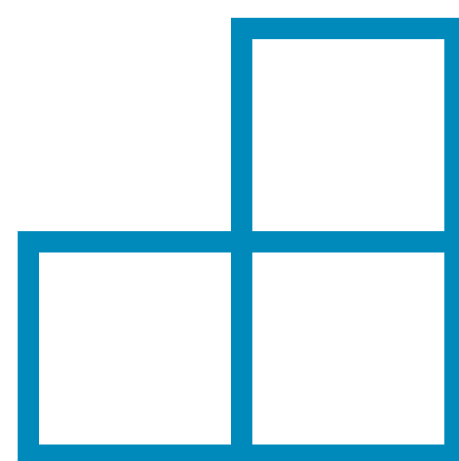


Institute for Nonprofit News

Brand Standards Manual 1.5
March 20, 2019

Primary Lockup

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



SYMBOL

**Institute for
Nonprofit News**

LOGOTYPE

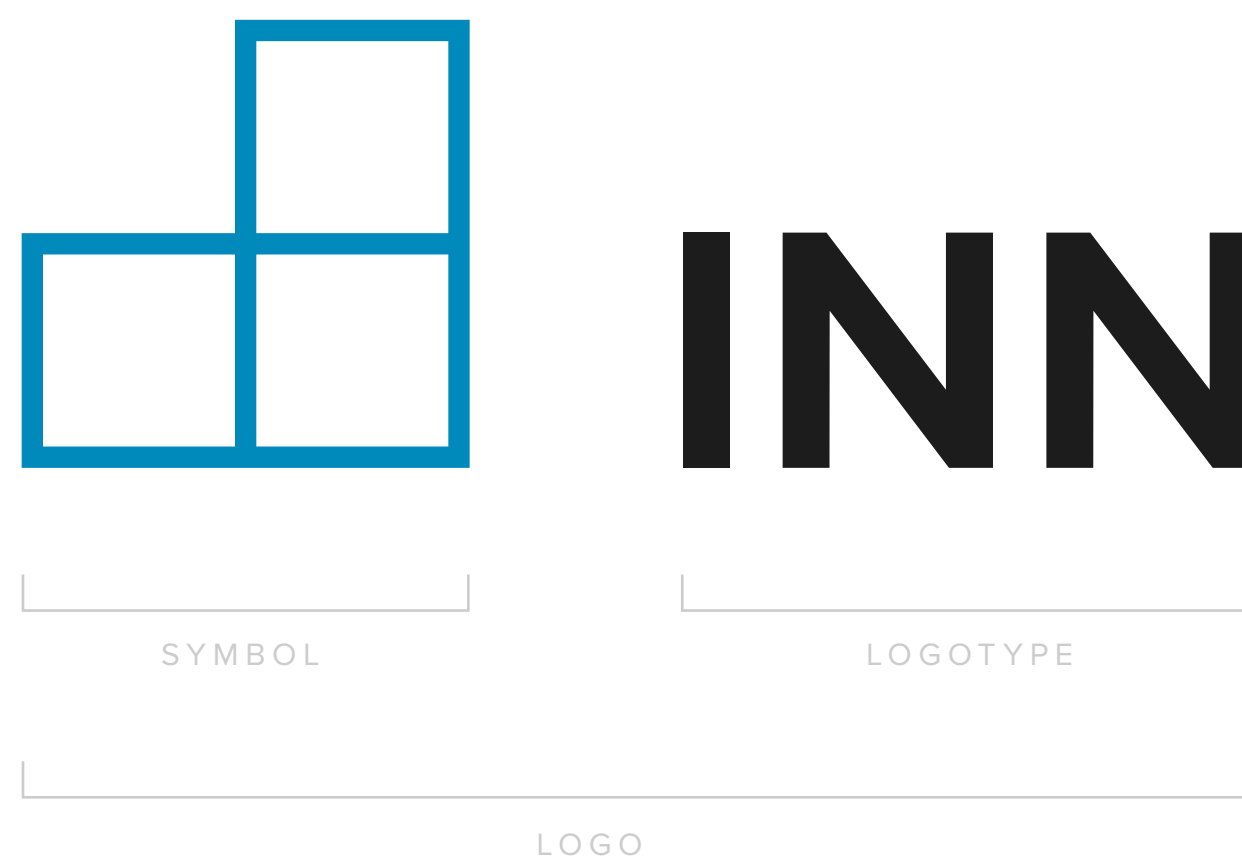
LOGO

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 next page for info regarding clearspace.



