CHIVE MEDIA GROUP

VISUAL STANDARDS

Logo

CHIVE
MEDIA
GROUP

PRIMARY LOGO

Logo

CHIVE MEDIA GROUP

SECONDARY LOGO

use **ONLY** with creative team approval

Proper Spacing

use **"C"** at 100%

Proper Spacing

use **"C"** at 100%
use **ONLY** with creative team approval

Application

CHIVE
MEDIA
GROUP

use **ONLY** when on black background

.5 width stroke and use hex #58595b

Application

CHIVE MEDIA GROUP

use **ONLY** when on black background

.5 width stroke and use hex #58595b

use **ONLY** with creative team approval

Application

use primary logo for any photo overlay

Application

use primary logo for any photo overlay

use **ONLY** with creative team approval

Color

BLACK

#000000

GRAY

#58595b

CHIVE GREEN

WEB #00C300 PRINT #802C

DON'T

DON'T invert the colors

DON'T remove bounding box

DON'T change colors

just **DON'T** fuck with it!

2017

theCHIVE
Probably the Best Site in the World

PRIMARY COLOR

PMS 802C

RGB: 0 • 195 • 0

CMYK: 75% • 0% • 100% • 0%

HEX: 00C300

BLACK

PRIMARY LOGO

theCHIVE
Probably the Best Site in the World

PRIMARY ICON

TYPE FACE

Devils Breez Demi

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

PRIMARY LOGO ON BLACK

theCHIVE
Probably the Best Site in the World

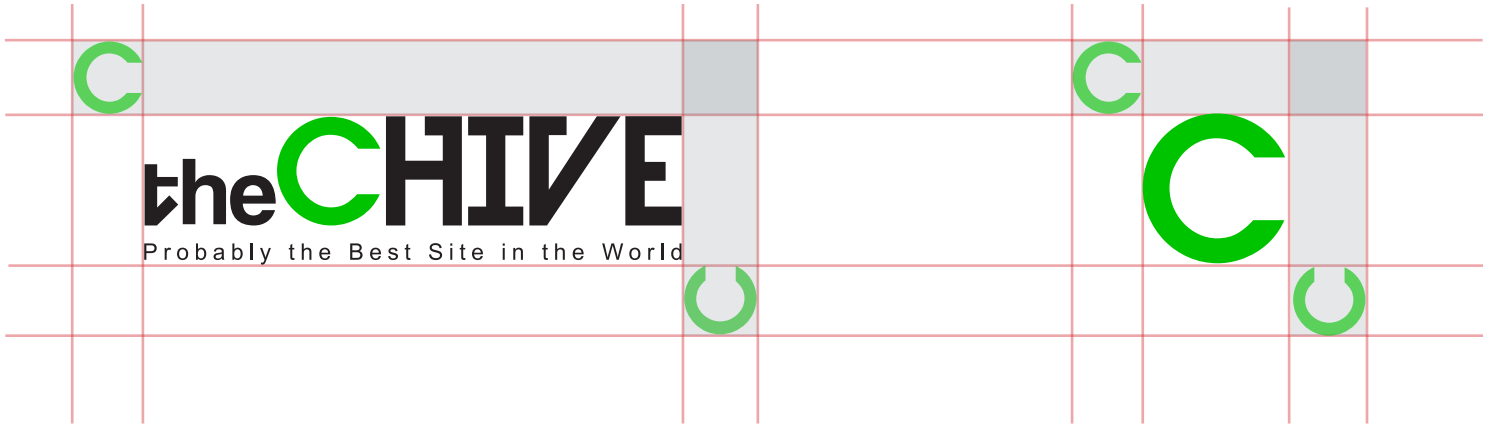
APPLIES ALSO WHEN BEING PLACED ON IMAGE OR COLORED BACKGROUND.

ALT. LOGO USED WITH BLACK SQUARE

theCHIVE
Probably the Best Site in the World

theCHIVE

SPACING



Scaling Constant

50%

DO NOT:

theCHIVE
Probably the Best Site in the World

DO NOT CHANGE COLOR

theCHIVE
Probably the Best Site in the World

DO NOT SKEW

theCHIVE
Probably the Best Site in the World

DO NOT CHANGE BOX, SIZE IF IN BOX

USE THIS LOGO ONLY AS WE HAVE INSTRUCTED.
PLEASE DON'T FUCK WITH IT.

