WarnerMedia Lockup Usage

The WarnerMedia lockup is used to improve awareness and recognition of our brand in marketing and advertising. It’s a clean, elegant, typographic presentation of our name created with AT&T Aleck Sans Bold in all uppercase. The lockup must always appear in a fixed relationship which may not be altered, adjusted, or modified in any way.

The lockup should be used in communication materials created for both business and consumer audiences. There are two different versions of this lockup: horizontal (1-line) and horizontal alternate (2-line). These versions should accommodate most layout and sizing constraints. Please select the lockup that works best for the dimensions and design of your communication. When in doubt, the horizontal (1-line) version of the lockup is preferred.
WarnerMedia Logo Variations & File Naming

**Positive Version (preferred)**

![Positive Version](att_wm_hz_pref_rgb_pos.png)

**Reverse Version**

![Reverse Version](att_wm_hz_pref_rgb_rev.png)

**EPS**
- att_wm_hz_pref_4cp_pos.eps
- att_wm_hz_pref_rgb_pos.eps
- att_wm_hz_pref_2cs_pos.eps

**PNG**
- att_wm_hz_pref_rgb_pos.png

**JPG**
- att_wm_hz_pref_rgb_pos.jpg

**EPS**
- att_wm_hz_pref_4cp_rev.eps
- att_wm_hz_pref_rgb_rev.eps
- att_wm_hz_pref_2cs_rev.eps

**PNG**
- att_wm_hz_pref_rgb_rev.png

**Positive Version (preferred)**

- Black
  - RGB: 0 / 0 / 0
  - CMKY: 0 / 0 / 0 / 100
  - HEX: #000000
  - PANTONE: Black C

- Grey
  - RGB: 149 / 149 / 149
  - CMKY: 0 / 0 / 0 / 50
  - HEX: #959595
  - PANTONE: Cool Grey 8 C

- White
  - RGB: 255 / 255 / 255
  - CMKY: 0 / 0 / 0 / 0
  - HEX: #FFFFFF
  - PANTONE: White
## Technical Specifications

<table>
<thead>
<tr>
<th>Logo Version</th>
<th>Clear Space</th>
<th>Minimum Size</th>
</tr>
</thead>
</table>
| Horizontal (1-line)              | ![Horizontal Lockup](image) | ![Horizontal Lockup](image) | In print materials, keep the lockup scaled above 0.075” in height. In onscreen applications, keep the lockup scaled above 9 pixels in height.  
**Print:** 0.075”  
**Onscreen:** 9px |
| Horizontal Alternate (2-line)    | ![Horizontal Alternate Lockup](image) | ![Horizontal Alternate Lockup](image) | In print materials, keep the lockup scaled above 0.1556” in height. In onscreen applications, keep the lockup scaled above 20 pixels in height.  
**Print:** 0.1556”  
**Onscreen:** 20px |

The horizontal alternate lockup can be used when space is limited to ensure prominence of the lockup. Use the preferred horizontal lockup whenever possible.

X = the cap height of Warner

The minimum clear space on all sides of the lockup is the cap height of the Warner Media wordmark, as shown in the exhibits above. Whenever possible, the amount of clear space should be increased.
Logo Misuse

To establish and reinforce awareness and recognition of the WarnerMedia Logo, consistent reproduction is essential.

The standard presentation of the WarnerMedia logo should always be in the 2-color format.* Black and Grey in the positive state and White and Grey in the reverse state. For information on proper reproduction, please refer to pg 7 in these guidelines.

To ensure consistency, the color and typeface of the logo should never be altered. Always use approved logo art provided in the electronic templates included in these guidelines.

* In special circumstances, a one color version of the provided logo art, in either black or white, may be used if multi-color processing is not available or written consent has been provided by WarnerMedia Corporate Communications. In these instances, all other logo guidelines must be adhered to.

Don't alter the logo color in any way from the established lockup suite

Don't change the spacing between the words Warner and Media

Don't create new lockups outside from the established lockup suite

Don't alter the size relationship of elements
Background Control

The clarity of the WarnerMedia logo allows it to stand out against a variety of backgrounds, as the three exhibits in the left column demonstrate. Even in the last exhibit of the left column, where the logo appears against a complicated photographic background, it remains strong and legible.

But as the exhibits in the right column demonstrate, even a highly legible logo such as WarnerMedia’s can become difficult, even impossible to read against the wrong color, pattern, or photographic background.

Always choose backgrounds that provide sufficient contrast for easy readability.

On white or light colored backgrounds, the positive version of the logo should be used to provide sufficient contrast for legibility.

On dark colored backgrounds, the reverse WarnerMedia logo should be used to provide optimal legibility.

When placing the logo on a photographic background, use the version that offers the best contrast for readability.

Never place the logo against a background that makes the identity difficult to read.
WarnerMedia Color Palette

The main colors of the WarnerMedia palette are Black, White and Grey. They are simple yet bold and substantial, reflecting the quality, leadership, and innovation people associate with our name. All Warner Media communications and marketing materials should primarily utilize these three colors without deviation.

