

slīng

# Brand Guidelines

Version 1.0 | Updated Q4 2021



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WHAT IS IN THIS GUIDE?

# Brand Overview + Guidelines

**As marketers, we'll all play a part in bringing the Sling brand to life.**

These guidelines will help you maintain a unified identity across our voice, visuals and marks. Use this resource as your guide to creating and publishing work.



# 01 Brand Positioning

## BRAND POSITIONING

# Sling TV

- Who:** For everyone who wants a complete television experience,
- What:** Sling is your essential live sports, news and entertainment,
- How:** delivered reliably and affordably, putting you in control,
- Why:** because TV should be fair and flexible.

## BRAND POSITIONING

# Lifestyle Audience

These families have a live TV service but they're looking to ditch their current providers for a live TV streaming service. They're interested and hopeful about switching, but they've also got some reservations: They're unsure about what options are available to them, and they're afraid they won't get their favorite channels.

### Quick Facts/Ideal Customer

- 35-55+ years old
- \$60K-\$250K household income
- 55% spend 5+ hours watching TV per day
- Suburban/urban lifestyle
- Children tend to be present in the household (30%)
- White (64%), Latino (16%), AA (10%), Asian (8%)

### Motivations

- #1 Saving money
- #2 Watching favorite channels
- #3 Ease of use
- #4 Reliability
- #5 No long-term contract





## BRAND POSITIONING

# Tune-In Audience

These savvy spenders have likely never had cable or committed to a live TV service. They're generally aware of the different entertainment options available to them but they're critical about what they'll spend money on — especially when it comes to live TV services. This audience is attracted to sports, specific shows airing and big tentpole events like elections or award shows.

### Quick Facts/Ideal Customer

- 18-35 years old
- \$87,500 median income
- Most likely to be Hispanic/African American
- More likely to have children <18 in household

### Motivations

- #1 Single show/event
- #2 Sports, news, live events
- #3 Saving money (Value & price)
- #4 Must-have channels — ESPN, FOX, ABC, CBS, NBC
- #5 Ease of use



## BRAND POSITIONING

# Brand DNA Attributes

Brand DNA is the attributes that make up a brand personality. Our Consumer Insights team has done research and identified a set of Brand DNA attributes that are both associated with our brand and relevant in our category. These attributes drive meaning and uniqueness, forming the basis of the equity and emotional connection consumers have with our brand. Strengthening our association with these attributes improves brand equity and ultimately drives positive enterprise value.

### Our Brand DNA Attributes are:

- Real
- Friendly
- Imaginative

For a deeper dive into our Brand DNA, please request access to the [Sling Brand DNA Booklet](#)





# Real

A real brand is one that TV consumers can feel is like an old friend. The relationship between company and consumer is something unique, valued and deeply appreciated.

# Friendly

Being friendly means removing anxiety from consumers' lives and providing a sense of tranquility. Marketing can demonstrate how Sling does this for consumers.

# Imaginative

Imaginative TV brands do not wait for others to lead the way with either technology or content. Imaginative brands take consumers on their own journey of progress and transformation, and ultimately provide a sense of growth – a core emotional experience.

# 02 Brand Voice



**Earnest**      **Confident**      **Optimistic**



BRAND VOICE

# Earnest

Sling is authentic and sincere. Our voice is friendly without thinking we know what's best for you. We want to be helpful and provide you with a reliable live TV solution. We're trustworthy and we exude optimism that's both comforting and contagious.



BRAND VOICE

# Confident

We speak with a humble confidence.  
We're never arrogant or braggadocious, but we believe in ourselves and we believe in our solution.





BRAND VOICE

# Optimistic

Our attitude and approach is passionate and reflects the hope and enthusiasm we have in what we can offer our customers. We are truly excited about and love our product, and we want to share that love with our customers.



## BRAND VOICE

### Do's & Don'ts

VOICE	DO'S & DON'TS
<b>Earnest</b>	<b>DO</b> approach our audience as a trusted friend that understands their situation and is eager to help them find a solution.
	<b>DO</b> speak in a genuinely welcoming manner. Say hello, introduce yourself and invite them to experience Sling TV for themselves.
	<b>DON'T</b> be overly enthusiastic to the point where we come off as insincere or high-pressure. Instead, talk about why our live TV solution is better and point to our myriad of RTBs as proof.
<b>Confident</b>	<b>DO</b> refer to Sling's unbeatable value, flexibility, ease and reliability.
	<b>DO</b> reassure our audience that we're TV experts and we have a great solution with language like "Sling has ..." and "With Sling, you can ..."
	<b>DON'T</b> presume to know what's best for our customers. Avoid assertive terms like "You want ..." or "We know ..."
<b>Optimistic</b>	<b>DO</b> acknowledge that the shift to streaming TV is awesome, and that Sling TV is the best way to watch the shows you love.
	<b>DO</b> show our excitement for our awesome product with phrases that inspire and excite, like "Watch your favorite ..." or "... the live TV you love ..." Take any opportunity to point out how Sling is the ideal way to watch live TV.
	<b>DON'T</b> trash-talk our competitors and don't let negative language drag down our optimistic point of view.

# 03 Copy Guidelines

## COPY GUIDELINES

# First Use of Brand Name Rule

“**Sling TV**” will be used the first time we mention Sling on any customer-facing execution to reinforce the fact that we’re a TV company. Subsequent mentions can be just “Sling.”

- *Ex: Sign up for Sling TV. With Sling, you can watch...*

Some instances can avoid the first use rule to meet character limits, to make a catchy headline rhyme, things like that — use your best professional judgement. If we avoid the first use rule, please attempt to use Sling TV in a subsequent use.

Sling TV →

Sling →

**sling**

**WATCH LIVE TV FOR LESS.**

Sling TV has the best live sports, news and entertainment all starting at \$35/mo.

**Sling Orange**  
30+ CHANNELS | \$35/mo.

AMC CNN COMEDY CENTRAL ESPN  
Disney Food Network HGTV HISTORY  
& more

**Sling Blue**  
40+ CHANNELS | \$35/mo.

Bravo Discovery A&E E! Entertainment nioju Jr.  
E! 24 TLC truTV U-G  
& more

**Get even more with Extras on Sling**  
Customize your channel lineup with Extras to get more of the channels you love.

SPORTS EXTRA KIDS EXTRA NEWS EXTRA LIFESTYLE EXTRA COMEDY EXTRA HOLLYWOOD EXTRA HEARTLAND EXTRA PREMIUMS: OPX STARZ @TIME

**Best of Spanish TV**  
20+ CHANNELS | \$10/mo.

PBS Univision Univisior  
& more

**International Packages**  
20 LANGUAGES

ARABIC | BANGLA | BENGALI  
BRAZILIAN | CANTONESE  
FRENCH | GERMAN | GREEK  
HINDI | ITALIAN | KANNADA  
MALAYALAM | MANDARIN  
MARATHI | POLISH | PUNJABI  
TAIWANESE | TAMIL | TELUGU  
URDU

## COPY GUIDELINES

# Sling vs. SLING

### Capitalization Rule

Sling in initial caps will be used for all brand and product references.

- *Ex: Sign up for Sling today! Sling Blue has sports. Welcome to Sling.*

### Capitalization Exception

SLING in all caps will only be used in press releases and in promo codes. Also, because we format our headlines in all caps, when Sling appears in a headline it will also be all caps.

- *Ex: Save 10% when you sign up using promo code “SLING”*
- *Ex Headline: GET LIVE SPORTS, NEWS AND ENTERTAINMENT WITH SLING.*





## COPY GUIDELINES

# How We Write Things

### Price Points in Copy

The correct presentation of a recurring price point is **\$XX/mo.** It is acceptable to show reduced price points as ~~\$XX/mo.~~ **\$X** [disclaimer copy]. Please keep the abbreviated “/mo.” in lowercase with a period.

- With marked-down prices, please include the disclaimer “\$XX/mo. after promo.”

### Dates in Copy

The correct formatting for dates is **Nov. 7, 8pm ET.** Always standardize times in ET and never punctuate “pm” or “am”.

### Watch with Sling

The correct formatting for shows, events or channels is **Watch (event) on (channel name) with Sling** or **Watch (channel) with Sling.** The content is always **on** a channel and you watch that channel **with** Sling.

### Price Points in Copy



### Dates in Copy



### Watch with Sling



## COPY GUIDELINES

# Trademarks & Copyrights

Add a trademark (™) or registered trademark (®) symbol on the most prominent first use of the term, either as a logo or in text. No further labeling needed after first use. Most prominent first use usually will involve the largest use of the term in logo/text.

