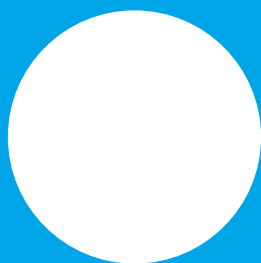


BRAND GUIDELINES CONDENSED VERSION



**USA
TODAY™**
A GANNETT COMPANY



Consider these guidelines a tool to help you make the right choices when creating communications—what to do and what not to do with the logotype, colors, typography and other visual elements. Please use these guidelines as a reference and reminder as you work.

What do we stand for?

When we first started on September 15, 1982, Al Neuharth summarized our mission:

“To become a forum for better understanding and unity to help make the USA truly one nation.”

Experience Principles

These are the five principles that we follow in everything we do at USA TODAY. They help us to operationalize our story and manifesto through our actions and behavior.

1. We are everywhere.

USA TODAY is from every corner of the union, has an unmatched local and national insight and is available wherever you are: in print, online, on mobile.

2. We are useful.

USA TODAY is concise, practical journalism, news you can use. But more than that, USA TODAY provides innovative tools for successful living.

3. We are easily understood.

USA TODAY is clear and to-the-point as a news source and as an organization. USA TODAY is a visual communicator, a pioneer in data-visualization.

4. We are unbiased.

USA TODAY has no agenda, we report the facts and encourage open debate. We have integrity in all we do.

5. We are inventive.

USA TODAY was born of courageous innovation, a challenge to the status quo. This culture thrives in our organization and inspires all our actions.

Manifesto

USA now. The pulse of the nation

Most American news organizations today believe that what they are doing reflects the American agenda. But in truth, many have their own agenda, one that is far removed from the lives of most Americans. We believe that the American agenda starts closer to the ground where Americans from every walk of life live, work, and dream.

We are **USA TODAY**:

We are from everywhere. We are not from a particular city or a particular coast or a particular worldview. We're not New York Today or Washington Today or Hollywood Today. Our net is cast wider, our vision is broader.

We're here to help all Americans do their thing. Whatever that is. We flag the stories that matter, present them as concisely and honestly as we can, and provide tools that let our readers take action.

We not only tell it, we show it. Americans are busy getting things done. Smart story telling saves time.

Unbiased isn't a code for boring. Not having an agenda does not excuse us from being alive and relevant to the daily needs of our readers.

America is about reinvention. So are we. America is and has always been a set of ideas, stories and beliefs that are being discussed, tested, and revised daily. We too embrace this philosophy of re-invention in everything we do.

In the end, our product is not paper or silicon. Our products are understanding and utility. If we stick to these truths, and innovate against them relentlessly, USA TODAY has a bright future as a vital resource for everyone.

**Because at USA TODAY we're not trying to bring an imaginary America to life.
We're trying to help Americans live the life they always imagined.**

The brand identities of all our assets and properties live under the same rules as the Masterbrand, USA TODAY. All brand equity flows from and contributes to the Masterbrand without diluting or degrading it through brand fracture.

No logos or brand identities that carry the USA TODAY name can be created without following the identity system and brand guidelines laid out within this document.

The USA TODAY Masterbrand logo is the most visible element of our identity. It is a universal signature across all USA TODAY communications. It enables us to present our identity consistently across all media.

Logo Guidelines

Why do I need permission to use the USA TODAY logo?

- To ensure that the USA TODAY logo is used consistently and correctly.
- USA TODAY Brand Marketing must approve all collateral (print, electronic and broadcast).
- If you'd like to use a USA TODAY logo on your website, in an advertisement, in an article or book, or any other reproduction, you must first receive permission from USA TODAY.

Use only USA TODAY approved artwork when using USA TODAY logos.

- The USA TODAY logo must include the registered trademark (See Section 3.4).
- The Illustrator EPS logo versions must be used for all print applications.
- For all web applications, please contact us for a logo request.

Additional logo guidelines:

- The logo should not appear in body copy. Instead, typeset USA TODAY in the same typeface used in the text and in all caps.
 - Don't display or use a USA TODAY logo in any manner that implies a relationship or affiliation with, sponsorship, or endorsement by USA TODAY or that it can be reasonably interpreted to suggest editorial content has been authored by, or represents the views or opinions of USA TODAY.
-

Logo Guidelines (cont.)

The standards and preferred colors for the USA TODAY logo are as follows:

- 4C on white
- Blue on white
- Black on white
- White reversed out of a solid color
- The 4C USA TODAY master logo is the preferred logo to use.
- Provide as much clear space as possible around the logo. The minimum clear space required around the logo must equal 1x the cap height of the 'U' in USA TODAY.

