



## Style Guide



**This document outlines the guidelines for brand asset treatment on RTDNA's website.**

This guide should be used as a reference for all key web design initiatives going forward and should be shared company-wide. This document is proprietary and confidential.

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# What is a “brand position?”

It is a simple, powerful statement that encompasses the words, aesthetic, and principles in which the brand aligns. The brand position tells a story about RTDNA as an organization, and it lives in everything we do, including how we visually present ourselves to our members and audiences.

## Our brand position on the web

This position helps to define the RTDNA brand into a presence that while new, feels as if it has always been present. RTDNA is a respected leader in the industry, acting as the voice on key issues. This should all be represented in its visual style and achieved by incorporating confident and bold colors, established type, and imagery that focuses on the people in the industry and everyday individuals impacted by RTDNA's work. We are respectful, but are not afraid to lead and make our voice known.

**Bold.**  
**Engaging.**  
**Clean.**

# How We Look

The first impression is everything.

# Brand Elements

Our web identity consists of multiple elements, including logo, typefaces, color, and imagery.

Each element is important. However, when utilized together, they create the full RTDNA experience.

The RTDNA icons were created uniquely for our brand - they are a nod to our old logo and incorporate the bolder secondary colors in our palette.

The RTDNA website uses "modules" to chunk information on the page as the user scrolls. Modules can be added or removed from any page on the site.

## Logo

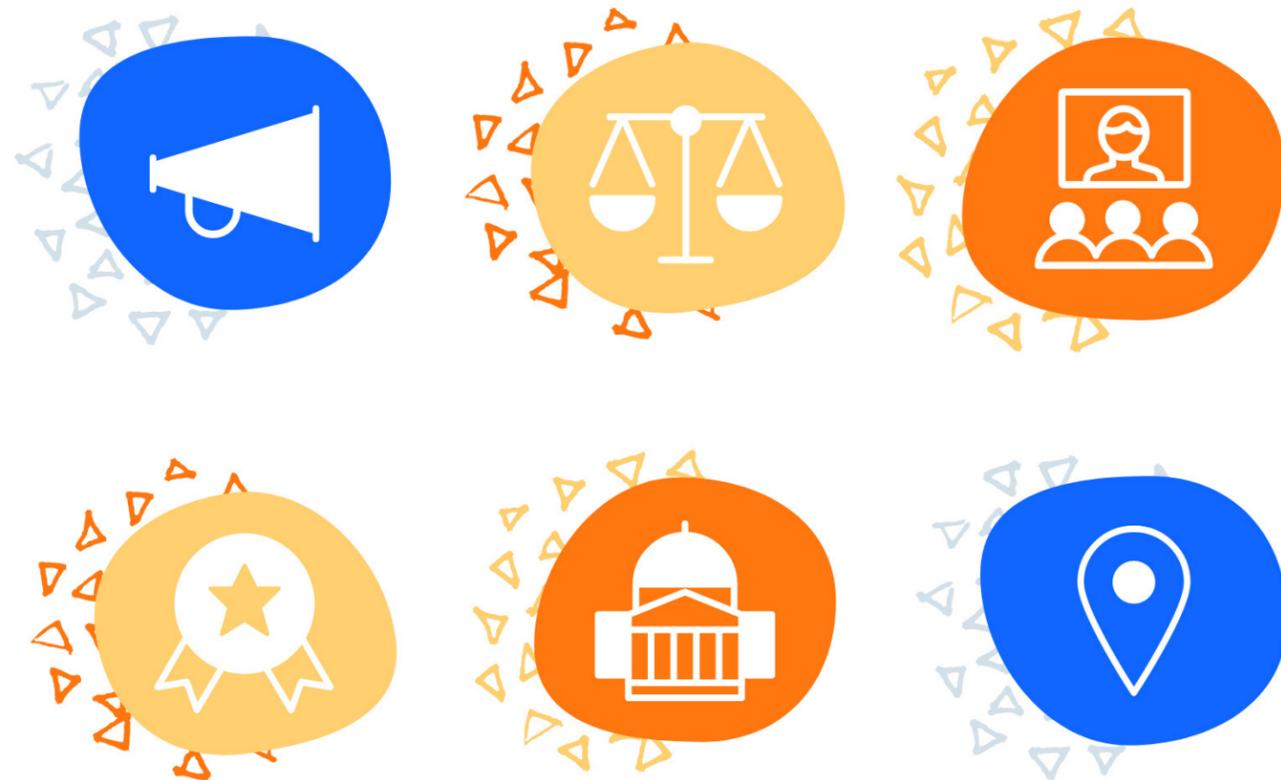


## Web Typefaces

**Poppins Bold** AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz ?!#@ 0123456789

Red Hat Text Regular AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz ?!#@ 0123456789

## Iconography



# Example of Usage



## We Level You Up

Text here providing a membership perks overview. Text here providing a membership perks overview.