Sling®

Sling TV®

The Best of Live TV®

AirTV®

AirTV Anywhere™

AirTV® Mini

AirTV® 2

# 04 Logos

The word "sling" is written in a bold, lowercase, sans-serif font. The letter 'i' has a dot and three curved lines above it, resembling a slingshot. A small trademark symbol (TM) is located at the bottom right of the word.

## LOGOS

# Wordmark

The Sling wordmark should be used to represent the brand on all consumer-facing assets. It draws on the beacon to unify our enterprise brands.

You can find the Sling logo here: [Brandfolder](#)

The word "sling" is written in a bold, lowercase, sans-serif font. The letter 'i' has a dot and three curved lines above it, resembling a slingshot. A small trademark symbol (TM) is located at the bottom right of the word.The word "sling" is written in a bold, lowercase, sans-serif font. The letter 'i' has a dot and three curved lines above it, resembling a slingshot. A small trademark symbol (TM) is located at the bottom right of the word.

## LOGOS

# Wordmark

The Sling wordmark should be used to represent the Sling brand on all consumer-facing materials.

### Construction

- The Sling wordmark features a modified and simplified font
- The weight and spacing are balanced for legibility and clarity
- Slightly rounded corners soften the wordmark for approachability
- A bolder font delivers a stronger presence

### Sizing/Spacing

The minimum clear space around the Sling logo must be no smaller than the size of the circle to the left of the Beacon in the wordmark to ensure optimal visibility. The height of the Sling wordmark should be no smaller than 0.28" on any printed materials and 20 pixels when displayed digitally. When the wordmark appears on colored backgrounds, the minimum size of the wordmark needs to be increased to 30 pixels wide.

### Clear Space



### Minimum Size

The Sling wordmark is shown in blue, with a height of 30 pixels. The wordmark consists of the lowercase letters 'sling' in a bold, rounded font. The 'i' has a dot that is a circle, and the 'n' has a curved tail. A small 'TM' trademark symbol is located at the bottom right of the 'g'.

┌ 30px └

### Plain Text Treatment

- ✗ Download the **sling** app
- ✓ Download the Sling app

### Press Release

- ✗ Download the SLING app
- ✓ Download the Sling app



## LOGOS

# Logo Color Usage Guide

Refer to these preferred color combinations of the Sling logo against the eight different colored backgrounds we use in our brand creative.

Logo should be white when on bright blue gradient.  
Preferred background color.



Logo should be white when on blue.



Logo should be white when on dark blue gradient.  
Secondary preferred background color.



Logo should be in full color when on black.



Logo should be in full color when on coal.



Logo should be in white when on cinder.



Logo should be in white when on charcoal.



Logo should be in full color when on smoke.



## LOGOS

# Wordmark Improper Usage

Avoid altering or treating the Sling logo in any of these ways.

If you're unsure whether you've used the Sling logo improperly, please contact [david.scheur@sling.com](mailto:david.scheur@sling.com) or [heather.bettis@dish.com](mailto:heather.bettis@dish.com)



Do not distort the logo.



Do not change the color of the logo.



Do not crop the logo.



Do not add drop shadows or effects.



Do not place logo on complex background.



Do not change elements of the beacon.



Do not use the logo as part of a sentence.



Do not fill the logo with patterns or images.

## LOGOS

# App Tile Logo

The white Sling wordmark on a blue gradient background should be used as the app icon for any Sling-related applications, across all operating systems.

We use the app tile version of our logo in creative where we want to visually represent what Sling is and educate consumers on our product offering – an app dedicated to streaming live TV. Although app tiles can vary in size and shape across various devices and platforms, we use the iOS or rounded square version of our app tile within creative as it is the most recognizable app shape for consumers.

App Tile Logo: [Brandfolder](#)



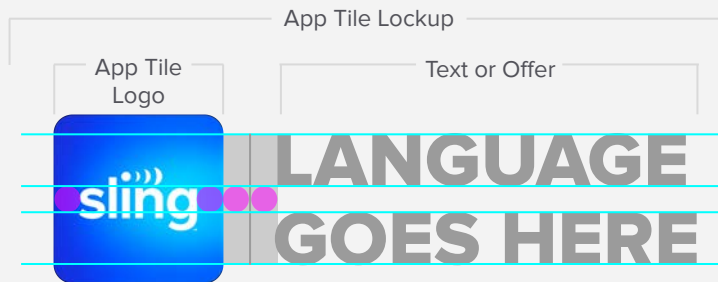
## LOGOS

# Sling App Tile Lockup

We use the Sling App Tile Lockup in creative when communicating Sling brand messages, offers, or our price point. We don't use this lockup when referencing partnerships with programmers or device partners.

- Pipe height is equal to the height of the tile before it starts to round on the top and bottom.
- Pipe width should be equal to half the distance between the "l" and the "i" within the Sling logo.
- Margin on the left/right side of the pipe is equal to the left/right margin of the Sling logo within the tile.
- Text, offers or price point should equal the height of the pipe.

App Tile Logo Lockup File: [Brandfolder](#)



Example of End Card:



The app tile version of the logo allows us to educate our customers that Sling is an app without having to say it.

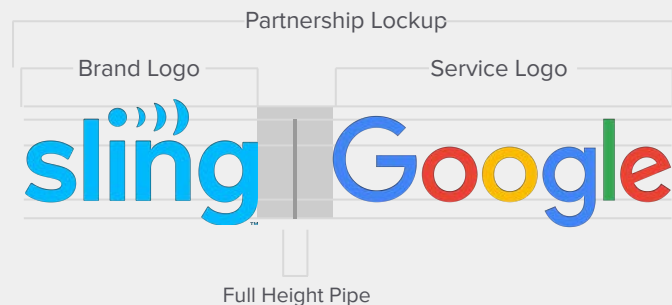
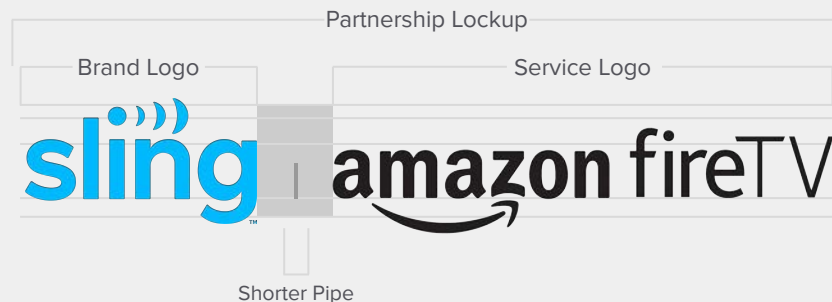
## LOGOS

# Partnership Lockups

When calling out a corporate relationship where money is exchanged between the two parties, we use the partnership lockup.

- Use a vertical pipe to separate the two logos
- Always make the pipe our light gray brand color
- Always place the Sling wordmark first in the lockup
- When representing DISH and Sling, DISH will always come first as the parent company
- The distance between each logo and the pipe is equal to two of the circles to the left of the Beacon in the wordmark logo
- We use a taller vertical pipe — the same height as the Sling wordmark — with Google lockups only

Partnership Lockup: [Brandfolder](#)



# 05 Brand Colors



## BRAND COLORS

# Primary Blue

Our primary color is blue. When working with a vendor, Pantone is preferred.

Sling Brand Colors: [Brandfolder](#)

### Usage

PMS: Pantone Color Matching System

HEX: HTML Color Code

CMYK: Use for Print

RGB: Use for Digital

## Blue

**CMYK** 75 3 0 0

**PMS** 2191 C

**RGB** 0 185 255

**HEX** #00B9FF

## BRAND COLORS

# Yellow

Yellow is our secondary color and should only be used to highlight important information. As a rule, use this color 10%-15% in application. When working with a vendor, Pantone is preferred.

Use it sparingly to add emphasis to text, CTAs and in supporting graphics. Yellow should never become more dominant than the primary blue.

Sling Brand Colors: [Brandfolder](#)

### Usage

PMS: Pantone Color Matching System

HEX: HTML Color Code

CMYK: Use for Print

RGB: Use for Digital

## Yellow

**CMYK** 0 40 100 0

**PMS** 137 C

**RGB** 255 163 0

**HEX** #FFA300

## BRAND COLORS

# Tertiary Colors

The tertiary color palette is a set of extended neutrals meant to diversify and add appropriate depth and contrast wherever necessary. When working with a vendor, Pantone is preferred.

