



# Silhouette Logo Quick Reference Guide

This section is just what the title says—a quick reference guide designed for your convenience. We recommend that you download the complete TiVo® Style Guide at [tivo.com/resources](http://tivo.com/resources). This Quick Reference version isn't intended to replace the TiVo Style Guide—in fact, there are several topics covered in the TiVo Style Guide that aren't included here.

## General Logo Usage

- The TiVo silhouette logo should never appear smaller than 16 pixels or 0.222".
- The TiVo silhouette logo must never appear to be crowded by other elements. Clear space is essential.
- The logo must never be contained in a shape such as a circle or triangle.
- Do not alter the shape of the logo by adding hands or deleting the antennae. It can never be re-drawn.
- The TiVo silhouette logo must never appear standing on an object. It can be grounded on a solid color with the heels flush with the horizon line keeping the (®) symbol clearly visible.
- All logos must have the (®) symbol on the lower right hand side. This mark is provided with the logo artwork.



### Clear Space Example

x = Height of antennae, clear space on left and right side of logo.  
y = Height of legs, clear space above and below the logo.



### Logo on Light and Dark Backgrounds

It is best to use the logo on a clear white background. If the logo is to appear on a dark, complex, photographic or patterned background, the logo can be reversed in white or another color such as Pantone 1375 c.

### Cropped Logo

The logo may be cropped and used as a background image as long as it is recognizable and a TiVo corporate logo appears somewhere else.

## Logo/Trademark Violations



Do not add words to the TiVo logo.



Do not add a stroke to the logo.



Do not use a pattern to fill the TiVo logo.



Do not alter the shape of the logo.



Do not add a tagline above or below the TiVo logo.

## TiVo Color Palette

The TiVo brand is extremely colorful and uses a wide range of hues. This color palette should be used as a guide for any online or print collateral associated with TiVo.

Spot	Process	RGB	HEX
PMS 1788 c	C: 0% M: 91% Y: 78% K: 0%	R: 253 G: 43 B: 18	FD2B12
PMS 339 c	C: 72% M: 0% Y: 58% K: 0%	R: 42 G: 164 B: 117	2AA475
PMS 1375 c	C: 0% M: 50% Y: 98% K: 0%	R: 255 G: 154 B: 22	FF9A16
PMS 2715 c	C: 58% M: 51% Y: 0% K: 0%	R: 113 G: 112 B: 178	7170B2
White	C: 0% M: 0% Y: 0% K: 0%	R: 255 G: 255 B: 255	FFFFFF
Black c	C: 60% M: 40% Y: 40% K: 100%	R: 0 G: 0 B: 0	000000
PMS 877 c	C: 0% M: 0% Y: 0% K: 40%	R: 167 G: 169 B: 172	A7A9AC

For more TiVo resources, visit [tivo.com/resources](http://tivo.com/resources).