[Go to Membership](#)

### Title of Membership Perk Here

Description of member perk right here. Description of member perk right here. Description of member perk right here.

### Title of Membership Perk Here

Description of member perk right here. Description of member perk right here. Description of member perk right here.

### Title of Membership Perk Here

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### Title of Membership Perk Here

Description of member perk right here. Description of member perk right here. Description of member perk right here.

## What We Do



### First Amendment Advocacy

RTDNA's Voice of the First Amendment Task Force defends against threats to the First Amendment and news media access and bridges the divide between responsible journalists and those who don't like, or don't understand, how journalism is essential to democracy and to all our daily lives.

[Learn More](#)



### Training

Through daily digital content, the weekly Communicator newsletter, regular online webinars, and in-person opportunities including anchor and producer leadership training and the Excellence in Journalism conference, RTDNA and RTDNF offer broadcast and digital journalists training in news ethics, journalism fundamentals, technology and leadership.

[Learn More](#)



### Honoring Excellence

Since 1971, RTDNA has been honoring outstanding achievements in broadcast and digital journalism with the Edward R. Murrow Awards. Murrow Award winning work demonstrates the excellence that Edward R. Murrow made a standard for the broadcast news profession.

[Learn More](#)

## Recent News



Category Name

Category Name

### Anchor takeaways from the 2019 Leadership Summit you can incorporate into your workflow right now

July 17, 2019



Category Name

### Coalition fights proposed Environmental Protection Agency

July 17, 2019

[See All News](#)

# Example of Usage Continued

## 2019 Winners

The 2018 gala was an inspiring evening Monday, October 22, when a sold-out crowd packed the historic Gotham Hall, the energy and enthusiasm of more than five hundred journalists soaring with the hall's stunning arched ceiling as the nation's top journalists celebrated the work of their colleagues around the country.

- [2019 Regional Winners](#) →
- [2019 National Winners](#) →
- [2019 Student Winners](#) →

## Member Testimonials

Together, we're moving the broadcast industry forward by learning tomorrow's skills, connecting current and future journalists, recognizing the industry's best, and fighting for freedom of information.

"This is placeholder text for a member testimonial. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ullamco."

"This is placeholder text for a member testimonial. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ullamco."

"T  
me  
ips  
co  
do  
lab  
en  
no

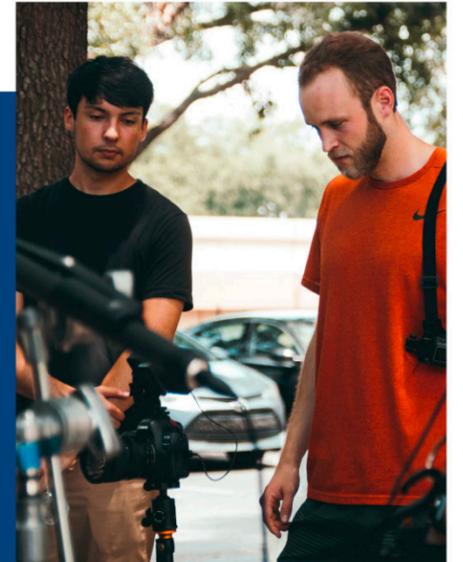
## Membership Categories

- Membership Category Title +

## Homepage RTDNA Title Goes Right Here

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.

[Learn More](#)



## Title Here

### Filter by

All Categories ▼

Best Practices

**How a key newsroom partnership can turn a challenging day in the newsroom from frustrating to satisfying**

Content Type

Diversity

**RTDNA's Recruiting For Diversity Guide**

Content Type

Diversity

**Entertainment & Media Depiction Suggestions for Portraying Behavioral Health Conditions: Mental**

Content Type

# Imagery

Photography and accents are vital parts of our visual communication.

