Our wordmark is unfussy but sophisticated.

It has enough style and character to be recognizable and ownable, but it is straightforward enough that it won’t be confused with a consumer brand logo. The mixed capitals and lowercase characters make it approachable and easy to read. Its letterforms have relationship to the AT&T brand, but a few key details make it uniquely “WarnerMedia”. Careful modifications ensure it performs well in many different sizes and contexts.
2.2 WORDMARK

PRIMARY INLINE

This inline version of our wordmark is the hero mark. It has been designed to perform well in a tiny digital banner ad or at massive billboard scale. It should be the primary mark used in most communications.
The stacked wordmark is an alternate version designed to be optimized for space-constrained contexts and applications. If you need to put the logo in a small square containing shape for instance, you may need to use this version. It should be considered a secondary wordmark and used only when the inline version doesn't work.
### 2.2 Wordmark

**Wordmark Clear Space & Minimum Scale**

**Inline & Stacked Clear Space**

Always maintain sufficient clear space around the inline and stacked wordmarks. The clear space around all sides is equal to the x-height of the lowercase letterforms.

**Inline Minimum Size**

The inline wordmark should never be applied at sizes less than 120px wide for digital applications and 0.75in wide for print.

**Stacked Minimum Size**

The stacked wordmark should never be applied at sizes less than 70px wide for digital applications and 0.5in wide for print.
2.2 WORDMARK

TRADEMARK

The trademark symbol “TM” should be placed next to the WarnerMedia mark with every use. The trademark symbol does not need to be used when the word mark is being used in narrative text.

The “TM” should be readable but unobtrusive and should be placed at the top right of the WarnerMedia wordmark. In certain rare instances, subject to WarnerMedia Trademark COE approval, the “TM” symbol may be omitted provided the legal lines—WARNERMEDIA is a trademark of Warner Media, LLC. or WARNERMEDIA™ Warner Media, LLC.—are used and visible in the same read as where the wordmark is used.

The tittle on the “i” of “Media” should be used as a guide to size the trademark symbol. Dependent on overall size of the wordmark it should be between 100% and 50% of the tittle and should be aligned with the top and right handside of the wordmark.
2.2 WORDMARK

ATTRIBUTION LINE

The attribution line is a specially designed extension of the inline wordmark. It helps us attribute our portfolio brands to WarnerMedia. It should be treated the same way you would any other wordmark. Special consideration has been given to the spacing and alignment so that it is easy to read when locked up with brand logos. It should not be edited or broken apart.

a WarnerMedia company
2.2 WORDMARK

ATTRIBUTION LINE
CLEAR SPACE & MINIMUM SCALE

Attribution line clear space

Always maintain sufficient clear space around the divisional tagline. The clear space around all sides is equal to the x-height of the lowercase letterforms.

Attribution line minimum size

The divisional tagline should never be applied at sizes less than 230px wide for digital applications and 1.3in wide for print.
Often the WarnerMedia mark must be shown alongside our portfolio brand logos.

Except for very rare compositions, the portfolio brand logos should never be optically larger than the WarnerMedia mark. They should be center aligned between the baseline and x-height of the WarnerMedia wordmark. All portfolio brand logos should be optically similar in size with the same level of visual impact.
There may be some instances when having the portfolio brand logos sit below the inline version of the WarnerMedia wordmark makes more sense. For these cases, a thin dividing line should separate the two. The dividing line should extend as far as the right-most logo underneath.

This configuration should only be used with the inline wordmark and not the stacked version.
The wordmark and portfolio brand logos can be shown within an edge strip at the top and bottom of a composition. When using this edge strip, the inline wordmark should be used. It must always be positioned towards the bottom or top left of the layout.

When used outside of the edge strip, either the inline, stacked, or logo lockup can be used.
DEPARTMENTAL NAMES

Departmental names can be locked up with the WarnerMedia logo using a line; however, they should only be used internally. Given that departments service multiple parts of WarnerMedia (i.e. shared resources), the names are called out underneath the larger wordmark.

**Departmental lockup construction & clear space**

The construction of these department names are based on the WarnerMedia wordmark x-height. The name is shown capitalized and written in ATT Aleck Sans Regular. The weight of the line should optically match the weight of the regular weight text of “Media”.

Always maintain sufficient clear space around department name. The clear space around all sides is equal to the x-height of the lowercase letterforms.
2.2 WORDMARK

INCORRECT USAGE

Don't use more than one color for the wordmark.

Don't adjust tracking or leading in wordmark.

Add line between WarnerMedia and portfolio logos when stacking.

Don’t add space between “Warner” and “Media”.

Don’t use typed ATT Aleck Sans Regular and Bold instead of wordmark.

Don't angle or add effects wordmark.

Don’t change weight or capitalization of wordmark or the attribution line.

Don’t use stacked wordmark in logo edge strips.