THANK YOU

HIVE
Charities

PRIMARY COLOR

PRIMARY COLOR

PMS 802C

RGB: 0 • 195 • 0

CMYK: 75% • 0% • 100% • 0%

HEX: 00C300

SECONDARY COLOR

Black

PRIMARY LOGO

PRIMARY ICON

TYPE FACE

Spring LP Std

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

the quick brown fox jumped over the lazy dog

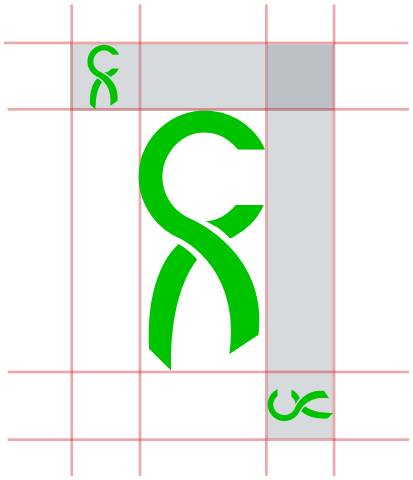
PRIMARY LOGO ON BLACK

APPLIES ONLY WHEN BEING PLACED ON IMAGE OR COLORED BACKGROUND.

Devils Breez Demi

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

SPACING



Scaling Constant

100%

Scaling Constant

25%

DO NOT:

USE THIS LOGO ONLY AS WE HAVE INSTRUCTED.
PLEASE DON'T FUCK WITH IT.

THANK YOU

CHIVETV

LOGO BREAK DOWN

PRIMARY COLOR

PMS 802C

RGB: 0 • 195 • 0

CMYK: 75% • 0% • 100% • 0%

HEX: 00C300

SECONDARY COLOR

Black

PRIMARY LOGO

CHIVETV

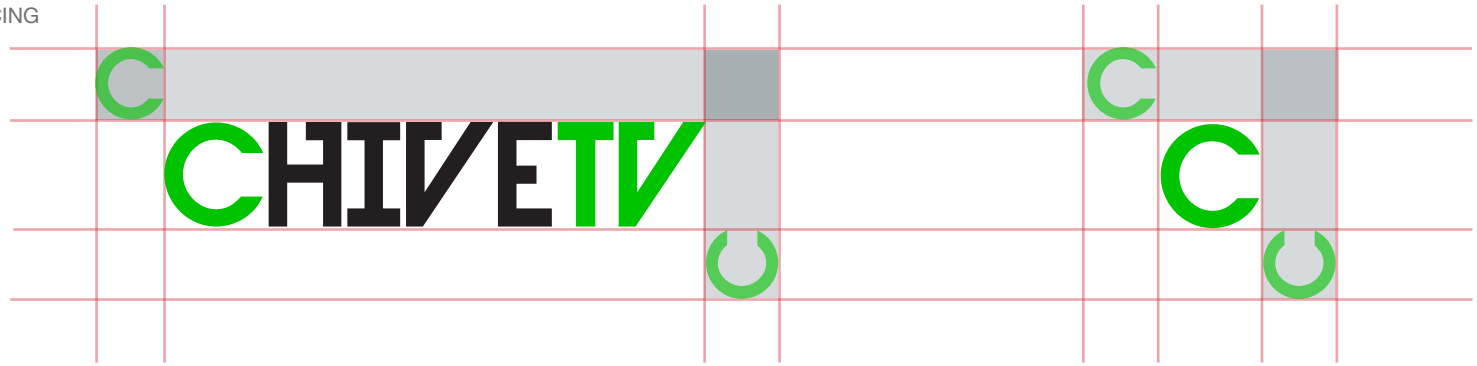
TYPE FACE

Devils Breez Demi

THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

PROPER LOGO USE

SPACING



Scaling Constant

C 70%

DO NOT:

CHIVETV

DO NOT CHANGE COLOR

CHIVETV

DO NOT BREAKUP LOCKUP

CHIVE TV

DO NOT CHANGE LOCKUP

USE THIS LOGO ONLY AS WE HAVE INSTRUCTED.
PLEASE DON'T FUCK WITH IT.

