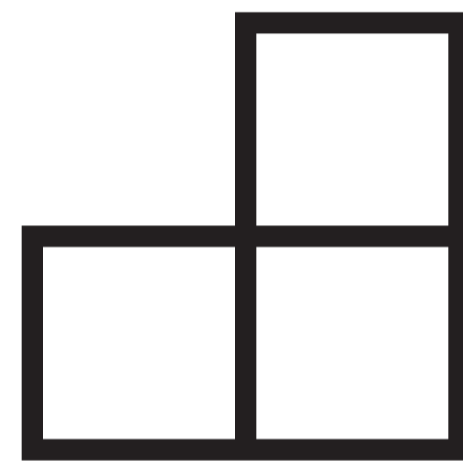


Institute for Nonprofit News

Brand Standards Manual 1.1
March 10, 2015

Primary Lockup

This is the primary lockup and symbol for the INN logo.



SYMBOL

**Institute for
Nonprofit News**

LOGOTYPE

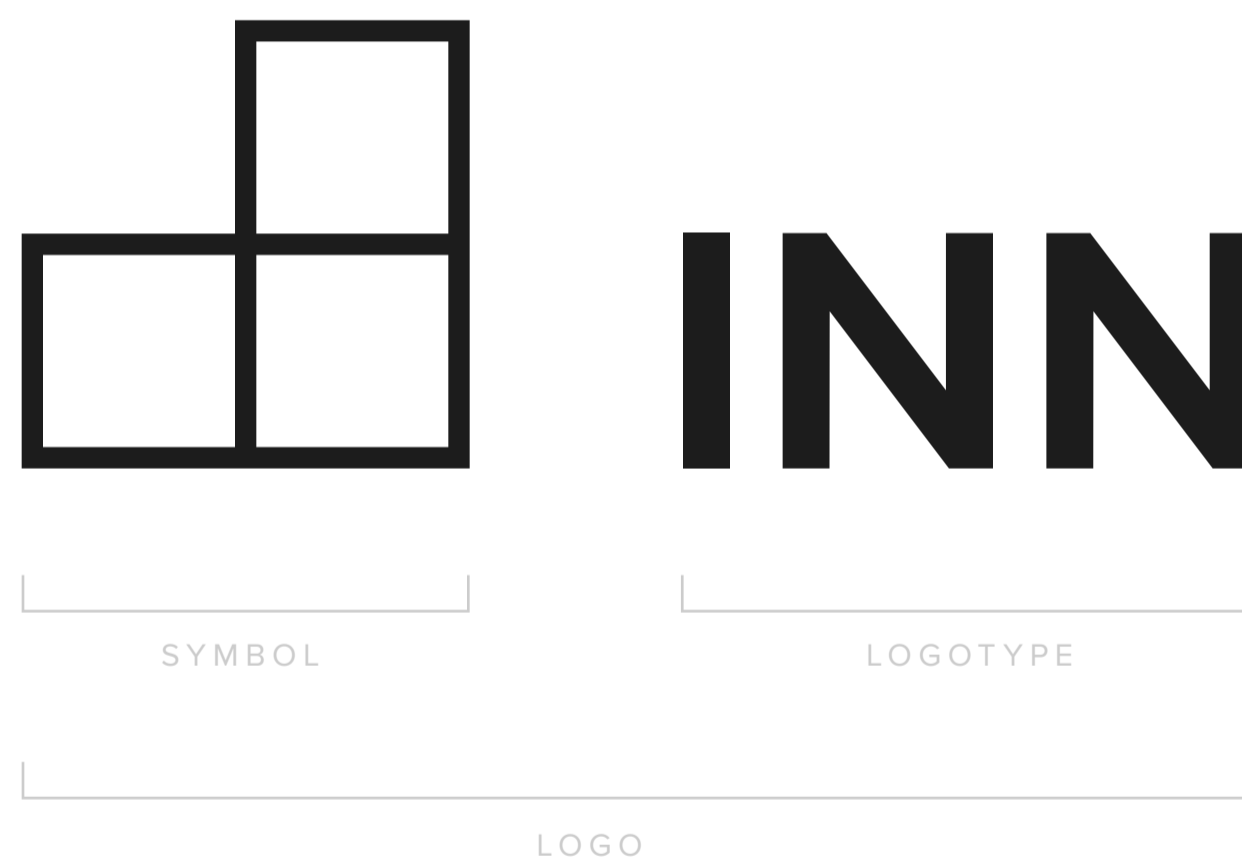
LOGO

Secondary Lockup

This is the secondary (acronymic) lockup and symbol for the INN logo.

Tip: Use this lockup for when spacing is limited and using the primary lockup would infringe on the logo's clearspace¹.

1. See page 5 for info regarding clearspace.



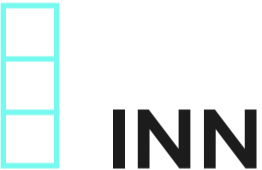
Symbol Variations

Symbol variations with the primary lockup. While INN has a primary symbol, feel free to be creative and exploratory in using the variations. The identity is meant to be flexible and dynamic.



Symbol Variations

Symbol variations with the secondary (acronymic) lockup. While INN has a primary symbol, feel free to be creative and exploratory in using the variations. The identity is meant to be flexible and dynamic.



Clearspace

Clearspace is the space around the logo that is off-limits to type, photography, and other design elements. It is used to maximize recognition and provide an adequate space around the logo so it is not crowded.

In order to retain legibility and boldness, nothing should impede on the clearspace.

