

2022

BRANDING STYLE GUIDE

Tampa Bay Times

LOGOS Logos can be found in **Creative Team > Library > tpc_logos** (use .eps option only)



PREFERRED LOGO



SECONDARY LOGO



B2B TIMES TOTAL MEDIA LOGO

website url timestotalmedia.com



TAMPABAY.COM LOGO



TBT* LOGO

COLORS

TIMES GREEN CMYK: 100/0/71/43 RGB: 0/110/81 PMS: 342 #006E51		70% 40%
PALM CMYK: 70/18/49/1 RGB: 79/161/144 PMS: #4fa190	DIGITAL GREEN CMYK: 55/0/95/0 RGB: 121/205/68 PMS: 360 #7fc349	
TBT RED CMYK: 0/100/100/0 RGB: 237/28/36 PMS: 485 #ed1c24	TBT YELLOW CMYK: 0/16/100/0 RGB: 255/210/0 PMS: 7404 #ffd200	

TYPOGRAPHY

PREFERRED SAN SERIF FONT: **ROBOTO**

HEADLINES 28pt MIN / 50pt MAX Roboto Light (-20) <i>Roboto Light (-20)</i> Roboto Medium (-20) <i>Roboto Medium (-20)</i> Roboto Bold (-20) <i>Roboto Bold (-20)</i>	PARAGRAPH 10pt MIN / 12pt MAX Roboto Light (-20) <i>Roboto Light (-20)</i> <i>Sparingly</i> Roboto Regular (-20) <i>Roboto Regular (-20)</i>	SUBHEAD 12pt MIN / 16pt MAX Roboto Regular (-20) <i>Roboto Regular (-20)</i> SOURCE 6pt ONLY Roboto Light (-20)
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USE SPARINGLY, SAN SERIF FONT: ROBOTO CONDENSED

Roboto Condensed Light <i>Roboto Condensed Light</i>	Roboto Condensed Regular <i>Roboto Condensed Regular</i>	Roboto Condensed Bold <i>Roboto Condensed Bold</i>
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PREFERRED SERIF FONT: **Chronicle Display**

Chronicle Display	Chronicle Roman
Chronicle Display Light	Chronicle Semibold
<i>Chronicle Display Italic</i>	

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TBT* WEEKEND LOGO



CASTNET LOGO

website url castnet.media Tagline **CATCHING CUSTOMERS IN THE DIGITAL SEA**



CENTRO LOGO

website url centrotampa.com Tagline **Tampa Bay's #1 Hispanic Newspaper**



WESLEY CHAPEL WEEKLY LOGO

website url wesleychapelweekly.com Tagline **Celebrating the people and places that make Wesley Chapel unique.**

COLORS

CASTNET VIOLET

CMYK: 100/87/20/11
RGB: 0/110/81
PMS: 287

#00338e

CASTNET GREEN

CMYK: 61/0/95/0
RGB: 127/187/71
PMS: 360

#5cc151

TYPOGRAPHY / CASTNET

PREFERRED SAN SERIF FONT: **HELVETICA NEUE**

HEADLINES

15pt MIN / 50pt MAX

PARAGRAPH

10pt MIN / 12pt MAX

Helvetica Neue (Bold)

Helvetica Neue (Regular)

CENTRO CRIMSON

CMYK: 16/96/72/5
RGB: 197/45/68
PMS: 193

#c52d44

CENTRO GOLD

CMYK: 0/16/99/0
RGB: 255/210/4
PMS: 7404

#ffd200

WCW TEAL

CMYK: 100/0/30/0
RGB: 0/171/189
PMS: 7466

#00abbd

WCW LIME GREEN

CMYK: 40/0/100/0
RGB: 166/206/57
PMS: 367

#a6ce39

WCW ORANGE

CMYK: 0/50/100/0
RGB: 247/148/29
PMS: 144

#f7941d

WCW BLU

CMYK: 100/40/0/0
RGB: 0/125/197
PMS: 7461

#007dc5