DISH NETWORK
BRAND RELAUNCH
RETAIL STYLE GUIDE

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BRAND POSITION

At DISH Network, we believe that everyone has the right to Better TV. From the beginning, our mission has been simple: make TV accessible and affordable—for everyone.

As the defenders of Better TV, we are dedicated to protecting viewers across the country from poor picture quality, sub-standard customer service and outrageous prices. We have distilled this dedication into a rallying cry—"Better TV for All"—to communicate DISH Network's unique vision and personality.

As the Pay TV category becomes even more competitive, DISH Network must defiantly challenge the status quo, speaking to TV viewers in a way they can identify with. To ensure we continue to stand out in the consumer's mind, we have refreshed the brand with a clever, feisty attitude and a strong graphical identity that reflects our dedication to Better TV and brings a cohesive voice to all of our communication. Consistent use of, and care for, these elements will serve to strengthen the DISH Network brand and its position in the industry.

LOGO

THE DISH NETWORK LOGO

This is a slight variation of the current DISH Network logo. The color has been switched to Pantone 173 Coated. The top "orbit line" has been simplified. The bottom orbit line has been removed.

The two-color DISH Network logo will be used on photography.

LOGO WITH TAGLINE

The new DISH Network tagline is "Better TV for all."
Here are two variations of the logo/tagline lockup.

This version of the lockup
should be used primarily for
print and POS pieces that are
more vertical.

This version should be used
in rare instances for extreme
horizontal layouts, like banners.

dish
NETWORK™
Better TV for all.

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NETWORK™   Better TV for all.

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Better TV for all.

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NETWORK™
Better TV for all.

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NETWORK™   Better TV for all.

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NETWORK™
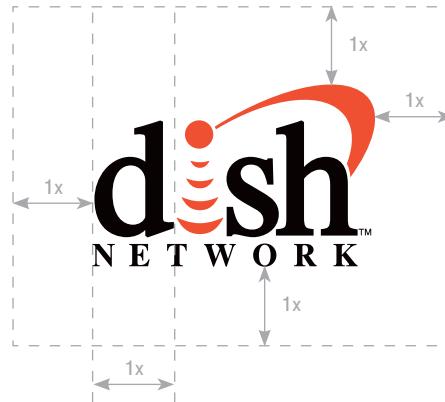Better TV for all.

dish
NETWORK™   Better TV for all.

THE DISH NETWORK LOGO PROTECTED AREA

A minimum amount of clear space should surround the logo lockup to preserve the legibility and impact of the mark. Keep the area around the logo clean and uncluttered. The clear space should measure one letter space away on all sides. Do not place any type, logos or other graphic elements in the minimum clear space area.

The minimum size for the DISH Network logo is .625" as determined by its height. The logo should never be reproduced smaller than this size. At smaller sizes, the logo is difficult to read and therefore damages the brand's impact.
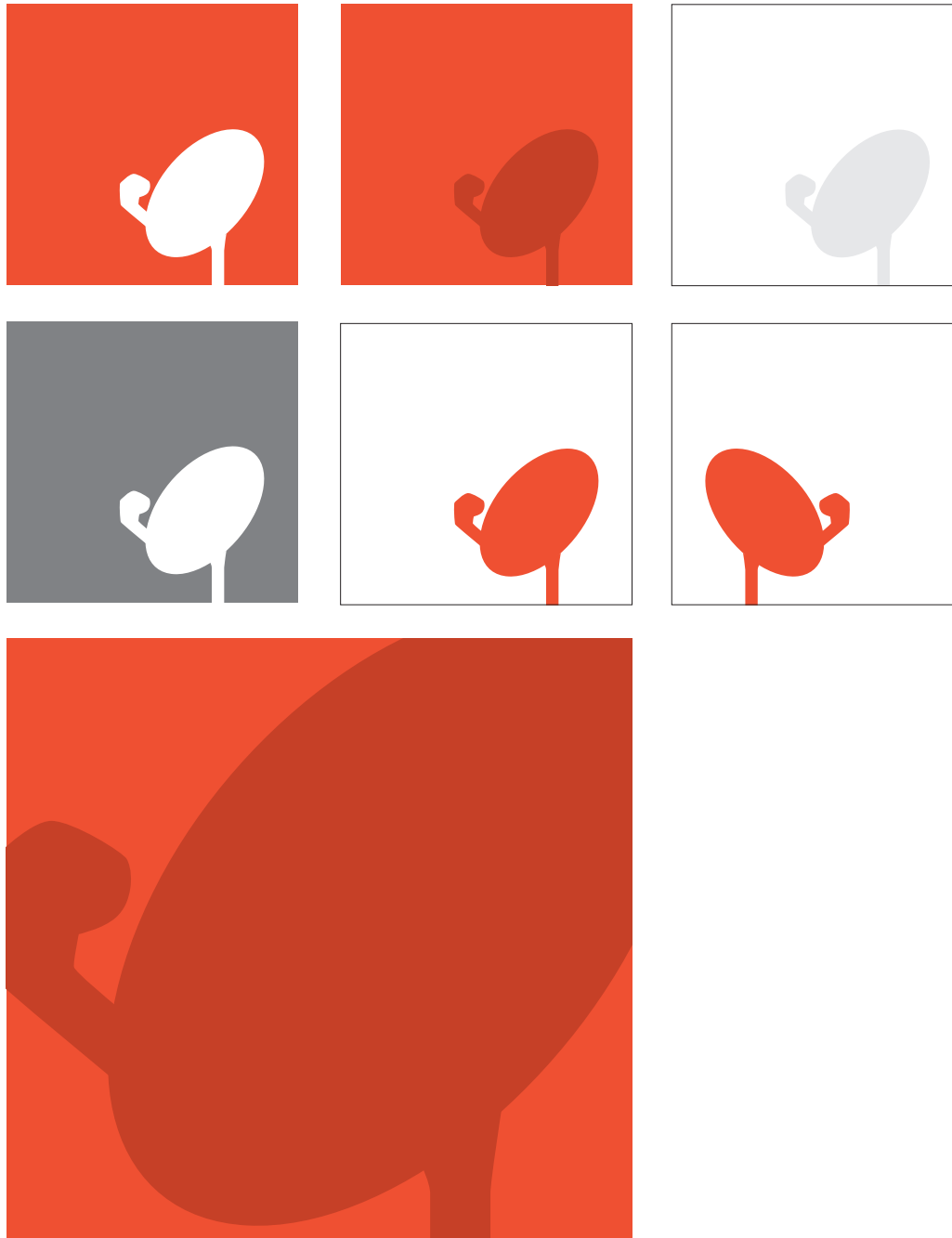
RETAILER LOGO