**A picture is worth a  
thousand words**

**Compelling.  
Diverse.  
Authentic.**

# Appropriate Imagery

- Shows collaboration and diversity-focused people and actions that represent different interest groups across the industry.
- Is authentic in subject matter.
- Has an interesting scale and composition.
- Includes representation of industry workers interacting with relevant and modern technologies.



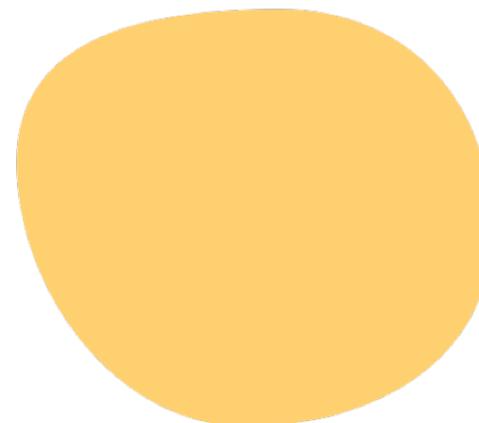
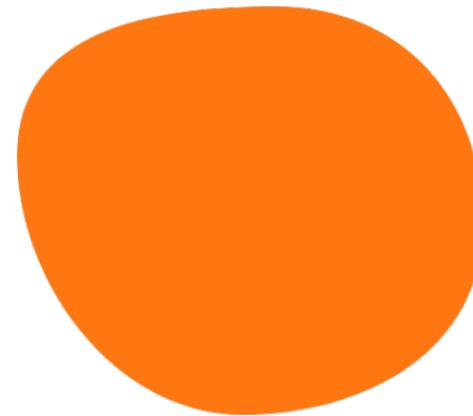
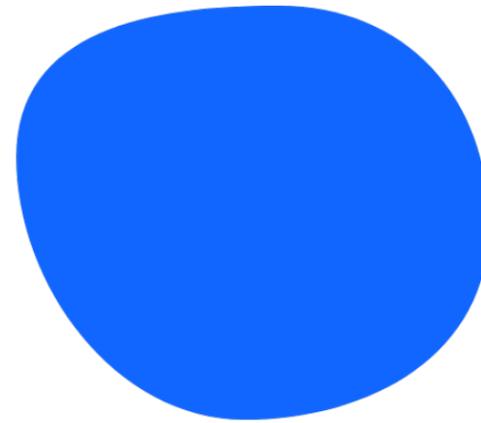
# Design Accents

We use an asymmetrical circle and triangle pattern design element throughout the website.

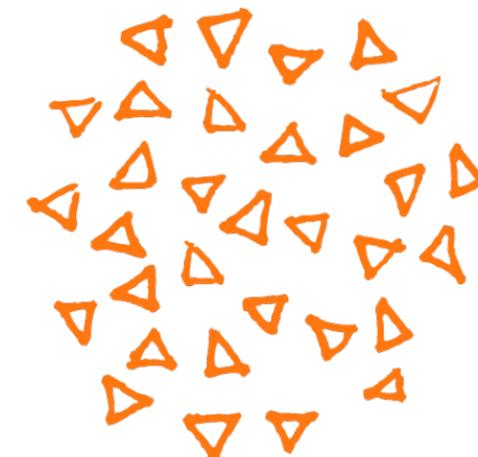
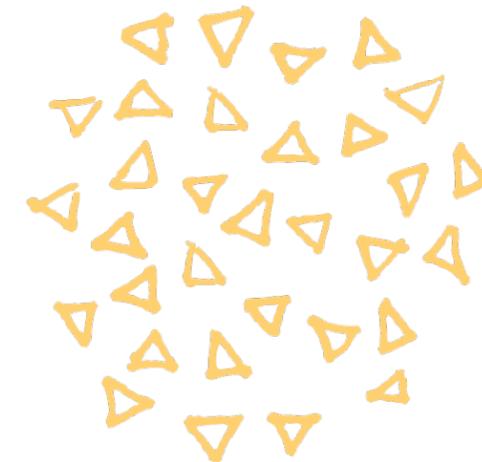
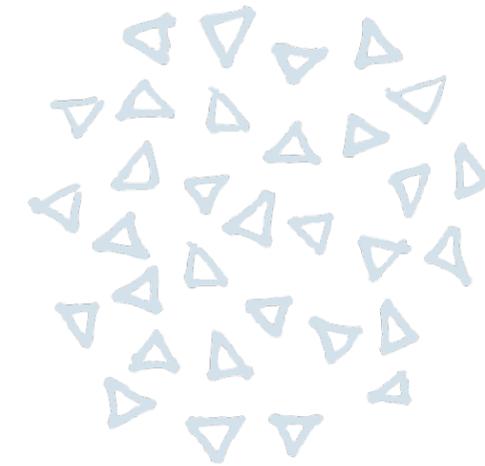
The RTDNA icons were created with these elements uniquely for our brand - they are a nod to our old logo and incorporate the bolder secondary colors in our palette.

