

TELVIS

GRAPHICS STANDARDS GUIDE



THE LOGO IS A UNIT

NO portion or part of the logo may be altered or distorted in any way.



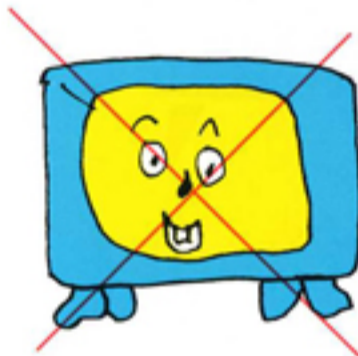
NO additional copy of any kind may be placed on or in the logo.



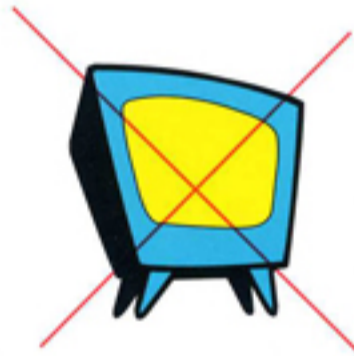
Telvis does not speak. No copy may be used as the words or thoughts of Telvis.



The logo MUST NOT be drawn by hand.



NO portion or part of the logo may be used by itself.

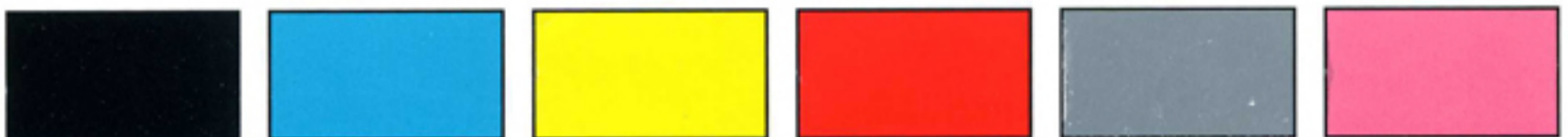


Telvis should not be used with negative comments - Only positive suggestions or points.



Do Not Substitute Colors

You must use the exact Pantone Color or its process four color equivalent when reproducing any of the Telvis Logos in this book.



Black

0% Cyan
0% Magenta
0% Yellow
100% Black

Blue

PMS 3135
100% Cyan
0% Magenta
15% Yellow
6% Black

Yellow

PMS Process Yellow
0% Cyan
0% Magenta
100% Yellow
0% Black

Red

PMS Red 032
0% Cyan
91% Magenta
87% Yellow
0% Black

Grey

PMS 422
0% Cyan
0% Magenta
0% Yellow
34% Black

Pink

PMS 204
0% Cyan
60% Magenta
0% Yellow
0% Black

CUTE TELVIS

MUSIC TELVIS

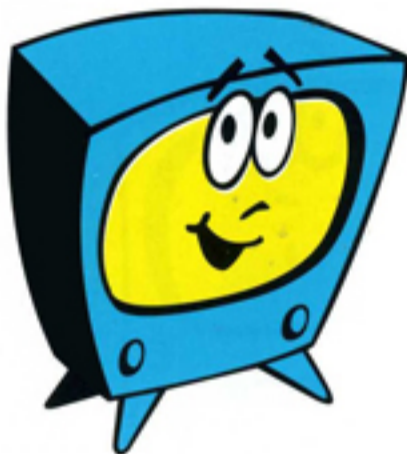
CHANNEL SURFER TELVIS

Four Color

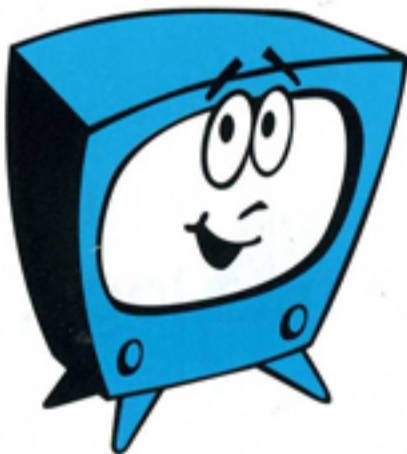
This Logo version has no fourth color



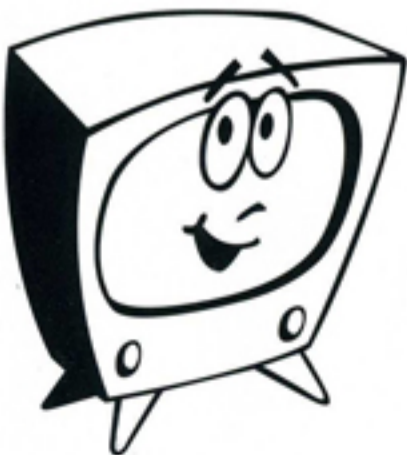
Three Color



Two Color



One Color



COLOR PRINTING EXAMPLES

EDUCATION TELVIS

STARZ! TELVIS

ARMCHAIR TELVIS

Four Color



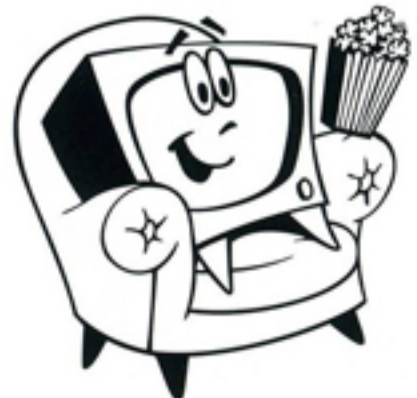
Three Color



Two Color



One Color



COLOR PRINTING EXAMPLES

(More examples on inside of back cover)