

NLP Logo Guidelines 2020

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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 versions 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 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



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

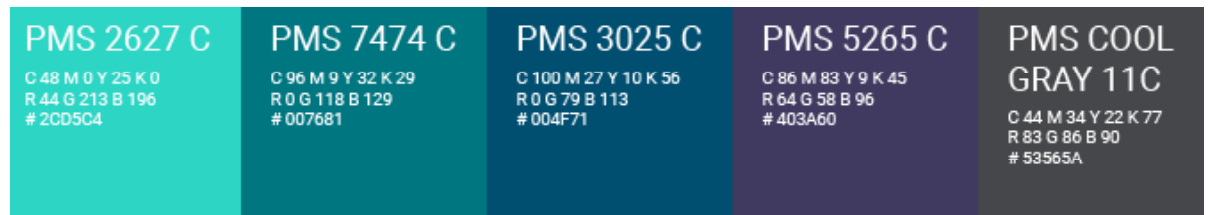
Primary Colors

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.





**For questions regarding this brand guide,
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