

FINANCIAL TIMES

BRAND GUIDELINES 2014



FINANCIAL
TIMES

V.1

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INTRODUCTION

The ultimate aim of a brand is to help audiences understand who we are, what we stand for, where we are going and what makes us different. It helps to define our image and mould perceptions about us.

These guidelines have been devised to enable the FT to achieve consistency throughout its printed and online communications. They are intended to assist the FT in its development of a consistent, powerful and global brand based on its strengths and heritage.

Four elements harmonise the graphic look of the FT advertising style, so that consistency can be maintained across a rich series of content matter. As with the strategic approach, the graphic look is born from the newspaper's iconic design.

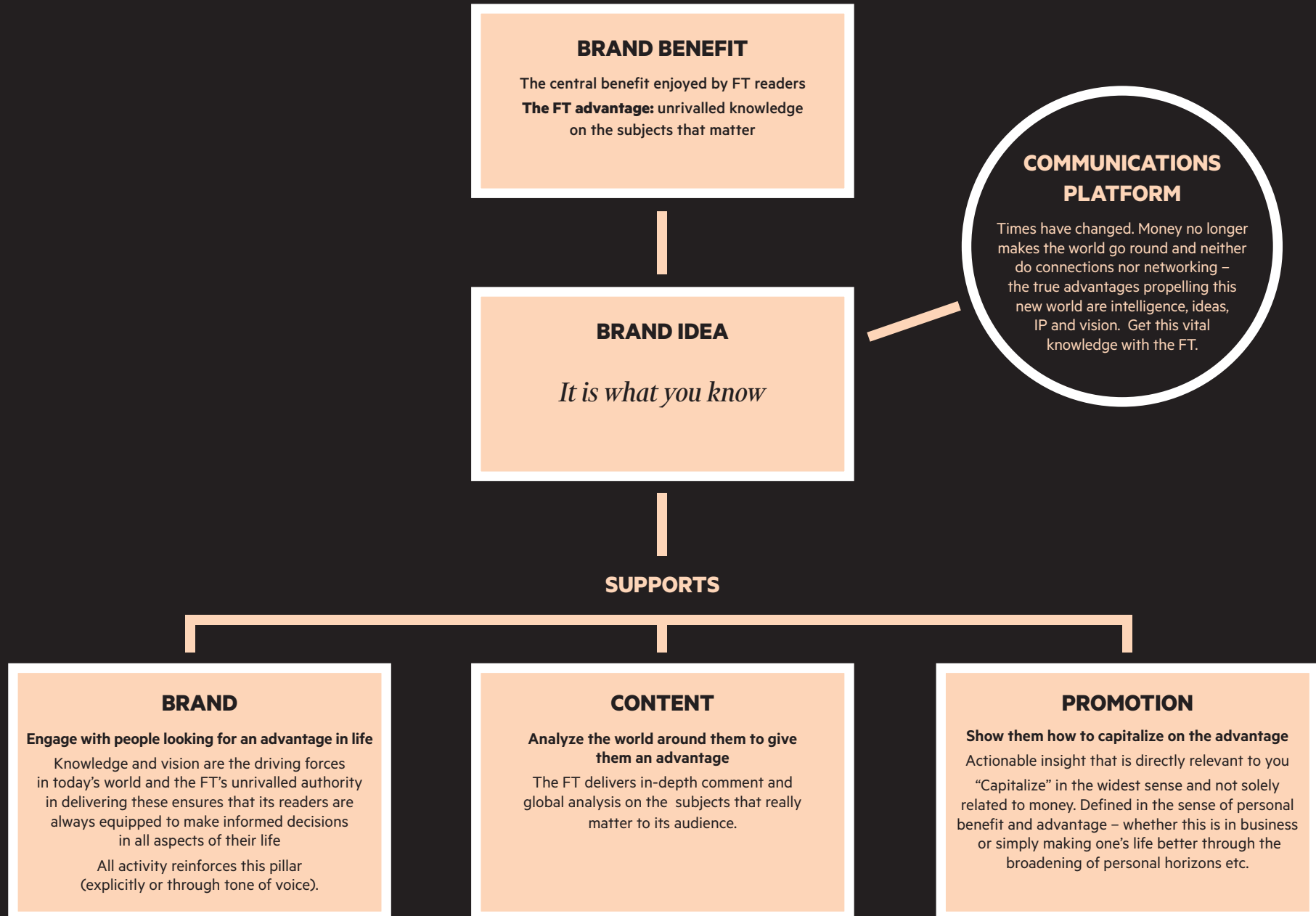
FT Endline panel – FT Masthead and endline

