# THE TEXAS TRIBUNE

# Logo Usage Guide 03.2019

# Brand Marks

Here you'll find the main concepts and guidelines for working with The Texas Tribune brand and its logos. Please read carefully.

**Stacked Logo**
The stacked logo can be considered our "primary" or "formal" display logo. It works better at a larger scales, since the symbol to word-mark ratio leaves the word-mark on the smaller side. This logo is more symmetrical, balanced and compact than the horizontal one below.

*Use this logo in situations in which you plan to center or left-align the logo. Please do not right-align unless absolutely necessary. This logo works better alongside other brand logos.*

**Horizontal Logo**
The horizontal logo is more long and squat than its sibling. The word-mark is larger in proportion to the symbol, keeping more legibility at smaller sizes.

*Use this logo for smaller spaces where high legibility is a priority, such as on social media.*

**STACKED LOGO**



**HORIZONTAL LOGO**



01

# Components

The Texas Tribune's logo consists of a word-mark and symbol — a square speech bubble containing a star in its center. The word-mark and symbol are not normally separated from one another, except for very specific use-cases, usually executed by the Texas Tribune Art Department. For example, our social media avatar is composed of only the symbol while Tribune business cards use both separately on either side.

**Word-mark**
The Tribune word-mark is composed of *Knockout HTF-49 Liteweight* and professionally kerned. Please do not attempt to recreate the word-mark. Only work from the vector artwork provided.
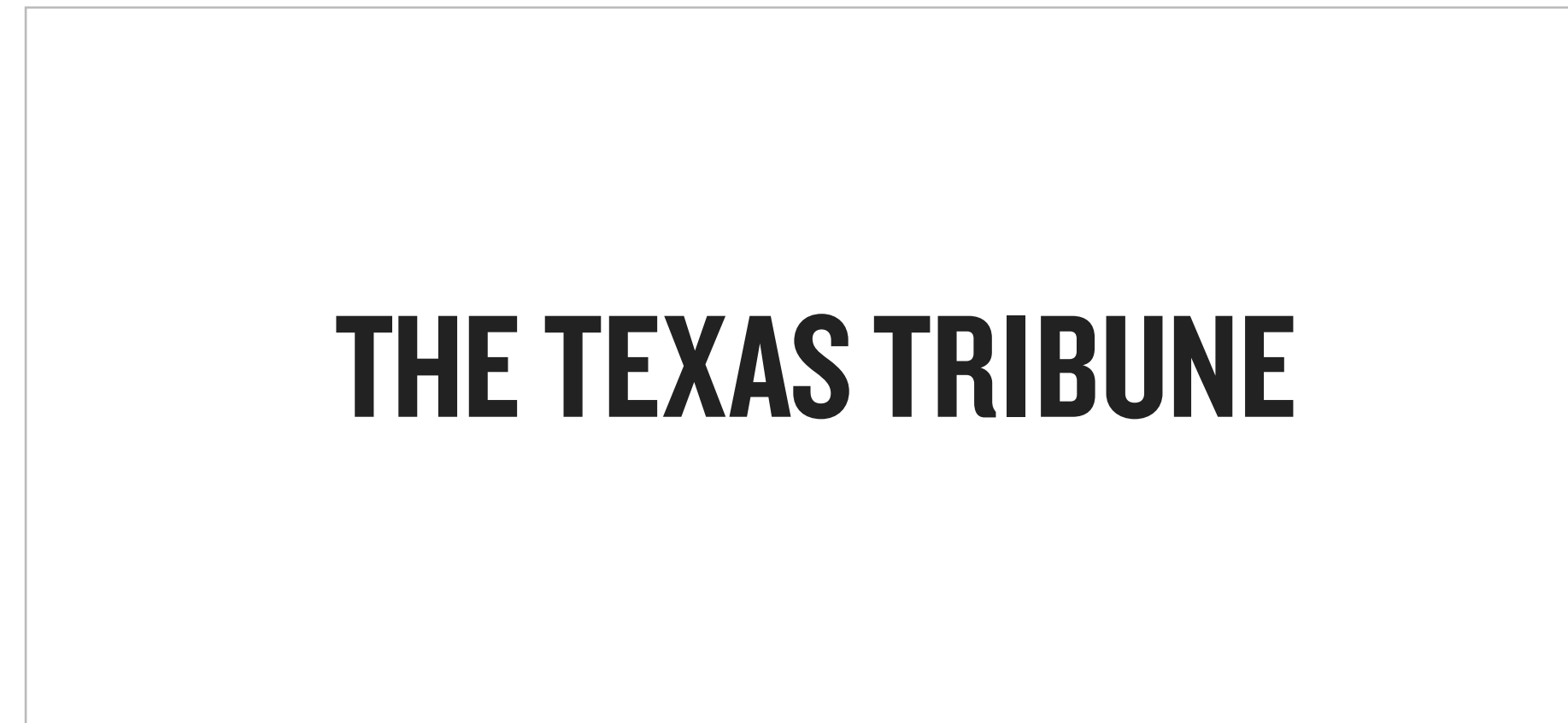
**Symbol**
The symbol (called the "bug" internally) is composed of three elements: The star, square and tail.