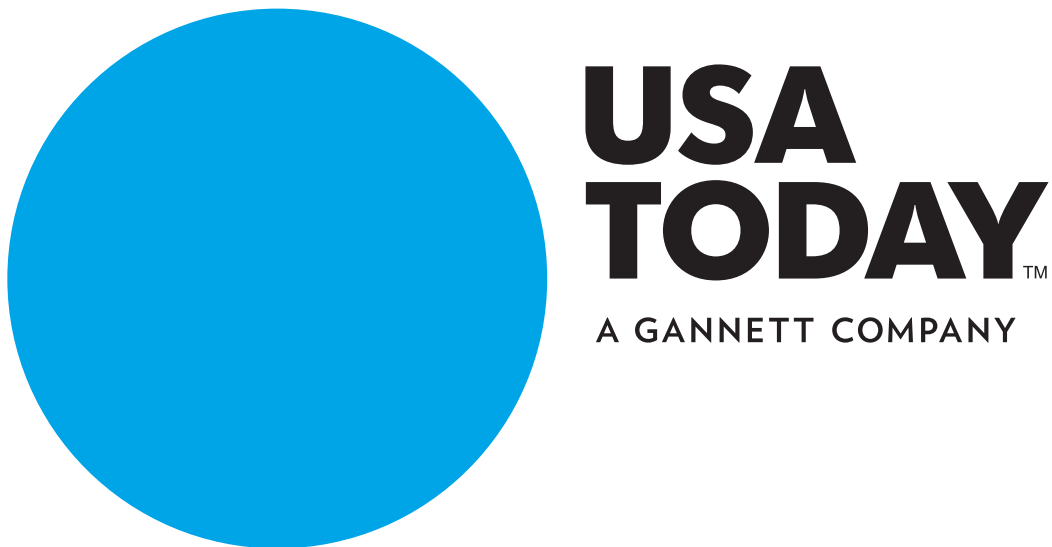
USA TODAY logo size and placement:

- The minimum USA TODAY Master logo width is 2.53 inches wide.
 - The endorsed signature 'A GANNETT COMPANY' should never be reproduced smaller than 0.8 inches in total overall length.
 - If the USA TODAY logo is shown with three or more logos, it should be placed in the best position possible.
-

Master Logo

This is USA TODAY's master logo. When brought up in conversation, the blue circle will always be referred to as the "point."

The Master Logo should be used in consumer and business facing materials whenever possible. It includes a trademark symbol, "A Gannett Company" and ideally appears on a white background.



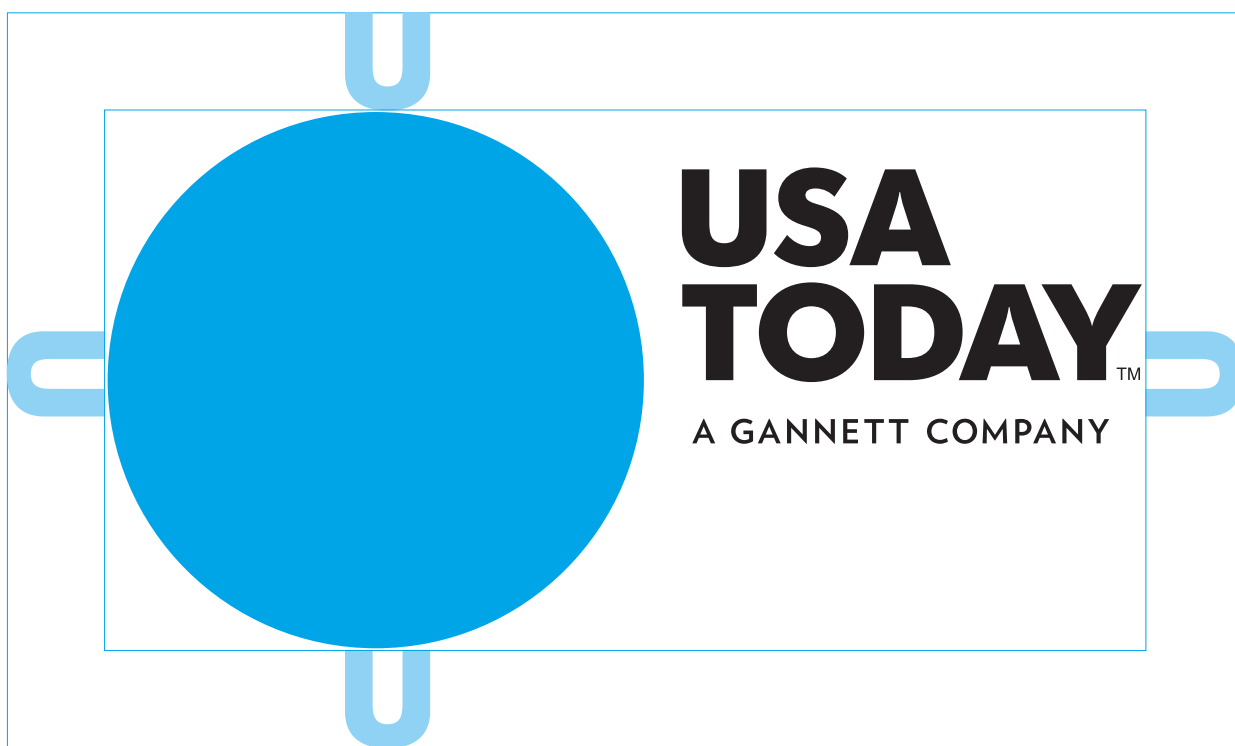
Large Format Master
For extremely large formats such as billboards, the TM is removed.

