FINANCIAL TIMES
BRAND GUIDELINES **2014**

FT

FINANCIAL
TIMES

CONTENTS

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.
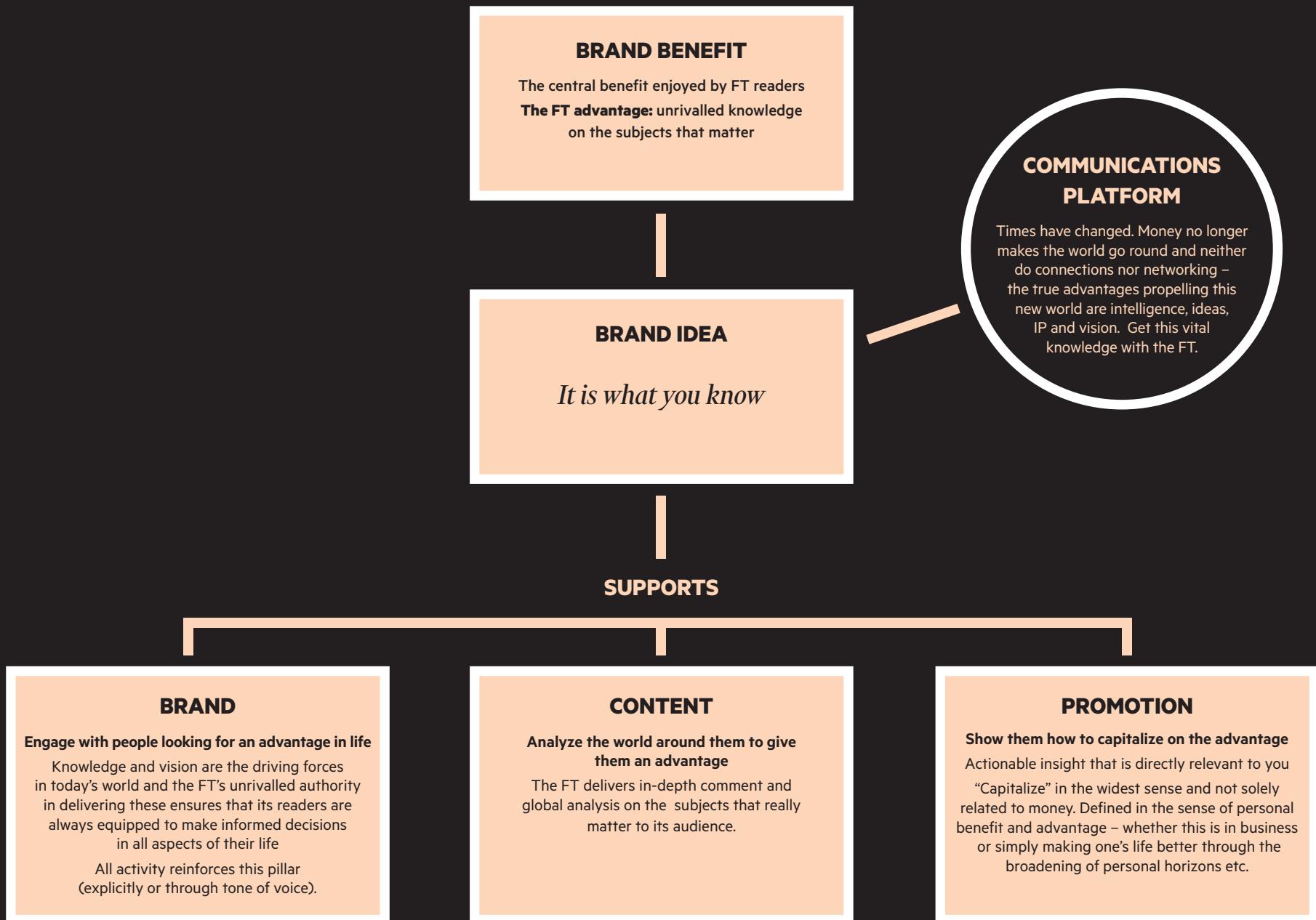
FT Endline panel – FT Masthead and endline
Colours – use of black and pink
Visuals – photographic, typographic and illustrative style
Tone of voice

STRATEGIC FRAMEWORK

BRAND BENEFIT

The central benefit enjoyed by FT readers

The FT advantage: unrivalled knowledge on the subjects that matter

COMMUNICATIONS PLATFORM

Times have changed. Money no longer makes the world go round and neither do connections nor networking – the true advantages propelling this new world are intelligence, ideas, IP and vision. Get this vital knowledge with the FT.

