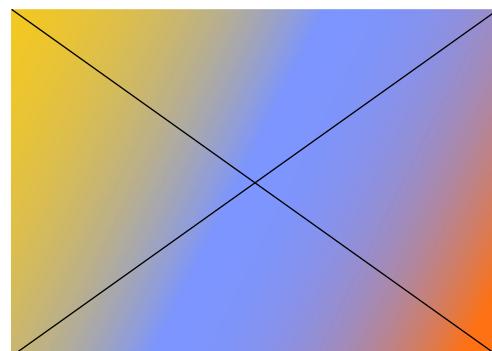
Text box backgrounds



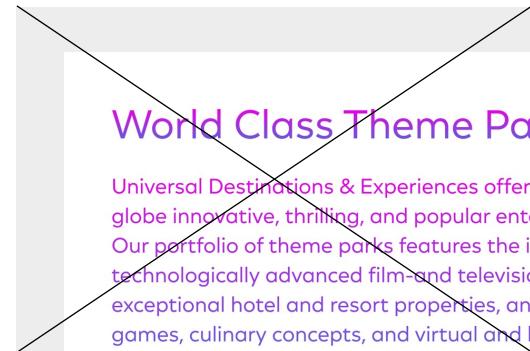
People and product imagery backgrounds



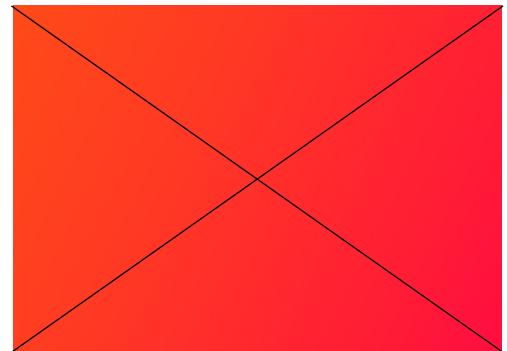
1. Never change the gradient colors



2. Never apply gradient to small text



3. Never crop in too tight on gradient



2.2 Color Palette

Gradient Accessibility

To ensure our designs are accessible, place large text within the marked safe zone. This area meets WCAG AA contrast requirements, making sure that large text is easily legible to all.

Black text should be used on the yellow gradient and white text on the other gradients.

If planning to use small text, we recommend using either a white or black background for legibility.



2.2 Color Palette

Single Colors

These are our single color swatches. They are used sparingly for text, line graphics, and color accents.

When using multiple single colors next to each other on the same application, always use them in the same order they're seen in our logo. This order is shown on the right-hand side.

Black

Black is used in our logotype and for typography on light backgrounds.

White

White is used in our logotype and for typography on dark backgrounds. White text is often used on gradient backgrounds, and it can also be used as a background.



Yellow
#FFCC14
RGB: 252, 204, 18
CMYK: 0, 11, 96, 0



Orange
#FF7112
RGB: 255, 113, 18
CMYK: 0, 69, 100, 0



Red
#EF1541
RGB: 239, 21, 65
CMYK: 0, 100, 73, 0



Purple
#6E55DC
RGB: 110, 85, 220
CMYK: 72, 71, 0, 0



Blue
#069DE0
RGB: 6, 157, 224
CMYK: 83, 19, 0, 0



Green
#05AC3F
RGB: 5, 172, 63
CMYK: 81, 3, 100, 0



Black
#1a1a1a
RGB: 26, 26, 26
CMYK: 0, 0, 0, 100



White
#ffffff
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

2.2 Color Palette

Single Color Usage

Our single colors have limited use. They should only be used in certain text placements to create standout — for example, in presentation headline text.

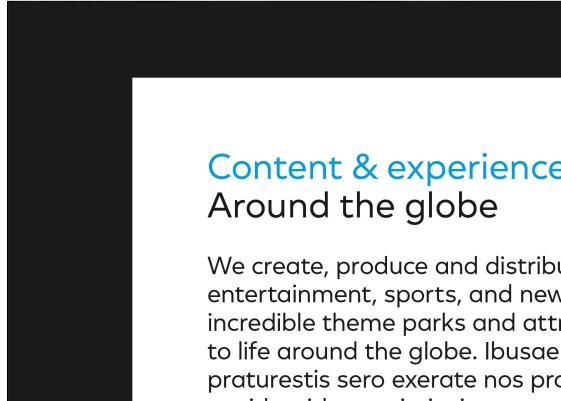
Single colors can also be applied to line graphics — for example, as a highlight in the menu panel on our website.

Single color misuse

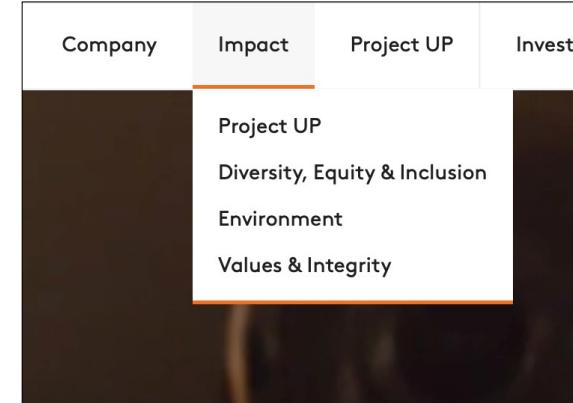
When using the single colors please adhere to the below guidance:

1. Never use single colors as backgrounds
2. Never use single colors for large areas of text

Single color in text



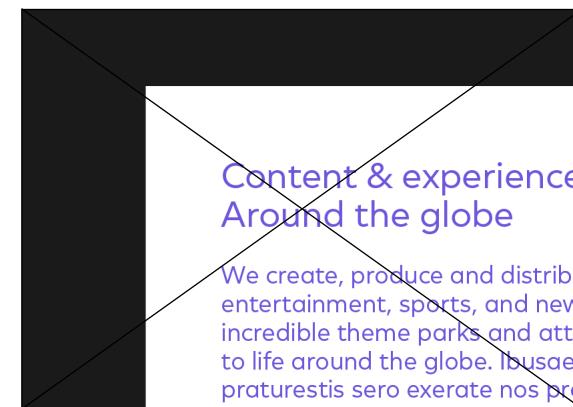
Single color line



1. Never use solid single colors as a background



2. Never use single color on large areas of text



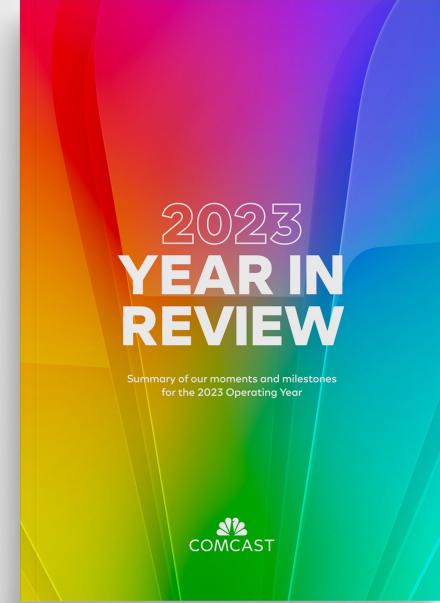
2.2 Plumes

Overview

Our plumes are inspired by the peacock symbol. We can use full bleed crops of our plumes for maximum impact. When using our plumes it is essential to include the full spectrum. Crops are available for horizontal, vertical, and square use.

