

News
Literacy
Project



Brand Guidelines 2020

Table of Contents

Visual Identity

| | |
|-----------|--|
| 04 | Introduction |
| 05 | Logo |
| 06 | Logo Variations |
| 07 | Proportion and Clear Space |
| 08 | Logo with Tagline Lockup |
| 09 | Logo Relationship with Tagline |
| 10 | Logo – Minimum Size |
| 11 | Logo Don'ts |
| 12 | Web Icons |
| 13 | Signature System – Strategic Relationships |
| 14 | Color Palette |
| 15 | Typography – Primary |
| 16 | Typography – Alternative |
| 17 | Typography Structure |
| 18 | Graphic Elements – The Big Picture |
| 19 | Graphic Elements – The Big Picture (continued) |
| 20 | Graphic Elements – Iconography |
| 21 | Graphic Elements – Illustrations |
| 22 | Graphic Elements – Illustrations – Building Blocks |
| 23 | Graphic Elements – Infographics |
| 24 | Photography |

Design Inspiration

| | |
|-----------|------------------|
| 26 | Introduction |
| 27 | Website Homepage |
| 28 | Posters |
| 29 | Stationary |

01

Visual Identity

Introduction

Our visual identity is articulate, accessible and adaptable, evoking the News Literacy Project’s mission to equip the public with the needed resources and knowledge to gather and decipher facts from fiction in order to see the whole picture. The core visual elements of our brand – our logo, color palette, typography and graphic elements – work together to bring our mission to life in a range of applications and for a variety of audiences.

Logo

The story of our logo

Our logo evokes the process of bringing information into focus, regardless of media. The rectangular shape also echoes the shape of journalists' tools, from notepads to screens, while the dots imply the rapidly-evolving nature of news as well as the process of separating fact from fiction.



Logo Variations

Preferred: full-color



Below are the only acceptable versions of our logo. Each version has a specific purpose and should not be used in ways other than those listed.

Preferred version

Full-color (PMS/CMYK/RGB)

The full-color version of the logo is the preferred version and, whenever possible, should be used on all branded materials.

Alternate versions

One-color black and grayscale

In certain contexts, only one-color or grayscale printing may be available. In these scenarios, we recommend that you use the one-color version of the logo to maintain the logo's integrity and effect.

Knockout (white)

The knockout version is for use on a dark background or photograph. When using this version, you must ensure that the background color or photograph is dark enough to provide enough contrast for the logo to appear clear and legible.

Alternate: one-color (black)



Alternate: grayscale



Alternate: knockout (white)



Proportion and Clear Space

Follow the recommendations here to ensure that our logo communicates consistently across all applications.

Proportion

Always keep the logo proportional. The space between the frame and “News Literacy Project” should equal x ; the height of the signature should equal $7x$. The line width of the frame should equal y .

The height of the green dots should equal $2y$ with even spacing in between.

Clear space

Keep the logo clear of competing text, images and graphics by maintaining the minimum amount of clear space equal to x .

Proportion



Clear space



Logo with Tagline Lockup

Follow the recommendations here to ensure that our logo communicates consistently across all applications.

Proportion

Always keep the logo and the tagline proportional. The space between the tagline and the logo should equal x . The tagline should be centered with the logo. The length of the tagline should not exceed the border as indicated below.

Clear space

Keep the logo clear of competing text, images and graphics by maintaining the minimum amount of clear space equal to x .



Proportion



Clear space



Logo Relationship with Tagline

Follow the recommendations here to ensure that our logo communicates consistently across all applications.

Proportion

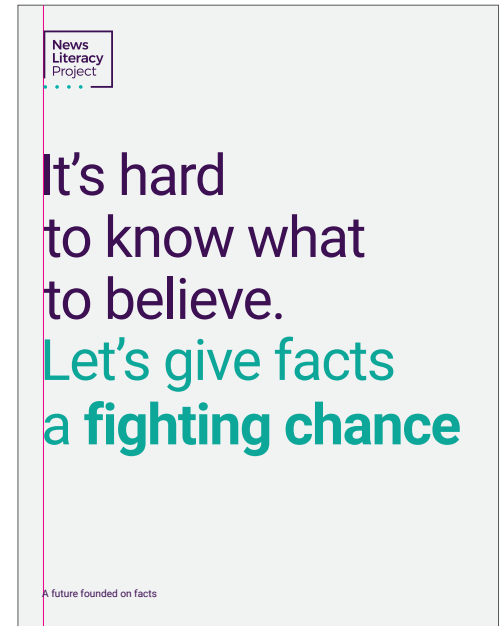
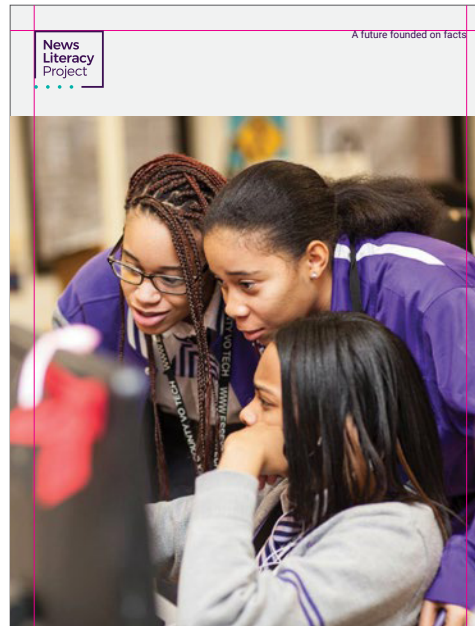
The height of the tagline always should equal **x**.

