



**Season 2  
Style Guide**

# Logos

## Logos

**PageSixTV**

**Page  
SixTV**

**PageSixTV**

**Page  
SixTV**

**PageSixTV**

**Page  
SixTV**

**PageSixTV**

**Page  
SixTV**

**PageSixTV**

**Page  
SixTV**

## Logo Usage

The Page Six TV logo is based largely on the logo for the actual Page Six section of the New York Post.



In adapting Page Six for television, the logo was stylized to become sleeker and more suitable not only for a television environment, but also across print and digital properties.



# Logo Usage

## FOR PRINT

The Page Six TV logo is the same, in two configurations, regardless of size. Use the solid black-and-white version for instances where the logo will be very small and the DPI is low, such as newspapers.



WHITE

BLACK



MINIMUM SIZE FOR PRINT

# Logo Usage

## FULL-SCREEN TITLE GRAPHICS



SHOW OPEN TITLE GRAPHIC

This version of the logo is for in-show use only;  
not available for affiliate promo use.



END PAGE GRAPHIC

This version of the logo is available for affiliate promo use.

# Logo Usage

## ON-AIR GRAPHICS



## FULL SCREEN TITLE GRAPHICS



Lower Third  
CALLOUTS





# Logo Usage

## EXCLUSION ZONE

Nothing should be closer than the height of the “X” in “Page Six TV” in any direction. The gray area visually represents the recommended clear space.



# Logo Usage

## DO'S & DON'TS

Consistency must be maintained in using the Page Six TV logo. Under no circumstances should the logo be modified. Use the proper colors specified in this guide, and don't stretch or alter the logo. A few "Don'ts" are provided here to give an idea of alterations that are not acceptable.



DO NOT  
apply filters or texture.



DO NOT  
add drop shadow.



DO NOT  
stretch, skew or warp.



DO NOT  
change color.



DO NOT  
use lo-res jpgs for anything but web. Please use  
the vector files for print and most applications.



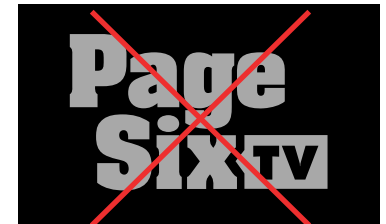
DO NOT  
reconfigure the layout.



DO NOT  
use keyline around logo.



DO NOT  
retype.



DO NOT  
use unapproved screen values in  
black and white version.

# Legal Info

## COPYRIGHT / TRADEMARK

**Page Six TV® is a registered trademark of NYP Holdings, Inc.**

Usage: Please follow these guidelines whenever possible, understanding there may be situations in which it isn't practical.

When writing copy or other messaging, the first reference should use the proper registered name:

**Page Six TV®.**

When creating Page Six TV advertising, the following statement should be included as disclosure on ad:

**Page Six TV® is a registered trademark of NYP Holdings, Inc.**

# Colors

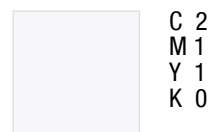
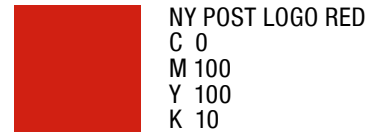
# Color Palette

## NEW COLORS

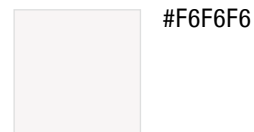
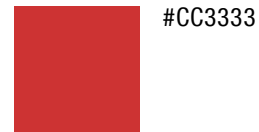
The *New York Post* red appears in many circumstances.

Depending on type of paper or screen, please use the following guidelines.

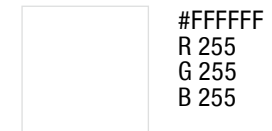
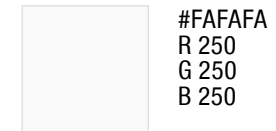
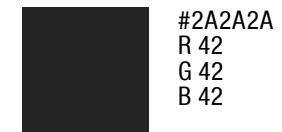
## Print



## Digital



## On-Air



# Typography

# Typography

## PRIMARY FONT

Aachen Bold

TRACKING: 0

ALL CAPS

**AACHEN BOLD**

**A B C D E F G H I J K**

**L M N O P Q R S T U**

**V W X Y Z**

**0 1 2 3 4 5 6 7 8 9**

**& ! ? . , : ; Ö ì î ë í**

**( ) { } [ \ ] \* + ♦ ~**

**/ = @ © Æ ô ° Ω æ**



# Typography

## INSIDE HEADLINES

Helvetica Neue Condensed Black  
(Sans Serif)

TRACKING: -10  
ALL CAPS

HELVETICA NEUE

A B C D E F G H I J K

L M N O P Q R S T U

V W X Y Z

0 1 2 3 4 5 6 7 8 9

& ! ? . , : ; ... “ ” ‘ ’

( ) { } [ \ ] \* + × ÷

/ = @ © ® ™ 1/4 1/2 3/4

# Typography

## BODY COPY VIDEO/DIGITAL

Helvetica Neue Condensed Roman  
(Sans Serif)

TRACKING: 0

UPPERCASE LOWERCASE

HELVETICA NEUE

A B C D E F G H I J L M N

O P Q R S T U V W X Y Z

a b c d e f g h i j l m n

o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

& ! ? . , : ; ' " " ' ,

( ) { } [ \ ] \* + × ÷

/ = @ © ® ™ ¼ ½ ¾