Usage

Only used in specific, company-comprehensive big moments and campus signage — request access for use.



2.3

Typography

2.3 Typography

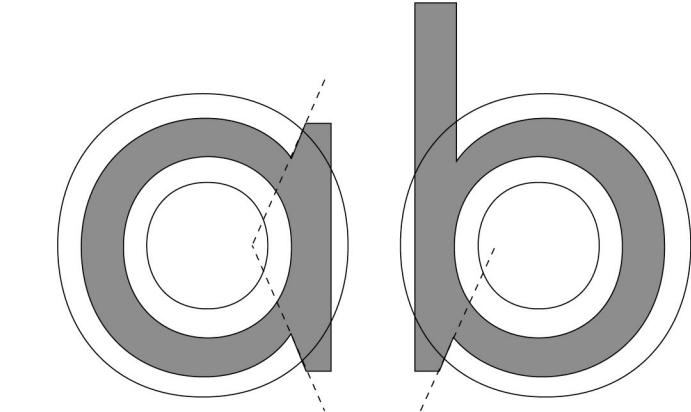
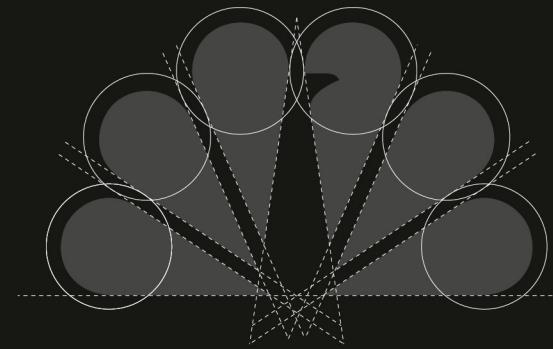
Comcast New Vision

Comcast New Vision is our primary typeface, which we use in all our communications.

Comcast New Vision is a bespoke font that is simple, modern, and geometric. A sans-serif font, it has been designed with distinctive details and subtle tonal cues to work in harmony with our brand symbol and logotype.

The typeface is used in both large and smaller sizes; display, body copy, captions, and labelling.

The Comcast New Vision font is only approved for use for the Comcast corporate brand. If you have questions related to use, please contact corpcommsrequest@comcast.com.

A large, bold, black sans-serif font 'Aa' is centered on a white background. The letters are clean and geometric in design.A collection of text samples in the Comcast New Vision font, including lowercase and uppercase letters, numbers, and punctuation marks, all rendered in a clean, sans-serif style.

2.3 Typography

Weights

We use six weights of Comcast New Vision across our brand communications.

The combination of extra light, light, regular, semibold, bold, and extra bold allows flexibility when requiring emphasis.

We can use these weights to create dynamism and strong typographic hierarchy within our layouts and systems.

All weights come with an alternative italics option.

Extra Light
Light
Regular
Semibold
Bold
Extra Bold

2.3 Typography

Type In Use

The consistent use of our font helps to create our distinctive brand. Our different weights ensure our copy balances form and function, rigor and energy.

Use and balance the weights in all applications to make sure the hierarchy of information is clear.

Regular →

Regular →

Semibold →

Light →

Comcast to Deliver Multi-Gig Symmetrical Speeds in World-First DOCSIS 4.0 Deployment

Stock

CMCSA

Volume	5,072
Change	0.00
Last Trade	\$43.67

12.13.23 4:00pm EST
Data Provided by Refinitiv
Minimum 15 mins delayed

Tools

- @ Email Alerts
- RSS Feeds
- IR Contact
- FAQs

Content & Experiences

May 15, 2024

World Class Theme Parks

Universal Destinations & Experiences offers guests around the globe innovative, thrilling, and popular entertainment experiences. Our portfolio of theme parks features the industry's most technologically advanced film-and television-based attractions, exceptional hotel and resort properties, and unique merchandise, games, culinary concepts, and virtual and live entertainment.

Learn more →



2.3 Typography

System Alternative

Comcast New Vision should be used wherever possible. However, in instances where a document needs to be edited by an external party, or where Comcast New Vision is not available or supported, our system font, Arial, can be used.