The star is normally punched out and visually centered on the square.

The square should always appear as such. Please ensure its proportions stay intact. *Consider the square a guide to use as the measure of space that should always surround the logo.*

*The tail should be considered a "descender" as one would in typography,* meaning an implied baseline exists along the lower edge of the square. Keep this in mind when setting text or other marks nearby.
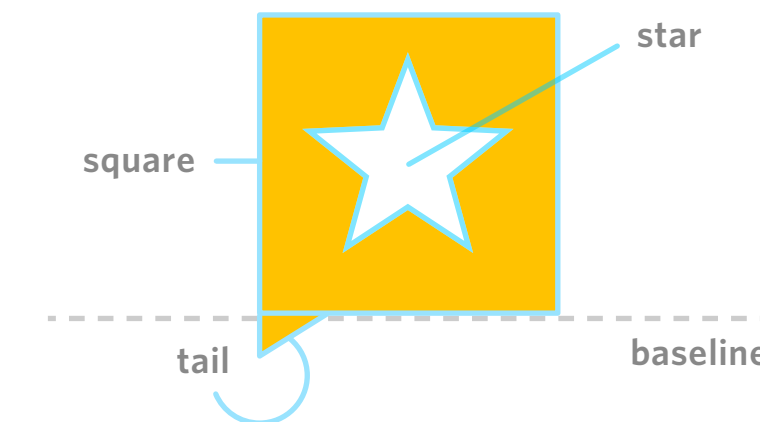
**WORD-MARK**



