

CHIVE
MEDIA
GROUP

VISUAL STANDARDS

Logo



PRIMARY LOGO

Logo



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



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

The background image is a modern office interior with a high ceiling, wooden slat walls, and a glass partition. In the center, a black square overlay contains the Chive Media Group logo. The logo consists of the word "CHIVE" in white, with a green "C", followed by "MEDIA" and "GROUP" in grey below it.

CHIVE
MEDIA
GROUP

use primary logo for any photo overlay

Application

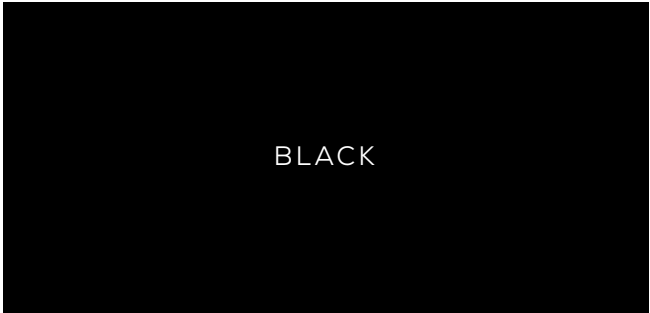


CHIVE MEDIA GROUP

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

CHIVE
MEDIA
GROUP

DON'T remove bounding box



DON'T change colors

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

CHIVE
MEDIA
GROUP

2017



theCHIVE

Probably the Best Site in the World



PRIMARY COLOR

BLACK

PMS 802C

RGB: 0 • 195 • 0

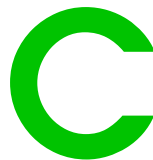
CMYK: 75% • 0% • 100% • 0%

HEX: 00C300

PRIMARY LOGO

PRIMARY ICON

TYPE FACE



Devils Breez Demi

THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

PRIMARY LOGO ON BLACK

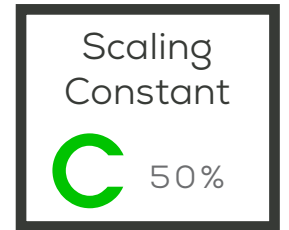
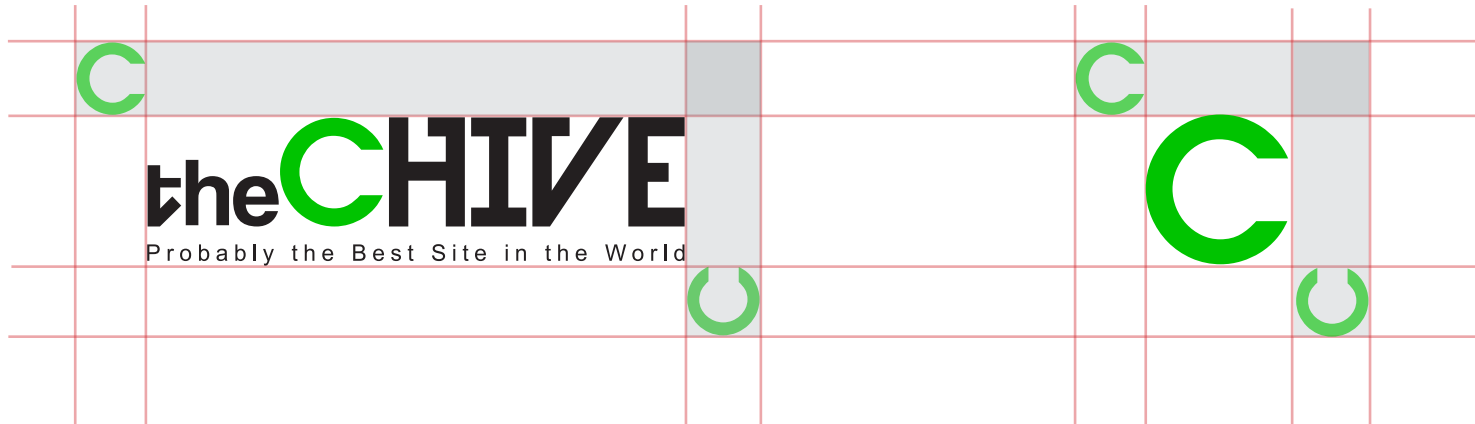


APPLIES ALSO WHEN BEING PLACED ON IMAGE OR
COLORED BACKGROUND.