As an accent, a flash of blue can be used sparingly to provide an additional pop of vibrancy. It also serves as a reminder that we’re part of a larger modern media company built on global leadership in the technology, media and telecom industries.

<table>
<thead>
<tr>
<th>Black</th>
<th>Grey</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB 0 / 0 / 0</td>
<td>RGB 149 / 149 / 149</td>
</tr>
<tr>
<td>CMKY 0 / 0 / 0 / 100</td>
<td>CMKY 0 / 0 / 0 / 50</td>
</tr>
<tr>
<td>HEX #000000</td>
<td>HEX #959595</td>
</tr>
<tr>
<td>PANTONE Black C</td>
<td>PANTONE Cool Grey 8 C</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>White</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>RGB 255 / 255 / 255</td>
<td>RGB 0 / 160 / 221</td>
</tr>
<tr>
<td>CMKY 0 / 0 / 0 / 0</td>
<td>CMKY 80 / 18 / 0 / 0</td>
</tr>
<tr>
<td>HEX #ffffff</td>
<td>HEX #00a0dd</td>
</tr>
<tr>
<td>PANTONE White</td>
<td>PANTONE 299 C</td>
</tr>
</tbody>
</table>

Example of proper accent color use on the WarnerMedia business card
Brand Typography

Aleck Sans is a contemporary typeface designed by AT&T for its clarity, readability and elegance.

This font is used to support the new WarnerMedia identity when designing all communications pieces including stationery and print collateral.

Available in a wide variety of weights, Aleck Sans can be used equally well across all media from print to web to signage. The bold and italic faces extend the flexibility of this typeface in WarnerMedia communications.

<table>
<thead>
<tr>
<th>ATT Aleck Sans Light and Italic</th>
<th>ATT Aleck Sans Regular and Italic</th>
<th>ATT Aleck Sans Bold and Italic</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ</td>
</tr>
<tr>
<td>abcddefghijklmnopqrstuvwxyz</td>
<td>abcddefghijklmnopqrstuvwxyz</td>
<td>abcddefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>abcddefghijklmnopqrstuvwxyz</td>
<td>abcddefghijklmnopqrstuvwxyz</td>
<td>abcddefghijklmnopqrstuvwxyz</td>
</tr>
<tr>
<td>1234567890@?&amp;%</td>
<td>1234567890@?&amp;%</td>
<td>1234567890@?&amp;%</td>
</tr>
<tr>
<td>1234567890@?&amp;%</td>
<td>1234567890@?&amp;%</td>
<td>1234567890@?&amp;%</td>
</tr>
<tr>
<td>1234567890@?&amp;%</td>
<td>1234567890@?&amp;%</td>
<td>1234567890@?&amp;%</td>
</tr>
</tbody>
</table>
When it comes to presenting the WarnerMedia brand in type, the wordmark should consist of upper and lowercase letters with no space between ‘Warner’ and ‘Media’.

The WarnerMedia lockup is used to improve awareness and recognition of our brand in marketing and advertising. It’s a clean, elegant, typographic presentation of our name created with A T& T Aleck Sans Bold in all uppercase. The lockup must always appear in a fixed relationship which may not be altered, adjusted, or modified in any way.
# WarnerMedia Logo File Nomenclature

To make it easy to choose from and identify available logo artwork files, all files use the naming convention shown below.

*Never rename logo artwork files.*

<table>
<thead>
<tr>
<th>Brand</th>
<th>att</th>
<th>AT&amp;T</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sector</td>
<td>wm</td>
<td>warner media</td>
</tr>
<tr>
<td>Orientation</td>
<td>hz</td>
<td>horizontal</td>
</tr>
<tr>
<td></td>
<td>vt</td>
<td>vertical</td>
</tr>
<tr>
<td>Use</td>
<td>pref</td>
<td>preferred</td>
</tr>
<tr>
<td></td>
<td>alt</td>
<td>alternate</td>
</tr>
<tr>
<td>Color Space</td>
<td>4cp</td>
<td>4-color process</td>
</tr>
<tr>
<td></td>
<td>1cp</td>
<td>1-color process</td>
</tr>
<tr>
<td></td>
<td>2cs</td>
<td>2-color spot</td>
</tr>
<tr>
<td></td>
<td>rgb</td>
<td>RGB</td>
</tr>
<tr>
<td>Color Format</td>
<td>pos</td>
<td>positive</td>
</tr>
<tr>
<td></td>
<td>rev</td>
<td>reverse wht white blk black</td>
</tr>
<tr>
<td>File Format</td>
<td>EPS (vector): Use for highest quality reproduction in offset and digital print, and special applications.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>JPG (raster): High compression with no transparency support; for web and onscreen use, also an alternative for PowerPoint and Word.</td>
<td></td>
</tr>
<tr>
<td></td>
<td>PNG (raster): Little to no compression with transparency support; best used for PowerPoint, Word and onscreen.</td>
<td></td>
</tr>
</tbody>
</table>
A WarnerMedia Company Branded Divisional Tagline: Technical Specifications

The WarnerMedia Branded Divisional Tagline incorporates the WarnerMedia brand as a graphic expression of the relationship between WarnerMedia, its divisions, and the products and services offered through that relationship. Proper and consistent use of the WarnerMedia name and brand, including as part of the Branded Divisional Tagline, helps maintain recognition among consumers who identify WarnerMedia with high standards of excellence and consistent quality in media and entertainment. As such, it is important to maintain a consistent treatment of the WarnerMedia name and brand across internal and external communications and within all marketing materials whenever feasible, including where the name and brand is used in on-air promotions, movie trailers, print advertising, and employee communications.