THANK YOU

CHIVENATION
Probably the Best Community in the World

PRIMARY COLOR

PMS 802C

RGB: 0 • 195 • 0

CMYK: 75% • 0% • 100% • 0%

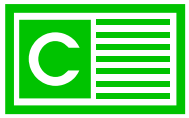
HEX: 00C300

SECONDARY COLOR

Black

PRIMARY LOGO

PRIMARY ICON



TYPE FACE

Devils Breez Demi

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

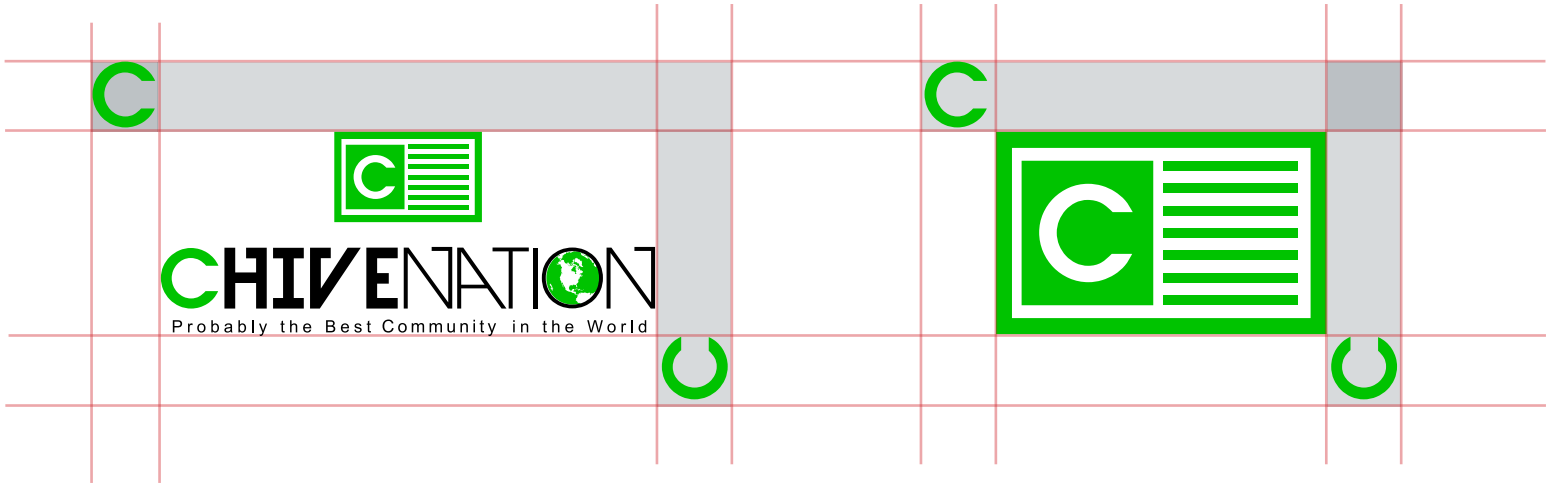
Devils Breez Book

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

PRIMARY LOGO ON BLACK

APPLIES ONLY WHEN BEING PLACED ON IMAGE OR COLORED BACKGROUND.

PROPER LOGO USE



Scaling Constant
100%

Scaling Constant
65%

DO NOT:

USE THIS LOGO ONLY AS WE HAVE INSTRUCTED.
PLEASE DON'T FUCK WITH IT.

THANK YOU

CHIVE
GAMING

LOGO BREAK DOWN

PRIMARY COLOR

PMS 368 C

RGB: 101 • 177 • 41

CMYK: 66% • 6% • 100% • 0%

HEX: 65b144

SECONDARY COLOR

Black

TERTIARY COLOR

White

PRIMARY LOGO

PRIMARY ICON

TYPE FACE

Devils Breez Demi

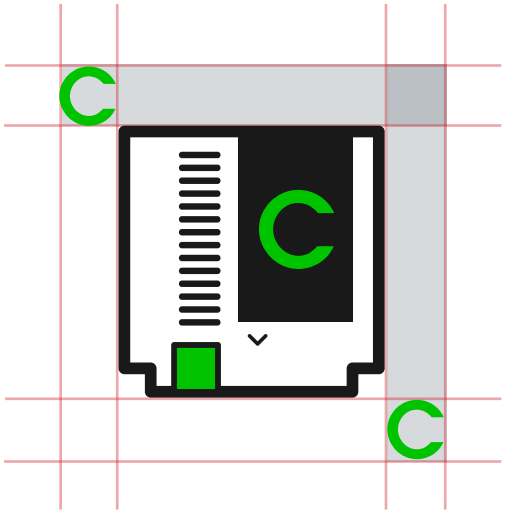
THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

PRIMARY LOGO ON BLACK

APPLIES ONLY WHEN BEING PLACED ON IMAGE OR COLORED BACKGROUND.