Master Logo

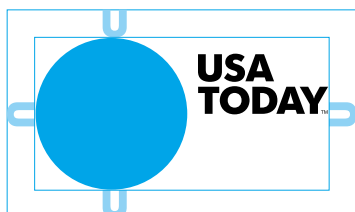
Clearspace is defined as the area around a logo that excludes other graphics and typography. Clearspace includes the edges of applications, e.g. the edge of a magazine or newspaper page.

Use the height of the letter “U” in “USA TODAY” to determine the width of the clearspace around the logo. Be sure to include the trademark symbol as part of the logo proper.

Logo
Clearspace



Small Master Logo



Small Usage
Co-brand logo











Tertiary Logo
Co-brand logo



PRINT APPLICATIONS

Alternate forms of the Master Logo for print applications with and without “A Gannett Company” at smaller sizes are provided to ensure legibility.

Master Logo		
		Gannett Endorsement Minimum Size The minimum size for the Gannett Endorsement is 20 mm across.
Minimum Size In a print application.		
Small Master Logo		
		If vertical space is limited to 25 mm, appropriate clearspace is necessary (See Section 3.3). This is the correct logo to use - with a TM.
Maximum Size In a print application.	Minimum Size In a print application.	
Secondary Logo		
		If vertical space is limited to 15 mm, appropriate clearspace is necessary (See Section 3.3). This is the correct logo to use - at this scale the TM is never used.
Maximum Size In a print application.	Minimum Size In a print application.	
Tertiary Logo		
		Only to be used in extraordinary circumstances where vertical space is limited to 8 mm, appropriate clearspace is necessary (See Section 3.3). This is the correct logo to use - at this scale the TM is never used.
Maximum Size In a print application.	Minimum Size In a print application.	

DIGITAL APPLICATIONS

Alternate forms of the Master Logo for digital applications with and without “A Gannett Company” at smaller sizes are provided to ensure legibility. The trademark is only used with the Master and Small Master Logos.

Master Logo



109 pixels

The minimum vertical space for the Master Logo is limited to 149 pixels, appropriate clearspace is necessary (See Section 3.3).

Minimum Size

In a digital application.

Small Master Logo



50 pixels

If vertical space is limited to 109 pixels, appropriate clearspace is necessary (See Section 3.3).

Minimum Size

In a digital application.

Secondary Logo



29 pixels

If vertical space is limited to 50 pixels appropriate clearspace is necessary (See Section 3.3).

Minimum Size

In a digital application.

Tertiary Logo



17 pixels

If vertical space is limited to 28 pixels, appropriate clearspace is necessary (See Section 3.3).

Minimum Size

In a digital application.

App Icon / Favicon



41 pixels
.57 inches
14.5 mm

App Icon / Favicon

Minimum Size

In a digital application. Square formats for icons require that the logotype be placed inside the circle.

The Master Logo App Icon has the possibility to be used within **PRINT** applications - but only in limited forms. It may exist only in icon form for USA TODAY marketing and social media advertising.

App Icon

When the USA TODAY App Icon appears on color, the most important visual issue is legibility .



Grayscale Logos

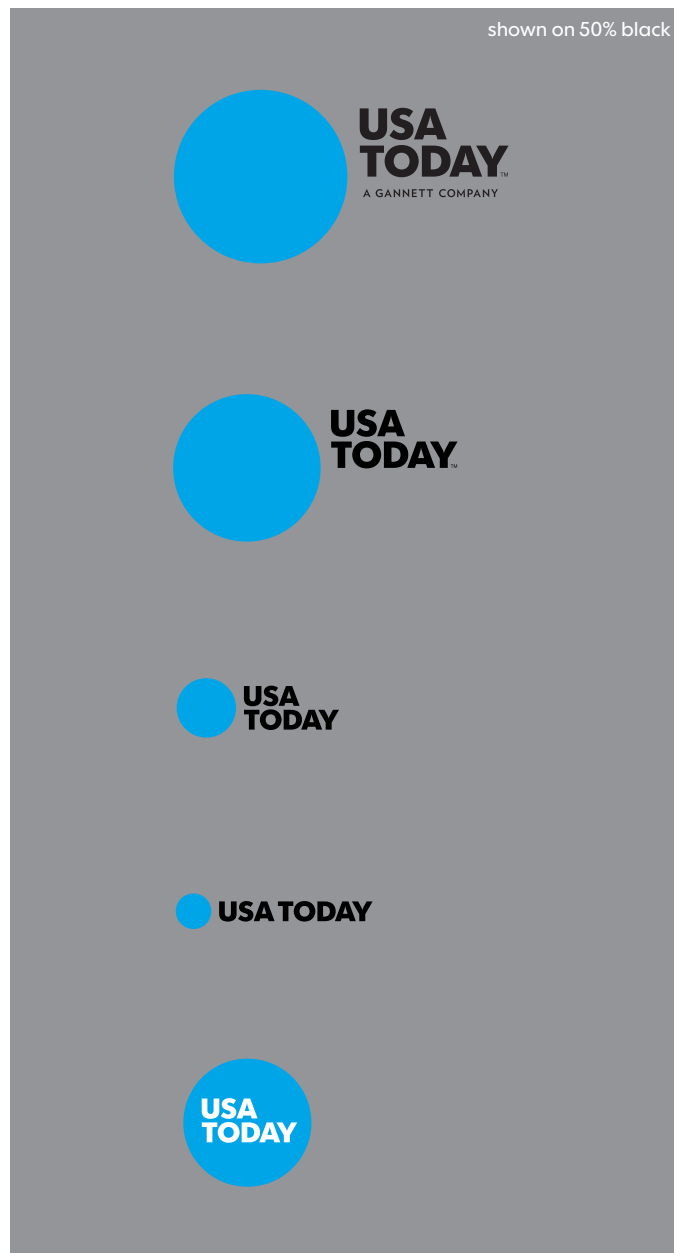
The grayscale value is 50% black for the "point". The text is 100% black.