Colours – use of black and pink

Visuals – photographic and illustrative style

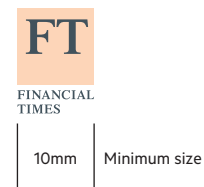
Tone of voice

STRATEGIC FRAMEWORK



1 BRANDING ELEMENTS

1.1 FT corporate logo



The main FT corporate logo is made up of three elements: the FT square, the FT letters and the FT's full name.

The colours used are FT Pink and FT Grey.

Exclusion Zone

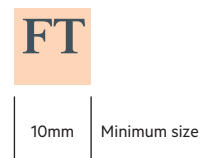
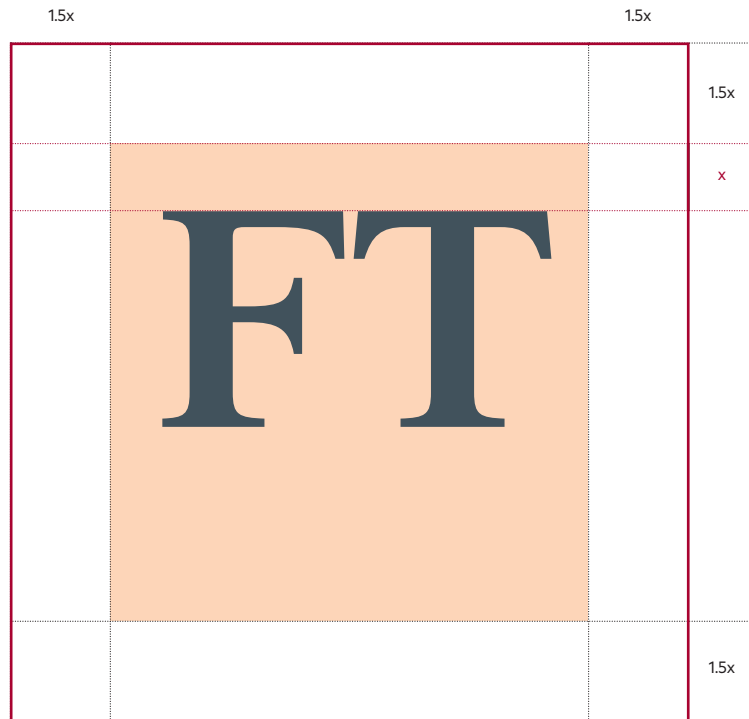
It is important to ensure that the corporate logo is clearly reproduced and prominent. For this reason an exclusion zone or clear space area has been created in which no other graphics or text should appear. It helps to ensure clarity and improve the impact of the corporate logo.

The clear space is defined here by the red keyline box where the distance between the letters FT and the top of the square is equal to x. The calculation is made by multiplying x by 1.5 and it is the distance away from the edge of the FT corporate logo which defines the exclusion zone.

Minimum usage size

The example, shown here, is the minimum size in which the corporate logo should ever appear. The corporate logo must never be reproduced any smaller than 10mm wide.

1.2 FT corporate logo without Financial Times



In very **exceptional** circumstances where the full FT corporate logo is unsuitable (for example on small promotional items) the FT square and FT lettering only may be used, subject to approval from the FT Marketing Department.