PRIMARY ICON BLACK

PROPER LOGO USE



Scaling Constant

C 75%

DO NOT:

DO NOT CHANGE COLOR

DO NOT BREAKUP LOCKUP

DO NOT SKEW

USE THIS LOGO ONLY AS WE HAVE INSTRUCTED.
PLEASE DON'T FUCK WITH IT.

THANK YOU

Callaway
MGM
RESORTS
MGM GRAND
William Murray

LOGO BREAK DOWN

PRIMARY COLOR

PMS 289 C

RGB: 13 • 34 • 64

CMYK: 98% • 84% • 46% • 51%

HEX: #0d2240

SECONDARY COLOR

PMS 368 C

RGB: 101 • 177 • 41

CMYK: 66% • 6% • 100% • 0%

HEX: 65b144

TERTIARY COLOR

White

PRIMARY LOGO

PRIMARY ICON

TYPE FACE

Custom Script

William Murray

PRIMARY LOGO ON BLACK

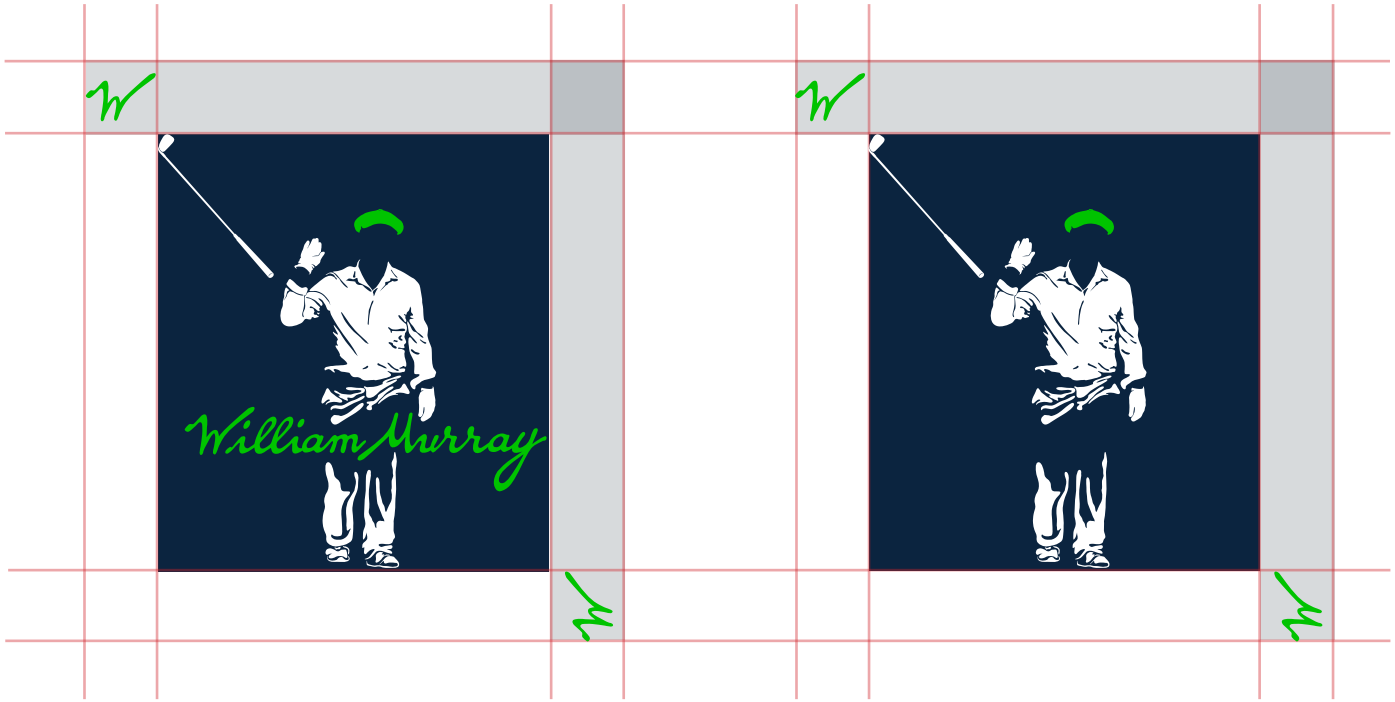
APPLIES ONLY WHEN BEING PLACED ON IMAGE OR COLORED BACKGROUND.