Relationship

The logo and the tagline can be aligned on top of the page, or it can be left-aligned with logo on top and tagline at the bottom on the page.



A future founded on facts x



Logo Minimum Size

Keep the logo legible by always using it in sizes equal to or greater than .25" in height for print, and 50px in height for digital applications.

Print



Web



Logo Don'ts

Our logo stands for who we are. It is recognizable and purposeful. As such, it should not be altered under any circumstances.

Here are some examples of things to avoid when using our logo:

1. Don't crop the logo.
2. Don't rotate and/or stretch the logo.
3. Don't present the logo as an outline-only image.
4. Don't recolor the logo using colors that are not part of the color palette.
5. Don't remove the dots.
6. Don't add a drop shadow to the logo.

1. Crop



2. Rotate or stretch



3. Outline



4. Recolor



5. Remove the dots



6. Drop shadow



Web Icons

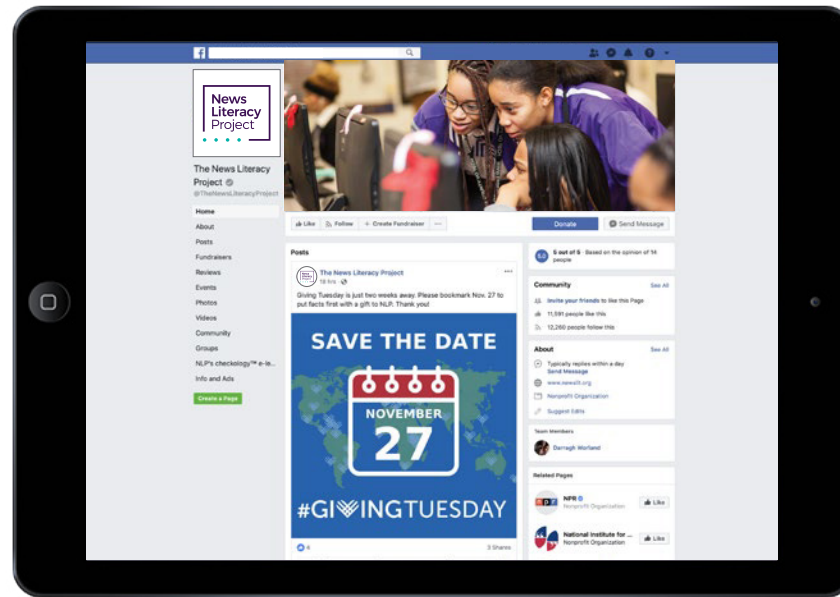
For web and social media applications where space is limited, use a scaled-down version of our logo to represent the brand.

Social media icon

For social media such as Facebook and Twitter, use the News Literacy Project logo as the icon. Here are the minimum sizes for the following platforms:

- Twitter: 400 x 400 px
- Facebook: 200 x 200 px
- Instagram: 150 x 150 px

Social media icon



Signature System Strategic Relationships

When the News Literacy Project is partnering with one organization for a shared program, project or initiative, we recommend a co-branded logo lockup, using a vertical ruler line. When engaging with multiple partners around a shared program, project or initiative, the relationship should remain at a 1:1 level, but the ruler line should not be used.

One-to-one
Relationship



Multiple
Relationships



Color Palette

Primary Colors

Our primary colors are purple and teal. Purple represents our courageous, nonpartisan approach to information literacy, while the teal implies a rational, optimistic attitude that emphasizes reason over emotion. Taken together, the two colors represent key aspects of our mission, personality and tone.