Sling Brand Colors: [Brandfolder](#)

### Usage

PMS: Pantone Color Matching System

HEX: HTML Color Code

CMYK: Use for Print

RGB: Use for Digital

## Coal

**CMYK** 84 76 55 70

**PMS** 433 C

**RGB** 23 23 37

**HEX** #171725

## Charcoal

**CMYK** 65 43 26 78

**PMS** 432 C

**RGB** 41 41 56

**HEX** #292938

## Cinder

**CMYK** 45 28 15 67

**PMS** 431 C

**RGB** 82 82 89

**HEX** #525259

## Smoke

**CMYK** 4 2 4 8

**PMS** Cool Gray 1 C

**RGB** 245 245 246

**HEX** #f5f5f6

## BRAND COLORS

# Primary Gradient Build

These gradients are built with the Freeform Gradient tool which allows us to create the horizontal motion.

Sling Brand Colors: [Brandfolder](#)

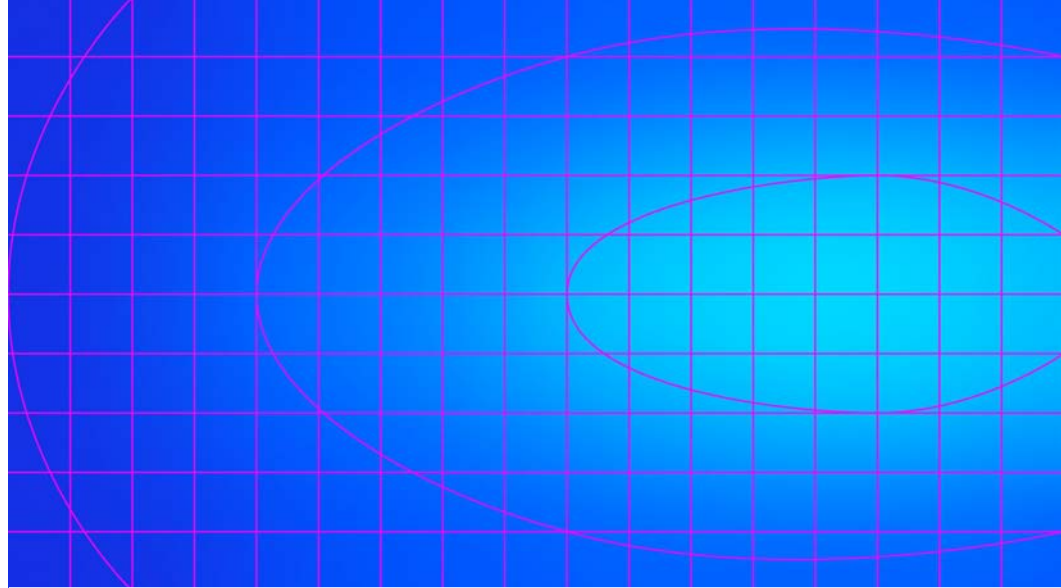
### Usage

PMS: Pantone Color Matching System

HEX: HTML Color Code

CMYK: Use for Print

RGB: Use for Digital



## Cobalt

**CMYK** 93 66 0 0

**PMS** 2132 C

**RGB** 20 50 230

**HEX** #1432E6

## Medium Blue

**CMYK** 90 47 0 0

**PMS** 285 C

**RGB** 0 100 255

**HEX** #005BFF

## Primary Blue

**CMYK** 75 3 0 0

**PMS** 2191 C

**RGB** 0 185 255

**HEX** #00B9FF



## BRAND COLORS

# Secondary Gradient Build

These gradients are built with the Freeform Gradient tool, which allows us to create the horizontal motion.

Sling Brand Colors: [Brandfolder](#)

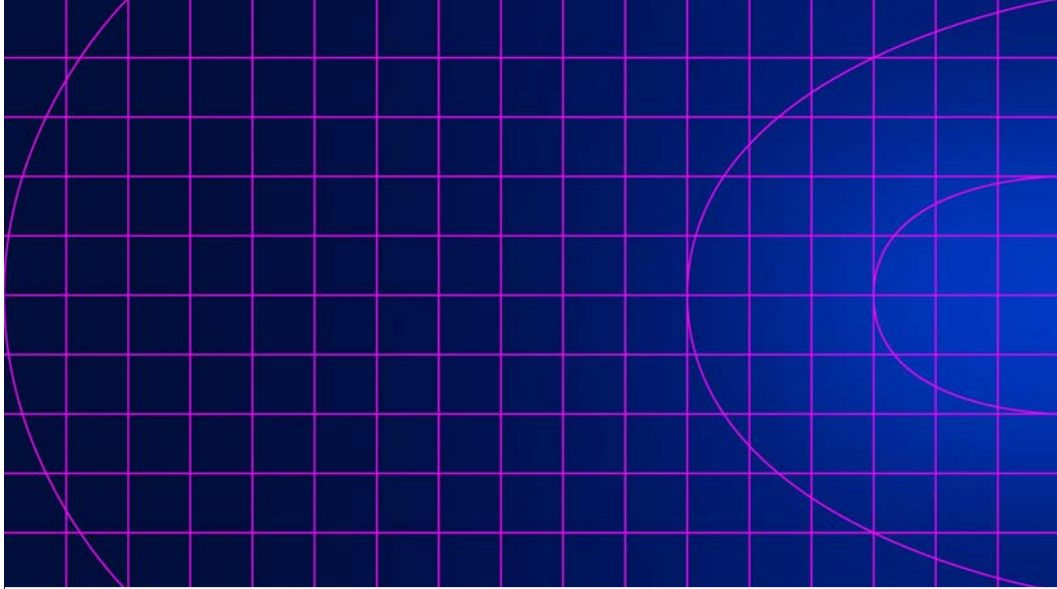
### Usage

PMS: Pantone Color Matching System

HEX: HTML Color Code

CMYK: Use for Print

RGB: Use for Digital



## Midnight Blue

**CMYK** 100 72 0 73

**PMS** 282 C

**RGB** 0 15 60

**HEX** #000F3C

## Navy

**CMYK** 100 85 0 37

**PMS** 2747 C

**RGB** 0 30 120

**HEX** #001E78

## Light Navy

**CMYK** 99 76 0 0

**PMS** 2728 C

**RGB** 0 50 175

**HEX** #0032AF



## BRAND COLORS

# Yellow Gradient Build

The Yellow gradient is built with the linear gradient tool at a 45° angle. This gradient should only be used for CTA and emphasis color.

Sling Brand Colors: [Brandfolder](#)

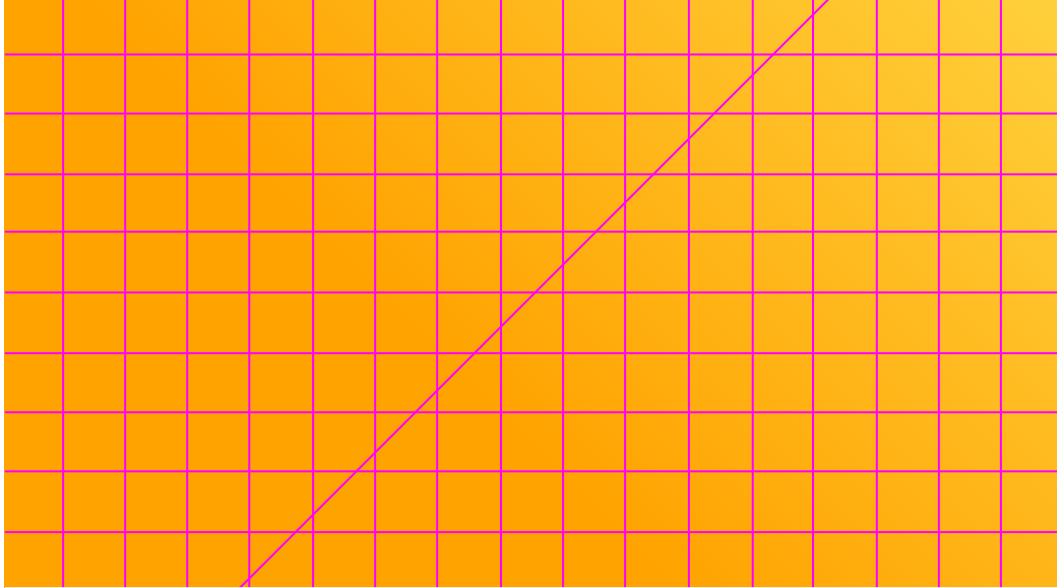
### Usage

PMS: Pantone Color Matching System

HEX: HTML Color Code

CMYK: Use for Print

RGB: Use for Digital



## Secondary Yellow

**CMYK** 0 40 100 0

**PMS** 137 C

**RGB** 255 163 0

**HEX** #FFA300

## Bright Yellow

**CMYK** 0 9 80 0

**PMS** 122 C

**RGB** 255 208 60

**HEX** #FFD03C





# 06 Typography

## TYPOGRAPHY

# Headlines

Our Sling headline font is Interstate Black, which is an Adobe Font included with the Adobe Creative Cloud suite.

