Logo / Hero Colour

Trademark symbol must always be present

Minimum height 8mm

COLOUR - PMS 375
C - 47
M - 0
Y - 100
K - 0

R - 145
G - 212
B - 0
toolkit

1  Logo
2  Logos on Black & White
3  Hero Logo
4  Logo Colours (on white)
5  Logo Colours (on black)
6  Colour Values
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9  Colour Theory
10 Font Specification

‘A’ line brand device

11 ‘A’ Line Strap Device
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In addition to black and white the 10 colours below are the ONLY colours to be used without prior consent.
Please contact Lester Mordue to discuss any further colour requirements - Lester_Mordue@discovery-europe.com
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Exclusion Zones

NO type should be within these areas with the exception of website details [as shown]

discoverytv.com
discoverytv.com

Preferred Exclusion Zone
e.g. Billboard, Press ad, etc.

Exclusion Zone for applications involving limited space
e.g. Web banners, Skyscrapers, etc.
What not to do

discoverytv.com

discoverytv.com

discoverytv.com

discoverytv.com
We have chosen our palette from the vast array of rich and wonderful colours within the animal kingdom. This wide pallete illustrates the diversity of the natural world.

Each colour can be used to enhance the emotional connection that ANIMAL PLANET seeks to find with its audience.

sadness / purity / power / health / joy / healing / understanding / integrity / romance / longing / safety / danger / wisdom / peace /
‘A’ Line Strap Device

strap is cut at 7.6°
‘A’ Line Strap Usage
“The quick brown fox jumps over the lazy dog.”
MEERKAT MANOR

New series starts Nov 15th

Channel details
discoverytv.com
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