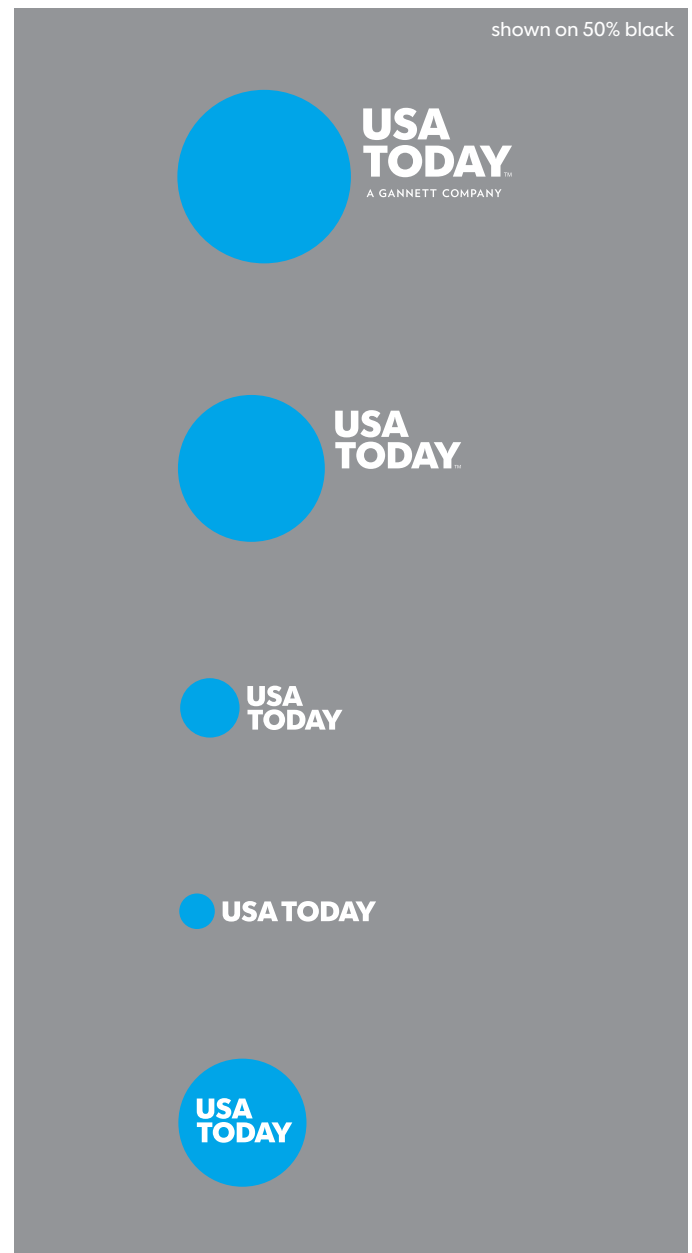
When the USA TODAY Masterbrand logo appears on color or photography, the most important visual issue is legibility.

The Masterbrand logo should contrast sharply with the background. For that reason, the Masterbrand logo in blue/black should always be the first choice to use. Second choice is the blue/white version. Third choice is white/black. Finally, as a last resort, the white versions can be used if more contrast is needed.