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.

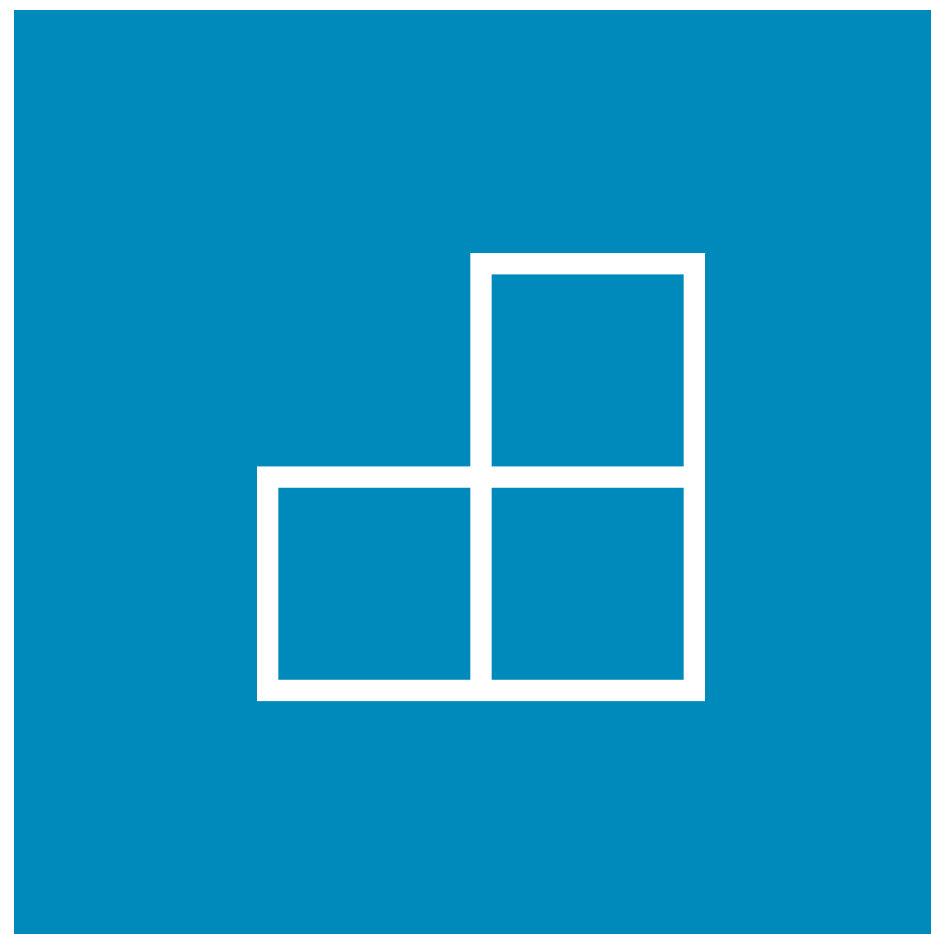


Social Media Icon

Most social media sites require a small, square (or circular) icon. In these instances, we should be consistent in using the symbol in white, atop a medium blue background.

The previously mentioned clearspace should be adhered to, e.g. the equivalent of one of the symbol squares on each side. That will give us ample room for the symbol even on sites that create circle icons.

Speaking of circle icons: Instead of cropping the logo to a round shape yourself, simply upload the usual square one and allow the sites to handle the circular cropping.

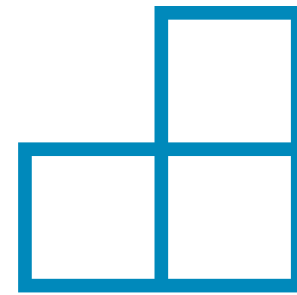


Logo Applications

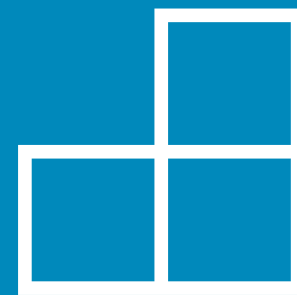
The default logo should be considered the version with black type and a medium blue symbol on a white background.

If the logo must be placed on a colored background, the mono-white version of the logo should be used. Avoid placing the blue lockup on backgrounds where it may clash with the backdrop.

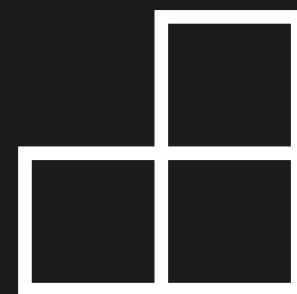
The mono-black version of the logo, where both the lockup and the text are in black, can be used where grayscale graphics are necessary.



