![Comcast logo]

Comcast SharePoint Guidelines & Best Practices

Updated: March 2023

Contents

Our Guide and Practices Purpose:

Comcast SharePoint tools to power your inner
Intranet designer.

1.0
Logos

1.1
Primary Comcast Logo

The famous NBC peacock

"Cast" custom Comcast typeface
(only used in logo)

Comcast SharePoint Guidelines > Resources

1.2
Logo Clear Space

The minimum clear space around the logo is defined as the peackock height. No text or elements should be applied closer than the peacock height around the logo. In addition, the logo should be at least a peacock height in distance from the edge of any document.

Peacock height = clear space around logo.

Do not use a registration mark with the Comcast logo.

1.3

Logo File Versions - Primary Logos

Logo Small

Typical Uses

Web, letterhead, infographics, small merchandising

File: Small

This small-size primary Comcast logo drawing is optimized for digital (on-screen) use.

For sizes below 1" (72px)

Close-up view of small-size peacock symbol.

Logo Medium

Typical Uses

Print advertising, desk drops, collateral, silk screening

File: Medium

This medium-size primary Comcast logo drawing is optimized for standard print applications.

For sizes between 1" (72px) and 6" (432px)

Close-up view of medium-size peacock symbol.

Logo Large

Typical Uses

Signage, billboards, outdoor ads, vehicles

File: Large

This large-size primary Comcast logo drawing is optimized for large-scale applications such as signage.

Comcast SharePoint Guidelines > Resources

For sizes greater than 6" (432px)

Close-up view of large-size peacock symbol.

1.4
Primary and Secondary Logos

Primary Logo

COMCAST

Secondary Stacked Logo
(preferred version)

COMCAST
NBCUNIVERSAL

Secondary Horizontal Logo

COMCAST NBCUNIVERSAL

Comcast SharePoint Guidelines > Resources

1.5

Primary and Secondary Uses

While our primary logo is the Comcast logo, there are a number of applications where the Comcast NBCUniversal is the correct logo to use.

Always

COMCAST

COMCAST NBCUNIVERSAL

- Corporate Website
- Corporate Social Handles
- Product Announcements

- Community Impact
- Diversity and Inclusion
- Military Engagement

Dependent on Context

- Events
- Human Resources
- Internet Essentials
- Employee Communications
- Investor Relations

Please call the Corporate Communications team to verify which is the appropriate logo to use.

1.6
Comcast and Xfinity

COMCAST

Or

COMCAST
NBCUNIVERSAL

xfinity

Definition	Corporate Brand	Product Brand
Uses	**Corporate Communications**	**Product Marketing**
Purpose	Comcast brings everyone closer to the moments that matter.	Xfinity is a lifestyle brand for connected experience. Xfinity fuels discovery for everyday enjoyment.

1.7

Logo Applications

Full Color

COMCAST	**Full color logo** The full-color logo on white best represents our brand. Use the color logo whenever possible.	COMCAST NBCUNIVERSAL
COMCAST	**Full color logo** The full-color logo may also be placed on the light gray (Mercury) background. If the background is any darker, the full color reversed logo will need to be used.	COMCAST NBCUNIVERSAL
COMCAST	**Full color reversed logo** The full-color reversed logo, with a white peacock body, is intended for use on these solid colors, and also on top of dark photos. Note: Solid white reversed logo also allowed for these backgrounds.	COMCAST NBCUNIVERSAL

Single Color

COMCAST	**Solid black positive logo** Use this logo variation, on white and light-colored backgrounds and in one-color applications such as newspaper print.	COMCAST NBCUNIVERSAL
COMCAST	**Solid white reversed logo** Use this logo over dark, colorful backgrounds where the peacock colors may clash.	COMCAST NBCUNIVERSAL

1.8
Full Color Logo Applications

The logo must be clearly visible against the background.

Reverse logo: Use over very dark images only, to maintain high contrast.

Standard logo: Use over very light images only, to maintain high contrast.

Comcast SharePoint Guidelines > Resources
Do not use reverse, full-color logo over light, busy backgrounds.

Do not use black, full-color logo over dark, busy backgrounds.

1.9
Single Color Logo Applications

Use single color logos when the background color will clash with the logo or where color use is limited. Ensure that there is sufficient contrast between the logo and the background so that the logo is clearly visible.
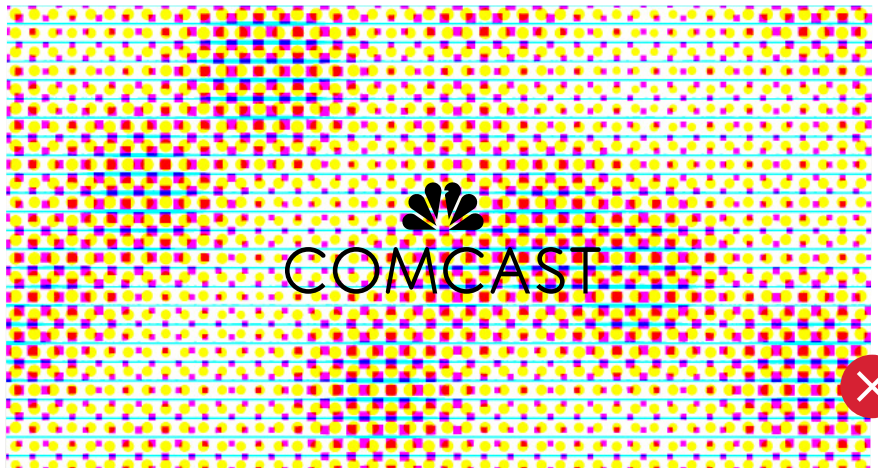

The white logo has sufficient contrast with the colored background.

