



Print Use

Screen Use

MAVTV\_Primary - 4 Color

Rich Black: C-30, M-30, Y-30, K-100  
White  
Pantone: 293C

MAVTV\_Primary - 3 Color - Over Black

White  
Pantone: 293C

MAVTV\_Primary - B+W

Rich Black: C-30, M-30, Y-30, K-100  
White

MAVTV\_Primary - Black

Rich Black: C-30, M-30, Y-30, K-100

MAVTV\_Primary - White

White

MAVTV\_Primary - 4 Color

Black: #000000  
White: #FFFFFF  
Blue: #0340A7

MAVTV\_Primary - 3 Color - Over Black

White: #FFFFFF  
Blue: #0340A7

MAVTV\_Primary - B+W

Black: #000000  
White: #FFFFFF

MAVTV\_Primary - Black

Black: #000000

MAVTV\_Primary - White

White: #FFFFFF

When spot color not available, 4 C Process Blue: C-100, M-80.5, Y-11.4, K-2.48



StyleGuide

RGB: R-3, G-64, B-167