We use Interstate Condensed Black when making our Sports creative (defined in visual identity section). To emphasize one or a few words, we use the Secondary Yellow.

Interstate Font Family: [Adobe Fonts](#)

### Formatting

Font: Interstate Font Family

Weight: Black

Case: All caps

Leading: Same as font size

Kerning: Optical

Tracking: 0

Interstate Black

**WATCH LIVE  
SPORTS, NEWS &  
ENTERTAINMENT  
WITH SLING**

Interstate Condensed Black

**WATCH COLLEGE  
FOOTBALL FOR THE  
BEST PRICE**



# How We Format Multiple Headlines

For print pieces or marketing materials with an ample amount of headlines, we follow these formatting rules.

- **H1: ALL CAPS HEADLINE**  
 Hero banners and first headline on the page.  
 Interstate Black
- **H2: Title Case Headlines**  
 Banners or headlines that are not in the hero and are incomplete sentences.  
 Proxima Extrabold
- **H3: Sentence case headlines.**  
 Banners or headlines that are not in the hero and are complete sentences.  
 Proxima Extrabold
- **H4: ALL CAPS OVERLINE**  
 Pre-headers and callouts that sit above a headline, like “LIMITED-TIME OFFER.”  
 Proxima Extrabold
- **H5: Title Case Subheads**  
 Secondary headers that are incomplete sentences.  
 Proxima Extrabold
- **H6: Sentence case subheads.**  
 Secondary headers that are complete sentences.  
 Proxima Extrabold



**H2 Title Case Headline**

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.

**H5 Title Case Subhead**

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**H5 Title Case Subhead**

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**H5 Title Case Subhead**

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.



**H4 ALL CAPS OVERLINE**  
**H2 Title Case Headline**

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco.



**H2 Title Case Headline**

**H5 is a sentence case subhead.**

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**H5 is a sentence case subhead.**

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

**H5 is a sentence case subhead.**

Body copy - Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor.

# Body Copy

Proxima Nova has been chosen to communicate key brand messages in body copy because of its legibility and consistent use throughout the DISH enterprise.

We use Proxima Nova Normal or Regular weight for body copy. When an emphasis is needed on one or a few words, we highlight those words in the Secondary Yellow and change the weight to Proxima Nova Bold.

Proxima Nova Font Family: [Brandfolder link](#)

**Note:** Movie and show titles take no quotation marks or italicization in text: Watch Below Deck on Bravo.

## Formatting

Font: Proxima Nova Font Family  
 Weight: Regular or Medium  
 Emphasis Text Weight: Bold  
 Case: Sentence case  
 Leading: 3pts above font size  
 Kerning: Optical  
 Tracking: 0

Medium – 8 pt or smaller

The quick brown fox jumps over the lazy dog. **Emphasis text.**

Regular – 10 pt

The quick brown fox jumps over the lazy dog. **Emphasis text.**

Regular – 12 pt

The quick brown fox jumps over the lazy dog.  
**Emphasis text.**

Regular – 14 pt

The quick brown fox jumps over the lazy dog.  
**Emphasis text.**

Regular – 18 pt

The quick brown fox jumps over  
 the lazy dog. **Emphasis text.**

# CTA Copy

Proxima Nova Condensed has been chosen to communicate calls to action because of its legibility and consistent use throughout the DISH enterprise. We own the Proxima Font Family in perpetuity so it will remain consistent on app and web. For website and app CTA styles, please reach out so we can connect you with the Sling Product team.

We use Proxima Nova Condensed Bold weight for call to actions in all caps. We use a pill shaped container with fully-rounded ends in most cases. Disclaimers are typically no smaller than 7pt and should be either center or left-aligned depending on length.

Proxima Nova Font Family: [Brandfolder link](#)  
 CTA Formatting File: [Brandfolder link](#)

## Formatting

Font: Proxima Nova Condensed Font Family  
 Weight: Bold  
 Case: All caps  
 Leading: Same as font size  
 Kerning: Optical  
 Tracking: 0

Standard CTA with default centered disclaimer



Restrictions apply.

Medium length CTA with promo pricing disclaimer



Restrictions apply. \$35/mo. after promo.

Long CTA with extended, left-aligned disclaimer



Restrictions apply. Exceptionally long disclaimers can be left-aligned.



## TYPOGRAPHY

# CTA Dimensions

Maintaining uniform CTA dimensions will help ensure consistency across a range of applications. Proportions and alignment can be determined by using the Sling logo and following the steps below.

1. Size the button height to the top of the **l** and bottom of the **g** in the Sling logo.  
CTA font size can be roughly constrained to the top and bottom curves inside the **s**.
2. Once button height has been determined, margins on either side of the CTA copy can be set using the logo's Beacon length.
3. The logo can now be center aligned to the proportional CTA button.

A full set of assorted CTA + Logo pairs is available here: [Brandfolder link](#)

Top of button equal to the topline of **l**



Bottom of button equal to the baseline of **g**

CTA copy constrained to inner curves of **s**



Margin widths derived from Beacon length



Logo is center-aligned to proportional CTA button



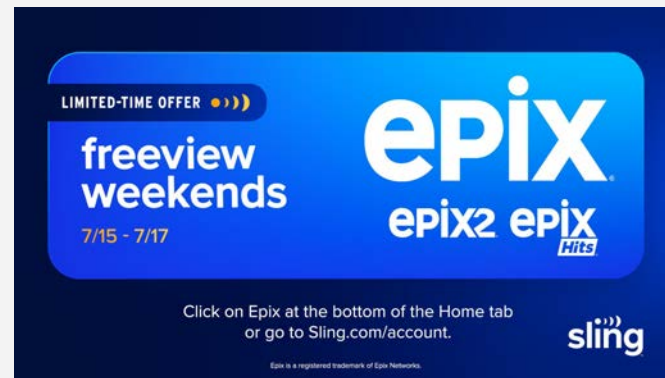
## TYPOGRAPHY

# Large Emphasis Copy Formatting

When formatting large emphasis text, we should use Interstate Black or Interstate Condensed Black font for sports. We should also color this emphasis text in our Yellow Gradient at a 45° angle. This could also apply to an enlarged price point within creative.

Interstate Font Family: [Adobe Fonts](#).

Interstate Black Example



Interstate Condensed Black Example



# 07 **Visual Identity**

## **Guidelines & Templates**

## VISUAL IDENTITY GUIDELINES

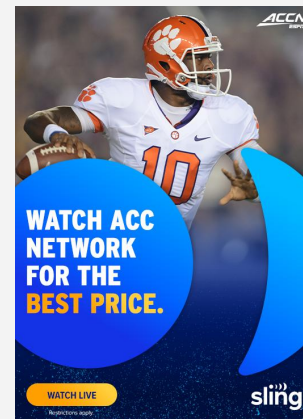
# Visual Categories

We break out and define our visual identity into separate categories. Guidelines specific to each category are detailed in the following pages.

To maintain consistent brand identity, we have developed four categories to guide the visuals we use: **evergreen**, **sports**, **special offers** and **programming tune-in**. Most of these categories have guidelines, with the exception of programming tune-in, as those have specific templates we utilize.



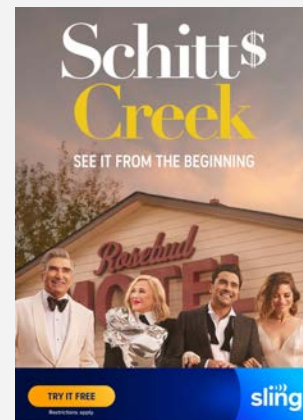
Evergreen



Sports



Special Offers



Programming Tune-In

## VISUAL IDENTITY GUIDELINES

# Visual Branding Volume

Within each category, we allow for different levels of branding. This comes in the form of visuals as well as messaging.

We strategically have shown how to treat low- to high-level branding throughout as this allows us to flex between more functional messaging and creative, to more expressional messaging and creative. The example to the right shows what this could look like for programming tune-in templates.