ALT. LOGO USED WITH BLACK SQUARE



SPACING



DO NOT:



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

THANK YOU

A photograph of a woman with short blonde hair, smiling broadly while holding a large bouquet of flowers. The bouquet includes white lilies, pink lilies, and purple flowers. She is wearing a white, long-sleeved, ribbed top. Behind her, a man in a white t-shirt is partially visible, with his hands resting on her shoulders. The background is slightly blurred, showing what appears to be a window with blinds. The entire image has a dark, semi-transparent overlay.

SHIVE *Charities*



PRIMARY COLOR

SECONDARY COLOR

PRIMARY COLOR

Black

PMS 802C

RGB: 0 • 195 • 0

CMYK: 75% • 0% • 100% • 0%

HEX: 00C300

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*

Devils Breez Demi

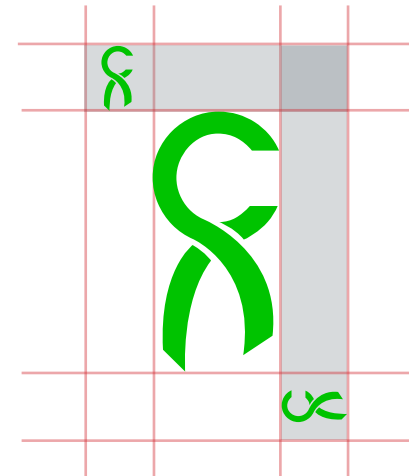
THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

PRIMARY LOGO ON BLACK



APPLIES ONLY WHEN BEING PLACED ON IMAGE OR
COLORED BACKGROUND.

SPACING



Scaling
Constant

 100%

Scaling
Constant

 25%

DO NOT:



DO NOT CHANGE COLOR



DO NOT BREAKUP LOCKUP



DO NOT CHANGE LOCKUP

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

THANK YOU

A dark, low-key photograph of a crowd of people at a bar or nightclub. Many people have their hands raised in the air, suggesting a lively atmosphere. In the background, a well-stocked bar with various bottles is visible. Overlaid in the center is the 'CHIVE TV' logo, where 'CHIVE' is in white and 'TV' is in a bright green color.

CHIVE TV

LOGO BREAK DOWN



PRIMARY COLOR

PMS 802C

RGB: 0 • 195 • 0

CMYK: 75% • 0% • 100% • 0%

HEX: 00C300



SECONDARY COLOR

Black

PRIMARY LOGO

CHIV/ETV

TYPE FACE

Devils Breez Demi

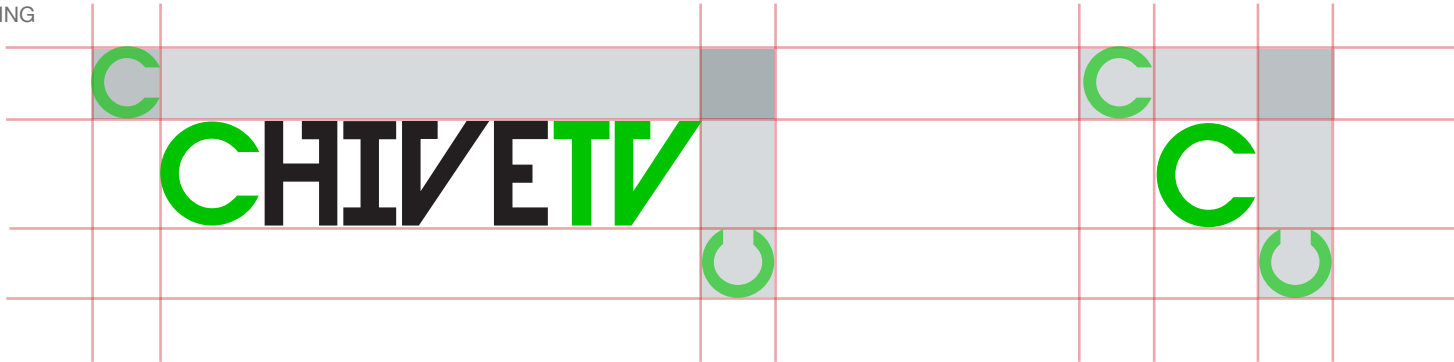
THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG



APPLIES ONLY WHEN BEING PLACED ON IMAGE OR
COLORED BACKGROUND.