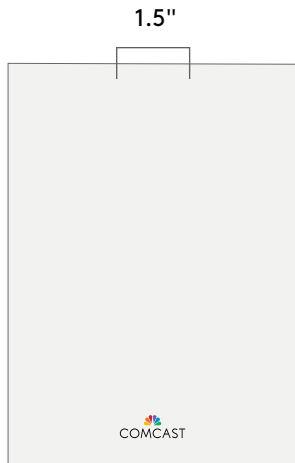The black logo has sufficient contrast to the light grey background.

Comcast SharePoint Guidelines > Resources
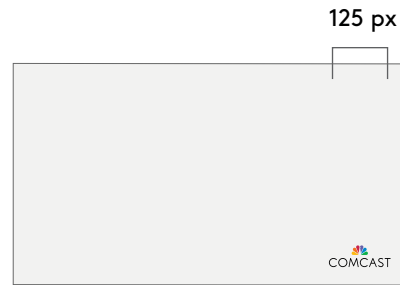The background is too busy with not enough contrast for logo to be clearly visible.

The background is too busy for any logo to be clearly visible, and should be changed.
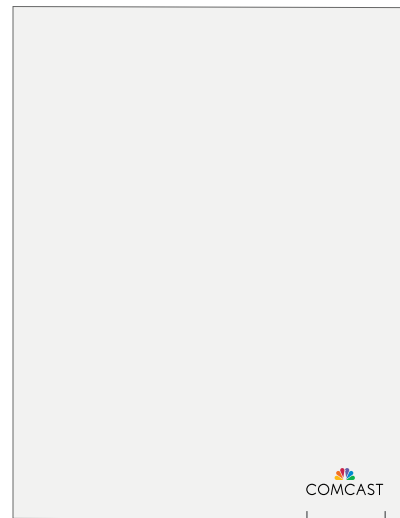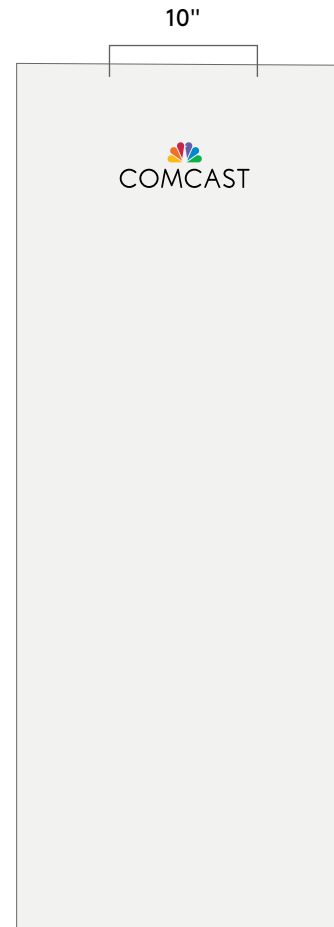
1.10

Logo Sizing

1.5"

COMCAST

Invitation 5" x 7"

125 px

COMCAST

Social Meme Aspect Ratio: 16:9
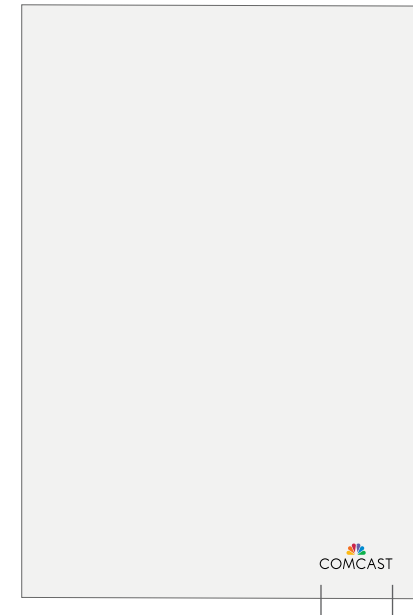
COMCAST

Letter 8.5" x 11"

1.65"

10"

COMCAST

Banner 24" x 70"

COMCAST

Poster 24" x 36"

4.25"

Minimum logo size

In reproducing the Comcast logo, be consious of its size and legibility. A logo that is too small has little or no impact.

COMCAST

Minimum size: 0.5"/36px

Comcast SharePoint Guidelines > Resources

1.11

Logo - Incorrect Uses

The logo must never be altered, modified or recreated.

Do not use the peacock symbol on its own without the Comcast logo text.

Do not lock up the Comcast and Xfinity logos.

Do not add effects to the logo.

Do not change the typeface of the logo.

Do not modify or move the logo elements.

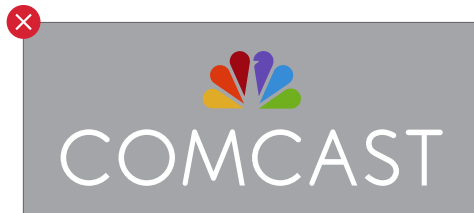**Do not** distort the logo.

Do not change the color of the logo.

Do not use the logo within text.