The clearspace is defined as an area of space on all four sides of the logo that is equal to one block that makes up the symbol.



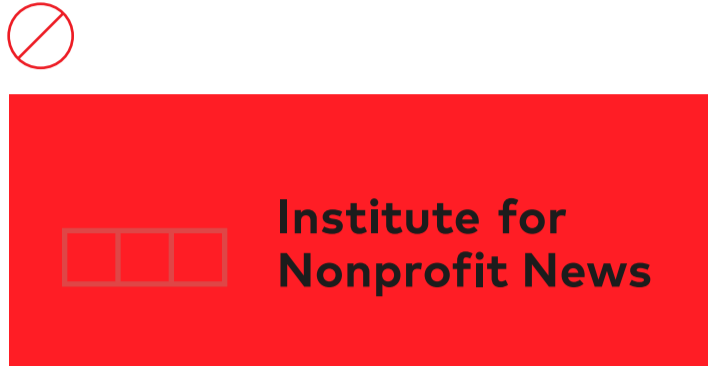
Color & Usage

Not only is the symbol dynamic, the color palette is as well. Consisting of 9 colors, the color palette offers countless possibilities. While this is a good thing, consideration must be made when using the logo on colored backgrounds. When using the logo on colored backgrounds be sure to pick a color that contrasts and allows the symbol to be visible. On dark backgrounds make sure to use a logotype that is white so that it is clearly visible.

To maintain the integrity of the INN logo never alter the scale, size, shape orientation and dimensions.

The examples shown here illustrate possible misuses of the INN logo that should be avoided.

Tip: If you're unsure or have usage-related questions please consult Kaeti Hinck (kaeti@inn.org)



Background Usage

Having a large color palette is fun and offers numerous possibilities, but also poses some challenges. Perhaps the biggest consideration one must make when using the INN logo on colored backgrounds is adequate logo and logotype contrast and visibility. Use the examples to help guide your decision on which logo you should use.

Tip: If you're unsure or have usage-related questions please consult Kaeti Hinck (kaeti@inn.org)



Color Web (RGB)

Web (RGB) color palette.