PROPER LOGO USE

SPACING



Scaling Constant

C 70%

DO NOT:



DO NOT CHANGE COLOR



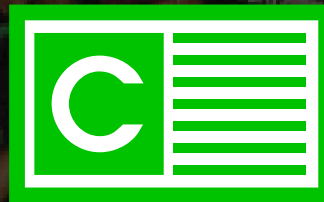
DO NOT BREAKUP LOCKUP



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

LOGO BREAK DOWN



PRIMARY COLOR

PMS 802C

RGB: 0 • 195 • 0

CMYK: 75% • 0% • 100% • 0%

HEX: 00C300



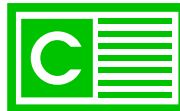
SECONDARY COLOR

Black

PRIMARY LOGO



PRIMARY ICON



TYPE FACE

Devils Breez Demi

THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

Devils Breez Book

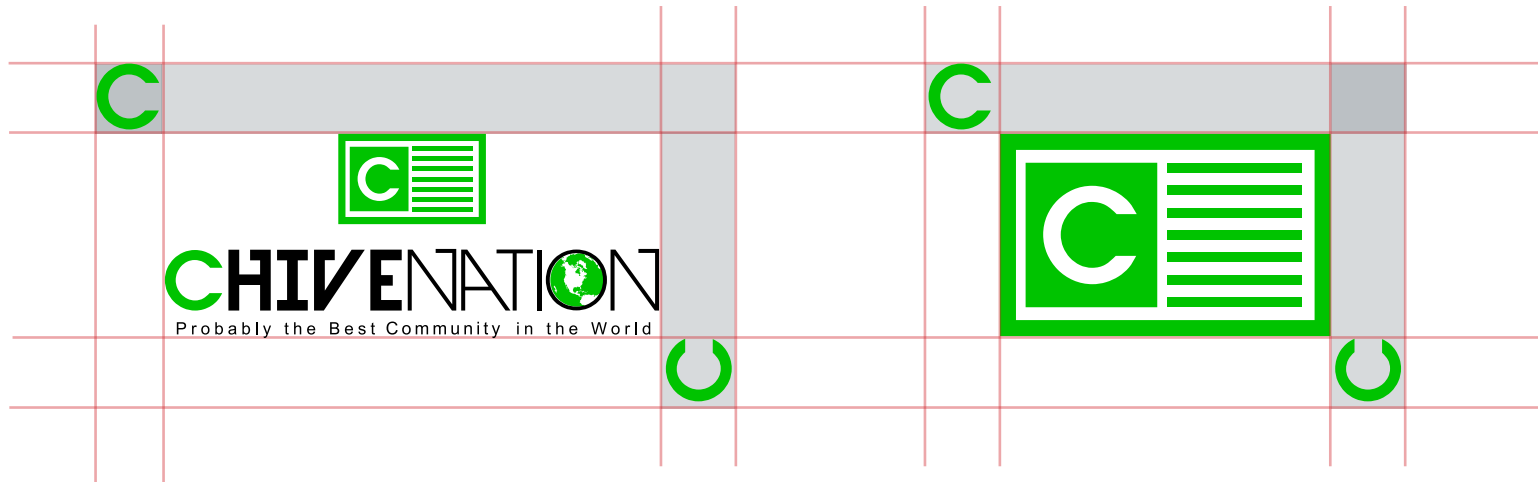
THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

PRIMARY LOGO ON BLACK



APPLIES ONLY WHEN BEING PLACED ON IMAGE OR
COLORED BACKGROUND.

PROPER LOGO USE



Scaling
Constant

C 100%

Scaling
Constant

C 65%

DO NOT:



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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



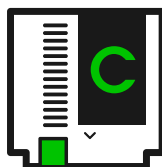
TERTIARY COLOR

White

PRIMARY LOGO



PRIMARY ICON



TYPE FACE

Devils Breez Demi

THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

PRIMARY LOGO ON BLACK

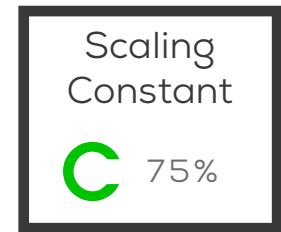
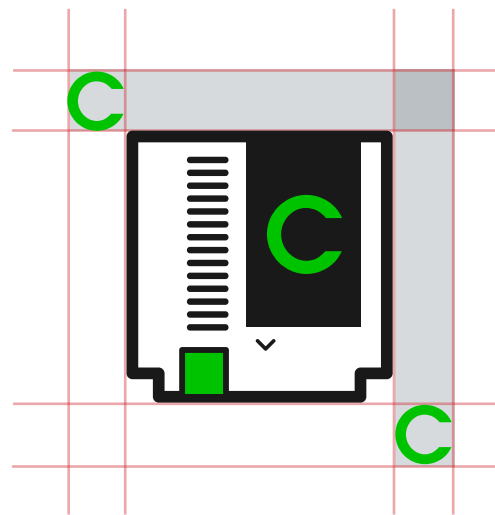