**Institute for
Nonprofit News**



**Institute for
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**Institute for
Nonprofit News**

Assets (For Internal Use)

Templates for slide decks and letterhead have been created using these standards in INN's organizational Google Drive.

To use the templates when you're in Google Drive, click the "New" button, then hover over the arrow next to either Docs or Slides, then click "From a Template".

To export these to PowerPoint or Word, start a new slide deck or doc in Google Drive, and then go to "File" > "Download as..." and select your preferred file type.

Please note that the slide deck likely will not import correctly into Keynote, so try to avoid using that.



Colors (Pantone and Web)

Tip: If you're unsure or have usage-related questions please consult Tyler Machado (tyler@inn.org)



Tabriz Blue
PMS 640 U RGB(0,137,187) #0089BB

This medium shade of blue is our primary color. This is the first choice for most colored assets, including our logo, as well as links on the web.



Tabriz Blue (dark)
PMS 3025 C RGB(0,82,112) #005270

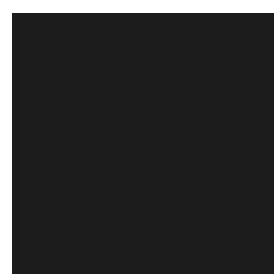
The darker shade of blue is primarily meant for use as a backdrop color. On the web, we can use this color for headings, graphic elements, and other situations where we'd like a splash of blue but the element in question is not clickable.



Nectarine
PMS 1575 C RGB(255,139,77) #FF8B4D

This shade of orange is meant to add a splash of vibrancy, and it should be considered an accent color. It can be used for buttons and as a secondary choice for links, particularly those on a dark backdrop. This color should not be used on top of or alongside our medium Tabriz Blue, but it works well on top of dark colors.

We also retain these shades of grey for supporting use, for example areas where we need a subtle, contrasting backdrop, or to work with and complement one of the primary colors above.



Asphalt
Process Black
RGB(0,0,0)
#000000



Dolphin
PMS 7545 U
RGB(120,130,141)
#78828D



Smoke
PMS 656 U
RGB(226,226,226)
#E2E2E2

Typography

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

For inn.org, we use a geometric sans serif typeface, Montserrat, and a highly readable serif typeface, Karma. (Both typefaces should be available on Google Fonts.) We also use Helvetica, a common system font, for non-paragraph body copy and other applications where a less-wide sans-serif font is desirable for contrast, or where the web fonts can't be used.

- **Karma** should be used for longer blocks of paragraph text.

- **Montserrat** is best for labels, help text, and headlines.

- **Helvetica** is also an option for labels and shorter instances of body text -- think pullquotes on the web, or slide decks. Helvetica can also be used in word processors, web applications or other places where our usual web fonts are not available.

Font sizes can vary depending on the needs of the application; when in doubt, you can use these styles as a guide:

Heading: Montserrat Bold, 60 pt

Subheading: Montserrat Regular, 40 pt

Body: Karma Medium, 20 pt, 1.35x line height

Tip: If you're unsure or have usage-related questions please consult Tyler Machado (tyler@inn.org)

This is the Heading Style

This is a Subheading

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Web Styles in Action

At right, please see an approximation of our default styles in action. This exists as a Style Guide post in WordPress, as well.

Use of semantic HTML tags should ensure that these styles appear by default, and don't require any intervention by writers or editors to follow the style guide.

Heading 1

By  Tyler Machado

Heading 2

Heading 3

Heading 4

Heading 5

HEADING 6

In 2009, journalists from 27 nonpartisan, nonprofit news organizations gathered at the [Pocantico Center](#) in New York to plan the future of investigative journalism. The result of that meeting, the [Pocantico Declaration](#), established the

Investigative News Network (now named the Institute for Nonprofit News) and laid a foundation of collaboration among a new collective of nonprofit newsrooms dedicated to serving the public interest.

Today, INN has grown to [nearly 200 nonprofit media organizations](#) in North America. Our community shares best practices, collaborates on stories, pools resources and receives cutting-edge training in professional, organizational and business development. Together, we've managed to increase the reach and impact of their work as they seek to inform communities, hold the powerful accountable and help keep our democracy free.