Secondary Colors

Our four secondary colors are variations on our primary colors and are appropriate for use as accent colors for subheadings or infographics. The cool gray should be the default color for body copy, except on a dark background, in which case white is an acceptable alternative.



Typography

Primary

Our brand font is Roboto. It is appropriate for body copy as well as display copy, and comes in a variety of sizes and weights. Roboto is available for download as a free Google font.

ROBOTO

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&*()

Typography Alternative

When our brand font is not available or accessible, use Tahoma as the alternative. Tahoma is a sans-serif font that is found on most browsers and platforms.

For online applications or instances in which Roboto is not available, use Tahoma. Examples of these applications include Google Docs and e-mail. Additionally, for editable documents that are shared externally, where audiences may not have downloaded Roboto, Tahoma may be used. Examples of these applications include PowerPoint, Word and Excel.

TAHOMA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Typography Structure

Our typography and our color palette can be used together to create clean, clear and impactful messaging. The following is an example of how we can apply typography and color to create a messaging structure:



This messaging structure is for illustrative purpose only.

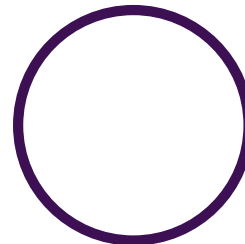
Graphic Elements

The Big Picture



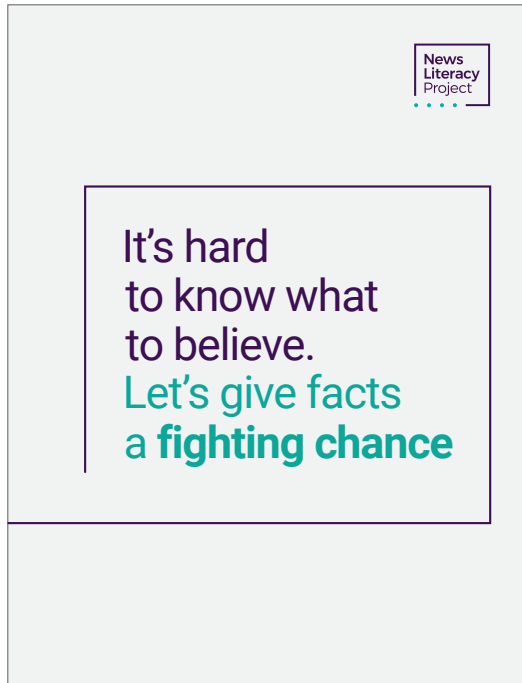
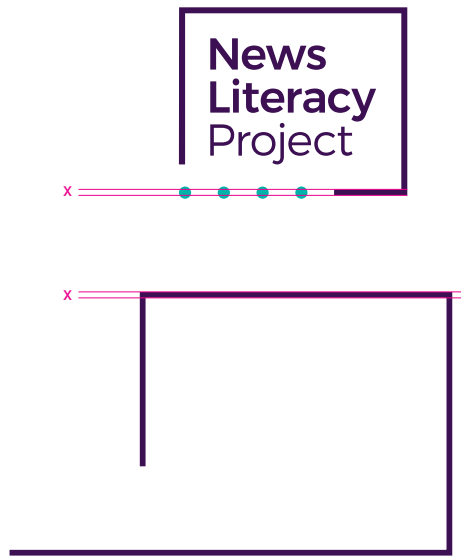
The Big Picture is a key graphic element of our identity, and can be used to highlight both information and images for enhanced impact and emphasis. The Big Picture serves as a visual reminder to consume information with an awareness of its context and origin. The shape itself evokes the most common ways to consume news, from newspapers and magazines to television and computer screens.

Several variations on The Big Picture are acceptable to help drive further impact. A closed rectangle, open rectangle without the dots, or a closed circle can serve in a subordinate role or in applications where the default shape would hamper legibility. The dot and line element can be used strategically to underline pertinent content or call out quotes. See the application section for examples.



Graphic Elements The Big Picture (continued)

In order to maintain the integrity of The Big Picture, line thickness should equal the x-height in all applications. In applications that include the four dots, the height of the dots should equal twice the x height (2x).



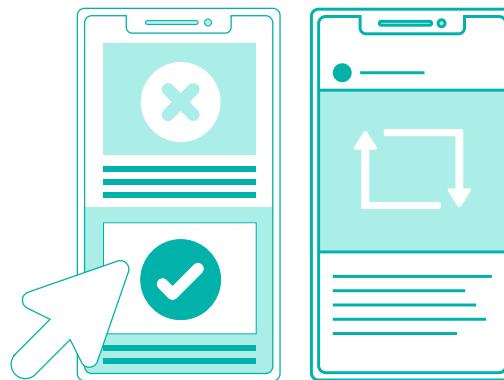
Graphic Elements Iconography

Our visual identity includes iconography inspired by our logo. These elements should be used to enhance readers' navigation across applications and contexts, quickly drawing their eyes toward important messages or actions they should take.