BRAND IDEA

It is what you know

SUPPORTS

BRAND

Engage with people looking for an advantage in life

Knowledge and vision are the driving forces in today's world and the FT's unrivalled authority in delivering these ensures that its readers are always equipped to make informed decisions in all aspects of their life

All activity reinforces this pillar (explicitly or through tone of voice).

CONTENT

Analyze the world around them to give them an advantage

The FT delivers in-depth comment and global analysis on the subjects that really matter to its audience.

PROMOTION

Show them how to capitalize on the advantage

Actionable insight that is directly relevant to you

"Capitalize" in the widest sense and not solely related to money. Defined in the sense of personal benefit and advantage – whether this is in business or simply making one's life better through the broadening of personal horizons etc.

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.

1.5x   1.5x

1.5x

x

1.5x

FT

10mm | Minimum size

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

FT
FINANCIAL
TIMES

Dark backgrounds

FT
FINANCIAL
TIMES

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

FT
FINANCIAL
TIMES

Reversed out FT Grey version on FT Pink background

FT
FINANCIAL
TIMES

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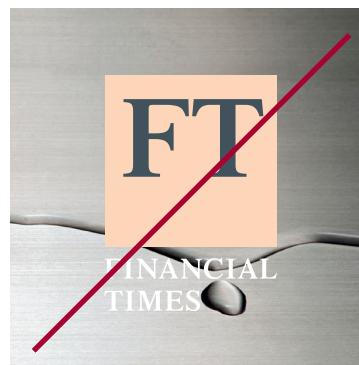
This rule also applies to image backgrounds. For reasons of legibility the FT corporate logo should never appear in reversed out FT Pink or in reversed out on a background of FT Pink.

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.

The FT corporate logo should never be altered.

**Example 1:**
The FT logo should NEVER be distorted
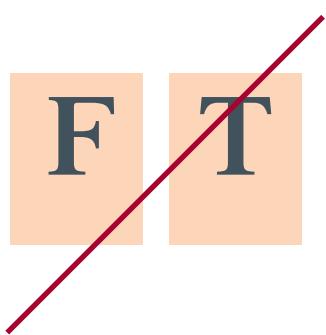
Example 2:
NEVER change the colour

Example 3:
NEVER change the shape

Example 4:
NEVER add a keyline around the FT square
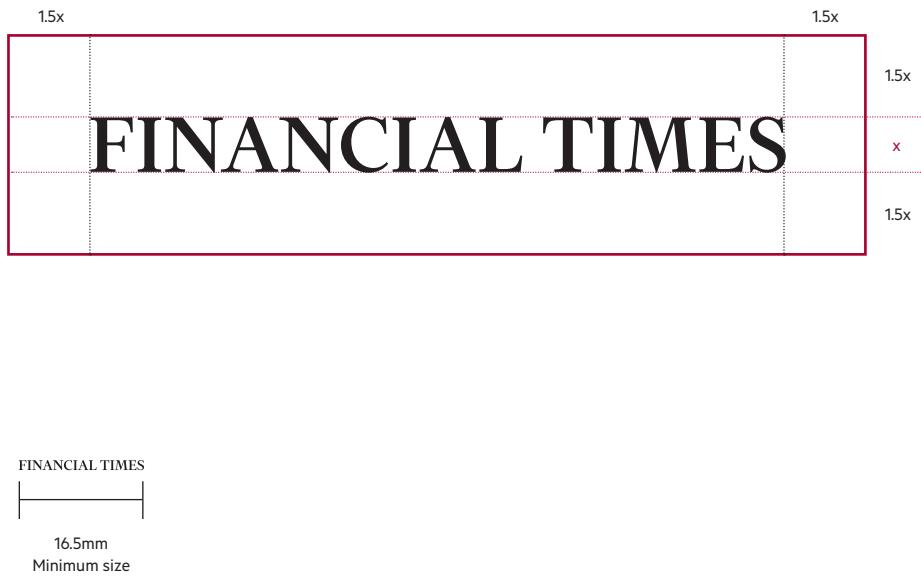
Example 5:
Nothing should be altered or added

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

1.5x   1.5x

1.5x

FINANCIAL TIMES

x

1.5x

FINANCIAL TIMES

16.5mm
Minimum size

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 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.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

1.9 Secondary Typeface – Financier Display

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.