Low Branding



Medium Branding



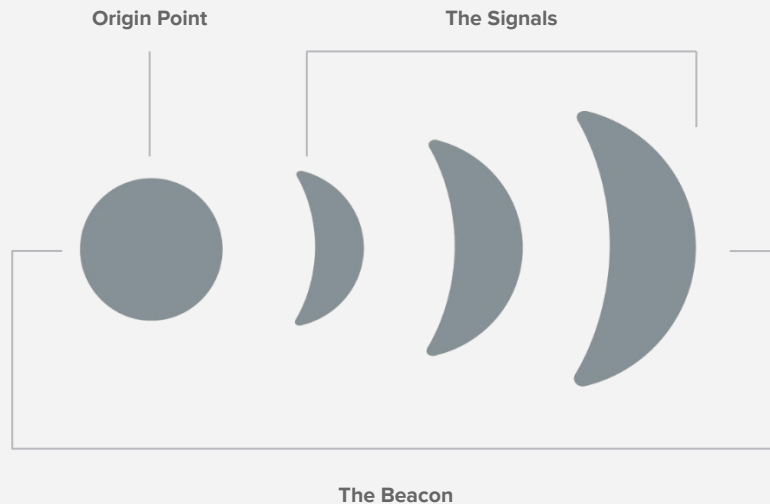
High Branding

Functional . . . . . Expressive

## VISUAL IDENTITY GUIDELINES

# The Beacon as a Design Element

We use the Sling Beacon within the logo as a visual element throughout our categories. We do this by cropping in on the Beacon and creating branded shapes that we can use throughout our work.



## VISUAL IDENTITY GUIDELINES

# Branded Shapes from the Beacon

When cropping in on the Beacon and making branded shapes, please make sure the integrity of the Beacon remains intact.

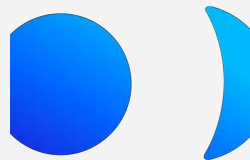
Branded Shapes: [Brandfolder](#).



### The Beacon Shape

Always keep the Beacon horizontal. Do not rotate, flip or reflect the Beacon. When using the full shape do not adjust the spacing between. This can be a stroke or solid shape.

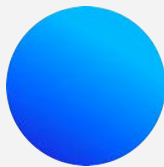
For most creative, use the bright blue gradient build, but use a Linear gradient at 60°.



### The Beacon Crop Shape

Always keep the integrity of the Beacon intact. When blown up and cropped in on, the spacing between the Beacon Origin Point and Signal may be increased or decreased, but the size of them should remain intact. This can be a stroke or solid shape.

For most creative, use the bright blue gradient build with the linear gradient tool, and angle at 60°.



### The Origin Point Shape

Always keep the Origin Point a perfect circle. Do not stretch or make more oval. You may however crop in or have the Origin Point bleed off the design. This can be a stroke or solid shape.

For most creative, use the bright blue gradient build with the linear gradient tool, and angle at 45°.



### The Signal Crop Shape

Always keep the exact curvature of the Signal Crop shape intact. You may adjust the width of the shape as necessary. This can be a stroke or solid shape.

For most creative, use the bright blue gradient build, but use a Linear gradient at 45°

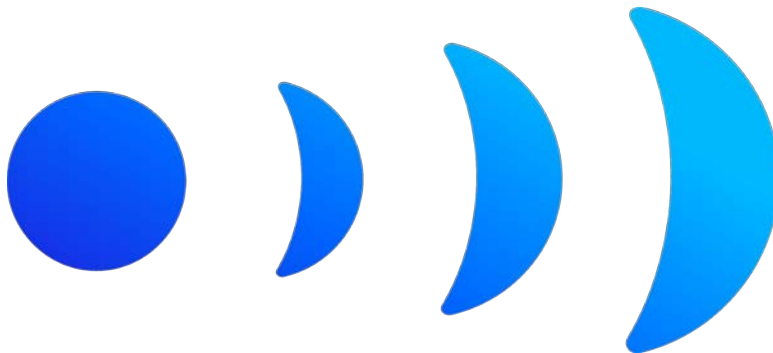


## VISUAL IDENTITY GUIDELINES

### Full Beacon Shape Build

#### **Beacon Branded Shape**

We utilized the full Beacon branded shape pulled from the Sling logo mostly for sports creative. We may also use this shape as a stroke instead of a filled in shape. When using this shape, we should never alter the spacing or size of the elements that make up the Beacon.



#### **Gradient**

When overlaying on top of our darker blue freeform gradient, please use the brighter blue gradient color build with the linear gradient tool. The gradient angle is 60°.

## VISUAL IDENTITY GUIDELINES

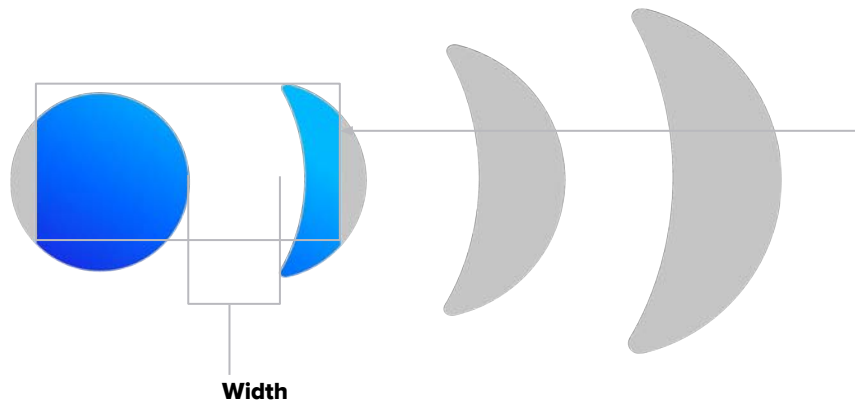
### Beacon Crop Shape Build

#### Beacon Crop Branded Shape

We utilized the Beacon Crop branded shape from the Sling logo mostly for sports creative. This is a direct crop from the Origin Point and the first Signal in the Beacon within the Sling logo. We may also use this shape as a stroke instead of a filled in shape.

#### Gradient

When overlaying on top of our darker blue freeform gradient, please use the brighter blue gradient color build with the linear gradient tool. The gradient angle is 60°.



**Width**

The width between the Origin Point and the first Signal can be expanded or contracted depending on the placement. Keep a minimum space of the full width of the first Signal between the Origin Point and first Signal.

#### Cropping Variations

We should always crop in on the sides of the Origin Point and first Signal, but depending on the placement, we can crop the bottom of this shape as well. We should never crop the top of the Origin point or first Signal.

## VISUAL IDENTITY GUIDELINES

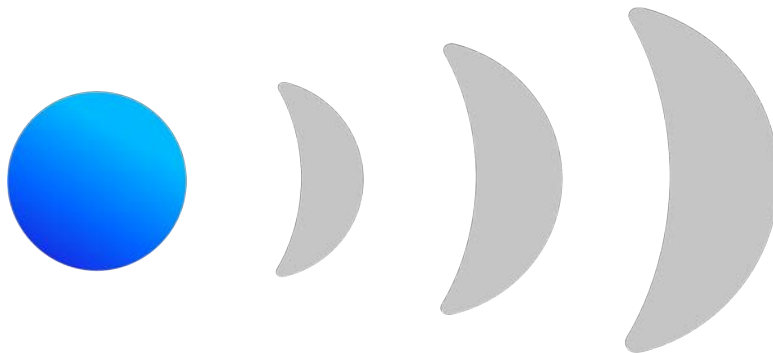
### Origin Point Shape Build

#### Origin Point Branded Shape

We utilized the Origin Point branded shape from the Beacon in Sling logo across all our brand creative. We may also use this shape as a stroke instead of a filled in shape.

#### Gradient

When overlaying on top of our darker blue freeform gradient, please use the brighter blue gradient color build with the linear gradient tool. The gradient angle is 45°.



## VISUAL IDENTITY GUIDELINES

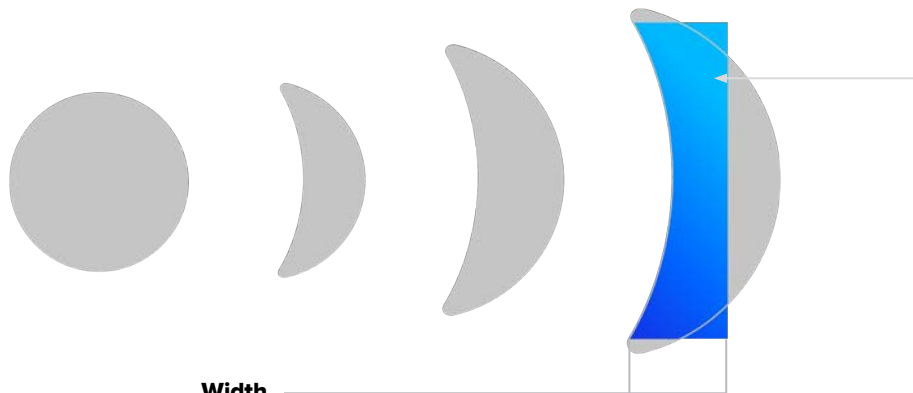
### Signal Crop Shape Build

#### Signal Crop Branded Shape

For evergreen creative, we utilized the Signal Crop branded shape. This is a direct crop from the largest signal in the Beacon within the Sling logo.