Graphic Elements Illustrations

Our illustration style can be a powerful storytelling device, adding greater flexibility to our visual language so we don't always rely on photography. Our illustrations maintain the clear, clean style of our iconography and logo, as thin line art in monochrome shades of either NLP teal or NLP purple. Illustrations can be used to visualize complicated concepts or in cases when text needs to be emphasized over visuals.

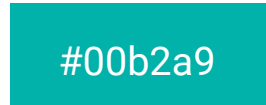


Graphic Elements Illustrations – Building Blocks

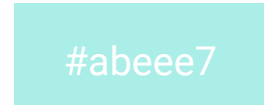
Our illustrations are created from thin outlines using the primary colors of NLP’s palette as a base shade, adding a lighter tint and a neutral “background” color.

NLP Teal

BASE



TINT (~15%)



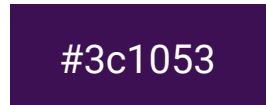
NEUTRAL



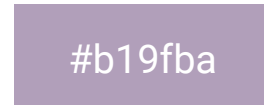
or

NLP Purple

BASE



TINT (~15%)

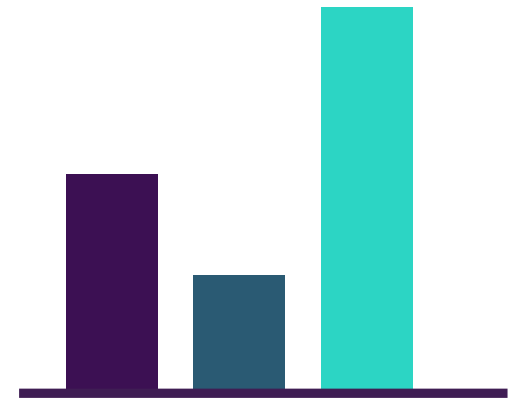


NEUTRAL



Graphic Elements Infographics

Our primary and secondary colors can also help visualize numbers and data in clean, clear and impactful ways.



Photography

There are several overarching guidelines to keep in mind when selecting images for the News Literacy Project. Given the nature of our work, awareness of power structures across race, class and gender is important, especially when showing young students. Make sure to balance perceptions and portrayals between photos, and highlight students speaking on their own behalf.

Use images of...

- Diversity in people, location and learning styles
- Students interacting in an authentic way
- Teachers interacting in an authentic way
- Students interacting with news and journalists
- Students using the NLP tools
- Both male and female teachers and journalists

Avoid showing...

- Photos that convey gender and/or racial stereotypes
- Physical contact among teachers and students
- Stock photos
- Low-quality or low-resolution photos
- Photos that appear staged



02

Design Inspiration

Introduction

The applications on the following pages demonstrate our visual identity system across a spectrum of communications, and are for illustrative purposes only.

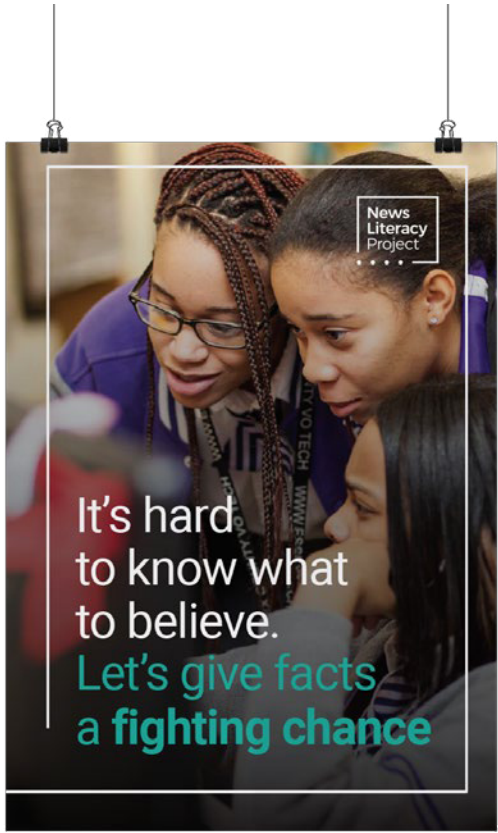
Use these examples as inspiration for implementing our brand.

Website Homepage



These designs are for inspiration only.

Posters



Stationery



These designs are for inspiration only.



**For questions regarding this brand guide,
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