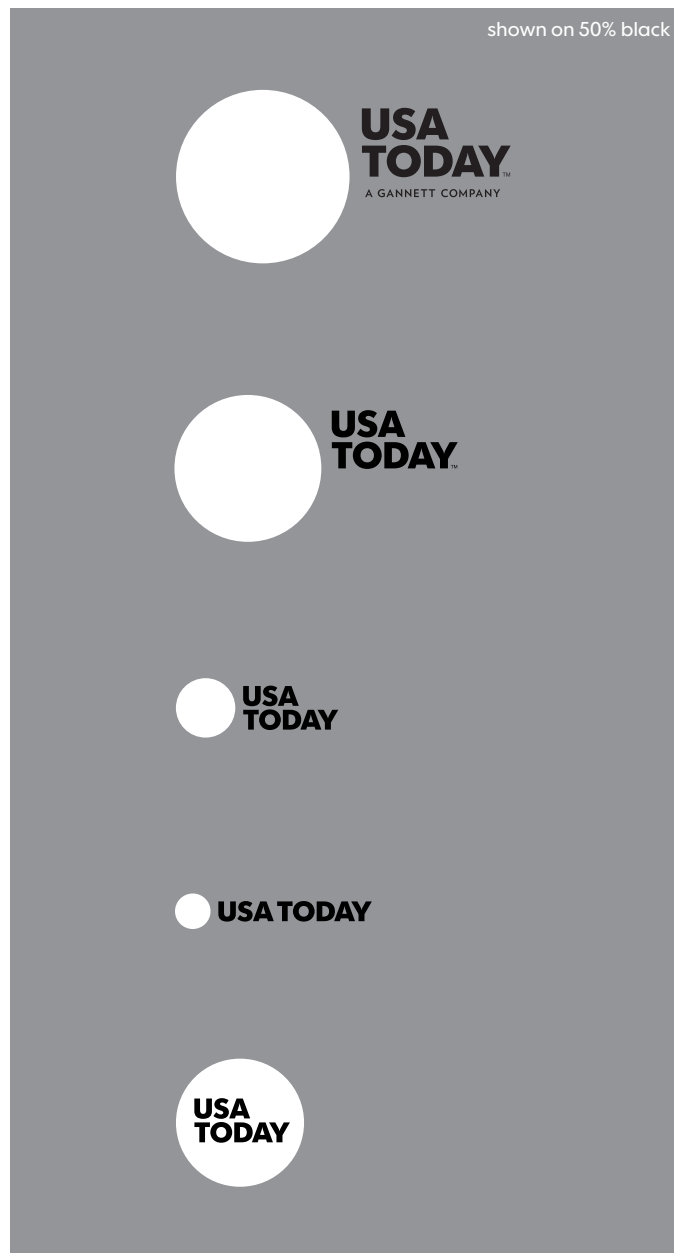
Reversed Full Color Logo



Reversed Blue and White Logo



Reversed Knock Out Logo



Reversed White Logo



The masthead logo lives **only within the USA TODAY newspaper**. It has a larger typeface that allows for greater brand awareness when used in consumer facing environments.

This logo is **not** the same as the USA TODAY Master logo. They are two completely different lockups and each is designed for a specific purpose within USA TODAY's brand.

Masthead Logos

There are two versions of the masthead logo. The masthead logo with the day's date is used for Monday through Thursday editions of USA TODAY. The other version of the masthead logo features "WEEKEND" and is only used for the Friday edition.



APPLICATION

The masthead logo should never be used in place of the USA TODAY Master logo nor outside of the newspaper.

DAILY EDITION



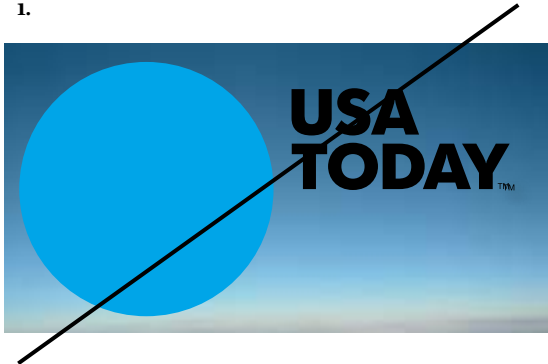
WEEKEND EDITION



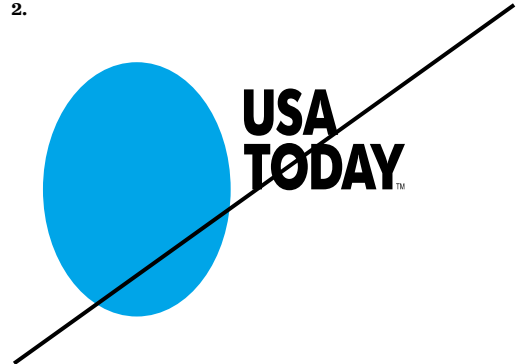
Here are some examples of how **not** to use the USA TODAY Master Logo.

Never attempt to redraw or retype any elements of the USA TODAY Master Logo: proper logo assets are available for every situation. These examples are not necessarily applied to master behaviors (Section 10).

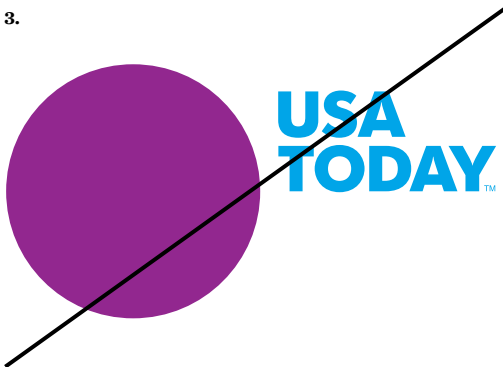
1.



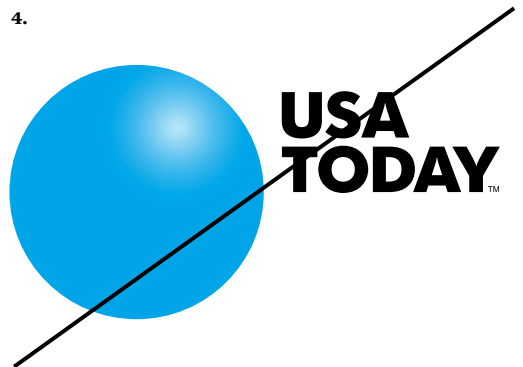
2.