As of now, these design accents are used only in icons. However, they could have additional use cases in the future - image overlays, module backgrounds, etc.

Asymmetrical Circles



Triangle Patterns



# Colors

We are vibrant when it matters.

# Palette

Our colors are key assets that help us create a unique visual identity. RTDNA Navy Blue and RTDNA Light Blue are used for background color-blocking throughout the site, in addition to buttons and forms. Black and White are used for typography, including headers, subheaders, and body copy.

The RTDNA Bright Blue is used for hover states throughout the website.

RTDNA Gold and RTDNA Orange are used as accents throughout the site (category tags, for example).

## Primary Swatches

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### 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

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### 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

# Typography

Poppins Bold and Red Hat Text Regular say it all.

# Typefaces

We use Poppins Bold as our primary typeface for all headlines.

We use Red Hat Text Regular for all body copy, caption, callouts, subheaders and bullet list items. It can also be utilized within hero image modules.

Poppins is used occasionally for subheaders and calls to action.

## Poppins Bold

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**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz ?!#@  
0123456789**

## Red Hat Text Regular

---

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz ?!#@ 0123456789

## General Styling

Sentence casing is preferred over all-caps treatments. All-caps can look abrasive and provide difficulty in reading.

Leading is the space between lines in a block of text. Headlines should always use 100% of the size of the font for line spacing. Paragraph and bullet point treatments should use 185% minimum (e.g. paragraph set at 18pt should use 32pt Leading).

Tracking is the spacing between letters. All type treatments should use 0 tracking.

**This is an example of H1 typography with Poppins Bold used at 42 pt. Leading is set at 100% at 52 pt with 0 tracking.**

**This is an example of H2 typography with Poppins Bold used at 34 pt. Leading is set at 100% at 44 pt with 0 tracking.**

**This is an example of H3 typography with Poppins Bold used at 30 pt. Leading is set at 100% at 40 pt with 0 tracking.**

**This is an example of H4 typography with Poppins Bold used at 26 pt. Leading is set at 100% at 36 pt with 0 tracking.**

# General Styling Continued

This is an example of body copy with Red Hat Text Regular used at 20 pt. Line spacing is set at 185% at 30 pt with 0 tracking.

- This is an example of typography with Red Hat Text Regular used at 16 pt for bullet point styling. Leading is set at 185% at 30 pt with 0 tracking.

## Buttons/Drop-Downs

**Learn More**

**See Details**

All Categories



**2019 National Winners**



**2019 Regional Winners**



## Category Tags

Category Name

Category Name

Category Name

# Logo

People will know us by our mark.

# Logo

In some cases, the first impression audiences will have of RTDNA is through our logo. It is the primary vessel to help others identify our organization visually.

To preserve integrity of the logo, it is vital that no other logo or type interfere with its space. When a graphic is used behind the logo, make sure that both the lockup and text are clearly visible and legible.

Horizontal Logo with Clearspace

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Vertical Logo with Clearspace

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Horizontal Logo Stacked with Clearspace

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Minimum Size

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Minimum digital size varies in dots per inch (dpi), but should be kept at ~130px width minimum.

# Alternate Logo Options

In some cases you will need to use an alternate version of either our vertical or horizontal logo. For example, when creating a brief in black and white, it might be necessary to use the knockout version of the logo.

Included here are alternate versions of both our horizontal and vertical logo.

## Alternative Vertical Logo Options

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## Alternative Horizontal Logo Options

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# Improper Logo Usage

Consistency is key to communicate our brand values and goals to our audience. Even the slightest change in presentation can detract from our message, so it is vital to keep within clear guidelines of logo usage.



Omission of Logo Elements



Disproportionate warping of logo



Unapproved color treatment(s)



Style treatments to the logo



Manipulation of logomark orientation

**Thank you.**