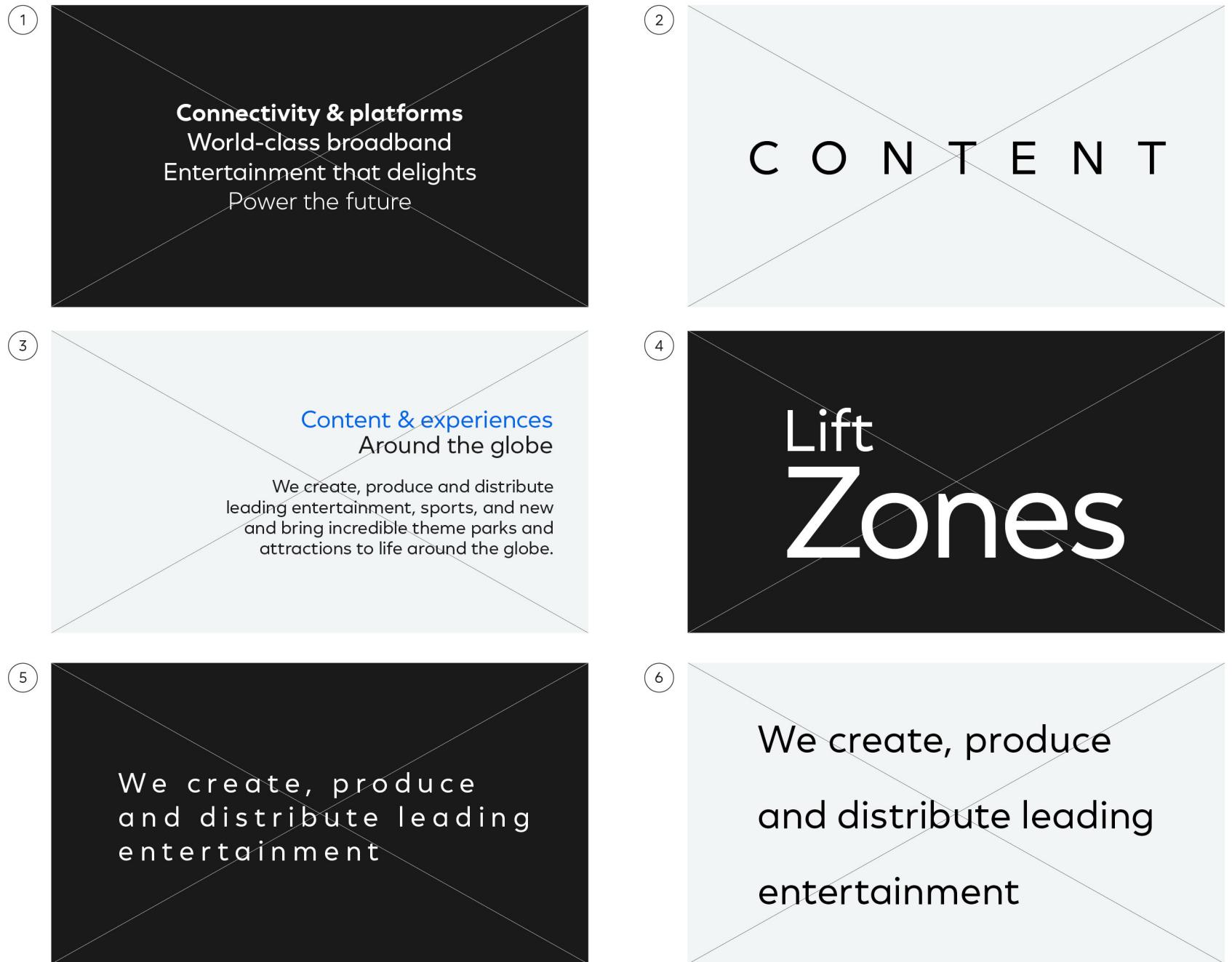


2.3 Typography

Watchouts

It is important to use typography as described in these guidelines. Here are a few things to avoid:

1. Don't use too many weights in one application
2. Don't use caps for headlines and body copy
3. Don't right align
4. Don't use two type sizes for a single headline
5. Don't allow for wide kerning
6. Don't allow for wide open leading



2.4

Imagery

2.4 Imagery Overview

Our imagery helps to communicate who we are and what we do.

We have four categories of imagery that are part of the Comcast ecosystem:

People
Places
Impact
Technology and Innovation

For access to the [Comcast Corporate Asset Library](#) in Brandfolder, request access using the "Request Access to Comcast Libraries" form, linked in the panel on the right-hand side of the page under "additional links."



2.4 Imagery

People

Our brand is powered by our people, so we bring our people to the forefront through our brand photography.

These images aim to capture the spirit of the people who work at Comcast, making the company feel more open, accessible, and relatable.



2.4 Imagery

People Examples

Our people are approachable and friendly, and photographed consistently – whether it's capturing candid moments or executive portraiture. Our photography should be clean and bright, seeking opportunities to bring in brand colors.

We can also cut people out in portraits and involve them in our colorful gradient backgrounds, creating a strong visual link to our brand expression.



2.4 Imagery Places

Photography should document spaces that are clean and inviting. Look for opportunities to capture spaces where branding and branded colors are present.

These include interiors, exteriors, graphic logos, and signage.



2.4 Imagery

Places Examples



2.4 Imagery Impact

We are committed to creating positive change and a more equitable society by supporting local communities, our teammates, and our planet.

Our images capture our commitment and impact initiatives, with real people in real-life settings, seeking opportunities for vibrant color and branding.



2.4 Imagery

Impact Examples



2.4 Imagery

Technology and Innovation

Just like people, products have personalities, too. Our products are simple and elegant. Look for opportunities to capture products in a natural, clean environment in a way that avoids being too commercial. A good product shot should be editorial in nature.



2.4 Imagery

Technology and Innovation Examples

When we want to give context to our products, we use lifestyle imagery to tell a larger story.



3.0

Brand

Examples

3.1 Logo Examples

Logo On Content

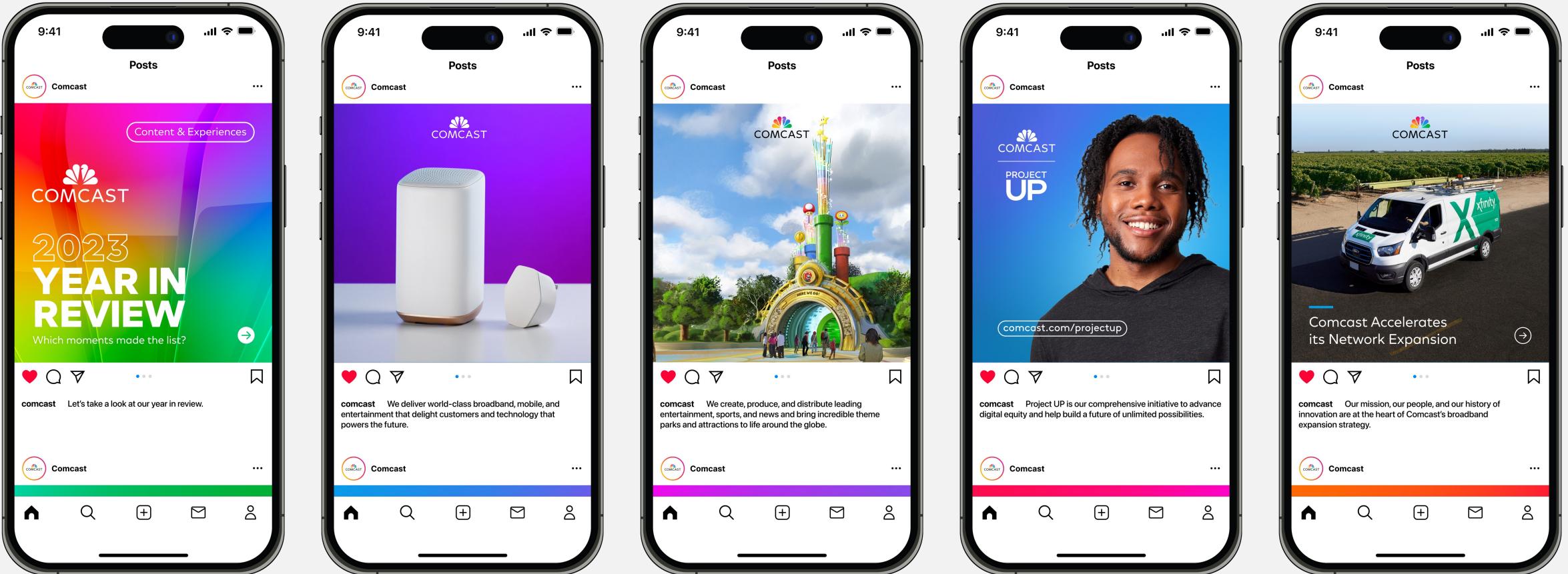
When using the Comcast logo over imagery, we prefer to use our full-color logo, and where necessary we can darken imagery to create contrast and legibility.

