

RATIONALE

The Spectra logo consists of two elements: the mark and the logotype.

The mark is grounded in the idea of multiple facets coming together to form a bigger, better whole.

The logotype is strong and readable, with rounded letters that feel like a part of the Comcast Spectator logo family. Open spacing and an extra bold weight of Alright Sans Extra Bold ensure readability across different applications.



SPECTRA
BY COMCAST SPECTACOR



SPECTRA
BY COMCAST SPECTACOR

USAGE

The Spectra logo has vertical and horizontal format options. Either can be used depending on the space available. Refer to the "Clear Space" guidelines on Page 19.

The color version should be used in most instances. A black and white version is also provided for use in special cases. For example, within an RFP or when used on a colored or black background.

HORIZONTAL LOGO



STACKED LOGO



USAGE

REVERSED

Use the reversed logo when on black, dark photographs or when silk-screened on t-shirts.

HORIZONTAL LOGO

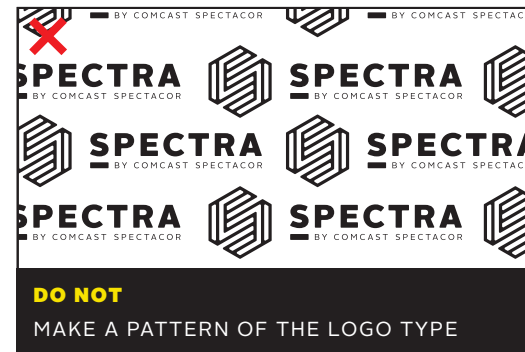
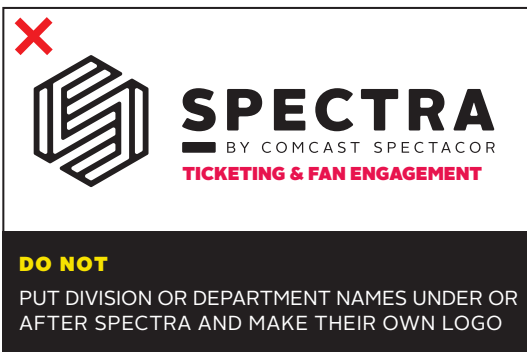


STACKED LOGO



USAGE

Correct logo usage ensures a stronger and more recognizable brand. Here are some examples of incorrect logo usage, which may dilute the brand voice and confuse our audiences.



CLEAR SPACE

A standard negative space is used to prevent the logo from getting crowded or lost next to other design elements. This negative space, at a minimum, must be equal to the height of the “Spectra” word mark.



LOGO

MINIMUM SIZE

The logo cannot go smaller than the defined amount otherwise the smaller text will become illegible.

HORIZONTAL LOGO

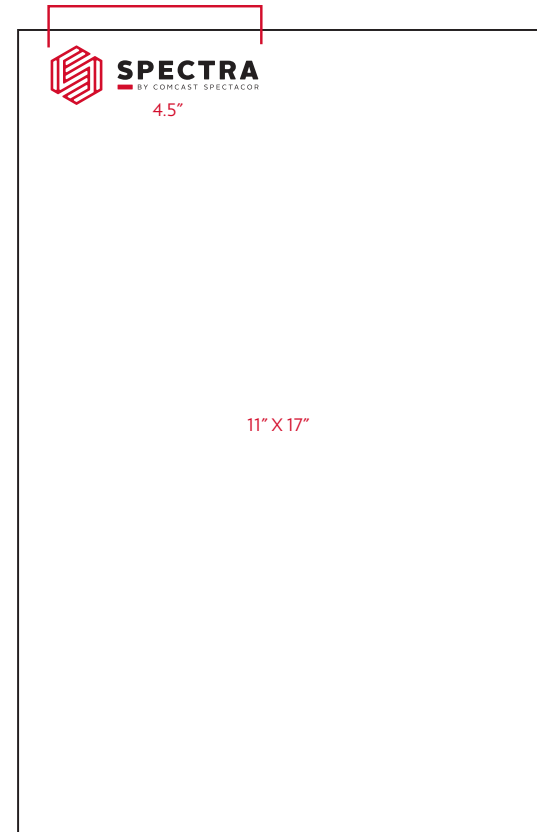
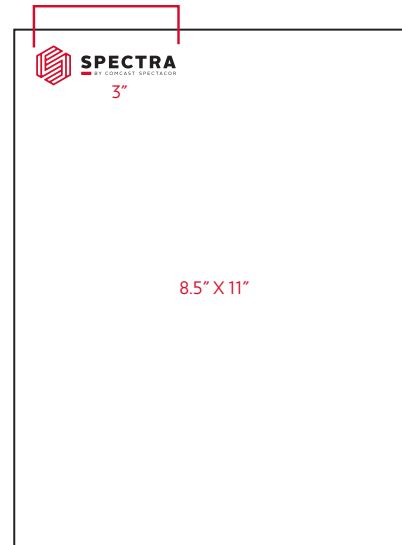
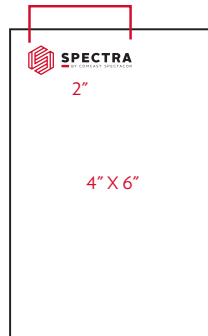