#### Gradient

When overlaying on top of our darker blue freeform gradient, please use the brighter blue gradient color build with the linear gradient tool. The gradient angle is 45°.



#### Curvature

Always keep the exact curvature of the cropped signal shape intact. We may also use the curve for as a stroke instead of the filled-in shape.

#### Width

The width of this shape may expand, but keep the curvature of the left side of the shape intact.

## VISUAL IDENTITY GUIDELINES

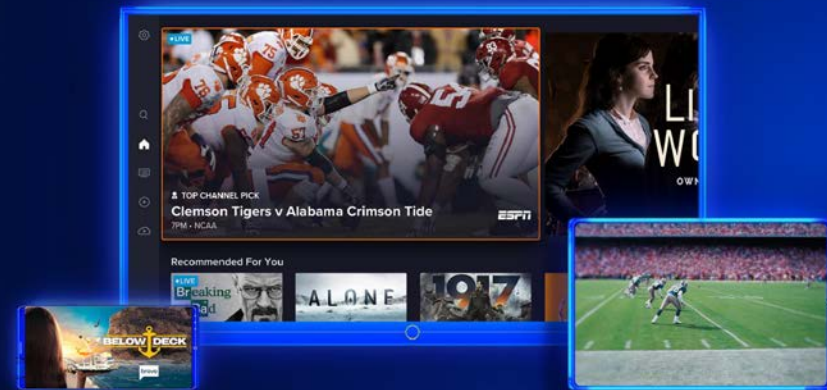
# Branded Devices

Branded devices should only be used in graphical treatments when we place a device on top of a background color or on the website featuring content inside of the TV. This is used to reinforce the Sling brand and visually set us apart from the competition.

- Only use the TV with a glow on darker backgrounds
- TV without a glow is used on lighter backgrounds

We do not use branded devices when a TV, tablet, or smartphone are being used within real-life scenarios. We want these moments to be authentic, real and relatable. This includes video and photography.

Sling Branded Devices: [Brandfolder](#)



Don't use in real life scenarios



VISUAL IDENTITY GUIDELINES

# Evergreen



## VISUAL IDENTITY GUIDELINES

# Evergreen Creative

Evergreen creative is anything that speaks about the brand and product at a higher level. It's also something that could live in-market at anytime, and isn't tied to a special offer, tentpole event or singular sport or show.

An example of this is advertising that says "Sling has the sports, entertainment and news you need for the best price." This type of message speaks to the overall Sling product and brand, or product features.

Branded Devices: [Brandfolder](#)

Gradients & Branded Shapes: [Brandfolder](#)

Sling UI Assets: [Brandfolder](#)

**SIMPLE.  
AFFORDABLE.  
RELIABLE TV.**

Watch live sports, entertainment and news for the **best price** with SLING.

TOP CHANNEL PICK  
**Clemson Tigers v Alabama Crimson Tide**  
7PM - NCAA

Recommended For You

TRY IT FREE  
Restrictions apply.

sling

The advertisement is a vertical rectangle with a dark blue background and a light blue curved shape on the right side. At the top, the words "SIMPLE. AFFORDABLE. RELIABLE TV." are written in large, white, bold, sans-serif font. Below this, a smaller line of text says "Watch live sports, entertainment and news for the best price with SLING." where "best price" is in orange. The central part of the ad shows a screenshot of the Sling TV interface. The top part of the screenshot shows a live sports broadcast of a football game between the Clemson Tigers and the Alabama Crimson Tide. Below the game, there's a "TOP CHANNEL PICK" section with the same game title and "7PM - NCAA" and the ESPN logo. Underneath that is a "Recommended For You" section with four small thumbnails for "ALONE: Breaking Bad", "ALONE", "017", and "AMERICAN SO...". At the bottom of the ad, there's a yellow button that says "TRY IT FREE" and "Restrictions apply." below it. The Sling logo is in the bottom right corner.



## VISUAL IDENTITY GUIDELINES

### Evergreen

#### Darker Floods of Color With Brighter Blue Accents

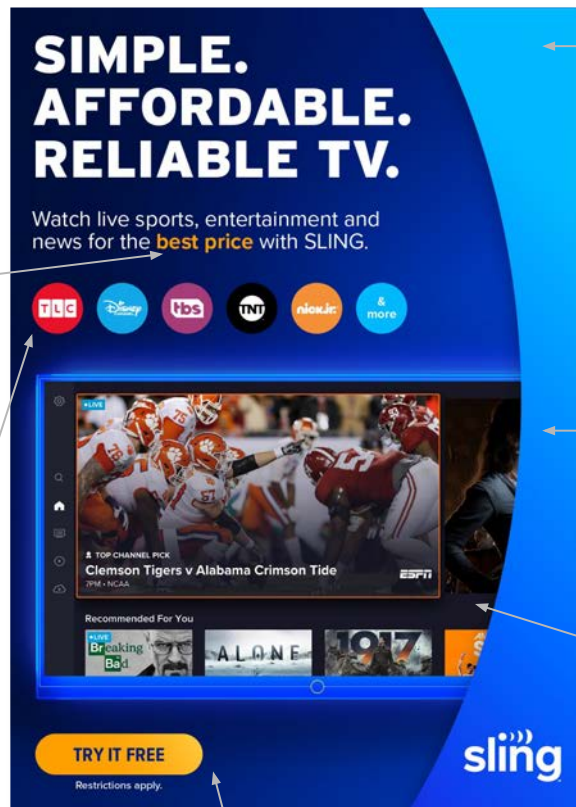
For evergreen creative, we utilized the darker blue gradient with accents of the brighter blue gradient throughout. This allows for a more immersive ad experience, and allows the content and the messaging to stand out among the bright blue gradient elements.

#### Emphasis

To emphasize important messages, we use our Secondary Yellow or Bright Yellow (if Secondary Yellow doesn't have enough contrast) color to highlight messages within the headline or the body copy. When emphasizing in body copy, we should use Proxima Nova bold weight on the emphasized words.

#### Logo Soup

Logo Soup should always display programmer logos within a circle, to connect it back to the UI as well as the Origin Point within the Sling Beacon. When only showing logo soup, we should display the logos within the TV to connect back to the product and queue the category.



#### CTAs and Buttons

Our CTAs should use a pill shape filled with the Yellow Gradient to draw attention.

#### Branded Shape

We use the Signal Crop branded shape within evergreen creative. The curvature from the Signal in the Beacon creates a branded shape that is ownable. This is the same curvature of the Beacon and should never be altered or changed. Blue gradient here is built using the linear gradient tool at a 45° angle. More guidelines on Pages 46 & 51.

#### Use of Branded Devices

Branded devices allow us to visually represent the Sling brand and connect it back to Sling before consumers see the logo.

#### Content in TV

Enclosing content within the branded TV is a visual queue that shows the consumer what service we sell. Logo soup can also go within the TV.

# Evergreen Branding Volume



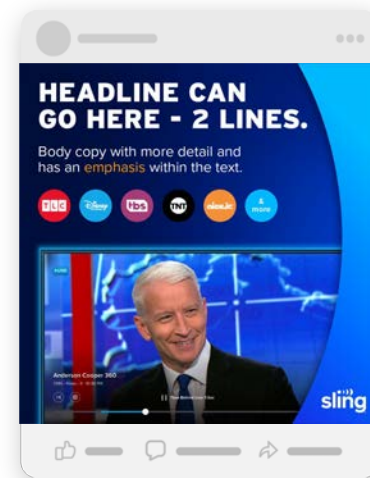
## Low Branding

Low branding emphasis is brand headline + product preview. This is usually functional and the message gets straight to the point.



## Medium Branding

Medium branding emphasis is brand messaging + channel logos for confidence + product preview. This is more functional, but allows for some brand personality.



## High Branding

High branding emphasis is the brand messaging and copy + channel logos + product preview as a tertiary element. This is more expressive and gives the most brand personality and messaging.

Functional



Expressive

# SIMPLE. AFFORDABLE. RELIABLE TV.

Watch live sports, entertainment and news for the **best price** with SLING.