For instances where our full-color logo is not legible enough on content, we can use our white mono logo as an alternative.



3.1 Logo Examples

Social Channels



3.2 Color Palette Examples

Gradient Usage

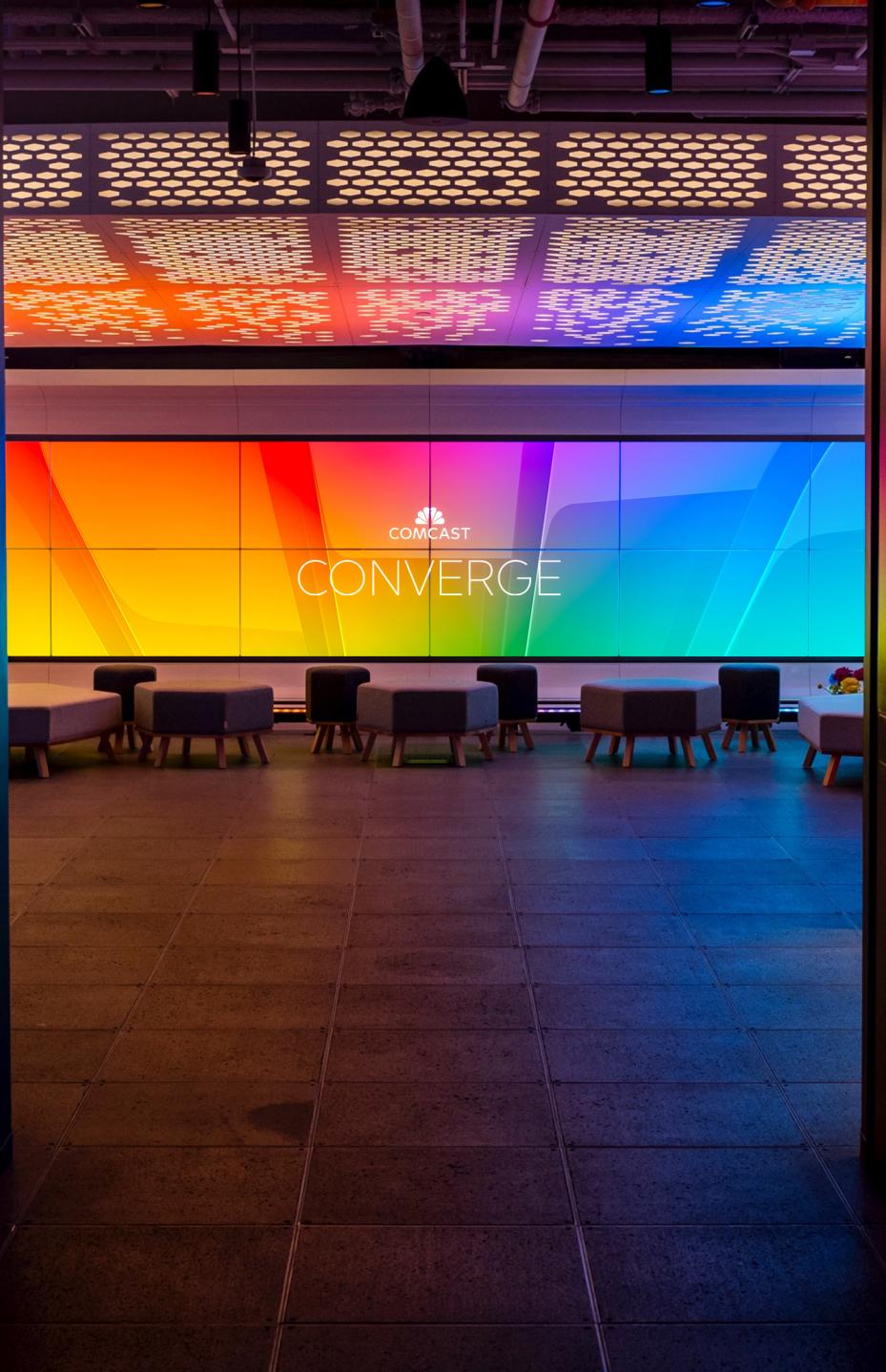
The collage illustrates the use of a color gradient palette across various Comcast digital assets:

- Top Left:** A photograph of two men, Keith Harvey and Dalila Wilson-Scott, looking at a laptop. The background has a purple-to-yellow gradient overlay.
- Top Middle:** A photograph of a woman laughing while a man uses a laptop. The background has a yellow-to-orange gradient overlay.
- Top Right:** A photograph of a person working on a laptop outdoors. The background has a green-to-blue gradient overlay.
- Middle Left:** A screenshot of the 2024 Impact Report. It features a blue-to-white gradient background. Text includes: "Last's 60th anniversary, our commitment to communities and to building a more equitable, sustainable world has never been sharper." and "At the same time, we are diligently looking for ways to reduce our carbon footprint and address climate change – driving energy efficiency across our network and implementing sustainable practices in our operations. One highlight is the launch of our GreenerLight Program, which incorporates sustainability throughout the filmmaking process, from script to screen."
- Middle Center:** A photograph of seven diverse young people lying in a circle on grass, holding laptops. The word "COMCAST" is visible in the top left corner of the image area.
- Middle Right:** A screenshot of the 2024 Impact Report. It features a white-to-green gradient background. The title "IMPACT REPORT 2024" is prominent. Text includes: "We're helping to build a future of unlimited possibilities. Backed by a \$1 billion commitment, Project Up deeper, the impact of our efforts to connect people to the Internet, deliver digital skills, create new career pathways in media and technology, and support entrepreneurs."
- Bottom Left:** A screenshot of the 2024 Carbon Footprint Data Report. It features a white-to-teal gradient background. A bar chart shows Scope 1 & 2 Emissions (tCO2e) from 2019 to 2023: 2.3, 2.1, 1.7, 1.5, 1.6.
- Bottom Middle:** A photograph of a man working on server equipment in a data center. The background has a teal-to-white gradient overlay.
- Bottom Right:** A screenshot of the 2024 Impact Report. It features a yellow-to-white gradient background. Text includes: "Score on the Human Rights Campaign's 2023 Corporate Equality Index for the tenth year." and "#13 DiversityInc® Top 50 list as one of the nation's most inclusive companies."
- Right Edge:** A large, tilted graphic for "PROJECT UP". It features a purple-to-white gradient and includes a map of the United States with callout points for various locations.

