

2025

BRANDING STYLE GUIDE

Tampa Bay Times

LOGOS Logos can be found in **Creative Team > Library > tpc_logos** (use .eps option only)Tampa Bay Times
tampabay.comTampa Bay Times
tampabay.comTampa Bay Times
tampabay.comTampa Bay Times
tampabay.com**PREFERRED LOGO**Tampa Bay
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Times
tampabay.com**SECONDARY LOGO**Times Total Media
BEACON • TAMPABAY.COM • CENTRO • EXPOSTimes Total Media
BEACON • TAMPABAY.COM • CENTRO • EXPOSwebsite url timestotalmedia.com**B2B TIMES TOTAL MEDIA LOGO**Tampa Bay Times
tampabay.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)

Roboto Light (-20)

Roboto Medium (-20)

Roboto Medium (-20)

Roboto Bold (-20)

Roboto Bold (-20)

PARAGRAPH

10pt MIN / 12pt MAX

Roboto Light (-20)

Roboto Light (-20)

Sparingly

Roboto Regular (-20)

Roboto Regular (-20)

SUBHEAD

12pt MIN / 16pt MAX

Roboto Regular (-20)

Roboto Regular (-20)

SOURCE

6pt ONLY

Roboto Light (-20)

USE SPARINGLY, SAN SERIF FONT: **ROBOTO CONDENSED**

Roboto Condensed Light

Roboto Condensed Light

Roboto Condensed Regular

Roboto Condensed Regular

Roboto Condensed Bold

Roboto Condensed Bold

PREFERRED SERIF FONT: **Miller Banner**

Miller Banner Light

Miller Banner Roman

Miller Banner Italic

Miller Banner Semibold

Miller Banner Semibold Italic

Miller Banner Bold

Miller Banner Black

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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

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

Helvetica Neue
(Bold)

PARAGRAPH

10pt MIN / 12pt MAX

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