The WarnerMedia legal department has cleared its divisions and companies, to use “A WarnerMedia Company” as represented in these guidelines. Note that this representation of the WarnerMedia name and brand is a specially created piece of artwork that purposefully incorporates the WarnerMedia corporate logo to ensure maximum recognition in the industry, and to maintain the association between WarnerMedia and the products and services produced and distributed by its businesses in television networks and film and TV entertainment.

Where use of the downloadable logo files is not feasible, because only text format is suitable, please avoid:

1. Relegating “A WarnerMedia Company” to “mouse type”
2. Burying “A WarnerMedia Company” with legal/copyright information

All uses that are not text representations of “A WarnerMedia Company” should be in the format of the downloadable logo files and as outlined in these Guidelines. Downloadable logo files are available on the TW website.

A WARNERMEDIA Company
WarnerMedia Tagline Variations & File Naming

Positive Version

A WARNERMEDIA Company

EPS
att_wmco_hz_pref_4cp_pos.eps
att_wmco_hz_pref_rgb_pos.eps
att_wmco_hz_pref_2cs_pos.eps

PNG
att_wmco_hz_pref_rgb_pos.png

JPG
att_wmco_hz_pref_rgb_pos.jpg

Reverse Version

A WARNERMEDIA Company

EPS
att_wmco_hz_pref_4cp_reveps
att_wmco_hz_pref_rgb_reveps
att_wmco_hz_pref_2cs_reveps

PNG
att_wmco_hz_pref_rgb_reveps.png

Black
RGB: 0 / 0 / 0
CMKY: 0 / 0 / 0 / 100
HEX: #000000
Pantone: Black C

Grey
RGB: 149 / 149 / 149
CMKY: 0 / 0 / 0 / 50
HEX: #959595
Pantone: Cool Grey 8 C

White
RGB: 255 / 255 / 255
CMKY: 0 / 0 / 0 / 0
HEX: #ffffff
Pantone: White
WarnerMedia Tagline Technical Specifications

Clear Space

\[ X = \text{the cap height of Warner} \]

The minimum clear space on all sides of the lockup is the cap height of the Warner Media wordmark, as shown in the exhibits above. Whenever possible, the amount of clear space should be increased.

Minimum Size

Print: 0.075”
Onscreen: 5.5px

In print materials, keep the lockup scaled above 0.075” in height.
In onscreen applications, keep the lockup scaled above 5.5 pixels in height.
Tagline Misuse

To establish and reinforce awareness and recognition of the WarnerMedia Tagline, consistent reproduction is essential.

The standard presentation of the WarnerMedia tagline should always be in the 2-color format.* Black and Grey in the positive state and White and Grey in the reverse state. For information on proper reproduction, please refer to the brand color page in these guidelines.

To ensure consistency, the color and typeface of the tagline should never be altered. Always use approved tagline art provided in the electronic templates included in these guidelines.

In special circumstances, a one color version of the provided tagline art, in either black or white, may be used if multi-color processing is not available or written consent has been provided by WarnerMedia Corporate Communications. In these instances, all other tagline guidelines must be adhered to.*

Don’t alter the logo color in any way from the established lockup suite

Don’t change the spacing between the words Warner and Media

Don’t create new lockups outside from the established lockup suite

Don’t alter the size relationship of elements
WarnerMedia Tagline File Nomenclature

To make it easy to choose from and identify available logo artwork files, all files use the naming convention shown below.

Never rename logo artwork files.

<table>
<thead>
<tr>
<th>Brand</th>
<th>Color Space</th>
<th>File Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>att</td>
<td>4cp 1-color process eps Encapsulated PostScript</td>
<td>EPS (vector): Use for highest quality reproduction in offset and digital print, and special applications.</td>
</tr>
<tr>
<td>att</td>
<td>1cp 1-color process jpg Joint Photographic Experts Group</td>
<td>JPG (raster): High compression with no transparency support; for web and onscreen use, also an alternative for PowerPoint and Word.</td>
</tr>
<tr>
<td>att</td>
<td>2cs 2-color spot png Portable Network Graphic</td>
<td>PNG (raster): Little to no compression with transparency support; best used for PowerPoint, Word and onscreen.</td>
</tr>
<tr>
<td>att</td>
<td>rgb RGB</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sector</th>
<th>Color Format</th>
<th>Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>wmco</td>
<td>pos positive</td>
<td>pref preferred</td>
</tr>
<tr>
<td>wmco</td>
<td>rev reverse wht white blk black</td>
<td>alt alternate</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Orientation</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>hz</td>
<td>horizontal</td>
</tr>
<tr>
<td>vt</td>
<td>vertical</td>
</tr>
</tbody>
</table>