**BUSINESS CARDS**



**SYMBOL**



**BREAKDOWN**



**SOCIAL AVATAR**



02
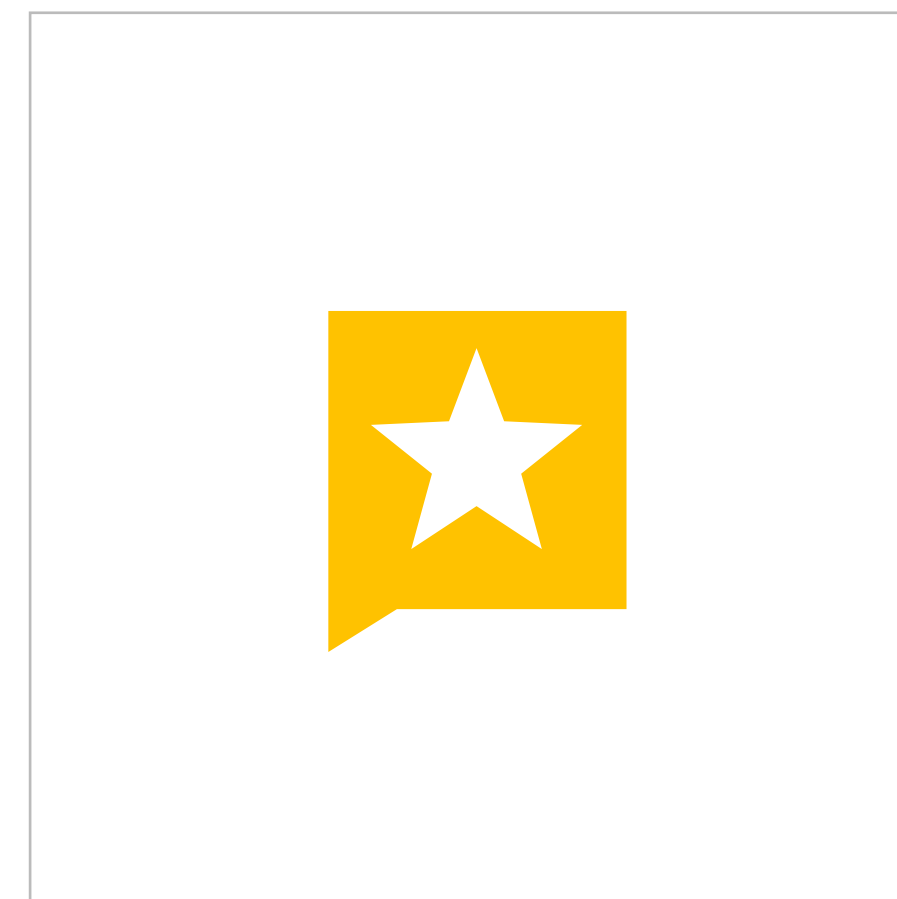
# Spacing & Proportions

Always ensure that there enough breathing room surrounding the Texas Tribune logo. Correct placement should leave the logo sitting equidistant from any corners or edges. The Stacked logo does well in the upper and lower left-hand corners (left-aligned) of most spaces. The Horizontal logo, on the other hand, can comfortably live on either side.

The easiest way to accomplish this is to *use the inner square of the symbol as a standard measure of space that should surround the logo at any given time*. Setting the logo too close or adjacent to other graphic elements may cause unwanted visual tension.

This is especially important if the logo is being placed beside or among other logos. We don't want the logo to have to compete for legibility.

If the logo should appear "in partnership" with another organization, use a single "line" or "pipe" character (|), "plus" character (+), or "multiply" (×) character to separate the two logos, depending on the relationship.