PRIMARY ICON BLACK

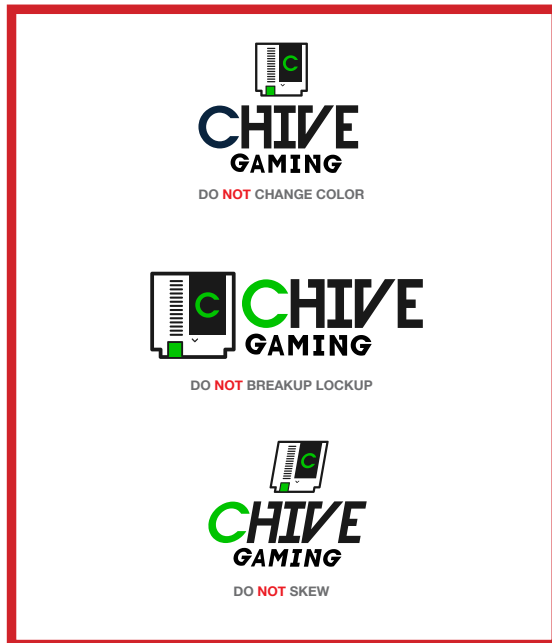


APPLIES ONLY WHEN BEING PLACED ON IMAGE OR
COLORED BACKGROUND.

PROPER LOGO USE



DO NOT:



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PLEASE DON'T FUCK WITH IT.**