PRIMARY ICON BLACK

WORDMARK

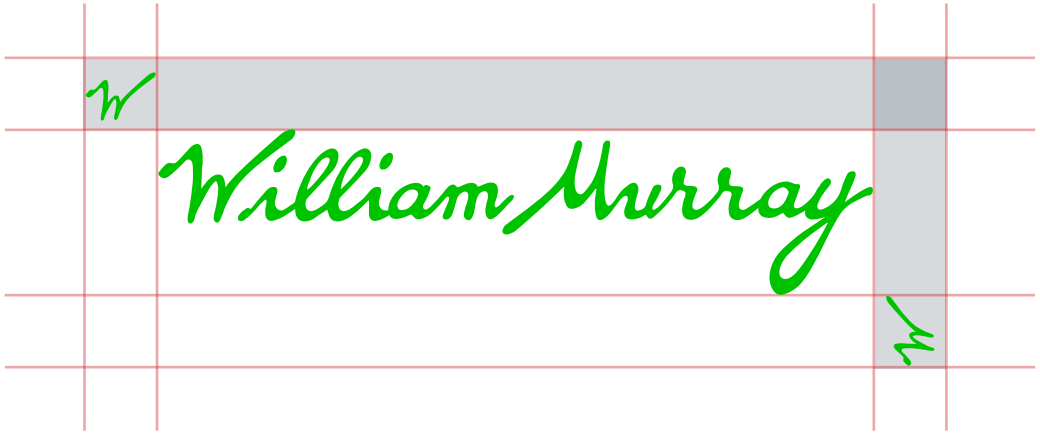
William Murray

PROPER LOGO USE



Scaling Constant

W 100%



Scaling Constant

W 50%

DO NOT:

DO NOT CHANGE COLOR

DO NOT SKEW

USE THIS LOGO ONLY AS WE HAVE INSTRUCTED. PLEASE DON'T FUCK WITH IT.

THANK YOU

BUY ME
BRUNCH

LOGO BREAK DOWN

PRIMARY COLOR

PMS 2995 C

RGB: 0 • 169 • 224

CMYK: 83% • 1% • 0% • 0%

HEX: #00a9e0

SECONDARY COLOR

Black

TERTIARY COLOR

Cool Gray 4 C

PRIMARY LOGO

BUY ME BRUNCH

PRIMARY ICON

TYPE FACE

LIBERATOR

THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG

PRIMARY LOGO ON BLACK

BUY ME BRUNCH

PRIMARY ICON ON BLACK

APPLIES ONLY WHEN BEING PLACED ON IMAGE OR COLORED BACKGROUND.