STACKED LOGO



LOGO SCALE

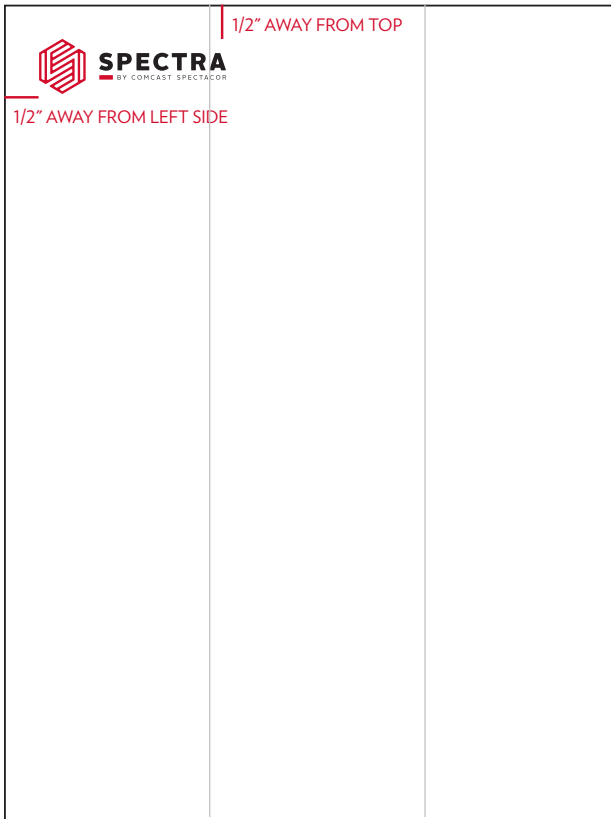
The Spectra logo should be proportionate to the size and space of the composition. It should be no larger than 1/2 and no smaller than 1/5 of the composition width. Use these examples as a reference for suggested sizes.



PLACEMENT

Placement can vary widely based on design, but as a general rule the logo should remain in the top third of the composition. It can be aligned on the right/left side or in the center.

LEFT ALIGNED

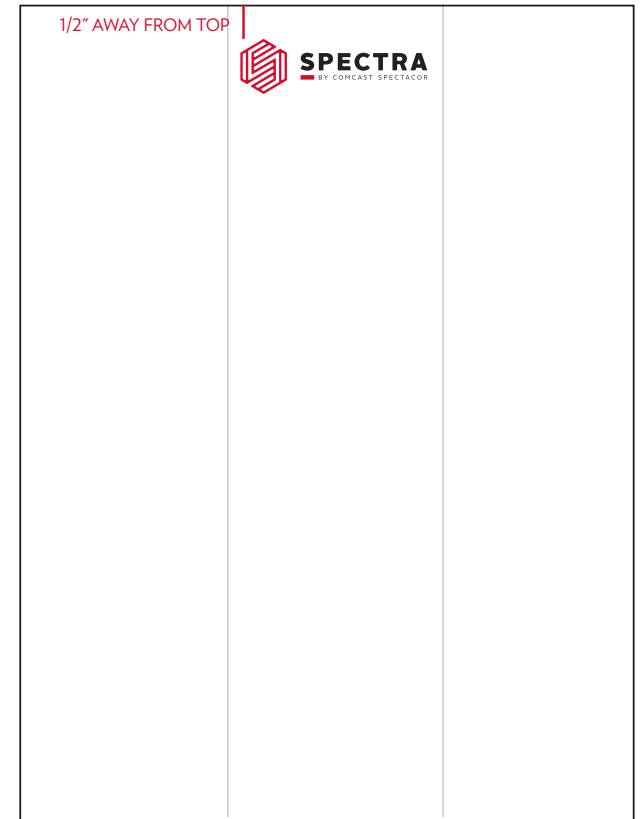


THE MAJORITY OF THE LOGO SHOULD SIT INSIDE THE LEFT 1/3 OF THE PAGE AND NOT EXCEED PAST HALF OF THE WIDTH OF THE PAGE

RIGHT ALIGNED



THE MAJORITY OF THE LOGO SHOULD SIT INSIDE THE RIGHT 1/3 OF THE PAGE AND NOT EXCEED PAST HALF OF THE WIDTH OF THE PAGE



THE LOGO SHOULD SIT DIRECTLY IN THE CENTER OF THE PAGE, AT LEAST 1/2\"