

brand mark guidelines

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CNET

**YOUR GUIDE
TO A
BETTER FUTURE**

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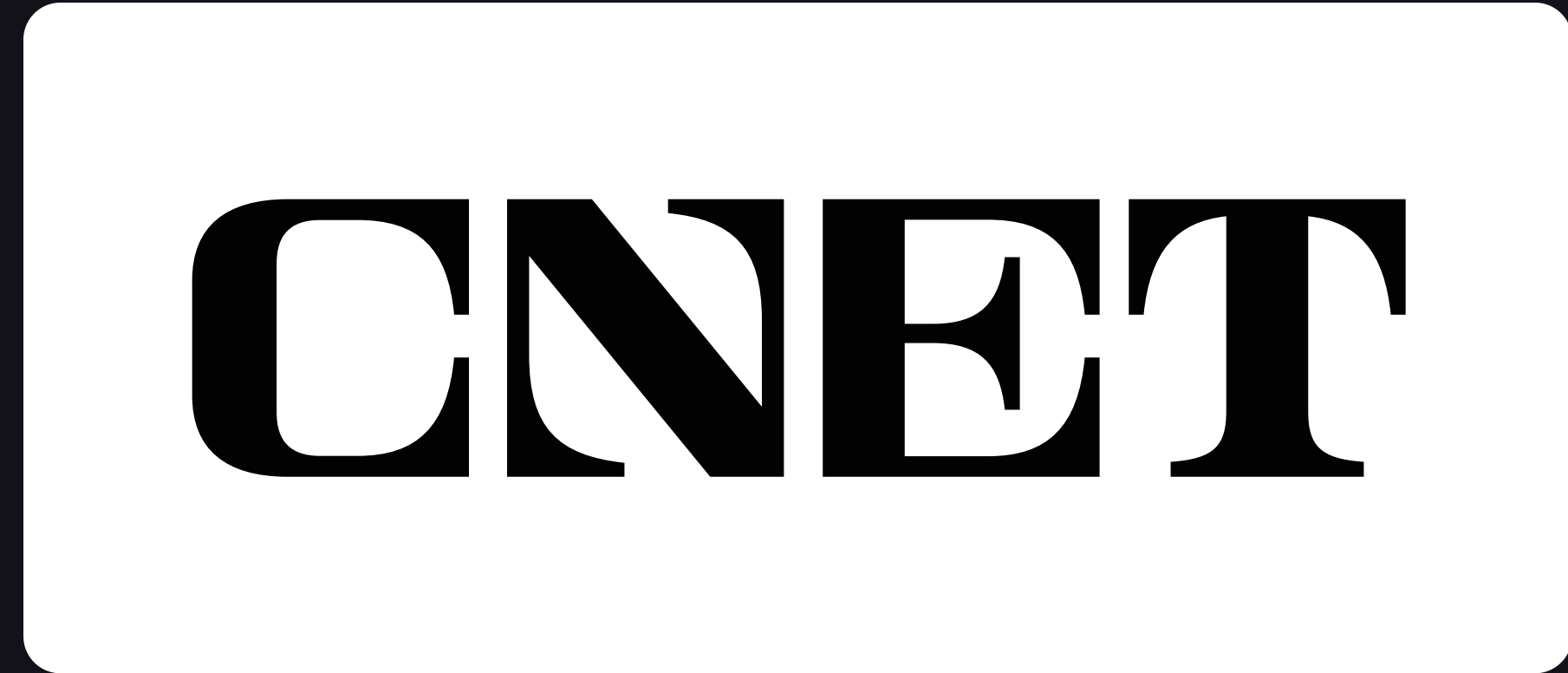
CNET.COM