SATELLITE SILHOUETTE

SATELLITE SILHOUETTE

The Satellite Silhouette is another graphic element that will carry through a lot of the work.

The Silhouette can anchor a layout or be used as a screened background graphic that fills the entire layout.

LOCKUP COMBO EXAMPLES

SATELLITE SILHOUETTE W/ LOGO

Use the appropriate proportions when the Satellite Silhouette, logo and tagline are used together.

Better TV for all.

Better TV for all.

COLORS

Primary Color

Pantone 173 Coated
[CMYK: 0/84/88/0]
Pantone 173 will replace the DISH Network red (PMS 186). This will both be the primary color and the color to be used in the DISH Network logo.

Complementary Reds

80% Pantone 173 Coated - 80% Tint
[CMYK: 0/84/88/0]
This is a lighter tint of the Pantone 173 by 80% and is to be used on the Transmitter graphic.

Pantone 173 Coated - 20% Black
[CMYK: 0/84/88/20]
Pantone 173 Coated is converted to CMYK and 20% Black has been added to create a second color to the original.

Secondary Colors

DISH Black
[CMYK: 30/30/30/100]
This rich black is built in the DISH Network logo and is only to be used when CMYK printing is the final application of the logo's usage.

Black
[CMYK: 0/0/0/100]
This 100% black is used in the logo for newsprint.

60% Black
[CMYK: 0/0/0/60]
This tint is the conversion of the Pantone 173 Coated from CMYK to grayscale.

10% Black
[CMYK: 0/0/0/10]
Used for the Transmitter as a background tint.

White
[CMYK: 0/0/0/0]
Used in the DISH Network logo and Transmitter.

COLOR

We are moving away from the more traditional red to a warmer, almost "tomato" red. A lighter and darker shade of this red (complementary reds) can be used for some of our graphic elements. We have also selected secondary blacks and greys as well as some accent colors that should be used sparingly.

100% Black [0/0/0/100]

Pantone 173 Coated [0/84/88/0]

Rich Black [30/30/30/100]

Better TV for all.

TRANSMITTER

The Transmitter will typically be used with Pantone 173.

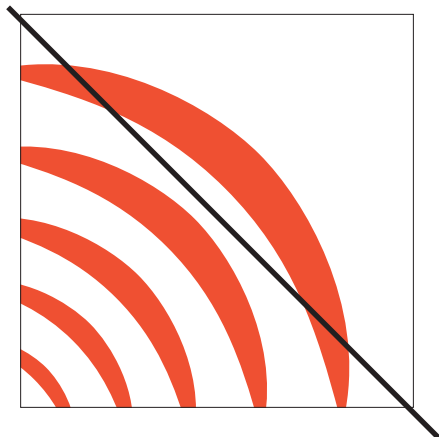For B/W pieces, any of the logo elements below can be used.