Tip: If you're unsure or have usage-related questions please consult Kaeti Hinck (kaeti@inn.org)



Color variations for inn.org (RGB)

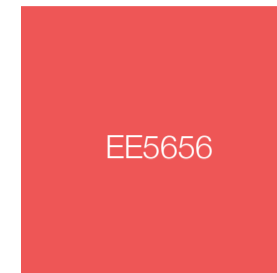
A spectrum of web (RGB) colors to use for hover effects and other interface elements. Always default to using the primary brand colors unless readability presents a problem.

Tip: If you're unsure or have usage-related questions please consult Kaeti Hinck (kaeti@inn.org)

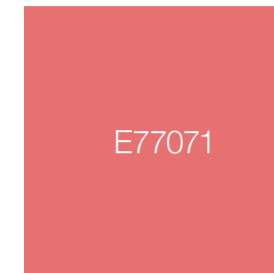
Vermillion



DF4646



EE5656



E77071

Mandarin



F77710



FF8E46



FBA167

Citrine



F9D02B



FFD84F



FFE074

Factory Yellow



F7F227



F6F256



F6F385

Turquoise



3BEDE4

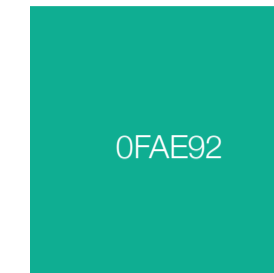


76F9EF

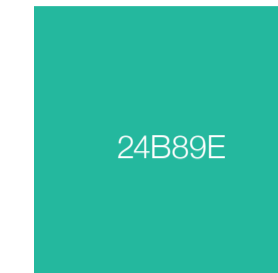


AFF9F4

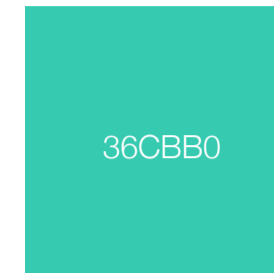
Emerald



0FAE92



24B89E



36CBB0

Royal Blue



6066DD



6D72E6

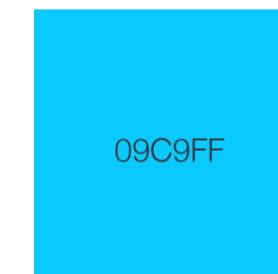


7F85ED

Tabriz Blue



1DC1F3



09C9FF



59D7FB

Fuschia Pink



EC50B7

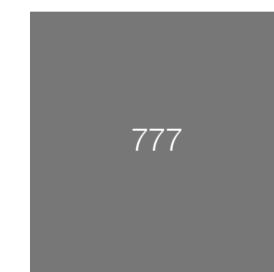


F35FC1

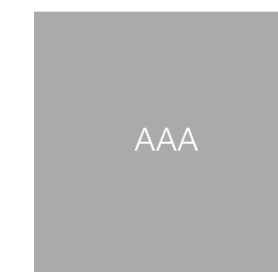


FC75CE

Grays



777



AAA



EDF1F4

Color Print (Pantone)

Print color palette.

Tip: If you're unsure or have usage-related questions please consult Kaeti Hinck (kaeti@inn.org)



Typography

INN's logotype uses FF Mark at a bold weight.

For inn.org, we use another geometric sans serif typeface, Effra, and a highly readable serif typeface, Leitura News.

Leitura should be used for longer blocks of text on the web. Effra is best for labels, help text, and headlines.

Tip: If you're unsure or have usage-related questions please consult Kaeti Hinck (kaeti@inn.org)

Handgloves

ABOUT FF MARK BOLD

New meets old meets technic, FF Mark is not an average geometric sans.

Designed with versatility in mind, it breaks tradition with its family of 10 weights ranging from Hairline to Black, with the extreme weights "engineered" to shine bright in large sizes and middle weights optimized for body copy.

ABOUT

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Revision Date: February 17, 2015

We, the Institute for Nonprofit News ("INN"), formerly known as the Investigative News Network, have prepared this Privacy Policy to explain how we collect, use, protect, and share information when you use our INN.org website (the "Site") or when you use any of our services (the "Services"). By using the Site or Services you consent to this Privacy Policy.

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