EXTERNAL USE



PRIMARY FULL COLOR LOGO
ON WHITE

USAGE IS ENCOURAGED



SECONDARY BLACK LOGO
ON WHITE

USE ONLY WHEN FULL COLOR IS NOT AN OPTION



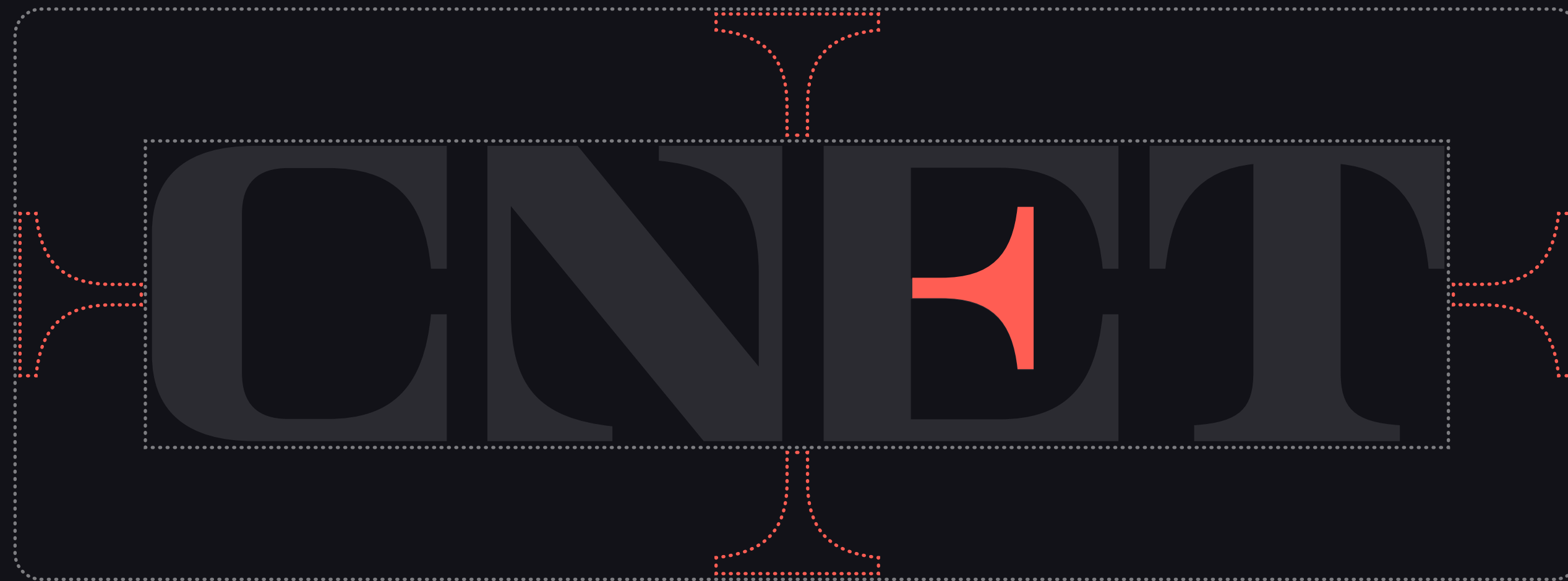
PRIMARY FULL COLOR LOGO
ON BLACK

USE ONLY ON BLACK DARKER
THAN #121212



SECONDARY WHITE LOGO
ON BLACK

USE ONLY WHEN FULL COLOR IS NOT AN OPTION



CLEARSPACE

CLEARSPACE IS DETERMINED BY THE WIDTH OF THE ARM IN THE LETTER 'E'



The CNET logo is shown in a bright blue color, which is not an approved color. A large red 'X' is drawn over the logo to indicate this is an incorrect usage.

DO NOT

USE THE BRAND MARK IN UNAPPROVED COLORS



The CNET logo is shown rotated 90 degrees counter-clockwise. A large red 'X' is drawn over the logo to indicate this is an incorrect usage.

DO NOT

MODIFY THE ROTATION ANGLE OF THE MARK



The CNET logo is shown in a very light gray color, which is a non-standard contrast ratio. A large red 'X' is drawn over the logo to indicate this is an incorrect usage.

DO NOT

USE THE MARK IN A NON-STANDARD CONTRAST RATIO



The CNET logo is shown with the 'N' and 'E' separated, which manipulates the structure of the mark. A large red 'X' is drawn over the logo to indicate this is an incorrect usage.

DO NOT

MANIPULATE THE STRUCTURE OF THE MARK OR ITS LETTERFORMS