For social avatars, where space is tight, keep the symbol within a space that's 75% of the scale of the avatar's diameter.
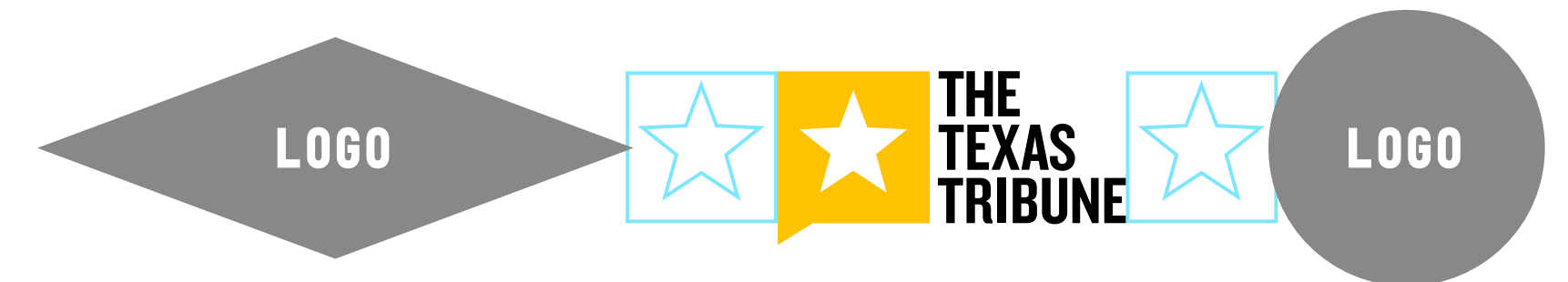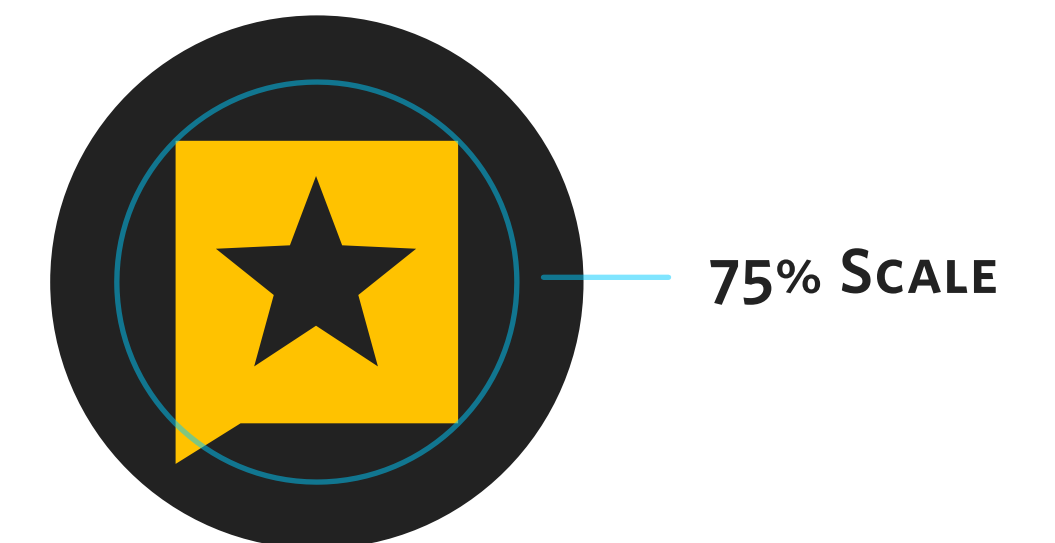
**BREATHING SPACE**
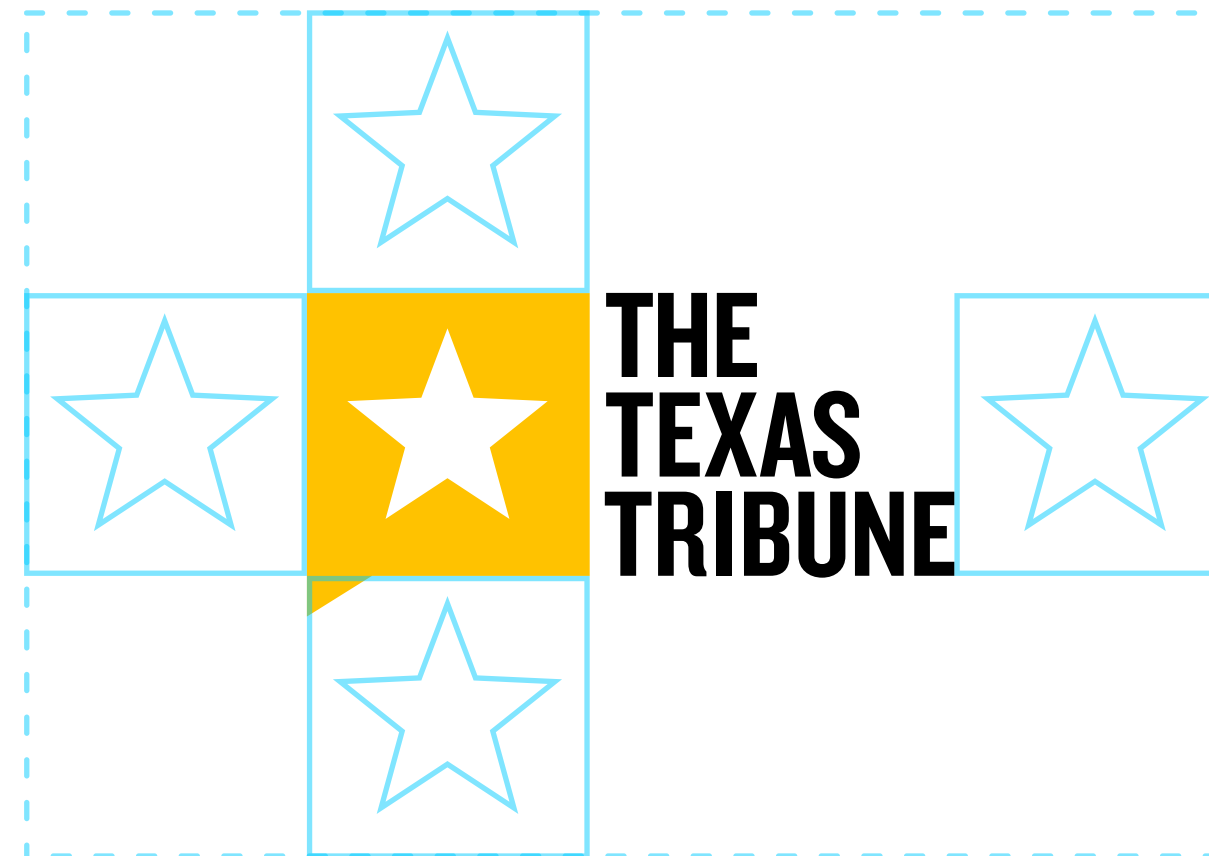
**CORNER PLACEMENT**