Lorem ipsum COMCAST doler.
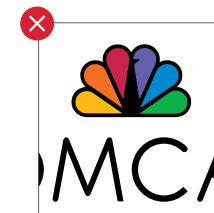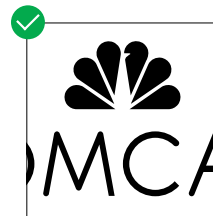
1.12

Peacock - Incorrect Uses

The peacock must never be altered, modified or recreated.

Do not use the unoutlined peacock with white logo text.

Do not use the white outlined peacock with black logo text.
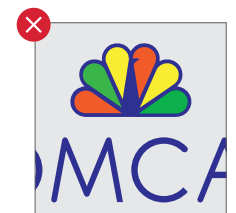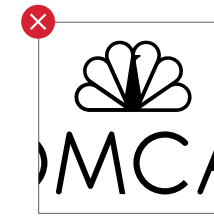

Do not color the peacock's body.

Do not outline the peacock body.

Do not change the logo colors.

Do not color the peacock body black on a white background.

Do not color the peacock body gray on a white background.

Do not use white peacock feathers with black type.

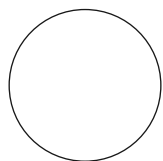Comcast SharePoint Guidelines > Resources

2.0
Color

2.1
Color Palette

This is the Comcast color palette. We use white space to create a light, clean design and the colors for subtle emphasis. Our goal is a clean, warm and elegant design.
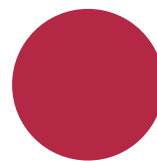
Primary
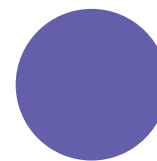
White
CMYK: 0/0/0/0
RGB: 255/255/255
HEX: FFFFFF

Pantone 130C
CMYK: 0/30/100/0
RGB: 253/185/19
HEX: FDB913

Pantone 172C
CMYK: 0/70/100/0
RGB: 243/112/33
HEX: F37021

Pantone 200C
CMYK: 20/100/70/0
RGB: 201/35/74
HEX: B42846

Pantone 265C
CMYK: 70/70/0/0
RGB: 100/95/170
HEX: 645FAA
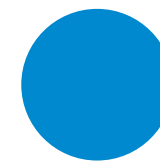
Pantone 299C
CMYK: 100/30/0/0
RGB: 0/137/207
HEX: 0089CF
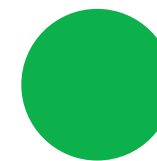
Pantone 368C
CMYK: 80/0/100/0
RGB: 13/177/75
HEX: 0DB14B

Neutrals

Black
CMYK: 75/68/67/90
RGB: 0/0/0
HEX: 000000

Mine Shaft
CMYK: 71/65/64/70
RGB: 37/37/37
HEX: 252525

Carbon
CMYK: 42/30/27/12
RGB: 132/132/132
HEX: 848484

Mercury
CMYK: 7/5/6/0
RGB: 233/233/233
HEX: E9E9E9

Comcast SharePoint Guidelines > Resources

2.2

Sample Iconography and Illustration

We emphasize light and clean design and use our color palette for subtle emphasis. Here are some recommendations.
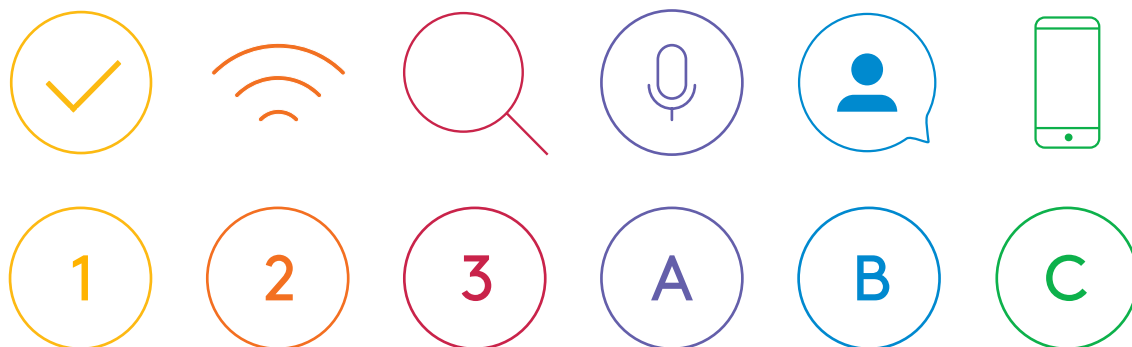
Sample Iconography and Labeling: The recommended line weight is 2 pt., as depicted below. Apply a proportionate line thickness accordingly.