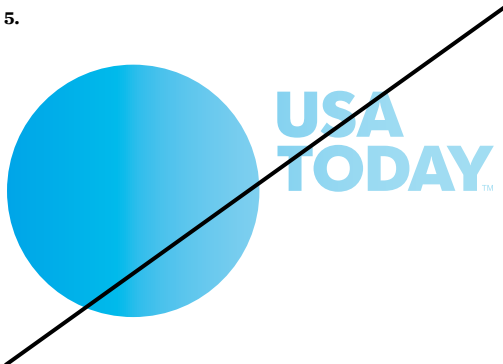
3.



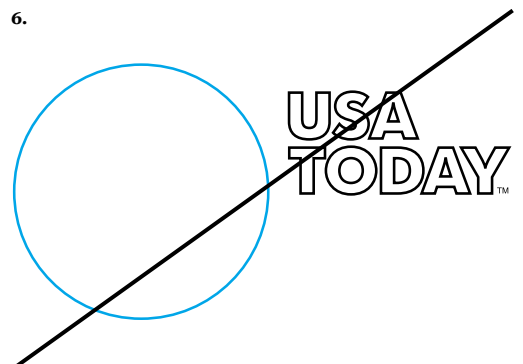
4.



5.



6.



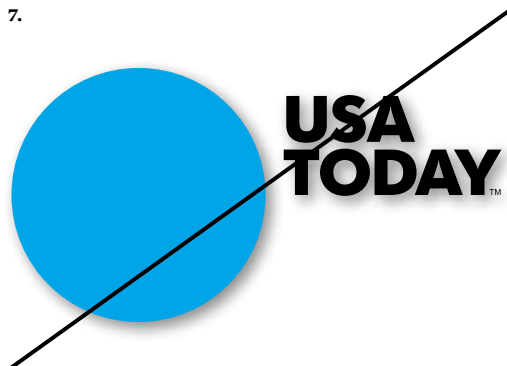
1. No logo on cyan image
2. No improper scaling
3. No color mixing

4. No shine on logo
5. No gradients
6. No outlining logo

7. No drop shadows
8. No additional words
9. No off-palette colors

10. No changing the typeface
11. No logo on pattern
12. No overlapping elements

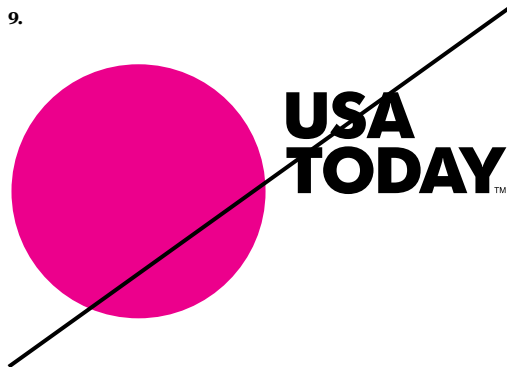
7.



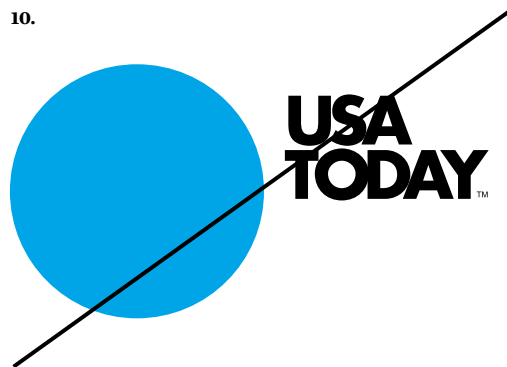
8.



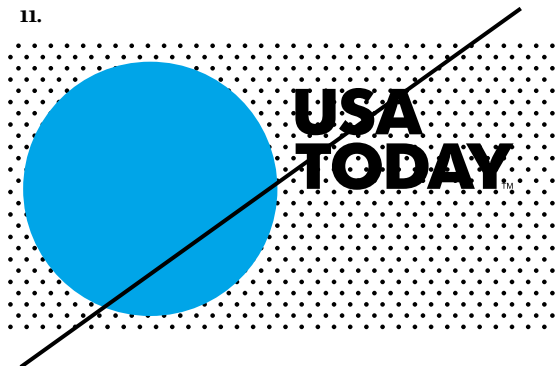
9.



10.



11.



12.

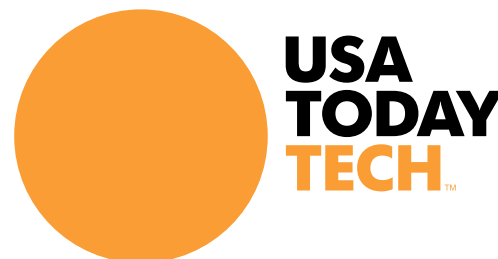
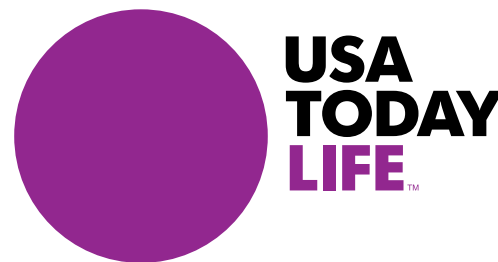


Below our USA TODAY Master brand, our 6 verticals—News, Money, Sports, Life, Travel and Tech—are known as Co-brands.

Co-brand logos can be used on their own to represent the brand in any context that is specific to that vertical. They are differentiated by color and by a Co-brand label added to the USA TODAY Logotype.