THANK YOU



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



PRIMARY ICON BLACK

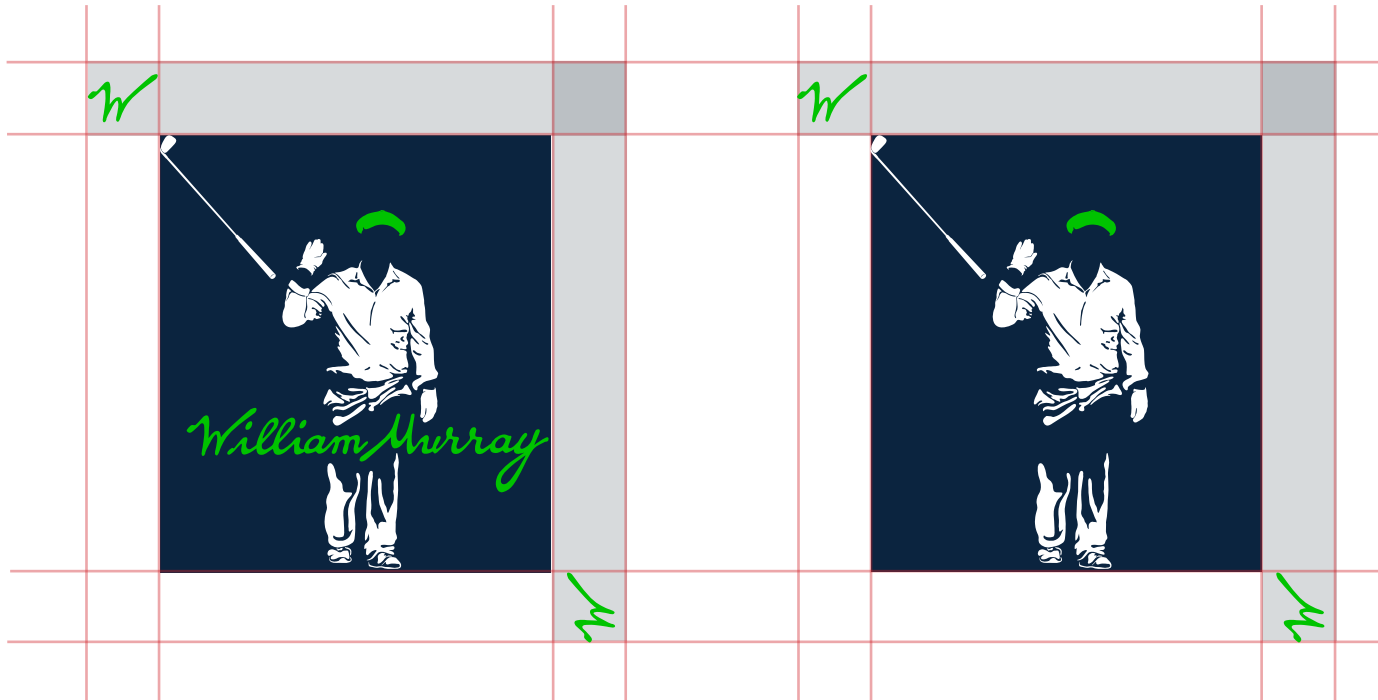


WORDMARK

William Murray

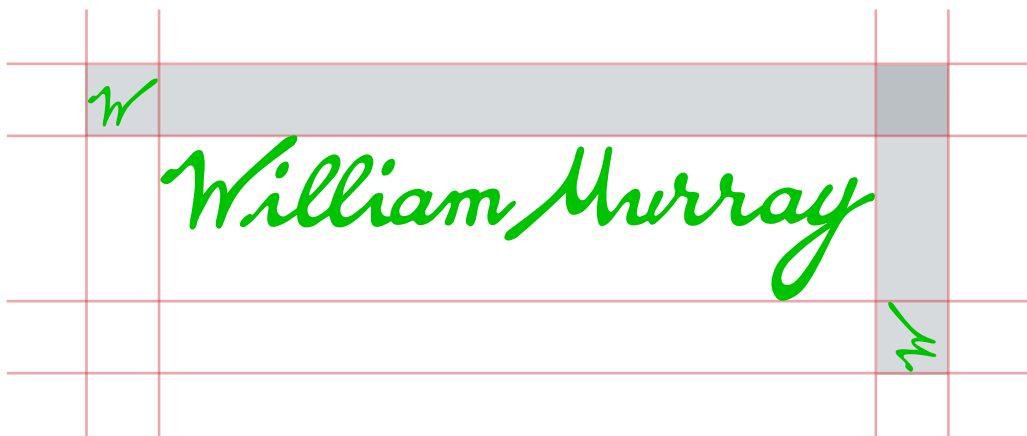
APPLIES ONLY WHEN BEING PLACED ON IMAGE OR COLORED BACKGROUND.

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

A man and a woman are standing outdoors near a swimming pool. The man, on the left, is wearing a grey t-shirt with a graphic of a cowboy on a horse and the word 'AMERICA!' below it. He is also wearing sunglasses and has a wide, enthusiastic smile. The woman, on the right, is wearing a similar grey t-shirt with the same cowboy graphic and 'AMERICA!' text. She is also wearing sunglasses and smiling. She is holding a small American flag on a stick in her right hand and a green plastic dinosaur in her left hand. The background shows a swimming pool, some pool equipment, and trees. The overall atmosphere is festive and patriotic.

**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



PRIMARY ICON



TYPE FACE

LIBERATOR
THE QUICK BROWN FOX JUMPED
OVER THE LAZY DOG

PRIMARY LOGO ON BLACK



PRIMARY ICON ON BLACK



APPLIES ONLY WHEN BEING PLACED ON IMAGE OR
COLORED BACKGROUND.