Sample USA and Regional Map: Line details should be minimal to keep the overall look clean.
Comcast SharePoint Guidelines > Resources
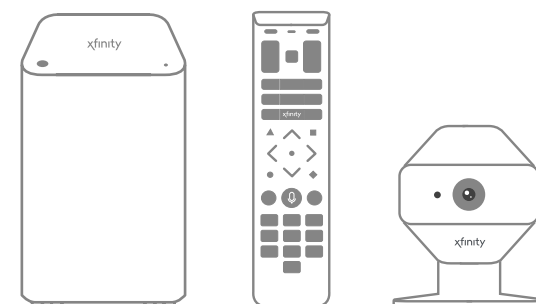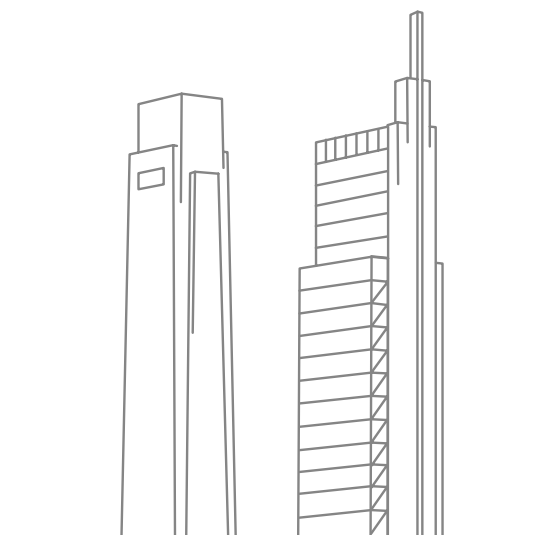
Sample Illustration Style: Lines should be thin and soft at edges.

2.3

Sample Accents and Application

Our designs are light and clean, and we use our color palette for subtle emphasis. Here are some recommendations.
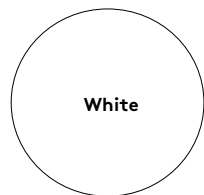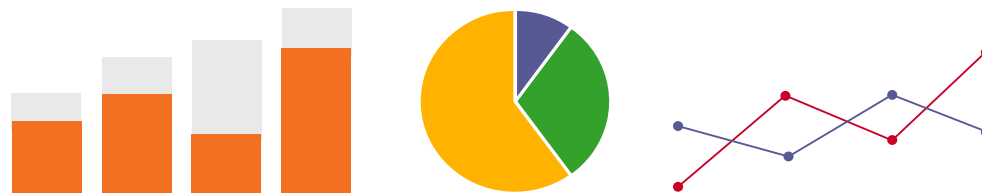
White

White is your most important color. Use color sparingly for accents, labeling, points of emphasis and calls to action.

Charts: Use color in bar charts, pie charts, graphs and diagrams.

"
Lorem Ipsum velit dolor sita amet et, occaecat laboris elit voluptat esse eu cillum dolore.
"

Pull Quotes: Use color quotes to set off an important quote.

PARIATUR

LABORUM

EXCEPTEUR

DESERUNT

LABORUM

MAGNA

Accents: Use color to highlight labeling.

Excepteur sint occaecat cupidatat non proidenta

Lorem ipsum dolor sit amet, consectetur pareli adipiselit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad etula minim veniam, quis et nostrud exercitation sint occaecat cupidatat non proident anim id est laborum.

C Cursus in hac habitasse platea dictumst quisque. Suspendisse sed nisi lacus sed viverra tellus. Nibh cras pulvinar mattis nunc sed blandit libero eta volutpat sed. Felis imperdiet proin fermentum leo. Semper auctor neque a vitae tempus quam pellentesque. Tempor orci dapibus ultrices in iaculis sot. Aliquam sem et tortor consequat. Porta lorem mollis aliquam ut porttitor leo a. A arcu cursus vitae congue mauris rhoncus aenean vel elit.
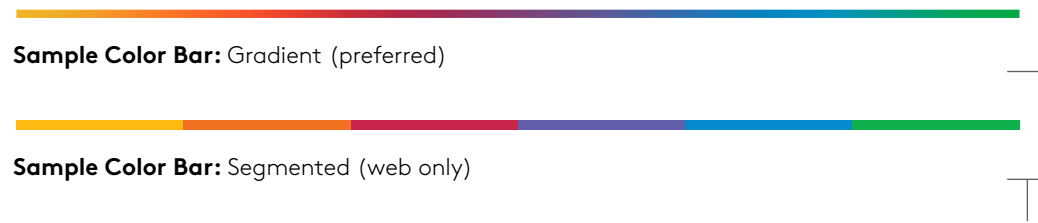
Layouts and Pagination: Use color to add subtle styling in page layouts, such as backdrops or dropcaps.

⊗ Borrow the colors of the peacock, not the peacock itself.

2.4
Rainbow Bar

One way we bring our color palette to life is by using a subtle rainbow bar. The rainbow bar is a great way to create visual interest, but use it sparingly.

Sample Color Bar: Gradient (preferred)

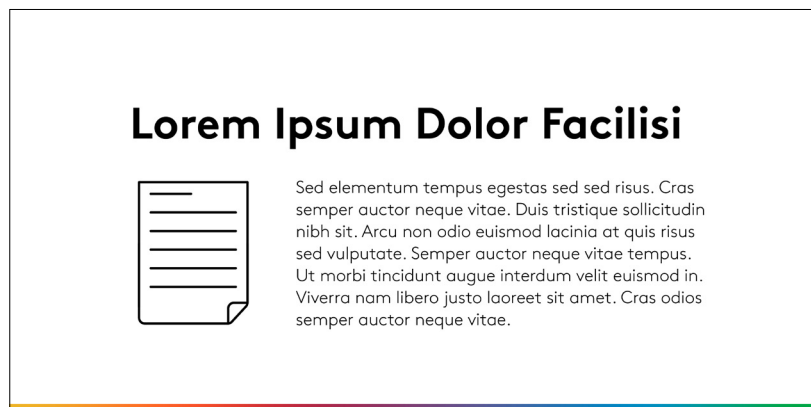**Sample Color Bar:** Segmented (web only)

Please Note:
The rainbow line should comprise no more than 5 percent of any piece of collateral. For example, a typical 16 x 9 (1600 x 900 pixel) PowerPoint slide looks best using a 20 pixel high anchor line across the bottom of the document, which is well within 5 percent of the whole.