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<%£$!()?@&>

A service from the **Financial Times**

A publication from the **Financial Times**

An event from the **Financial Times**

1.10 Endorsement for products/services/events within the portfolio

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

1.5x   1.5x

x   **FINANCIAL TIMES**
It is what you know

1.5x   1.5x

Minimum print size 42mm

FINANCIAL TIMES
It is what you know

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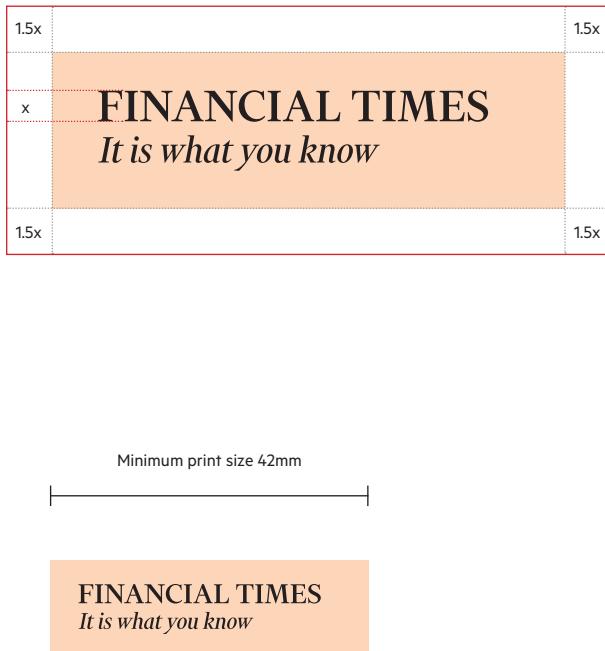
The size of the FT Endline panel is determined according to the size of the media used and is always positioned anchored to the bottom right corner.

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.

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.

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.

Coated/Uncoated
Paper Stock
C:46 M:0 Y:6 K:0

RGB
127/210/235

Hexadecimal
#7fd2eb

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

RGB
0/176/176

Hexadecimal
#00b0b0
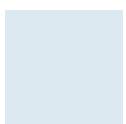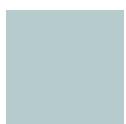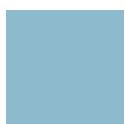
Coated/Uncoated
Paper Stock
C:90 M:10 Y:0 K:45

RGB
0/106/147

Hexadecimal
#006a93

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
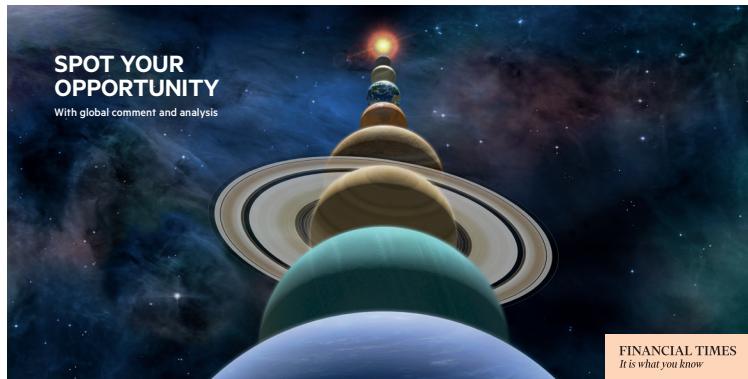
Hexadecimal
#d9e7ef