THE DISH NETWORK TRANSMITTER

The DISH Network Transmitter will be used extensively as a brand element in the August relaunch. It's been designed to look and feel like wireless transmissions from a satellite. In order to seed this icon and have it be a hard-working brand element through all DISH Network communication, we need to protect it and only use it certain ways.
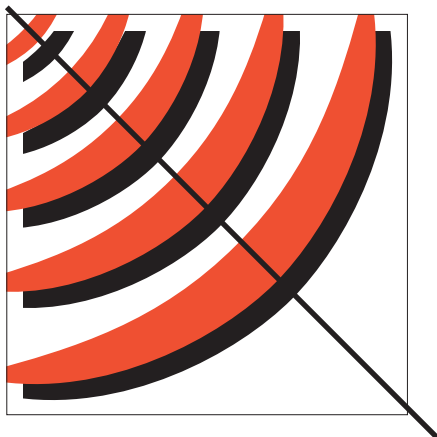
Transmitter color
The color of the Transmitter should be Pantone 173 or white, whenever possible. When the background color is 173, a tinted version of the Transmitter can be used.

When the Transmitter is used over color photography, always use Pantone 173. A slight drop shadow can be applied when appropriate.

In some instances we may want to use the Transmitter as more of a texture. In these cases use Pantone 173 as the background color. The Transmitter color will change out to 20% black on top of Pantone 173. (White, grey or a percentage of red can be used.)
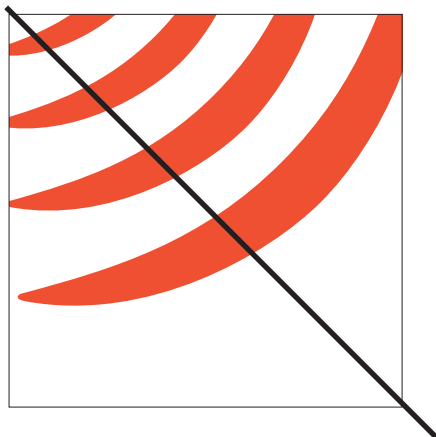
Don't

The Transmitter is designed to feel like it is coming from a satellite. **It should always come from top left or top right.** Never from below.
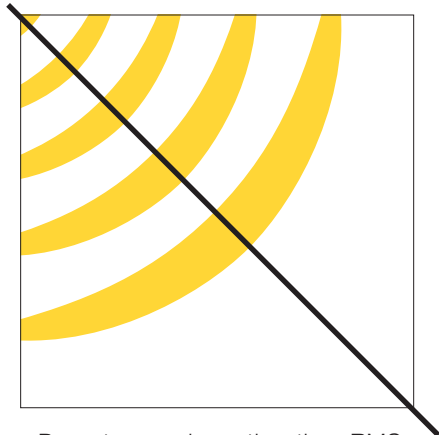
Don't

Do not double up.

Don't

No off-center croppings.

Don't

Do not use colors other than PMS 173 coated, black or grey.

Don't

No outlining the Transmitter.

Don't

Don't manipulate the Transmitter in any way.
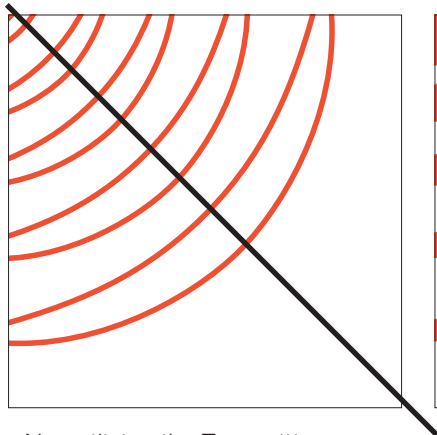
SOME TRANSMITTER DON'TS

In order to make the Transmitter a recognizable icon that is inherently linked to DISH Network, we should limit the variations in how it is used. Here are some examples of ways we shouldn't use the Transmitter icon.
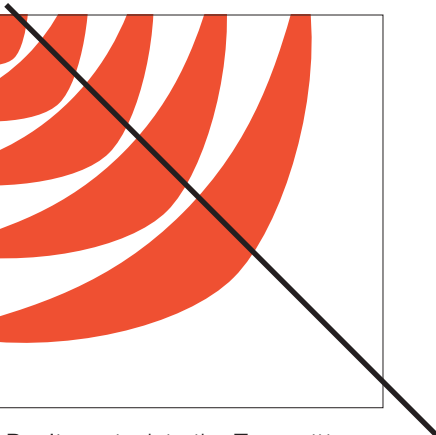
EXAMPLES

The Transmitter should not exceed 25% of the overall layout space.

TYPOGRAPHY

Berthold Akzidenz Grotesk Super

Berthold Akzidenz Grotesk Bold

Berthold Akzidenz Grotesk Medium

Berthold Akzidenz Grotesk Regular

Berthold Akzidenz Grotesk Light

The following condensed styles should be used primarily for legal copy:

Berthold Akzidenz Grotesk Medium Condensed

Berthold Akzidenz Grotesk Condensed

Berthold Akzidenz Grotesk Light Condensed

Here's the typeface family used for   DISH Network within Adobe InDesign CS, Illustrator CS, and Photoshop CS.

When using any of these typefaces within Adobe InDesign, please be sure to have "kerning" set to Optical to ensure correct visual spacing between type.