**IN PARTNERSHIP**

**AMOUNG OTHER BRAND LOGOS**

**SOCIAL MEDIA AVATAR**

75% Scale

# Retaining Legibility

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Please respect the Texas Tribune brand and refrain from the following:

**Do Not**
Do not under any circumstances distort the logo's proportions.

Do not stretch the logo in any direction, nor attempt to recreate the logo or reposition the text.

Do not leave the logo rotated at an off angle.

Do not re-color the logo with other colors not mentioned in this guide without specific permission.

**Minimum Size**
Please do not print the logo at a size that leaves the word-mark illegible to the naked eye. The minimum width being *1" for the stacked logo and 1.5" for the horizontal logo.*

Rendering the logo on the web allows some more leeway since the reader's face is often closer to the surface being read (the screen) than in print. Use a minimum width of *96 px* for the *stacked logo* and *144 px* (width) for the *horizontal logo*.
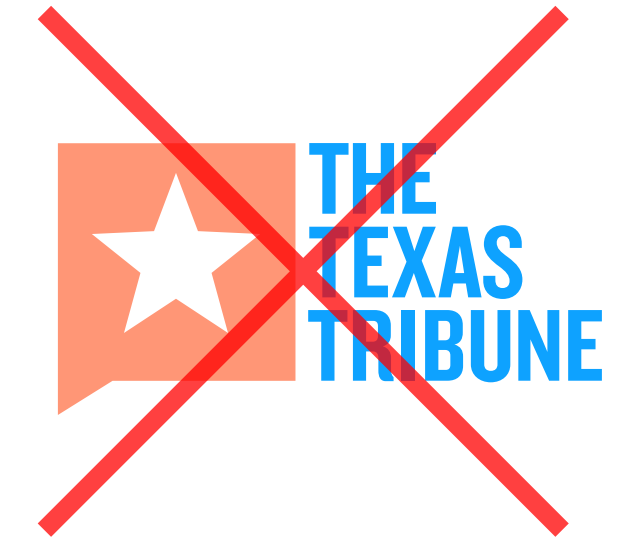
## THINGS TO AVOID

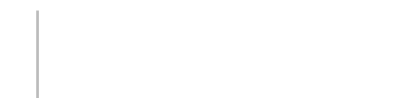**DO NOT STRETCH**

**DO NOT REPOSITION**

**DO NOT ROTATE**

**DO NOT RECOLOR**

## MINIMUM SCREEN SIZE

**96 PX**

**144 PX**

## MINIMUM PRINT SIZE

**1" INCH**

**1.5" INCH**

04

# Backgrounds

Knowing which logo to use depends on the background (color or image) that the logo will be sitting atop.

The standard color-way for a light or white background is the yellow symbol with black text.

If the background is darker or black, then the word-mark should be inverted to white, leaving the symbol in yellow.

If the background color competes with the yellow symbol, meaning it's either yellow too or something else (maybe light grey), switch to either an all-black or all-white logo. Use whichever gives the best contrast against that background. Please refrain from using an all-white logo on a yellow background.

For photo backgrounds, a yellow symbol and white text or all-white logo is preferred. An all-white logo is best if the photo itself is black and white.

If the star punch-out is low in contrast because of the background, make the star into a solid shape and fill it with the color that most closely resembles the background in question. This will create more contrast.

If a photo is too bright to easily read the logo, please add and adjust a 50% transparent black overlay until the logo is clearly legible without blocking too much of the photo's main subject matter.