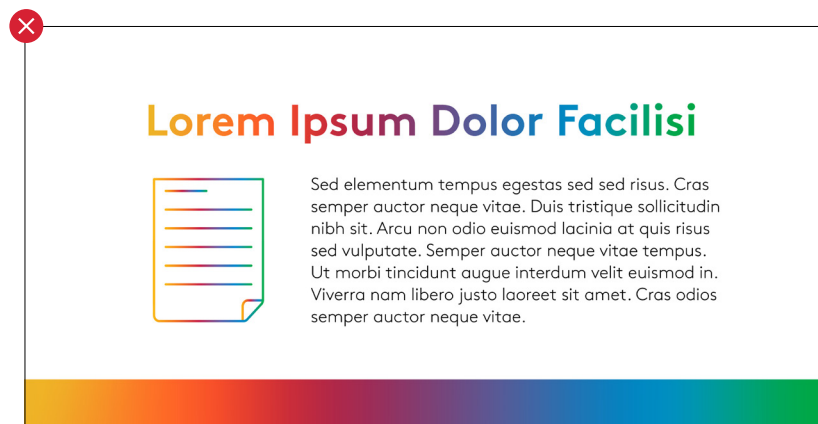**Line Weight:**
Examples are presented at 3pt thickness.
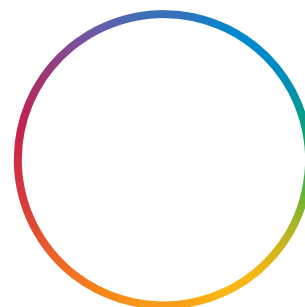
Sample Color Circle:
The peacock colors may be used to create a circle.

Example:
Twitter Avatar (to scale)

COMCAST

Lorem Ipsum Dolor Facilisi

Sed elementum tempus egestas sed sed risus. Cras semper auctor neque vitae. Duis tristique sollicitudin nibh sit. Arcu non odio euismod lacinia at quis risus sed vulputate. Semper auctor neque vitae tempus. Ut morbi tincidunt augue interdum velit euismod in. Viverra nam libero justo laoreet sit amet. Cras odios semper auctor neque vitae.

The rainbow bar should be used as an accent to a clean design. It should take up a very, very, small percentage of the overall design.

Lorem Ipsum Dolor Facilisi

Sed elementum tempus egestas sed sed risus. Cras semper auctor neque vitae. Duis tristique sollicitudin nibh sit. Arcu non odio euismod lacinia at quis risus sed vulputate. Semper auctor neque vitae tempus. Ut morbi tincidunt augue interdum velit euismod in. Viverra nam libero justo laoreet sit amet. Cras odios semper auctor neque vitae.

Do not use an overly thick rainbow bar. **Do not** use a full gradient effect for text or icons.

2.5
Gradients (optional)

There may be a need to assign an isolated color scheme to a specific topic or graphical treatment. For that, a gradient is allowed, using a color progression of two or more peacock colors. Gradients, like solid colors, can prove to be an effective storytelling tool if used sparingly and purposefully.
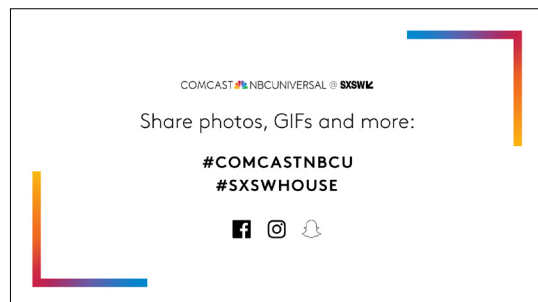
Example:
Gradients, like our standard colors, are best used as accents in a clean, simple design.
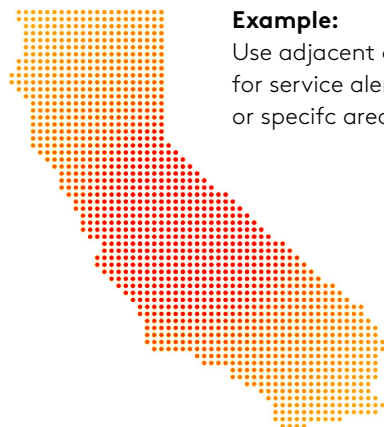
Example:
Use adjacent colors to create a gradient for service alerts to highlight a hotspot or specifc area.
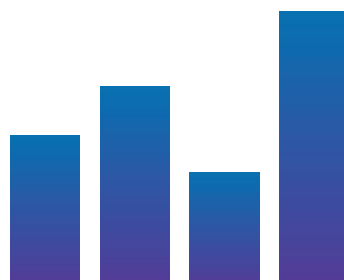
Example:
Use adjacent colors to set off data points, hashtags or text you want to highlight.

Example:
Use adjacent colors to create a gradient background to add variation.