3.3 Event Examples



OH J ROBERTS FORUM



3.3 Event Examples

3.4 Digital Signage Examples

The digital signage screen features the Comcast NBC peacock logo at the top center. Below it, the title "Connectivity & Platforms: Q1 2024 Highlights" is displayed. The screen is divided into three main sections:

- Residential Broadband:** Shows a white cylindrical Comcast router and a small white device. Text below reads "Domestic Broadband ARPU +4.2%".
- Wireless:** Shows a smartphone displaying a purple screen with a large white 'X'. Text below reads "Xfinity Mobile New Additions +289,000 to nearly 7 Million".
- Business Services Connectivity:** Shows a man in a blue shirt talking on a phone while holding a coffee cup. Text below reads "Revenue +5.4% to \$2.4 billion".

3.4 Digital Signage Examples



3.5 Print Examples



Comcast Accelerates its Network Expansion

Comcast increases the number of homes and businesses passed by its network by 1.1 million to 62.5 million and invests in expansion and upgrades

2023 Year in Review 01 2023 Year in Review 02

A photograph of a Comcast Xfinity service van parked on a paved road next to a dirt road. The van is white with "xfinity" and a green "X" logo on the side. The background shows a vast vineyard under a clear blue sky.

3.6 Merchandise

Overview

For print applications, there is no shine on the peacock symbol to help with printing consistencies.

Please make sure you are always using CMYK files for print.

For assistance with merchandise orders please reach out to corpcommsrequest@comcast.com.



4.0 Social Impact Brands

4.0 Social Impact Brands

Introduction

As a media and technology company, we are committed to using the power of our platforms, our people, and our reach to create positive change and a more equitable society. By supporting local communities, our teammates, and our planet, we can help create a world of open possibilities – so together, we can build a future that benefits generations to come.

These initiatives are brought to life through our three social impact brands: Project UP, Team UP, and Lift Zone.



4.1

Project UP

4.1 Project UP

Introduction

Project UP is our comprehensive initiative to advance digital equity and help build a future of unlimited possibilities.

Backed by a \$1 billion commitment to reach tens of millions of people, Project UP encompasses the programs and community partnerships across Comcast, NBCUniversal, and Sky that connect people to the Internet, advance economic mobility, and open doors for the next generation of innovators, entrepreneurs, storytellers, and creators.



Kevin Butler

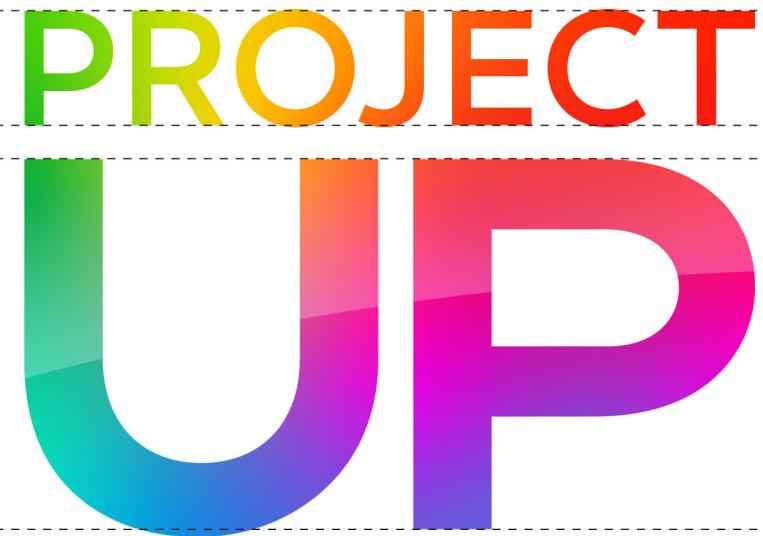
OAKLAND, CA

Internet Essentials provided Kevin access to the world. The Hidden Genius Project gave him the skills to succeed. Now he's a leader and mentor guiding the next generation.

4.1 Project UP

Logo

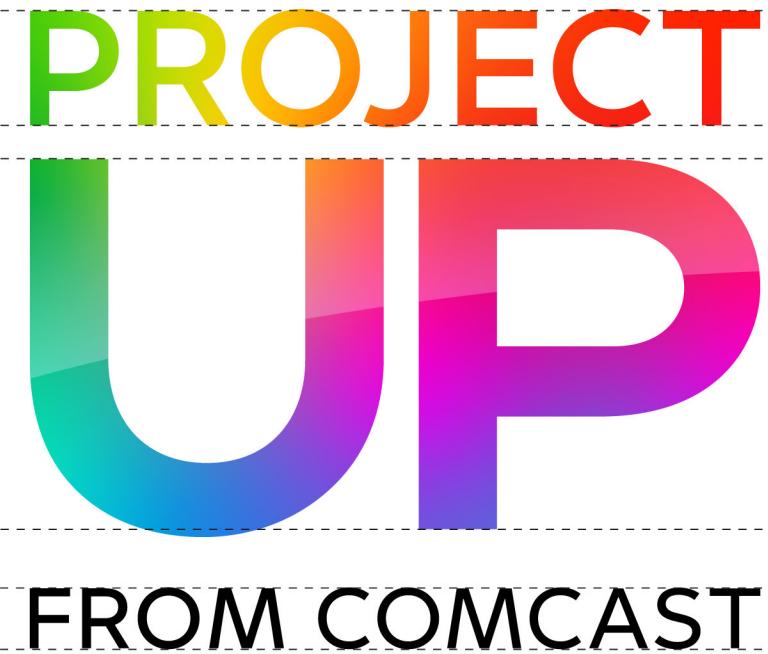
This is our Project UP master logo. It is made with our brand font and is developed using the gradients in the peacock symbol.



4.1 Project UP

Logo

This is the Project UP secondary logo, which features 'From Comcast'.



4.1 Project UP

Logo Usage

To ensure it's always clear that Project UP is an initiative from Comcast, here are the different ways the two logo versions should be used.

1. Comcast communications

In Comcast communications, Project UP is the main focus and is separate from the Comcast logo. The two logos must be seen in the same application.

2. External communications

When Project UP is used outside of Comcast communications, the secondary logo with 'from Comcast' should be used.

3. Comcast | Project UP lockup

A Comcast and Project UP logo lockup can be used in certain applications like campaigns.

1.



2.



3.



4.1 Project UP

Logo Clear Space

To keep the clarity and impact of our logo, it is important to keep an area of clear space around it and to not make it smaller than the recommended minimum size.