The colours used are FT Pink and FT Grey.

Exclusion Zone

It is important to ensure that the corporate logo is clearly reproduced and prominent. For this reason an exclusion zone or clear space area has been created in which no other graphics or text should appear. It helps to ensure clarity and improve the impact of the corporate logo.

The clear space is defined here by the red keyline box where the distance between the letters FT and the top of the square is equal to x. The calculation is made by multiplying x by 1.5 and it is the distance away from the edge of the FT corporate logo which defines the exclusion zone.

Minimum usage size

The example, shown here, is the minimum size in which the corporate logo should ever appear. The corporate logo must never be reproduced any smaller than 10mm wide.

1.3 Two colour corporate logo on colour backgrounds

When using the FT corporate logo on colour backgrounds, the FT square should always be fully visible, and the Financial Times name must have sufficient contrast to be clearly readable.

For white backgrounds the main FT corporate logo (FT Pink and FT Grey) should be used. This option may also be applied to backgrounds with sufficient contrast to ensure clear legibility of the FT logo.

Where the background colour is FT Pink, a reversed out (FT Grey) can be used.

If your background colour does not provide sufficient contrast, or clashes with FT Pink (e.g. bright yellow), the version consisting of FT Grey square and FT Pink 'FT' letters should be used.

White backgrounds including
FT newspaper stock



For use on different colour backgrounds that clash with FT
Pink or do not provide enough contrast



Dark backgrounds



Reversed out FT Grey version on FT
Pink background



1.4 One colour corporate logo on colour backgrounds

As mentioned on the previous page on all FT newspaper advertising formats the FT corporate logo should appear reversed out black.

For use on non FT Pink backgrounds or backgrounds that clash with FT Pink the mono versions are to be used accordingly so that the colour of the background does not show through the 'FT' lettering.

This rule also applies to image backgrounds. For reasons of legibility the FT corporate logo should never appear in reversed out FT Pink or in reversed out on a background of FT Pink.

Mono versions for non FT Pink backgrounds or backgrounds that clash with FT Pink



Mono versions on FT Pink or FT newspaper backgrounds



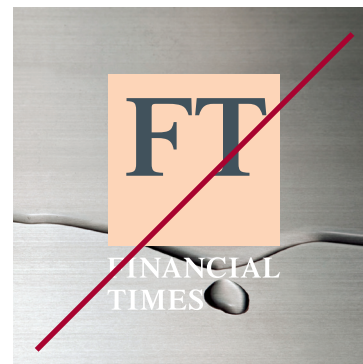
Reversed out for mono executions



1.5 Corporate logo on photographic backgrounds

When using the FT corporate logo on photographic backgrounds, the shape of the FT square and the Financial Times name must be clearly readable. Never use a background with the same tonal value as the FT square.

If there is any doubt about legibility, a more appropriate background colour should be selected.



1.6 Misuse of the FT corporate logo

The FT corporate logo should never be altered.



Example 1:
The FT logo should NEVER be distorted



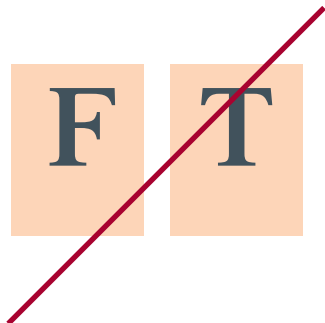
Example 2:
NEVER change the colour



Example 3:
NEVER change the shape



Example 4:
NEVER add a keyline around the FT square

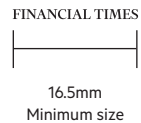


Example 5:
Nothing should be altered or added



Example 6:
Never respecify the FT lettering to become transparent to the background colour on which it is placed.

1.7 FT Masthead



The FT Masthead is the identity mark used at the top of the FT weekday newspaper. It has been created using the FT's custom typeface 'Financier', and is occasionally used for branding purposes where the main FT corporate logo is not suitable.

