

THE FORUM

Branding Guide

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Brand Values

Value 1

Provide quality, independent news coverage and commentary to the Westminster College community in an unbiased, consistent, truthful and thorough manner over our online and print platforms.

Value 2

Advocate for continued freedom of the student press, enhance the free flow of information for an informed citizenry and serve as an example of journalistic integrity at the student level.

Value 3

Provide an inclusive and professional learning environment that allows student journalists to gain first-hand experience in the news industry.

Logos

Original

THE FORUM

Supplimental



Dos

1. Use black and blue logos on a white background

THE FORUM

THE FORUM

2. Invert the colors

THE FORUM THE FORUM

THE FORUM THE FORUM

3. Resize proportionately

THE FORUM

THE FORUM

Don'ts

1. Stretch, skew or distort

THE FORUM

THE FORUM

2. Use busy background or any colors outside of the brand



Colors

The Forum Blue

Hex: #526370

R:83 G:99 B:112

C:71 M:53 Y:43 K:18

The Forum Charcoal

Hex: #383739

R:57 G:56 B:57

C:0 M:0 Y:0 K:93

The Forum Snow

Hex: #ffffff

R:255 G:255 B:255

C:0 M:0 Y:0 K:0

The Forum Accent

Hex: #9c5828

R:156 G:88 B:41

C:29.09 M:68.76 Y:95.8 K:19.54

Typography- Web

Josefin Sans

Thin

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

Light

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

Regular

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

SemiBold

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

Bold

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

Typography- Print

Adobe Caslon

Regular

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

Regular (italic)

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

SemiBold

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

SemiBold (italic)

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

Bold

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

Bold (italic)

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

Print Layout

Required one pica between headline and story

Required one pica after story before email

Required one pica border on all sides of byline

Body text to auto-indent one pica

Body text to be in Adobe Caslon Pro