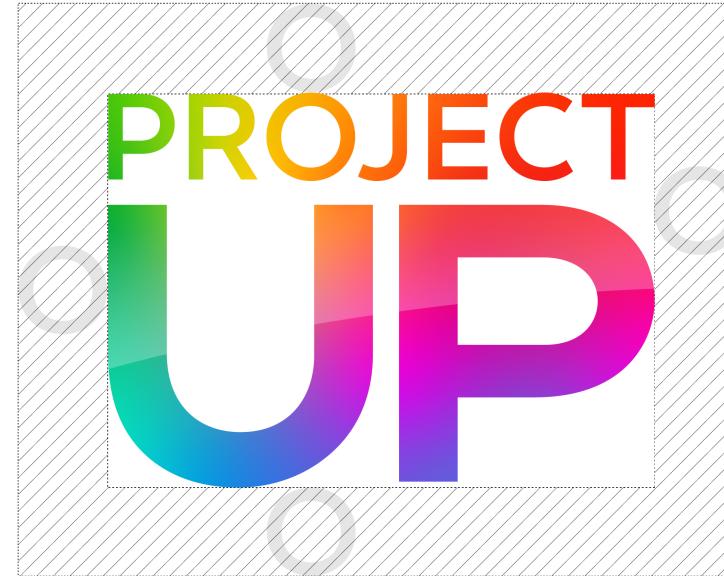
Giving clear space

To ensure our Project UP logo is prominent and legible, it is surrounded by an area of minimum clear space (illustrated by the shaded area).

This space is the height of our 'O' (from PROJECT) and should be free of any type or graphic elements.

Minimum sizes

We recommend that the logo not be reproduced any smaller than 15mm wide in print and 70px wide on digital applications.



Minimum width
Digital 70px wide
Print 15mm wide

4.1 Project UP

Color Logo Shine

For digital applications, the color Project UP logo has a shine that runs across it.

For print applications, the shine is removed from the color logo.

Please make sure you are always using the correct logo asset - RGB for digital and CMYK for print.

Digital logo with shine



Print logo without shine



4.1 Project UP

Logo Color Variations

Our logo primarily sits on white, but we have a few variations depending on where it's used.

1. On white

Our full color logo with black logotype sits on white backgrounds.

2. On dark

The full color logo with white logotype sits on dark backgrounds.

3. On spectrum and gradients

A white mono logo sits on spectrum or gradient backgrounds.

4. Limited use

A black mono logo should only be used if it's not possible to re-produce color in print.



4.1 Project UP

Partnerships

When we want to signify association with Comcast, we can create a lockup between Comcast and Project UP.

The Comcast logo should always come first in the lockup.



4.1 Project UP Examples

Here are some examples of how Project UP comes together in applications.



4.2

Team UP

4.2 Team UP

Introduction

Team UP is our national employee volunteer program, offering Comcast teams across the country opportunities to give back to their local communities 365 days a year.



4.2 Team UP

Logo

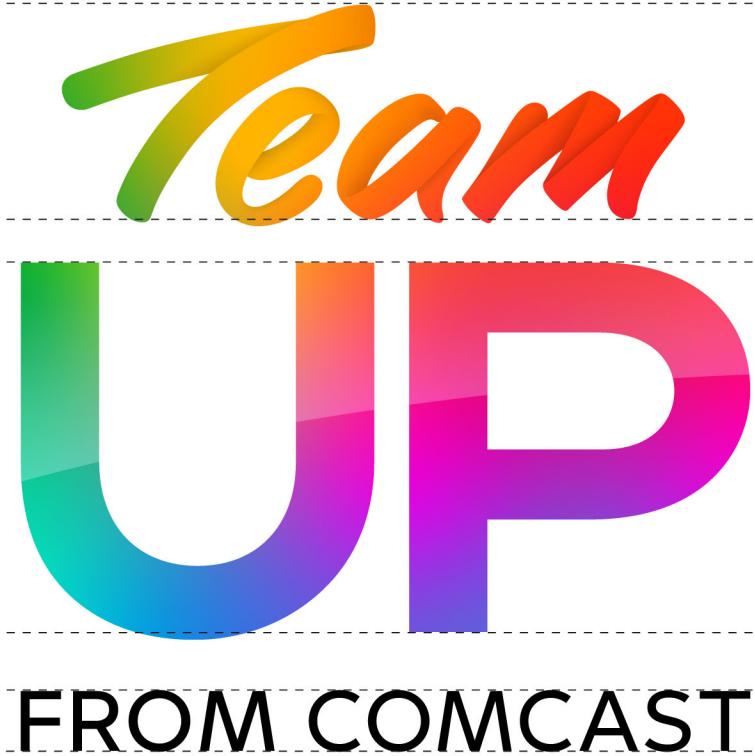
This is the Team UP master logo. It is made with our brand font and is developed using the gradients in the peacock symbol.



4.2 Team UP

Logo

This is the Team UP secondary logo, which features 'From Comcast'.



4.2 Team UP

Logo Usage

To ensure it's always clear that Team UP is an initiative from Comcast, here are the different ways the two logo versions should be used.

1. Comcast communications

In Comcast communications, Team UP is the main focus and separate from the Comcast logo. The two logos must be seen in the same application.

2. External communications

When Team UP is used outside of Comcast communications, the secondary logo with 'from Comcast' is used.

3. Comcast | Project UP lockup

A Comcast and Team UP logo lockup can be used in certain applications like campaigns.

1.



2.



3.



4.2 Team UP

Logo Clear Space

To keep the clarity and impact of our logo, it is important to keep an area of clear space around it and not make it smaller than the recommended minimum size.

Giving clear space

To ensure our Team UP logo is prominent and legible, it is surrounded by an area of minimum clear space (illustrated by the shaded area).

This space is the height of our 'e' (from Team) and should be free of any type or graphic elements.

Minimum sizes

We recommend that the logo not be reproduced any smaller than 20mm wide in print and 70px wide on digital applications.



Minimum width
Digital 70px wide
Print 20mm wide

4.2 Team UP

Color Logo Shine

For digital applications, the color Team UP logo has a shine that runs across it.

For print applications, the shine is removed from the color logo.

Please make sure you are always using the correct logo asset - RGB for digital and CMYK for print.

Digital logo with shine



Print logo without shine



4.2 Team UP

Logo Variations

Our logo primarily sits on white, but we have a few variations depending on where it's used.

1. On white

Our full color logo with black logotype sits on white backgrounds.

2. On dark

The full color logo with white logotype sits on dark backgrounds.

3. On spectrum and gradients

A white mono logo sits on spectrum or gradient backgrounds.

4. Limited use

A black mono logo should only be used if it's not possible to re-produce color in print.