The FT Masthead has been created as an Illustrator eps file. **DO NOT** try to alter the construction by adjusting the positions, proportions or typefaces.

Exclusion Zone

If the FT Masthead is being used as a logo and not in conjunction with any endorsements, it is important to ensure that it is clearly reproduced and prominent. For this reason an exclusion zone or clear space area has been created in which no other graphics or text should appear. This helps to ensure clarity and improve the impact of the logo.

The clear space is defined here by the red keyline box where x is equal to the cap height. The calculation is made by multiplying x by 1.5 and it is the distance away from the edge of the FT Masthead which defines the exclusion zone.

Minimum usage size

The example, shown here, is the minimum size in which the FT Masthead should ever appear.

1.8 Primary Typeface – Metric

Metric Thin
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Thin Italic
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Light
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Light Italic
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Regular
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Regular Italic
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Medium
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Medium Italic
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Semibold
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Semibold Italic
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Bold
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Bold Italic
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Black
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric Black Italic
abcdefghijklmnopqrstvwxyz
1234567890<%£\$!()?@&>

Metric is the **primary** typeface for all FT communications (headlines and body copy).

Headlines are typeset in **Metric Semibold**, subheadings are typeset in **Metric Medium** and bodycopy in **Metric Regular**.

Copy is upper and lowercase, ranged left, ragged right, paying attention to avoid extensive rag. Specific typographic style guidelines are provided in the visual language and advertising section of these guidelines.

1.9 Secondary Typeface – Financier Display

Financier Display Light
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Light Italic
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Regular Italic
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Medium
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Medium Italic
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Semibold
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Semibold Italic
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Bold
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Bold Italic
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Black
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

Financier Display Black Italic
abcdefghijklmnopqrstuvwxyz
1234567890<%£\$!()?@&>

The **Financier** typeface has been exclusively designed for the Financial Times and has been used to create the FT Masthead – the identity mark used at the top of the FT weekday newspaper.

Financier Display has been used to create the FT Endline panel. This is a secondary supporting typeface and therefore **must not** be used as the primary communication typeface.

1.10 Endorsement for products/ services/events within the portfolio

A service from the **Financial Times**

A publication from the **Financial Times**

An event from the **Financial Times**

If a company, product or service is endorsed by the brand or the organisation then 'A service from the Financial Times' or 'A publication from the Financial Times' or 'An event from the Financial Times' will be used.

These endorsements are formed using Metric Regular and Metric Medium but can be supplied as illustrator eps files. Normal rules of clarity apply where the minimum legible type size should be no less than 6pt.

1.11 FT Endline panel



The FT Endline panel should be used on all communication where feasible.

The element 'FINANCIAL TIMES *It is what you know*' has been created as an Illustrator eps file. **DO NOT** try to alter the construction of this approved design by adjusting the positions, proportions or typefaces.

The size of the FT Endline panel is determined according to the size of the media used and is always positioned anchored to the bottom right corner.

Minimum usage size

The minimum size that the FT Endline panel can appear, on advertising, for legibility purposes, is 42mm from beginning of panel to end. For other minimum usage sizes please refer to specific execution sections.

Exclusion Zone

It is important to ensure that the FT Endline panel is clearly reproduced and prominent. For this reason an exclusion zone or clear space area has been created in which no other graphics or text should appear.