Through Internet Essentials, more than $650 million has been invested to support digital literacy training.

internet essentials
FROM COMCAST

Example:
Use adjacent colors to add dimension to charts and graphs.
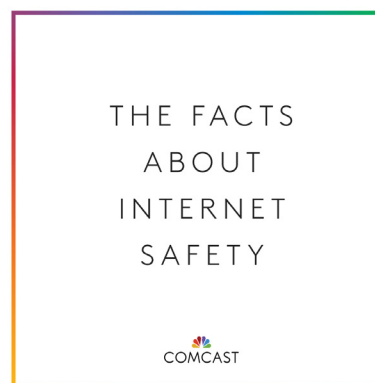
Comcast SharePoint Guidelines > Resources

SUSTAINABILITY

Example:
Use two adjacent colors to add flair to a line icon. Certain colors pair well with specific topics, such as "sustainability" and our commitment to going green.

THE FACTS ABOUT INTERNET SAFETY

COMCAST

Example:
Use all six of the peacock colors to create a border for items that refer to the Comcast brand as a whole. White should remain the primary visual color.

6M

Example:
Use gradients to set off graphics.

3.0
Typography

Brown is our primary typeface. All type treatments - from headlines, to body copy, to labels - can be executed using four different weights of Brown.

This font is called Brown.

Brown Bold   **Brown Regular**   Brown Light   Brown Thin

Primary Headline

Medium Headlines Are Set in Brown Regular, With 1.25x Leading, Do Not Use Periods for Headlines

❌ **Do not** use all caps in primary headlines in Brown Regular.

Alternate Headline

Limit use for large headlines only, 300pt or higher

ALTERNATE LARGE HEADLINES ARE SET IN BROWN THIN

Subhead

Subheads that require emphasis are set in Brown Regular with 1.5-1.75x leading and 0 points of tracking.

Body

Body copy is set in Brown Light, 1.25-1.5x leading. Twelve-point font is the preferred size, but it can range from 9 pt. to 14 pt. Do not make body copy smaller than 8 pt.

Caption

Captions are set in Brown Regular, auto leading at 8pt.

Labels

LABELS ARE SET IN BROWN BOLD, WITH 50 - 200 POINTS OF TRACKING

Legal

Legal copy is set in Brown Regular with auto leading and should be set between 7 & 8 points in size.

Comcast SharePoint Guidelines > Resources

3.3
Typography - Everyday Use

Not everyone has access to Brown. In those instances, Arial is our designated typeface for everyday, internal use.

This font is called Arial.

Arial Black   **Arial Bold**   Arial Regular

This is How You Write a Headline

Put Titles Like 'Fast & Furious' in Single Quotes

This is how you write a subhead. Subheads should be straight sentence case. In addition, when referring to Xfinity, do not use all caps.

Titles in body copy, such as *Fast & Furious*, should be italicized. Never use underlines or bold in body copy. This allows media to copy what they need seamlessly.

Comcast SharePoint Guidelines > Resources

4.0
Photography

4.1
Photography Portraiture Guidelines

Portraits should be shot "3/4" in the subject's natural work environment. This means the subject is pictured from the top of their head, leaving adequate clear space, to somewhere between mid-thigh and just above the knees.

Color plays an important role in telling our brand story. Look for natural opportunities to infuse our color palette into Comcast photography.

Rule of thirds is applied by aligning a subject with the guide lines and their intersection points, placing the horizon on the top or bottom line, or allowing linear features in the image to flow from section to section.

Comcast SharePoint Guidelines > Resources

4.2

Photography Portraiture Samples

A good portrait should make the viewer feel at ease. Our people are approachable and friendly, and photographed consistently, whether it's capturing candid moments or executive portraiture. Our photography should be clean and bright, with an eye for natural ways to inject color.

4.3

Photography Product Samples

Just like people, products have personality, too. Our products are clean and elegant. Look for opportunities to capture products in a natural, clean environment in a way that avoids being too commercial. A good product shot should be editorial in nature.
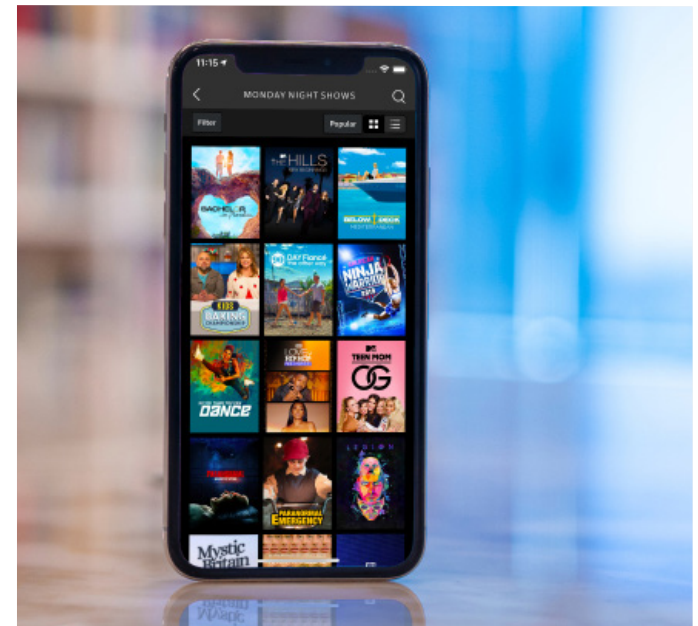
4.4

Photography Places Samples

Photography should document spaces that are clean and inviting. Look for opportunities to capture spaces where branding and branded colors are present.