Co-brand logos

There are Co-brand logos for six of the communications divisions within USA TODAY — differentiated by color. The logos includes a trademark and usually appear on a white background.



Large Format Usage
For extremely large formats such as billboards, the TM is removed.

There will be many instances in which you should use the alternate forms of the Master Logo to ensure legibility and consistency.

When you need a Master Logo smaller than 15mm high, use one of the Small Usage Logos shown. **Small Usage Master Logos never include the TM.**



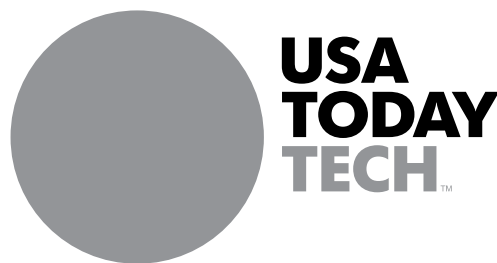
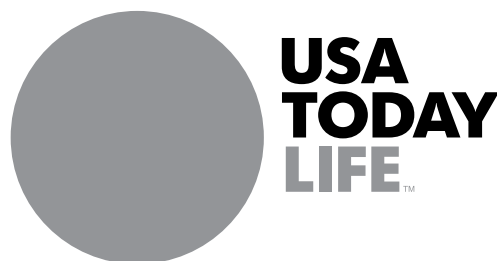
Small Usage
Co-brand Logos



Tertiary Logo
Co-brand Logos



Co-brand logos



Grayscale Co-brand Logos
The grayscale value is the same for all USA TODAY logos.

Color is a fundamental part of the USA TODAY brand. It not only distinguishes us from other media brands, but it helps our readers navigate content.

Our palette is optimistic, bright and contemporarily modern, and reflects the dynamism and energy of our brand.

The palette helps USA TODAY readers easily recognize and select the information that interests them most. Each USA TODAY Co-brand has a “Core” color so it can be differentiated, but also hang together with the other colors as a family.

The following color chart include PMS (Core colors only), CMYK, RGB, and Hex values.

NEWS (A1) CORE PMS 299C / 2925U C 100 M 6 Y 0 K 0 R 0 G 155 B 255 HEX# 009BFF	MONEY CORE PMS 355C / 355U C 90 M 0 Y 100 K 0 R 0 G 165 B 60 HEX# 00A53C	SPORTS CORE PMS 485C / 485U C 0 M 100 Y 100 K 0 R 235 G 30 B 0 HEX# EB1E00
LIFE CORE PMS 526C / 2603U C 50 M 100 Y 0 K 0 R 150 G 0 B 180 HEX# 9600B4	TRAVEL CORE PMS 319C / 319U C 65 M 0 Y 10 K 0 R 0 G 195 B 195 HEX# 00C3C3	TECH CORE PMS 144C / 144U C 0 M 45 Y 90 K 0 R 250 G 95 B 0 HEX# FA5F00
WEATHER CORE PMS 1225C / 115U C 0 M 15 Y 100 K 0 R 255 G 192 B 0 HEX# FFCC00	GRAYSCALE 50% Black C 0 M 0 Y 0 K 50 R 163 G 163 B 163 HEX# 939598	

Futura Today is our new family of fonts. It is a contemporary, more legible and flexible update of our heritage font, Futura.

We developed our bespoke typeface in four weights, to use across our corporate communications and in selected products.

USA TODAY has used Futura in its logotype, folios and newspaper navigation from the beginning, but the typeface has a few noteworthy issues. High ascenders and low descenders make Futura difficult to use for copy. Certain letters have legibility problems. And Futura is a typeface that only works well in caps and/or single words.

We've kept the strong characteristics of Futura, and re-drawn the weaker ones that got in the way of legibility by shortening ascenders and descenders and improving the punctuation. In short, the new letter forms are more space efficient, more human, more legible and more USA TODAY.

We kept the characteristic one-story a, and the sharp terminals of the C and c.



The Futura Today typeface consists of these five variations: Bold, Demi-Bold, Normal, Light and Condensed Bold.

Futura Today
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;’@#\$\$%&*()-–“”

Futura Today
Demi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;’@#\$\$%&*()-–“”

Futura Today
Normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;’@#\$\$%&*()-–“”

Please note that Condensed Bold is only to be used within the USA TODAY newspaper. And even then, **it is not to be used frequently**. Its usage is only allowed in rare instances when space is limited for headline legibility.

Futura Today
Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;’@#\$\$%&*()-—“”

Futura Today
Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;’@#\$\$%&*()-—“”

For screen-based applications, a hand-hinted web family has been created for Futura Today. Hand hinting means that an expert Typographer studied each character at different point sizes, making painstaking adjustments until they were satisfied with the formal integrity and legibility of the font on screen.

Whenever possible, please use Futura Today Screen for any screen-based materials. If it is not available, please use the system font Arial for screen-based communications. Certain other applications may also require the use of this system font when the preferred fonts are not readily available.

HEADLINE IN FUTURA TODAY SCREEN

Arial
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;'@#\$\$%&*()-—“”

Arial
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;'@#\$\$%&*()-—“”

Arial
Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!?,.,;'@#\$\$%&*()-—“”

Our brand identity was created to be as dynamic as the news. Our logo is a platform to bring our editorial spirit front and center in the brand.