**DEFAULT ON LIGHT**

**INVERSE TEXT ON DARK**

**ALL-BLACK ON YELLOW**

**PHOTO BACKGROUND**

**GOOD**
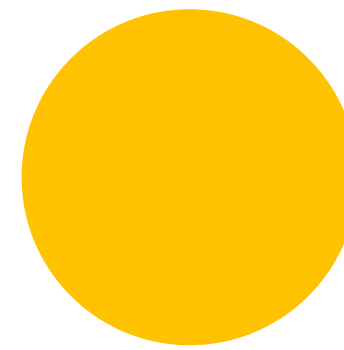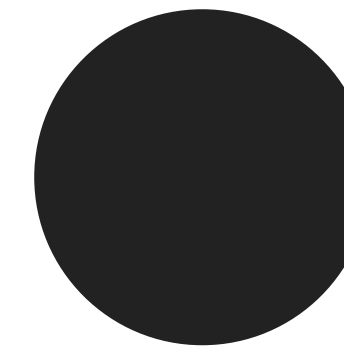
**BETTER**

# Color Palette

Here are the colors that make up the various logo combinations for web and print. The Texas Tribune logo should only exist in these colors. Exceptions may sometimes arise and must be approved by the Tribune Art Department.
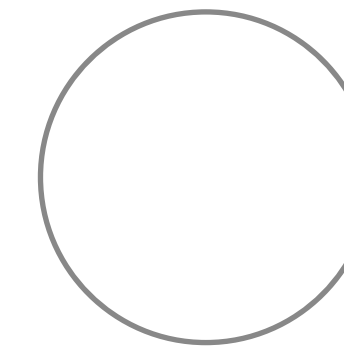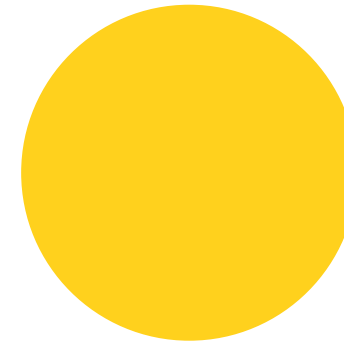
## RGB COLORS
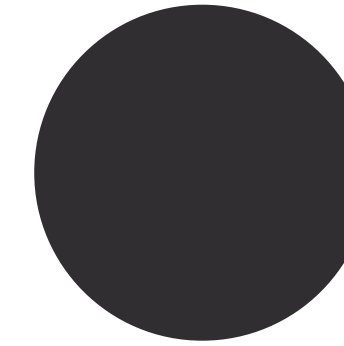
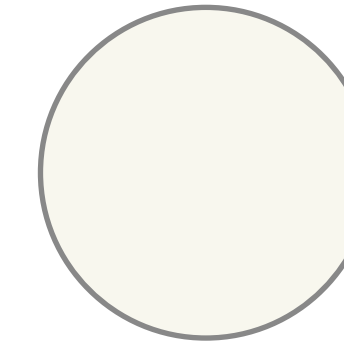**Yellow**
#ffc200

**Black**
#222222

**White**
#ffffff

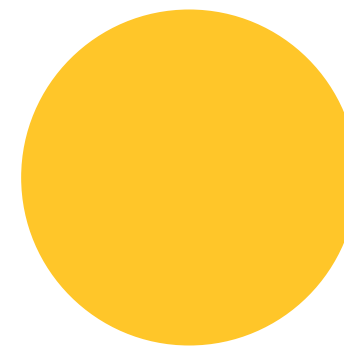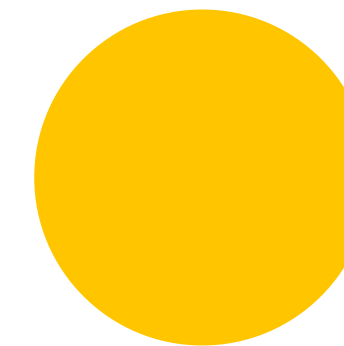## CMYK COLORS

**Yellow**
0/17/95/0

**Black**
2/3/0/95

**Off-white**
2/1/6/0

## PANTONE COLORS

**Yellow**
PMS 123 C

**Yellow**
PMS 109 U