



Brand Book/Press Kit

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RTDNA

RTDNA is the world's largest professional organization devoted exclusively to broadcast and digital journalism. Founded as a grassroots organization in 1946, RTDNA's mission is to promote and protect responsible journalism. RTDNA defends the First Amendment rights of electronic journalists throughout the country, honors outstanding work in the profession through the Edward R. Murrow Awards and provides members with training to encourage ethical standards, newsroom leadership and industry innovation. Join our community of courageous news leaders and friends of the First Amendment or support our work – and local journalism across the country – with a gift that makes a difference in democracy.

RTDNA Logo

Minimum width: 130 px

Horizontal Logo



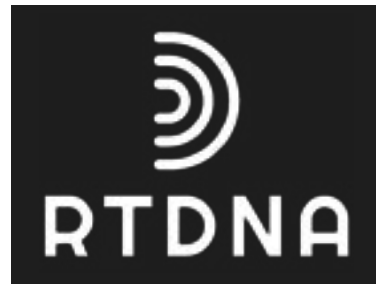
Vertical Logo



Horizontal Logo Stacked



Alternate Logo Options



Improper Logo Usage



Omission of Logo Elements



Disproportionate warping of logo



Unapproved color treatment(s)



Style treatments to the logo



Manipulation of logomark orientation

Typefaces

Poppins Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn-
nOoPpQqRrSsTtUuVvWwXxYyZz ?!#@
0123456789**

Red Hat Text Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz ?!#@ 0123456789

Color Palette

Primary Swatches

RTDNA Navy Blue

RGB: 0, 68, 123
CMYK: 100, 45, 0, 52
Hex: #00447B

RTDNA Light Blue

RGB: 211, 225, 234
CMYK: 10, 4, 0, 8
Hex: #D3E1EA

Secondary Swatches

RTDNA Bright Blue

RGB: 16, 102, 255 Hex: #1066FF
CMYK: 90, 60, 0, 0

RTDNA Light Grey

RGB: 247, 248, 249 Hex: #F7F7F7
CMYK: 2, 1, 1, 0

RTDNA Gold

RGB: 255, 208, 112 Hex: #FFD070
CMYK: 0, 18, 56, 0

RTDNA Orange

RGB: 255, 119, 16 Hex: #FF7710
CMYK: 0, 53, 94, 0

RTDNF

RTDNF, a 501(c)3 educational foundation, offers education and leadership development around the country to empower journalists with the tools they need to be news leaders. The Foundation awards scholarships and fellowships to help grow and strengthen the next generation of journalists. We train and equip local journalists and journalism students to know their rights and seek and report truth ethically in support of a free and vibrant press.

RTDNF Logo

Horizontal Logo



Vertical Logo



Horizontal Logo Stacked



Alternate Logo Options



Primary Color

RTDNF Red

RGB: 212, 29, 34
CMYK: 11, 100, 100, 2

Hex: #D41D22

Disclosure

To be able to maintain a consistent brand and identity in our communities, guidelines are in place regarding use of the RTDNA and RTDNA program logos.

Trademarks, marks, logos, copyrights, intellectual property, and other proprietary information must be respected. Without RTDNA's permission, no use or otherwise misappropriate the intellectual property of RTDNA including using the RTDNA name, marks, logo, or any registered or unregistered marks is permitted.

All personnel (including members, board members, volunteers, participants) and any outside agencies, businesses or organizations must obtain permission in writing prior to any reproducing any logo.

Logos are not to be altered or changed in any way. No other versions or renditions of the logo will be permitted to be used on digital content, printed items, or clothing without prior consent.