1.12 Colour palette – Primary/secondary

FT Pink



Pantone 473

Coated Paper Stock
C:0 M:18 Y:26 K:0

Uncoated Paper Stock
(FT Newspaper)
C:0 M:18 Y:30 K:0

RGB
R:255 G:204 B:153

Hexadecimal
#FFCC99

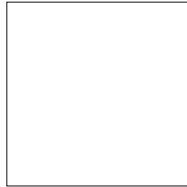
Black



Coated Paper Stock
C:50 M:50 Y:50 K:100

Uncoated Paper Stock
(FT Newspaper)
C:0 M:0 Y:0 K:85

White



FT Blue



Pantone 295

Coated Paper Stock
C:50 M:12 Y:0 K:45

Uncoated Paper Stock
(FT Newspaper)
C:85 M:25 Y:0 K:10

RGB
R:0 G:47 B:95

Hexadecimal
#002F5F

FT Grey



Pantone 432

Coated Paper Stock
C:23 M:0 Y:0 K:79

RGB
R:51 G:51 B:51
Hexadecimal
#333333

FT Burgundy



Pantone 7641

Coated/Uncoated
Paper Stock
C:0 M:78 Y:21 K:32

RGB
R:175 G:67 B:101

Hexadecimal
#9e2f50

Primary Colour Palette

The primary FT brand colours are FT Pink, black, and white.

The table on this page shows the recommended ink mixes and breakdowns for process colour, special/spot colour, desktop RGB and hexadecimal colour.

Process colour breakdowns for FT Pink are approved custom breakdowns resulting from a series of press proofing tests on coated, uncoated, newsprint and pink newsprint stocks.

When using process colour for digital output (e.g., large format and digital print), the objective should always be to pre-determine the closest possible match to the FT brand colours from the output device being used.

The colours shown on this page and throughout these guidelines are not intended to match the *PANTONE® Colour Standard.

Secondary colour palette

To add more flexibility for design a secondary palette is available consisting of FT Blue, FT Grey and FT Burgundy.

Please note there is a CMYK breakdown change for printing FT Blue in the FT newspaper. This Process colour breakdown has been selected to achieve a desired result, and is not intended to match the *PANTONE® Colour Standard.

Process colour breakdowns for FT Grey are approved custom breakdowns resulting from a series of press proofing tests on coated, uncoated, newsprint and pink newsprint stocks.

*PANTONE® is the property of Pantone, Inc.

1.13 Colour palette – Supporting



Coated/Uncoated
Paper Stock
C:50 M:12 Y:0 K:18

RGB
100/160/197

Hexadecimal
#65a0c5



Coated/Uncoated
Paper Stock
C:90 M:0 Y:38 K:0

RGB
0/176/176

Hexadecimal
#00b0b0



Coated/Uncoated
Paper Stock
C:90 M:10 Y:0 K:45

RGB
0/106/147

Hexadecimal
#006a93

Supporting colour palette

To add more flexibility for design a supporting colour palette is available. The range shown at the base of the page are for use in graphic charts only.

Additional colour palette for use in graphic charts and infographics



Coated/Uncoated
Paper Stock
C:90 M:0 Y:0 K:70

RGB
0/78/109

Hexadecimal
#004e6d



Coated/Uncoated
Paper Stock
C:54 M:6 Y:0 K:20

RGB
85/162/199

Hexadecimal
#55a2c7



Coated/Uncoated
Paper Stock
C:34 M:3 Y:5 K:15

RGB
142/184/205

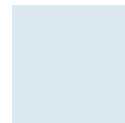
Hexadecimal
#8eb8cd



Coated/Uncoated
Paper Stock
C:15 M:0 Y:7 K:17

RGB
182/203/203

Hexadecimal
#b6cbcb



Coated/Uncoated
Paper Stock
C:8 M:0 Y:0 K:6

RGB
217/231/239

Hexadecimal
#d9e7ef

2 VISUAL LANGUAGE AND ADVERTISING

2.1 Main Brand Creative – Overview



Please note portrait ad shows lighter image used for in paper FT ads



The main brand creative is made up of the aligning planets campaign image, headline, sub-heading and FT Endline panel.

High resolution files can be obtained from FT Brand & Design. There are specific versions for press and non-press – please specify.

For portrait sizes the image shows the planets angled with the sun towards the right of the format. For landscape and formats where the angled image is unsuitable, the image shows planets aligned centrally.

The FT Endline panel must always be anchored bottom right with the headline and sub-heading positioned top left (please refer to the typographic guidelines section for specific measurements).