LOGO BREAK DOWN

PRIMARY LOGO HORIZONTAL



SECONDARY LOGO

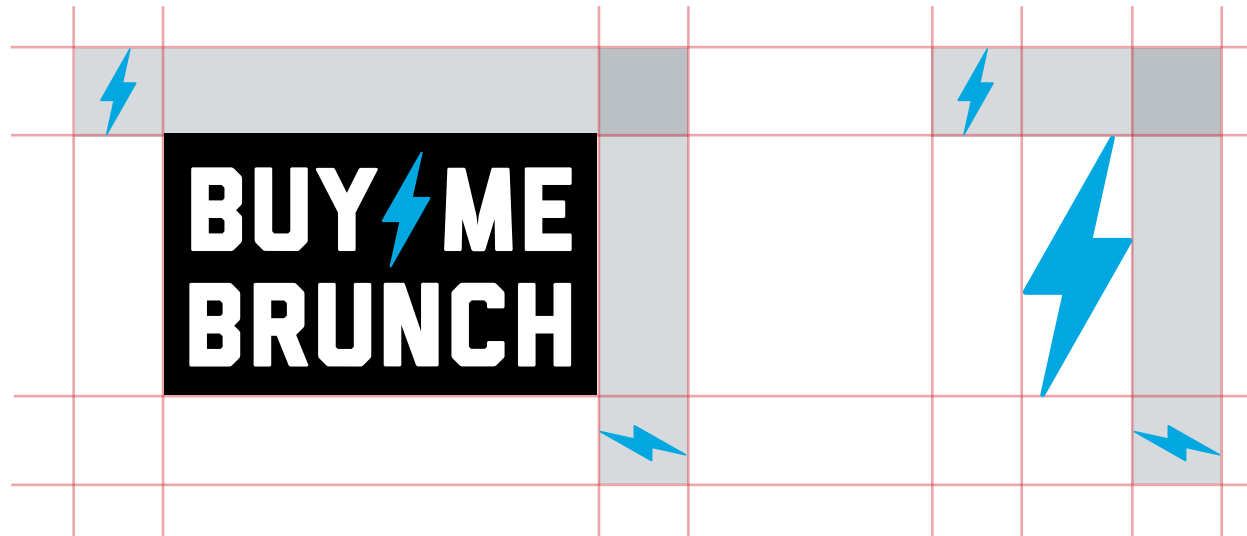


SECONDARY ICON



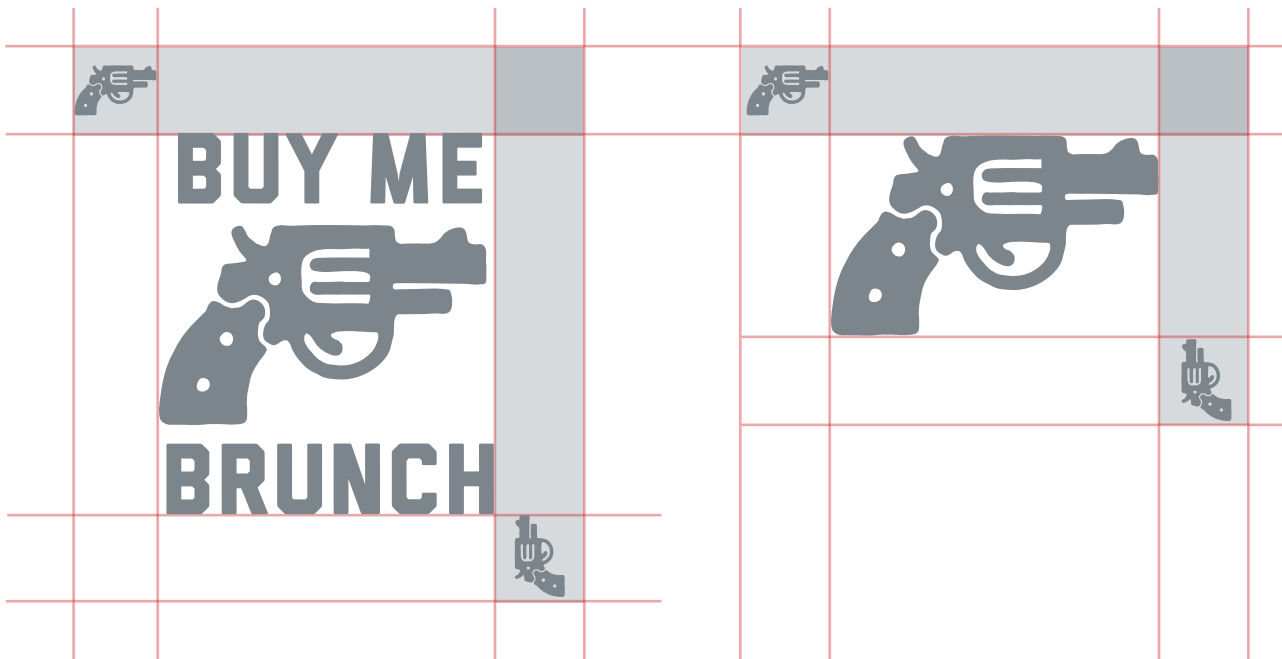
APPLIES ONLY WHEN BEING PLACED ON IMAGE OR
COLORED BACKGROUND.

PROPER LOGO USE



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