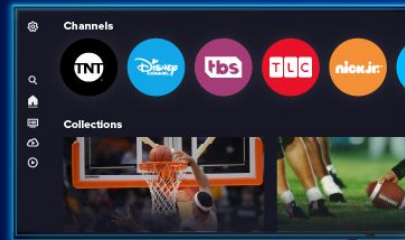
TRY IT FREE

Restrictions apply.

sling

# WATCH LIVE SPORTS, NEWS & ENTERTAINMENT FOR **LESS**.

Get your first month for **\$10**.



sling

TRY IT FREE

Restrictions apply.

# HEADLINE CAN GO HERE - 2 LINES.

Body copy with more detail and has an **emphasis** within the text.



sling

# FIND YOUR PERFECT TV PACKAGE.



TRY IT FREE

Restrictions apply.

sling

**VISUAL IDENTITY GUIDELINES**

# Sports



# Sports Creative

Sports creative is anything that speaks about a singular sport – like NFL, college football, NBA, college basketball, NHL, etc., or sports in general. It can also be used for tentpole sporting events/moments, like March Madness, the Olympics or Wimbledon.

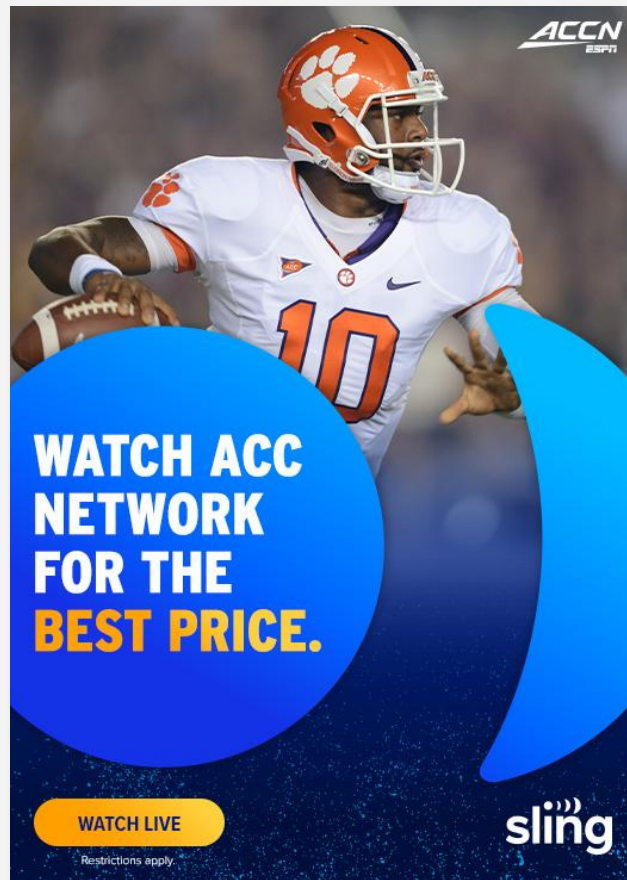
These creative pieces typically focus on the sport itself and has more of a tune-in type of message that encourages consumers to watch that sport/event versus statements made about the overall product.

When using programming key art for sports, we may have to utilize the Programming Tune-In Templates to abide by programmer artwork guidelines.

Branded Devices: [Brandfolder](#)

Gradients & Branded Shapes: [Brandfolder](#)

Sling UI Assets: [Brandfolder](#)





## VISUAL IDENTITY GUIDELINES

### Evergreen

#### Darker Floods of Color With Brighter Blue Accents

For sports creative, we utilized the darker blue gradient with accents of the brighter blue gradient throughout. This allows for a more immersive ad experience, and allows the content and the messaging to stand out among the bright blue gradient elements.

#### Emphasis

To emphasize important messages, we use our Secondary Yellow color to highlight messages within the headline or the body copy. When emphasizing in body copy, we should use Proxima Nova bold weight on the emphasized words.

#### Logo Soup

If showing Logo Soup within the creative, please display programmer logos within a circle, to connect it back to the UI as well as the Origin Point within the Sling Beacon.



#### CTAs and Buttons

Our CTAs should use a pill shape filled with the Yellow Gradient to draw attention.

#### Background Textures

Utilize sports or other relevant textures that relate to the sport of sporting event. When using background textures with the dark blue gradient, please be sure that effects of the gradient over textures or vice versa aren't changing the color of the gradient too much so that they look like different colors.

#### Branded Shape

We use the Beacon Crop, Origin Point and full Beacon branded shape within sports creative. Please keep sizing of the Origin Point and Signal shapes intact and relative in size to the original beacon. For more guidelines, please review Pages 46 & 57.

#### Stock Photos of Athletes

When using stock imagery, you may have to find athletes that look as close to the sport as possible. If we have IP imagery from programmers, we may have to separate our message from their artwork.

# Sports Branding Volume



## Low Branding

Low branding emphasis is brand headline + highlighting the sport more than the brand. This is usually functional and the message gets straight to the point.



## Medium Branding

Medium branding emphasis is brand messaging + a secondary message + the sport at 50% of the creative. This is more functional, but allows for some brand personality.



## High Branding

High branding emphasis is the brand messaging and copy + channel logos + the sport at 30% of the creative. This is more expressive and gives the most brand personality and view of what our product offers.

Functional

Expressive




2021-2022 SEASON

# GET BUCKETS FOR LESS.

**\$10** | National basketball coverage for less.  
for your first month

**ESPN** **ESPN3** **TNT**



**WATCH LIVE**

Restrictions apply.

**sling**

# WATCH EVERY TEAM AND EVERY TOUCHDOWN FOR LESS.

**WATCH 3 DAYS FREE**

Restrictions apply.



**sling**

# WATCH YOUR FOOTBALL TEAM FOR LESS.



**sling**

TOKYO | JULY 23 – AUG. 8

# EVERY EVENT. EVERY CEREMONY. ONLY \$10.



**sling**

**VISUAL IDENTITY GUIDELINES**

# Special Offers



# Special Offers Creative

Special Offers creative is anything where we are speaking about a specific limited-time offer that the customer can only get at a specific time of year, or something that we are only offering once. Sling offers that are recurring would not be considered a Special Offer. Examples of recurring offers are our “\$10 for your first month” and “Watch 3 days free” that don’t change and are continually offered throughout the year. A Special Offer would be something like free previews, limited partnership offers or a free experience of Sling that has no strings attached like “Sling Happy Hour: Free Live TV from 5pm-midnight.”

Branded Devices: [Brandfolder](#)

Gradients & Branded Shapes: [Brandfolder](#)

Sling UI Assets: [Brandfolder](#)

Special Offer Badges: [Brandfolder link](#)

**LIMITED-TIME OFFER**

## FREE PREVIEW OF PARAMOUNT NETWORK!

Enjoy hit shows like Yellowstone for FREE from Nov. 7 – 14.

Recommended For You: Breaking Bad, ALONE, 107, SOUL

**TRY IT FREE**  
Restrictions apply.

**sling**

## VISUAL IDENTITY GUIDELINES

### Special Offer

#### Brighter Floods of Color With Darker Blue Accents

For Special Offer creative, we utilized the brighter blue gradient with accents of the darker blue gradient throughout. This allows the special or limited-time offer to stand out among our other more Evergreen creative.

#### Emphasis

To emphasize important messages, we use our Secondary Yellow or Bright Yellow (if Secondary Yellow doesn't have enough contrast) color to highlight messages within the headline or the body copy. When emphasizing in body copy, we should use Proxima Nova bold weight on the emphasized words.

#### Logo Soup

Logo Soup should always display programmer logos within a circle, to connect it back to the UI as well as the Origin Point within the Sling Beacon. When only showing logo soup, we should display the logos within the TV to connect back to the product and queue the category.



#### CTAs and Buttons

Our CTAs should use a pill shape filled with the Yellow Gradient to draw attention.

#### Special Offer Badges

The use of the Signal shapes within the special offer badges acts as an announcement and draws attention of the consumer to let them know this is a special offer. We have multiple badges for use in different scenarios. You can find a link to these on Page 61.

#### Use of Branded Devices

Branded devices allow us to visually represent the Sling brand and connect it back to Sling before consumers see the logo.

#### Content in TV

Enclosing content within the branded TV is a visual queue that shows the consumer what service we sell. Logo soup can also go within the TV.

# Special Offer Branding Volume



## Low Branding

Low branding emphasis is brand headline + product preview. This is usually functional and the message gets straight to the point.



## Medium Branding

Medium branding emphasis is brand messaging + channel logos for confidence + product preview. This is more functional, but allows for some brand personality.