3 ONLINE ADVERTISING

3.1 FT Endline Landscape Panel (online only)

The FT Endline Landscape panel has been specifically created for online and should be used on all online communication where feasible.

The element 'FINANCIAL TIMES *It is what you know*' has been created as an Illustrator eps file. **DO NOT** try to alter the construction of this approved design by adjusting the positions, proportions or typefaces.

The size of the FT Endline panel is determined according to the size of the media used and is always positioned anchored to the bottom right corner.

Minimum usage size

The minimum size that the FT Endline Landscape panel can appear, on online advertising, for legibility purposes, is 245 pixels from beginning of panel to end.

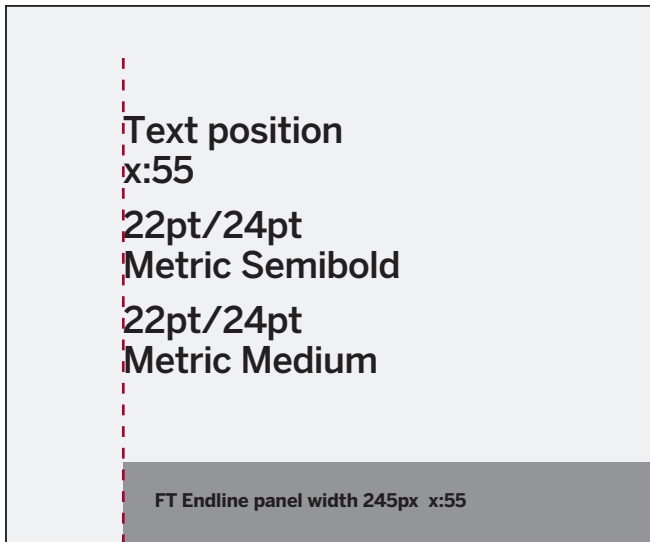
Exclusion Zone

It is important to ensure that the FT Endline panel is clearly reproduced and prominent. For this reason an exclusion zone or clear space area has been created in which no other graphics or text should appear.



3.2 MPU (300 x 250)

The example shown here is for MPU banners and similar sized advertising.



Text to align with left edge of endline panel.

Text centred between top of MPU and the top of the FT Endline panel

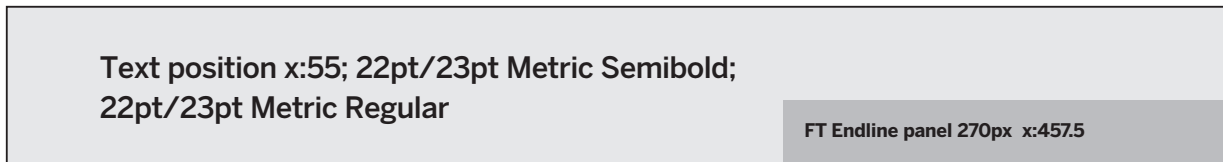
Text limited to 4 lines

Black keyline 1px around MPU

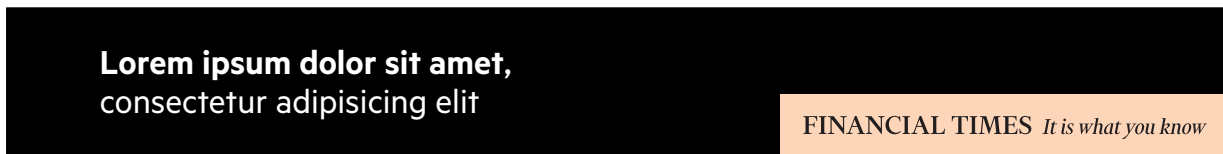


3.3 Banner (728 x 90)

The example shown here is for MPU banners and similar sized advertising.



Text centred and limited to 2 lines. Black keyline 1px around MPU



Contact

If you have any queries please contact:

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ellie.turner@ft.com or **FT Brand & Design**