4.5
Photography Events Samples

Use dramatic angles and open spaces to add excitement and depth of field. Avoid posed shots in favor of capturing subjects "in the moment." Take advantage of available, natural light when possible. Finally, look for opportunities to add products and / or branding in authentic ways.
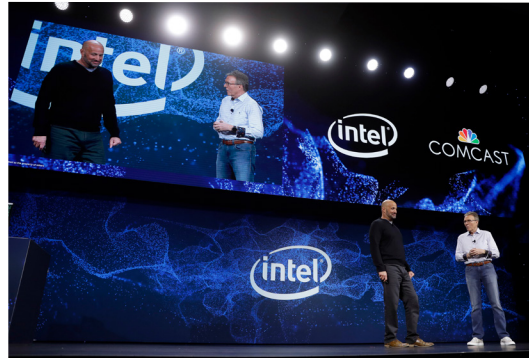
5.0
Best Practices

5.1

Best Practices - Examples
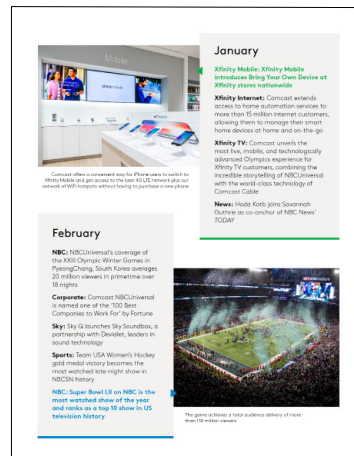
Year In Review
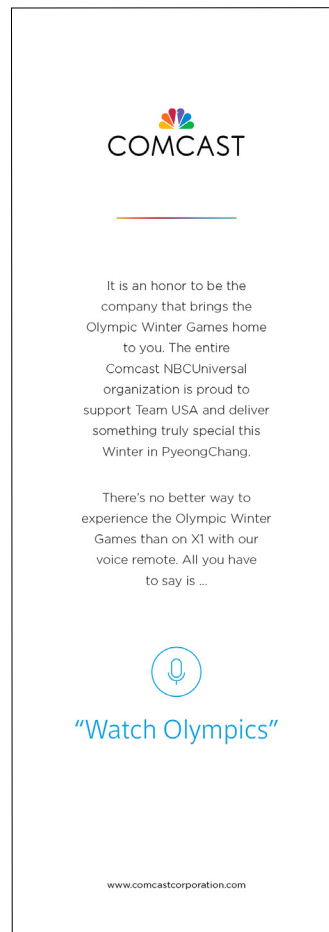
Special Event Voice Remote Box and Insert

Comcast SharePoint Guidelines > Resources

5.2

Best Practices - Examples
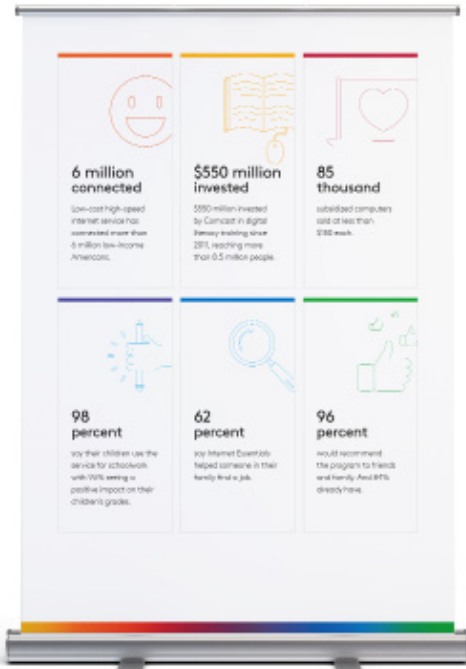
Event Signage

Invitation

Progress Report

Social Meme
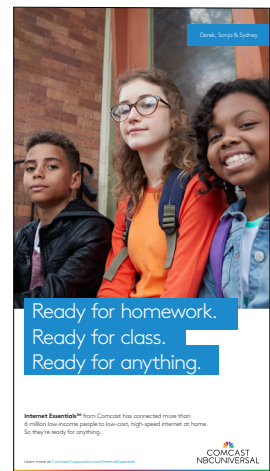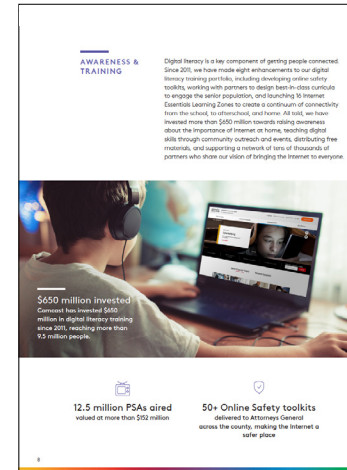
Print Advertisement