SUPPORT OUR WORK

We will accomplish this by:

- Identifying operational and revenue-generating best practices and training our members on them.
- Establishing partnerships, collaborations and strategic alliances to advance our mission.
- Promoting public service journalism as a philanthropic investment.
- Leveraging funding dollars to maximize impact.
- Developing business leadership among nonprofit news organizations.
- Offering affordable back-office services to individual organizations.

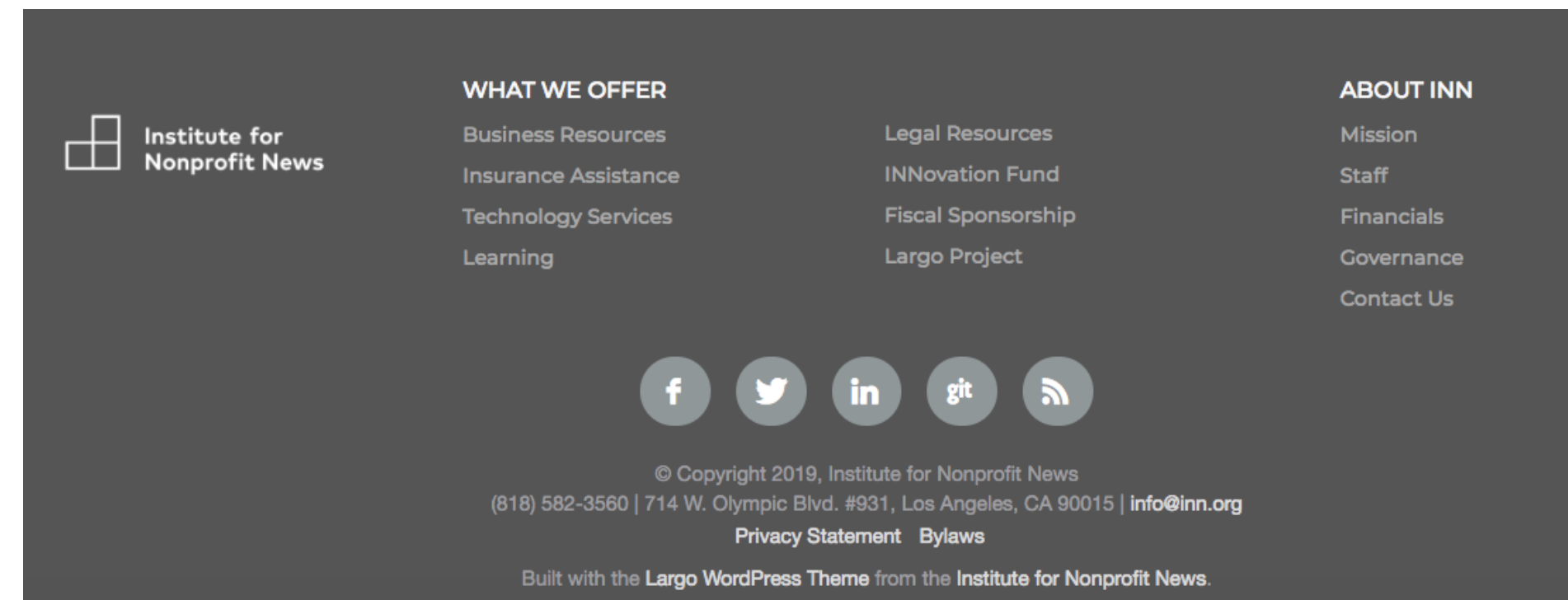
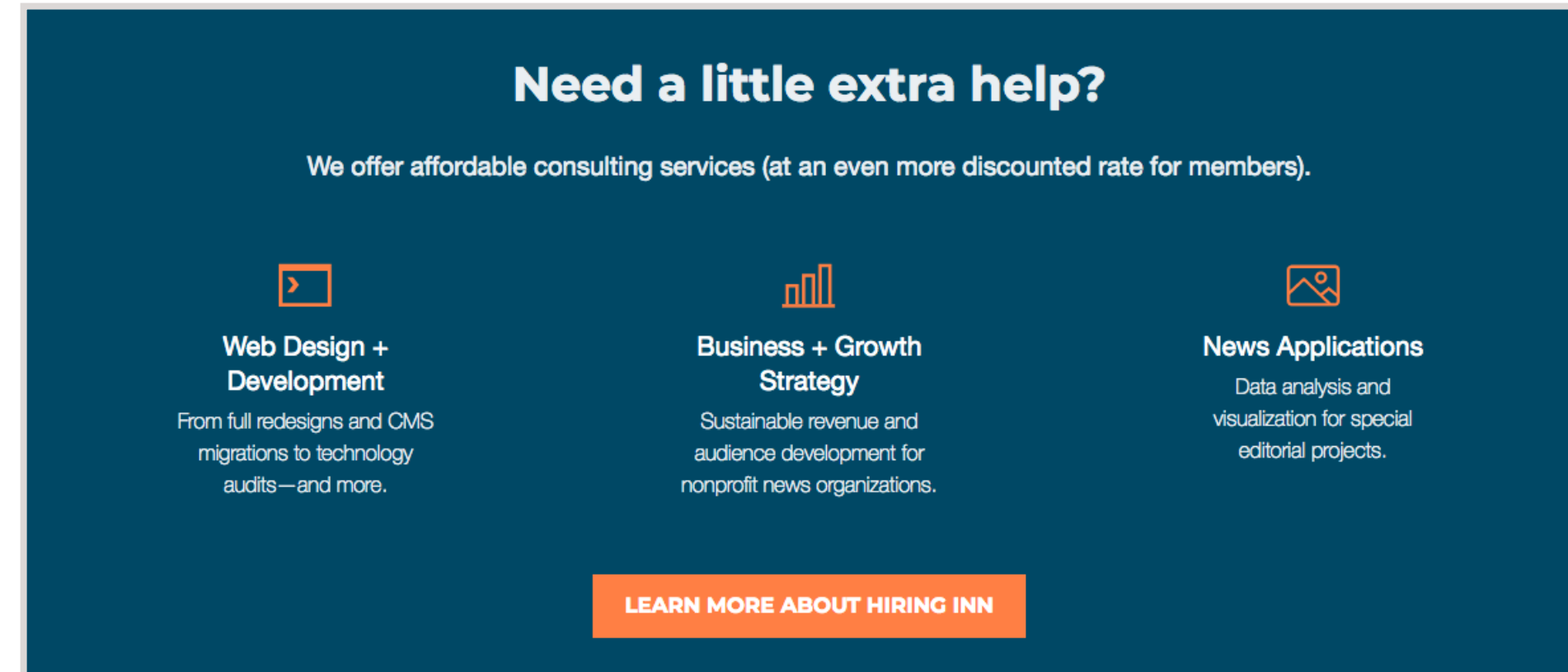
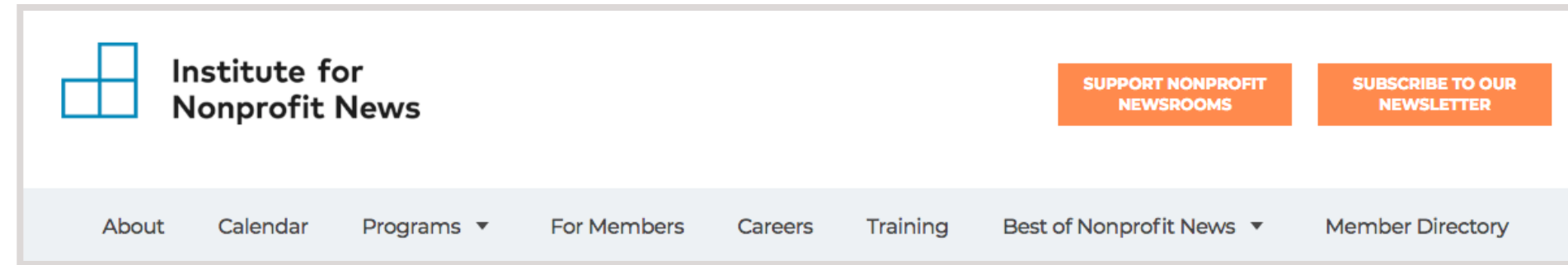
INN is a [501\(c\)\(3\) federally recognized nonprofit](#).

We, representatives of nonprofit news organizations, gather at a time when investigative reporting, so crucial to a functioning democracy, is under threat. There is an urgent need to nourish and sustain the emerging investigative journalism ecosystem to better serve the public.

Web Styles in Action, Continued

Our brand's orange color can be used for "alert" style buttons that could use extra attention from the user.

It's also the primary color for buttons and links on top of a dark background.



Charts and Graphs

When using our colors in graphics, take care to ensure maximum contrast.

Our palette is designed to be equally legible for colorblind users, but it's nonetheless a good rule of thumb to avoid using two dark colors or two light colors directly next to one another.

See these charts for suggested combinations.

Tip: If you're unsure or have usage-related questions please consult Tyler Machado (tyler@inn.org)