4.2 Team UP

Partnerships

When we want to signify association with Comcast, we can create a lockup between Comcast and Team UP. The Comcast logo should always come first in the lockup.



4.2 Team UP

Examples

Here are some examples of how Team UP comes together in applications.



4.3

Lift Zones

4.3 Lift Zone

Introduction

Together with non-profit partners and city leaders, we have created more than 1,250 award-winning Lift Zones in community centers nationwide to provide students and families with free, high-capacity WiFi and access to hundreds of hours of free educational and digital skills content.



4.3 Lift Zone

Logo

This is the Lift Zone master logo. It is made with our brand font and is developed using the gradients in the peacock symbol.



4.3 Lift Zone

Logo

This is the Lift Zone secondary logo, which features 'Powered by Comcast'.



4.3 Lift Zone

Logo Usage

To ensure it's always clear that Lift Zone is an initiative from Comcast, here are the different ways the two logo versions should be used.

1. Comcast communications

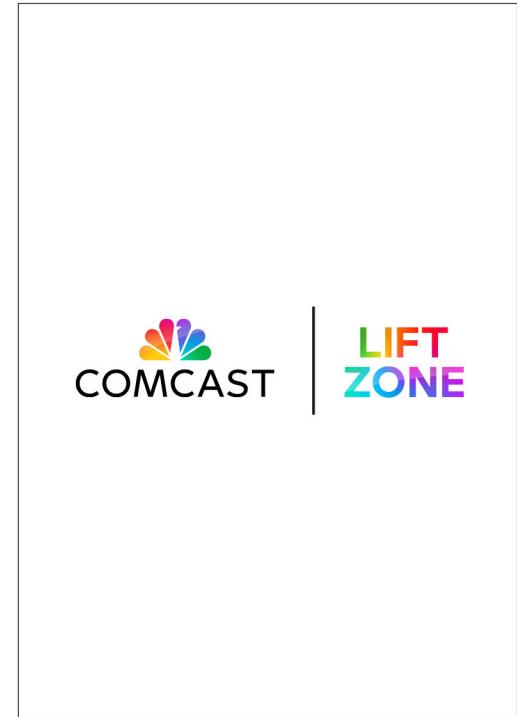
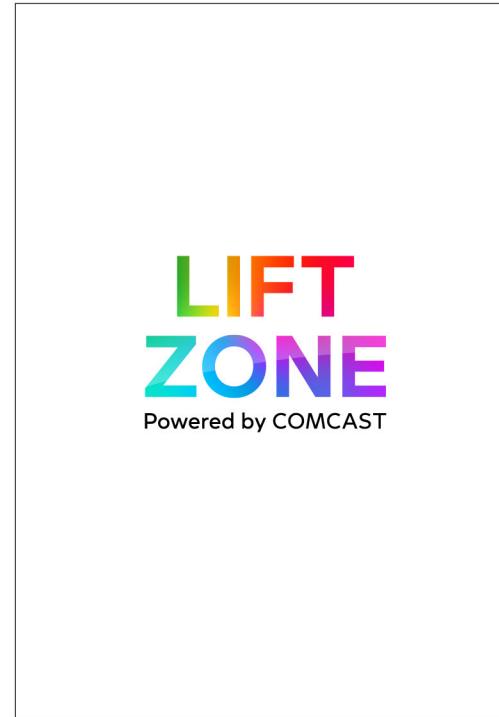
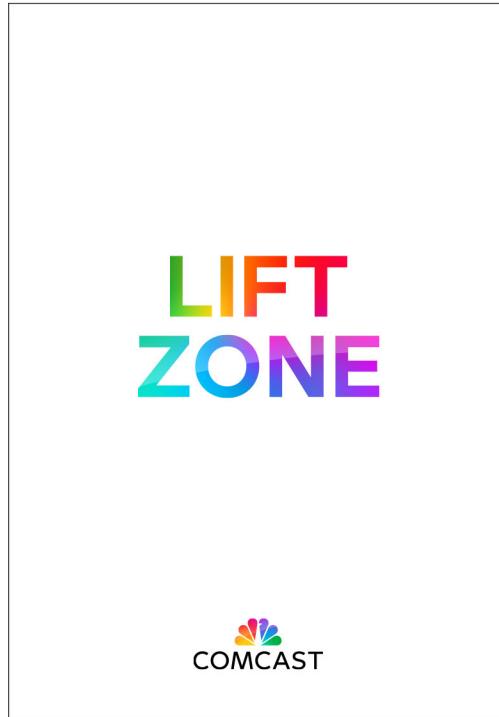
In Comcast communications, Lift Zone is the main focus and separate from the Comcast logo. The two logos must be seen in the same application.

2. External communications

When Lift Zone is used outside of Comcast communications, the secondary logo with 'Powered by Comcast' is used.

3. Comcast | Project UP lockup

A Comcast and Lift Zone logo lockup can be used in certain applications like campaigns.



4.3 Lift Zone

Logo Clear Space

To keep the clarity and impact of our logo, it is important to keep an area of clear space around it and not make it smaller than the recommended minimum size.