Fact Sheet

Website

Comcast SharePoint Guidelines > Resources
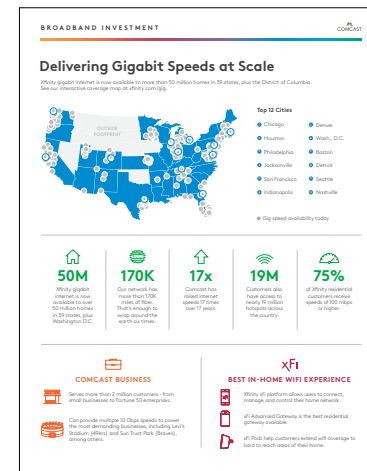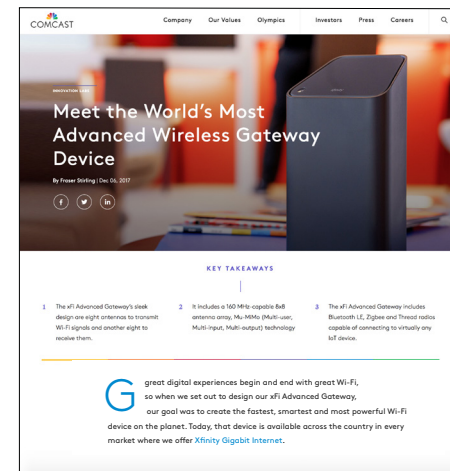
5.3
Best Practices - Presentations

Overview

Growth Chart

Bar Chart

Comcast SharePoint Guidelines > Resources

Quote

6.0
Resources

6.1

Asset Downloadables

COMCAST

COMCAST NBCUNIVERSAL

Primary Logo:

Comcast Primary Logo Suite ⤓

Comcast Animated Logo ⤓

Secondary Logo:

Comcast NBCUniversal Logo Suite ⤓

Comcast NBCUniversal Animated Logo ⤓

Icons:

Complete Library ⤓

Comcast SharePoint Guidelines > Resources

Aa

Fonts:

Lineto Brown

Please contact Morgan Zoroya for more information.

Graphics:

Rainbow Color Bars ⤓

COMCAST

Presentation Template:

Powerpoint ⤓

Keynote ⤓

6.2
Press Kit Download

You can download our press kits using the links below.

Comcast Press Kit

Xfinity Video Press Kit

Xfinity Internet Press Kit

Comcast Business Press Kit

Xfinity Home Press Kit

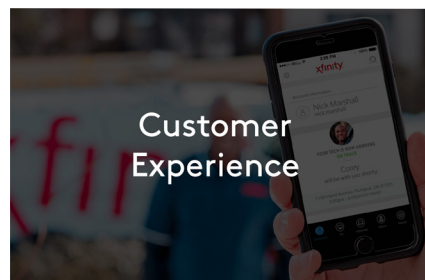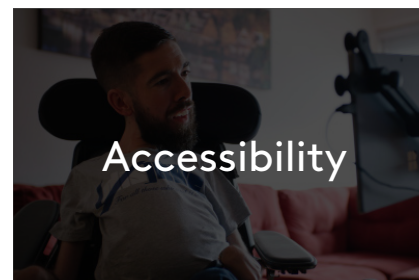Xfinity Flex Press Kit

Comcast Gigabit Internet Press Kit

Xfinity Mobile Press Kit

Comcast Technology Center Press Kit

Customer Experience Press Kit

Accessibility Press Kit

Xfinity Retail Store Press Kit

Comcast SharePoint Guidelines > Resources

6.3

Photography Download - Signage, Places & Logos

You can download our photography using the links below.

Signage

Comcast Signage

Exteriors

Comcast Building Exteriors

Interiors

Comcast SharePoint Guidelines > Resources
Comcast Building Interiors

Graphic
Logos
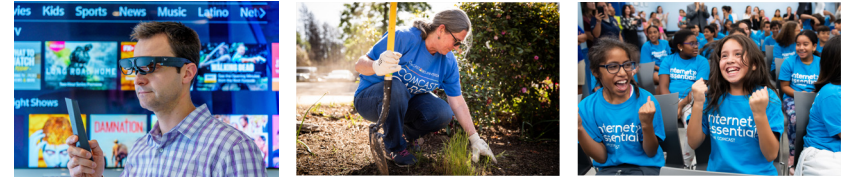
Comcast Graphic Logos

6.4
Common Photo Requests

General Photography: People & Products

People - Working ⤓

People - Helping ⤓

Connectivity Products ⤓

TV Entertainment Products ⤓

General Photography: Our Values

Community Impact ⤓

Diversity and Inclusion ⤓

Internet Essentials ⤓

Military ⤓

Accessibility ⤓

Sustainability ⤓

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6.5
Email Signature

Comcast logo may be used in email signature as shown here. Logo must have sufficient white space surrounding and follow general aforementioned guides.

Download email ready logo ⤓

John Sample
Director, Finance
Comcast
353 N Gloster St
Tupelo, MS 38801
Office: 123-456-7890

Comcast employees may select/copy layout above and paste text directly into signature setup window. Logo file can be added just underneath.

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6.6
How Can We Help?

Kathy Leech
Executive Director - Corporate Brand and Advertising
Kathryn_Leech@comcast.com
215.286.2840

Jason Weitzel
Director, Content + Creative, Corporate Communications
Jason_Weitzel@comcast.com
215.286.3119

Lisa Reichman
Lead Designer
Lisa_Reichman@comcast.com
215.286.1053

Sharon Sampson
Administrative Assistant
Sharon_Sampson@comcast.com
215.286.1446

Christopher Harrer
AVP, Internal Communications – Digital, Comcast
Chris_Harrer@comcast.com
267.693.7041

Antonio Gomez
Designer, Internal Communications – Digital, Comcast
Info@comcast.com
415.637.6192

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