

Brand Guidelines



Logos

A little background

Our logo is extremely important to us as it represents our past, present and future.

The new design champions the monospaced '8-bit' 'N' shape from the original logo, expressing the notion of a digital service.

Bright bold colours coupled with the contrasting diagonals used in the 'Chocolate Box' variant are there to deliver the message of an unbiased viewpoint of news from all angles around the world. As well as conveying this message, it's also intended to suggest the corner of a newspaper and that NewsNow has 'got it covered'.

Currently we have **two** layouts for the NewsNow logo, with **three** colour variations within them. Each one has an environment in which it was designed for and this should be adhered to where possible.

You like breathing and the NewsNow logo is no different. Leave a little clearspace surrounding the logo which should be kept at a minimum distance of **2.5x** the size of **one block** from the **'N' icon** away from any other elements surrounding it.

Layout: Block

NewsNow's logo in **block** format can be used where vertical space is at a premium.



2.5x

Layout: Inline

When positioning branding elements in a horizontal fashion, the **inline** format is preferred.



2.5x

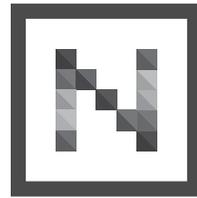
Logos

logos continued...

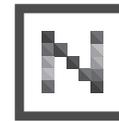
Both logo layouts also come complete with single colour, flat and reverse designs to complete the collections.

These are to be used primarily when only a single colour will be used on a design, or if a block colour is used as a background and the logo is required to stand out.

Variation: Single colour

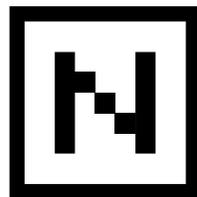


NEWS NOW.



NEWS NOW.

Variation: Flat colour & Flat reverse



NEWS NOW.



NEWS NOW.



NEWS NOW.



NEWS NOW.

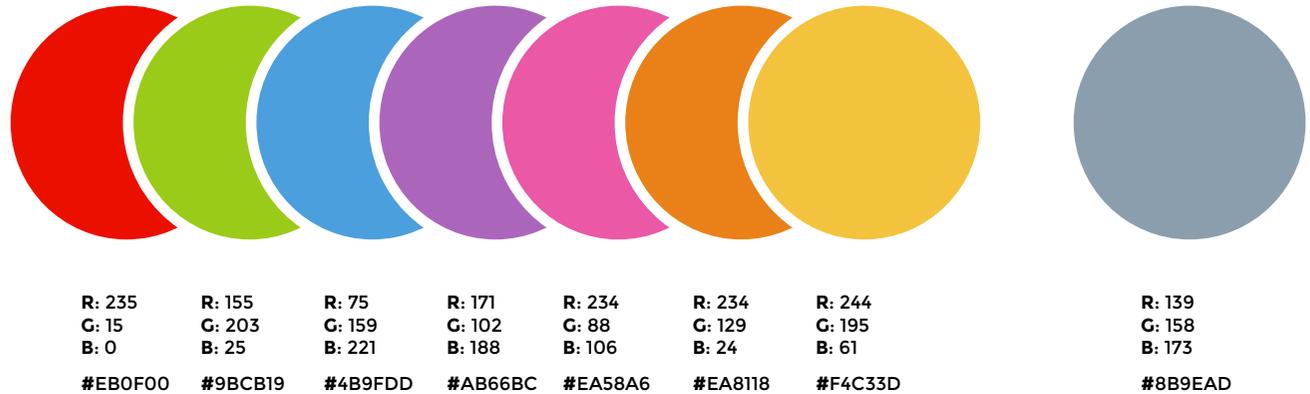
Colour

Understanding colour

Our colours are integral to the way in which the NewsNow brand is perceived.

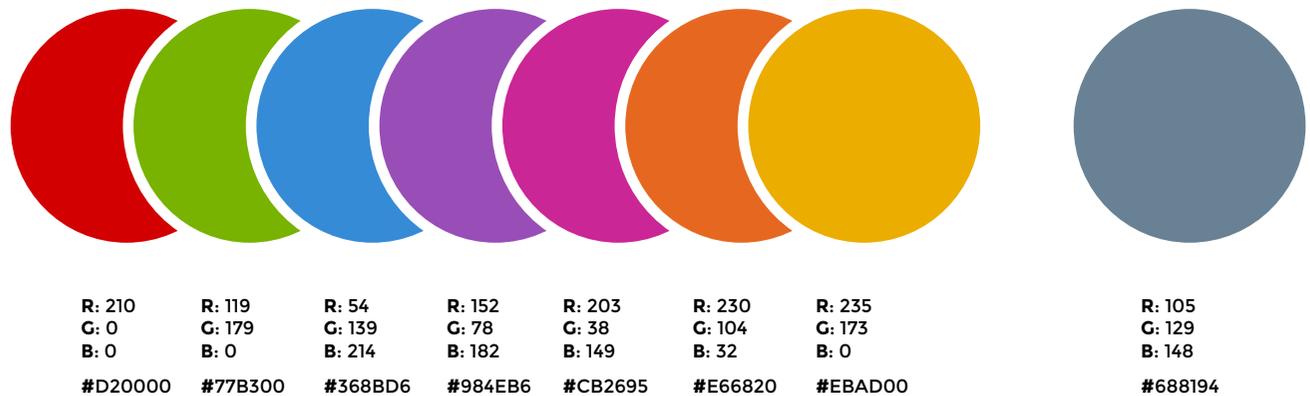
Bright colours have been utilised to help cement the concept of an unbiased viewpoint from all the angles.

There is a good selection of colours available in the palette, which is why it's important to pick the right ones. Each of the colours in the palette has an accent colour that's been used in the NewsNow logo itself. The accent colours are **always** to be used in **conjunction** with the primary colours **not** instead of, or on their own.



Accent colours:

These are slightly darker in tone and are only to be used in conjunction with the Primary and Secondary colour palette.



Typography

The font stacks

Fonts are a big part of the design process, and at NewsNow we've made use of a font that's both readable and 'scanable' for people who want to read a page in depth and those that are quickly scanning the site for information they need.

Whilst NewsNow doesn't have a specific font-face we use everywhere currently, we have a few that are used depending on the medium selected.

Digital font stack:

Verdana, Helvetica, Arial, **sans-serif**

Offline medium: Title font:

Montserrat Bold

Offline medium: Body font:

Helvetica Regular

Language

How to talk about us

Our name is important to us. It helps identify who we are and what we do.

Just like everyone else it's a great feeling when people write / spell your name correctly and at NewsNow we're no different.

Whether you're writing a print article, email or digital format, we've got a few simple Do's and Don't's when it comes to writing out our name correctly. Opposite details those simple examples.

The same rules apply when writing out the domain name. Pay careful attention to the uppercase N's.

Do:

NewsNow ✓

NewsNow.co.uk ✓

Don't:

News Now ✗

newsnow ✗

Newsnow ✗

News now ✗

news now ✗

newsnow.co.uk ✗