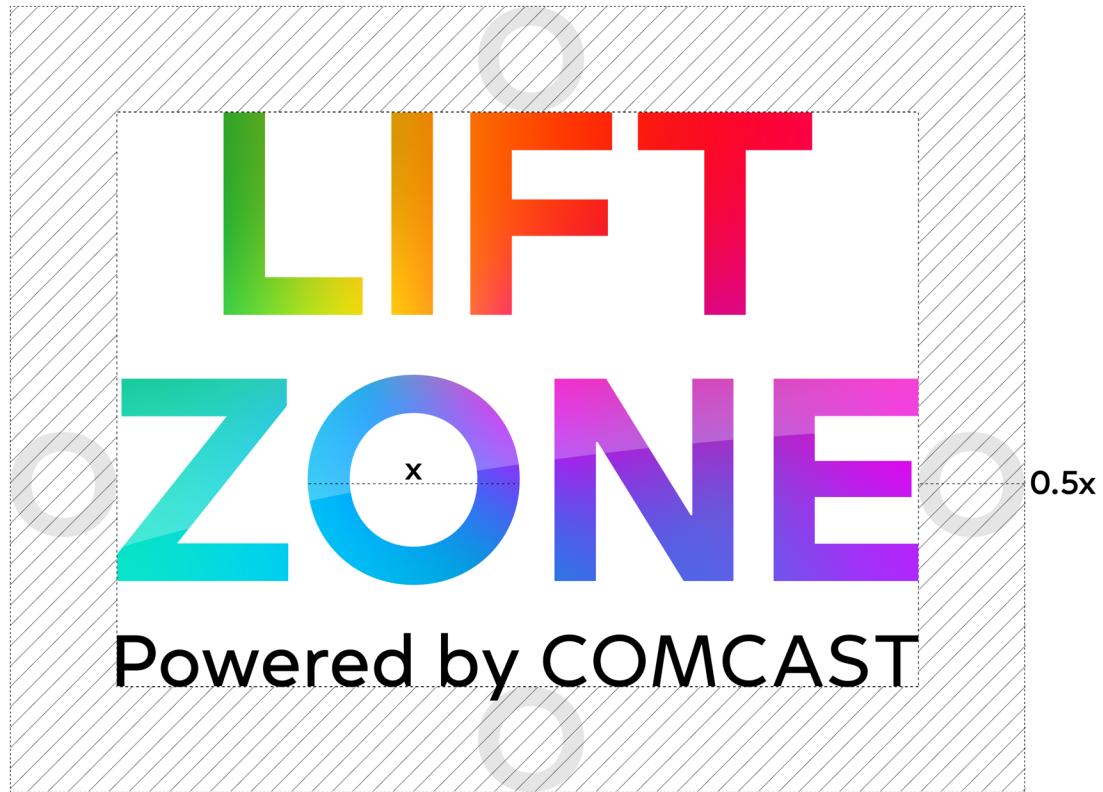
Giving clear space

To ensure our Lift Zone logo is prominent and legible, it is surrounded by an area of minimum clear space (illustrated by the shaded area).

This space is half the height of our 'O' (from Zone) and should be free of any type or graphic elements.

Minimum sizes

We recommend that the logo not be reproduced any smaller than 30mm wide in print and 80px wide on digital applications.



Minimum width
Digital 80px wide
Print 30mm wide

Powered by COMCAST

4.3 Lift Zone

Color Logo Shine

For digital applications, the color Lift Zone logo has a shine that runs across it.

For print applications the shine is removed from the color logo.

Please make sure you are always using the correct logo asset - RGB for digital and CMYK for print.

Digital logo with shine



Print logo without shine



4.3 Lift Zone

Logo Variations

Our logo primarily sits on white, but we have a few variations depending on where it's used.

1. On white

Our full color logo with black logotype sits on white backgrounds.

2. On dark

The full color logo with white logotype sits on dark backgrounds.

3. On spectrum and gradients

A white mono logo sits on spectrum or gradient backgrounds.

4. Limited use

A black mono logo should only be used if it's not possible to re-produce color in print.



4.3 Lift Zone

Partnerships

When we partner with charities or brands, we can show the partnership in the following logo lockups.

1. External partners

When partnering with external projects we can create a lockup with the master Lift Zone logo. Always lead with the Lift Zone logo.

2. Comcast association

When we want to signify association with Comcast, we can create a lockup between Comcast and Lift Zone. The Comcast logo should always come first in the lockup.



4.3 Lift Zone

Arrow Super Graphic

To bring our Lift Zone spaces and touch points to life, we have an arrow super graphic asset.

Always grounded to an edge, the arrows point diagonally upwards, making them uplifting and positive. Filled with our spectrum, they're bright and bold.

The arrow graphic does not need to feature on every Lift Zone touch point but when used, it should be applied in an impactful way.

Here are a few things to avoid:

1. Don't use the arrow graphic as small decoration in a corner. It should be used in a bold way.
2. Don't float the arrow graphic on your application. It should always be grounded to an edge.
3. Don't distort the arrow graphic.



4.3 Lift Zone

Arrow Usage

Each arrow from the super graphic is filled with a unique gradient that has been created from the Comcast brand color palette. The colors within the super graphic should never be altered or changed in anyway.

When creating communications for Lift Zones use the brand gradients for all other graphics, such as text boxes. Don't use the gradients from the super graphic elsewhere.

The arrow super graphic has been created as an artworked asset in RGB for digital application and CMYK for print applications.

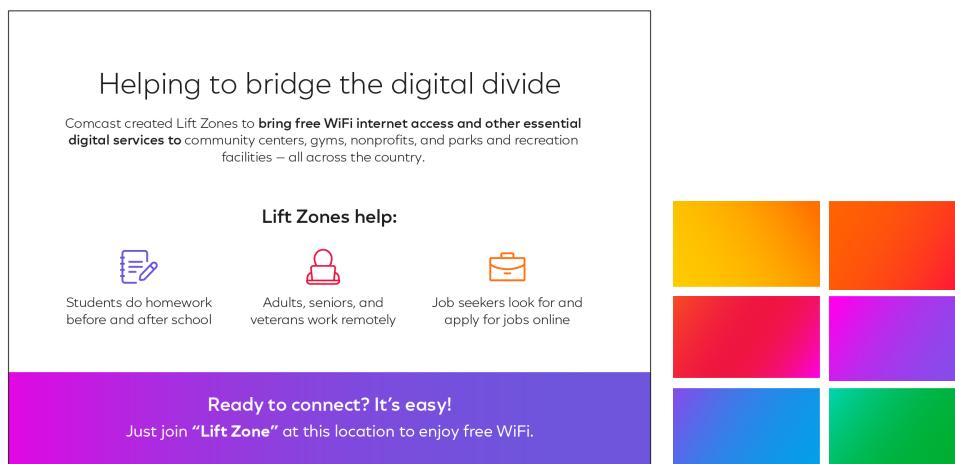
The gradients within the super graphic are unique to the arrows



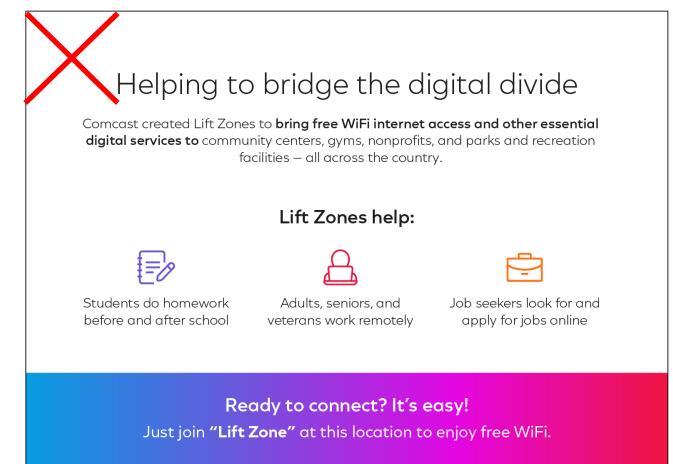
Don't change the colors of the arrows in anyway



Use the brand gradients for all other graphics



Don't use the super graphic gradients for other graphics



4.3 Lift Zone

Examples

Here are some examples of how Lift Zone comes together in applications.



5.0

Contact

5.0 Contact

Please reach out to corpcommsrequest@comcast.com for any additional questions.

For brand approvals please fill out [this](#) form.