## High Branding

High branding emphasis is the brand messaging and copy + channel logos + product preview as a tertiary element. This is more expressive and gives the most brand personality and messaging.

Functional



Expressive



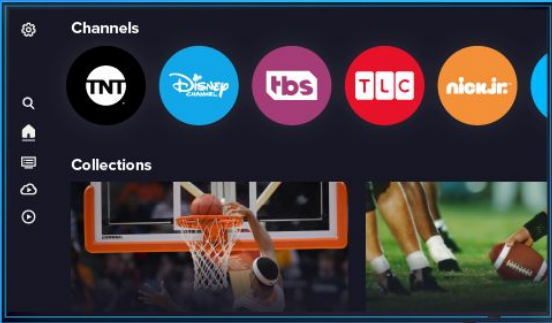
# VISUAL IDENTITY GUIDELINES

## Special Offer Examples


LIMITED-TIME OFFER (●●●)

# SPORTS, NEWS, MOVIES & MORE. ALL FOR FREE!

Everyday from 5pm to midnight.



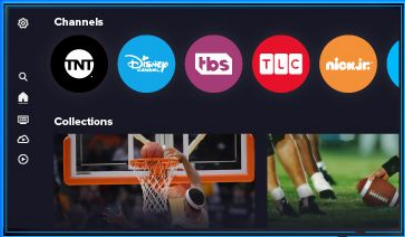
TRY IT FREE  
Restrictions apply.



LIMITED-TIME OFFER (●●●)

# GET A FREE AMAZON FIRE STICK!

When you sign up for SLING.




TRY IT FREE  
Restrictions apply.




LIMITED-TIME OFFER (●●●)

# OFFER CAN GO HERE ON TWO LINES.



TRY IT FREE  
Restrictions apply.



**VISUAL IDENTITY GUIDELINES**

# **Programming Tune-In Templates**



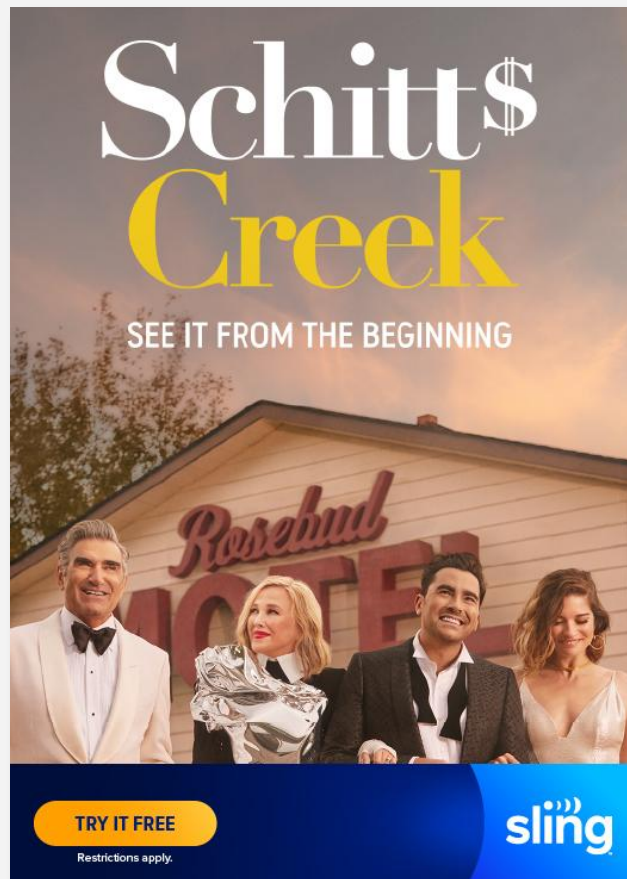


## VISUAL IDENTITY GUIDELINES

# Programming Tune-In Templates

The Programming Tune-in Templates are used any time we are promoting a show, movie or TV event using key art from programmer partners. We do not use these templates when we are creating our own generic assets to promote a show, movie or TV event. An example of this is generic artwork (typically using stock imagery or illustrations) we create to advertise college football on Sling, which would follow the sports guidelines.

Programming Tune-In Templates: [Brandfolder](#)

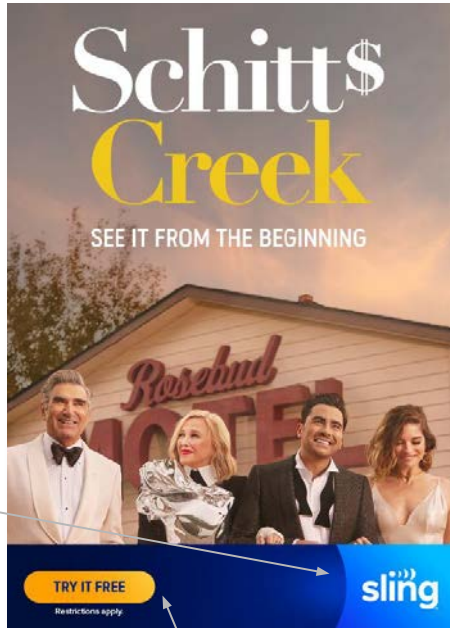


## VISUAL IDENTITY GUIDELINES

### Programming Tune-In Templates

#### Option 1 Template

We use our Option 1 Tune-In templates as our primary template when our bright blue gradient doesn't clash with the Programming key art. Keyart has a solid or simple background and shows only one or a few characters within the artwork.



#### Branded Shape

We use the Signal Crop branded shape to contain the logo. This shape adds more Sling branding, without overwhelming the consumer. Blue gradient is built using the linear gradient tool at a 45° angle.

#### CTAs and Buttons

Our CTAs should use a pill shape filled with the Yellow Gradient to draw attention.

#### Option 2 Template

We use our Option 2 Tune-In templates when our bright blue gradient clashes with Programming key art or key art is very busy. Keyart becomes very busy, when there's a lot of moving pieces, characters and complex backgrounds.



#### Branded Shape

We use the Signal Crop branded shape as a stroke to contain the logo. The stroke adds our brand color but is less overwhelming for the consumer to look at when there's busy key art. Blue gradient is built using the linear gradient tool at a 45° angle.

# Programming Tune-In Branding Volume



## Low Branding

Low branding in these templates is more physical in appearance. With low branding we are only including our logo and a CTA where applicable.



## Medium Branding

Medium branding allows us to add more body copy with information about the show/program or expressive copy.



## High Branding

High branding allows us to add a bold headline along with body copy with information about the show/program or expressive copy.

Functional



Expressive

## VISUAL IDENTITY GUIDELINES

### Evergreen Examples



Discovery  
**SHARK WEEK**  
ALL THIS WEEK 8PM ET

**LIVE & ON DEMAND TV STARTING AT \$10 FOR YOUR FIRST MONTH.**  
Only \$35/mo. after that.

**WATCH LIVE**  
Restrictions apply.

sling



FX  
IT'S ALWAYS SUNNY  
IN PHILADELPHIA

**THE GANG IS BACK**  
\$16 for your first month.

**SUBSCRIBE NOW**  
Restrictions apply. \$41/mo. after promo.

sling



(IMPRACTICAL)  
**JOKERS**  
truTV

**WATCH 3 DAYS FOR FREE.**

sling



the Real Housewives  
OF SALT LAKE CITY  
bravo

**SLC DRAMA FROM THE COMFORT OF YOUR COUCH.**  
Starting at ~~\$35~~ \$10 for your first month.

**WATCH LIVE**  
Restrictions apply. \$35/mo. after promo.

sling

## VISUAL IDENTITY GUIDELINES

# Google Slides Template

You can access a Google Slides template [here](#). Please do not request edit access, instead go to **File > Make a copy > Entire Presentation** to acquire your own presentation and ability to edit.



# 08 Photography



PHOTOGRAPHY

# Lifestyle Audience Photography

Use the link below to download imagery specific to our older Lifestyle Audience.

Lifestyle Photography: [Brandfolder](#)





**BRAND PHOTOGRAPHY**  
*Lifestyle Audience Preview*



**BRAND PHOTOGRAPHY**  
*Lifestyle Audience Preview*





PHOTOGRAPHY

# Tune-In Audience Photography

Use the link below to download imagery specific to our younger Tune-In Audience.

Tune-In Photography: [Brandfolder](#)



**BRAND PHOTOGRAPHY**  
*Tune-In Audience Preview*





**BRAND PHOTOGRAPHY**  
*Tune-In Audience Preview*



# Thank you!

For more information, please contact David Scheur & Heather Bettis.

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**[heather.bettis@dish.com](mailto:heather.bettis@dish.com)**