LOGO BREAK DOWN

PRIMARY LOGO HORIZONTAL

BUY ME BRUNCH

SECONDARY LOGO

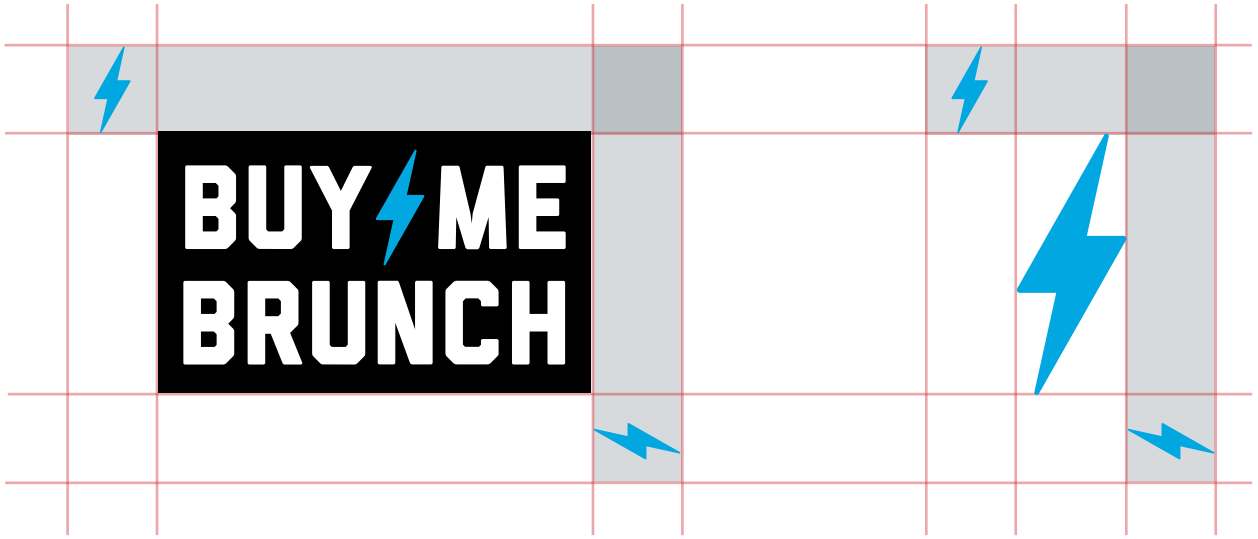
BUY ME
BRUNCH

SECONDARY ICON

BUY ME BRUNCH

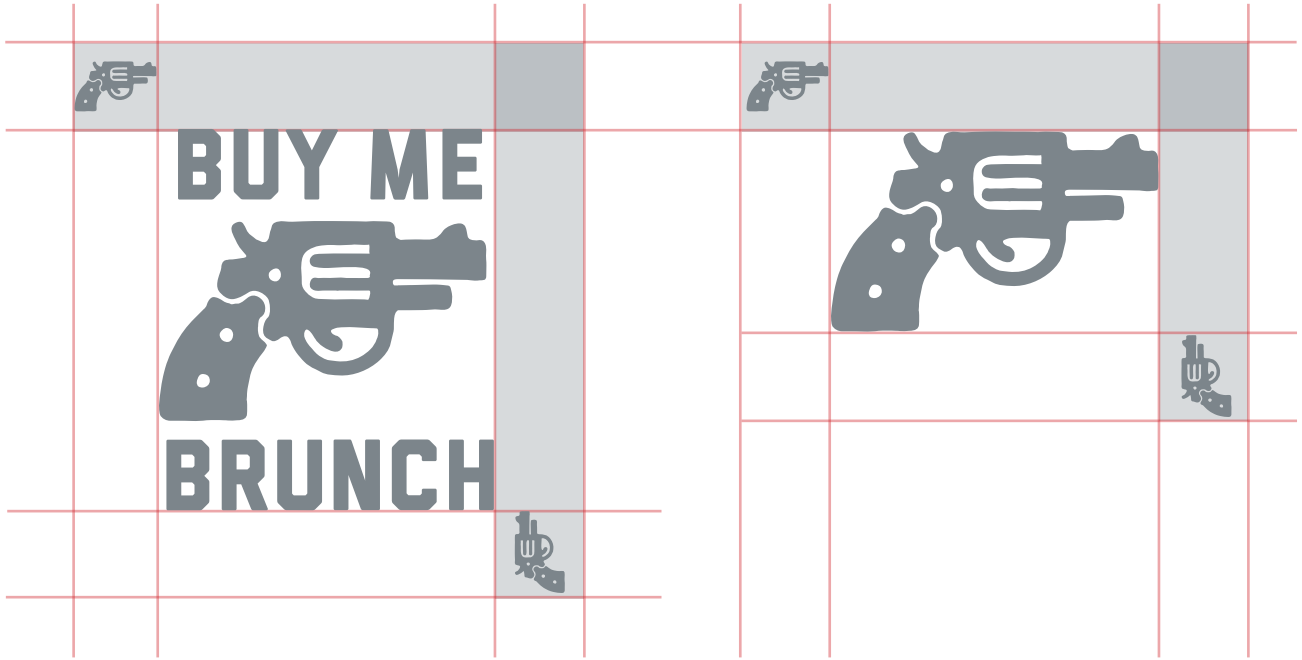
BUY ME
BRUNCH

APPLIES ONLY WHEN BEING PLACED ON IMAGE OR COLORED BACKGROUND.



Scaling Constant

75%



Scaling Constant

25%

DO NOT:

DO NOT CHANGE COLOR

DO NOT BREAKUP LOCKUP

DO NOT SKEW

DO NOT BREAKUP LOCKUP

DO NOT SKEW

USE THIS LOGO ONLY AS WE HAVE INSTRUCTED.
PLEASE DON'T FUCK **WITH IT.**

THANK YOU

CHIVE
MEDIA
GROUP