When we place illustration, photography or graphics into the logos, we call it a “Brand Behavior.” These Behaviors make visual storytelling a key part of our brand identity.

These techniques are used individually or in compelling combinations. It is important not to overuse any specific style, especially within the same edition or communication.

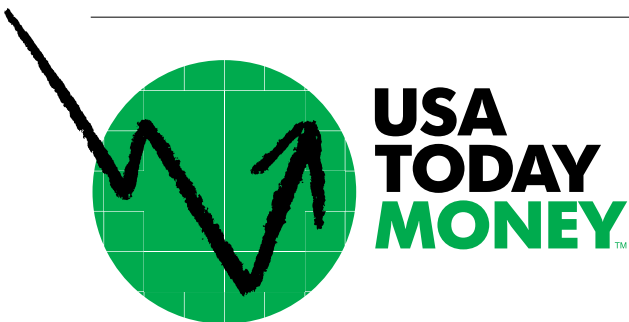
Not every section / communication will need a behavior. It is important to achieve a balance and sometimes the boldest statement is not to use a behavior.



**Photographic
Behavior**



**Vector
Behavior**



**Hand Drawn
Behavior**



**Typographic
Behavior**

**We tell the story of USA TODAY
in these seven simple words:
“USA Now.
The Pulse of the Nation.”**

**Our dynamic content enables
and reflects the shared
American experience, spirit and
conversation. Keeping the story
of USA TODAY in mind, it is
important to speak about our
brand in a clear, concise and
straightforward manner.**

What is brand language?

Every single one of these pieces of communication can affect the way people perceive our company and our brand.

At USA TODAY, we don't just write news articles.

We also write:

- Emails
- Letters
- Reports
- Presentations
- Social posts
- Speeches
- Infographics
- Etc.

Know your audience

Every day, 1 in 7 Americans engages with USA TODAY.

The USA TODAY audience is comprised of everyday Americans and business travelers who are:

- Busy, on-the-go and connected
- Responsible, smart and practical
- Annoyed by biased and noisy argumentation in news
- Visual learners who like their news "straight up" and are highly suspicious of fluff
- Driven, social and independent
- Self-reliant, hardworking and resourceful
- Quick to see between the lines and spot the agenda behind "news"

USA TODAY readers are mission-oriented productive people who are trying to advance their lives every day in a time of change and difficulty.

What is the relationship between the audience and USA TODAY?

We are a trusted go-to source that fuels the American conversation by giving people the news and information they need to meet the day's opportunities.

USA TODAY

Communications Guidelines

We always try to communicate in a way that's immediate, energetic and relevant to our audience.

Be clear, factual and get to the point

- Avoid flowery language and insider jargon
 - A statement is always more powerful when backed by facts
 - Bullet points often make things easier for the reader
 - 1. Numbering can create order
- SECTION HEADINGS** work to simplify things too

The power to define our brand is in your hands. Use it wisely.

USA TODAY

Copy Guidelines

USA TODAY

The newspaper's name is always all uppercase. It should never be set in a different typeface from the body of the type in which it appears; that is, in the news columns it should appear in Roman type; in italic copy blocks it should appear in italics.

USATODAY.com, usatoday.com

The name of the website is USATODAY.com.

The Internet address is usatoday.com.

Do not capitalize the first letter of usatoday.com if it begins a sentence.

Examples:

- * The story was first reported by USATODAY.com.
- * Go to usatoday.com for a complete list.

Sections

When mentioning USA TODAY sections in copy, use USA TODAY in all caps and the section name in initial caps.

Examples:

- * USA TODAY Life, USA TODAY Money

Also:

- Never break our brand names (**USA TODAY, USA WEEKEND**) across two lines.
 - Never use "USAT."
 - Refer to USA TODAY as the 'newspaper' but never the 'paper.'
 - USA TODAY ad opportunities and editorial features should be in title case and bolded.
(**TV on the Web**)
 - Headers and subheads should appear in sentence case (unless indicated by a template)
 - The names of the newspaper sections (News, Money, Sports and Life) are written with initial caps and always appear in this order: News, Money, Sports and Life.
(Lowercase the "s" in section; ie: Money section.)
-

USA TODAY

Brand Keywords

The following are keywords to keep in mind when talking about the brand.
(They are NOT words to use explicitly in communications.)

We see ourselves as:

accessible

accurate

bold

colorful

concise

convenient

dynamic

entertaining, fun

impactful

relevant

smart

to-the-point

unbiased

useful

We do **not** see ourselves as:

elitist

vague

timid

grey

abridged

distant

stagnant

frivolous

passive

not for me

pretentious

long-winded

narrow-minded

cumbersome

As future decisions are made about brand usage, these guidelines will evolve and periodical updates will be made. Please be sure to access the latest version of this document.

Our Integrated Brand Marketing team and Design team are available to discuss branding issues and to review your communications.

We can add the most value if feedback is sought during the development phase, when there is still time to incorporate changes. This is especially true if you are working with an outside vendor.

**Questions, concerns, thoughts
or need more information?**

**Contact the Marketing team at:
brand@usatoday.com**