2 VISUAL LANGUAGE AND ADVERTISING

2.1 Main Brand Creative – Overview

Please note portrait ad shows lighter image used for in paper FT ads
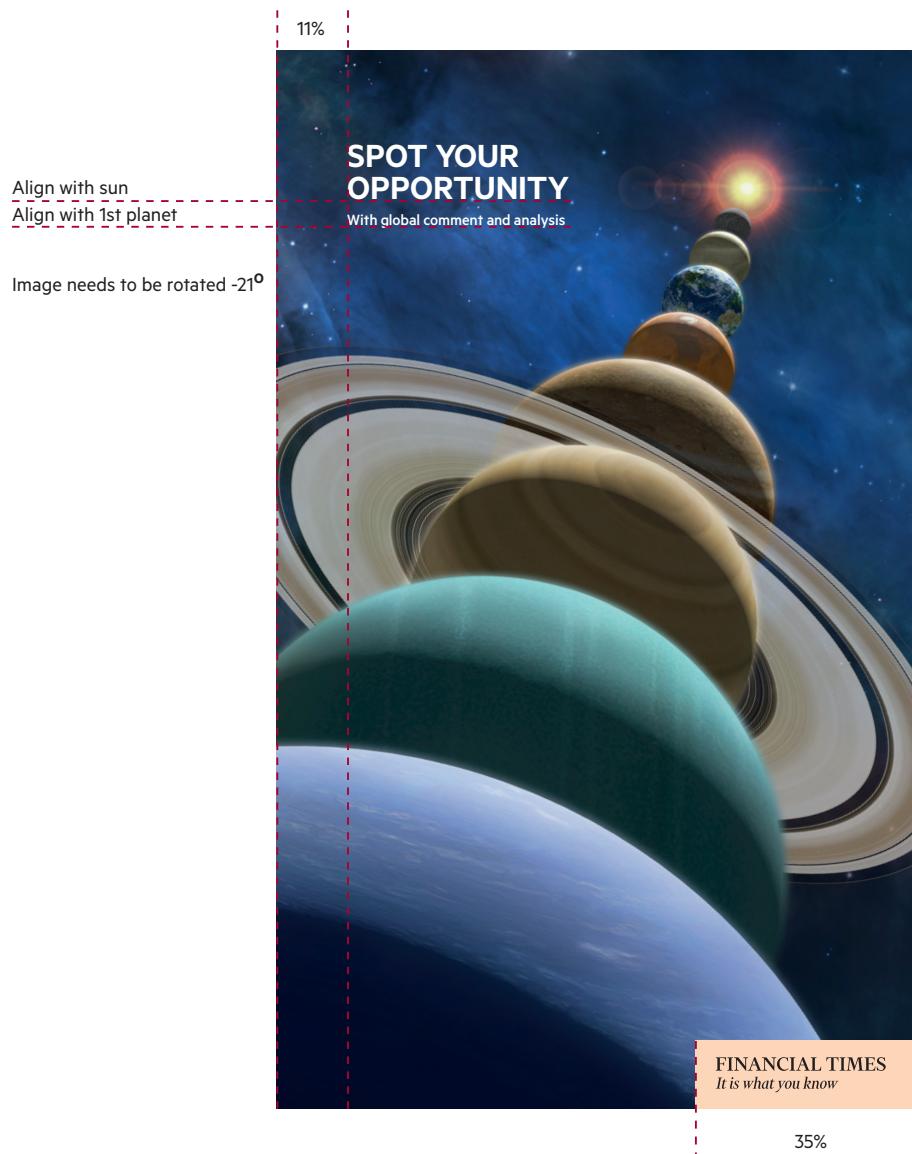
The main brand creative is made up of the aligning planets campaign image, headline, sub-heading and FT Endline panel.

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).

2.2 Main Brand Creative – Portrait

If recreating the FT Brand Creative please adhere to the guidelines outlined here.

For all FT Brand advertising being placed into the FT newspaper please use the 'PRESS' version of the planets image (as shown here).

The guidelines set out opposite are for quarter page (170mm (w) x 280mm (h)) or similar.

'Spot your opportunity' headline: Metric Semibold (uppercase) 27pt/24pt leading. 'with global comment and analysis' subheading: Metric Medium 12.5/20pt leading. The copy **must always** be placed top left as specified opposite.

9%

Align with sun
Align with 2nd planet

SPOT YOUR OPPORTUNITY

With global comment and analysis

FINANCIAL TIMES
It is what you know

22%

2.3 Main Brand Creative – Landscape

If recreating the FT Brand Creative please adhere to the guidelines outlined here.
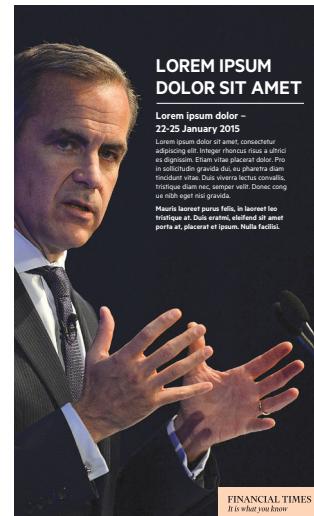
The guidelines set out opposite are for A3 landscape (420mm (w) x 297mm (h)) or similar.

'Spot your opportunity' headline: Metric Semibold (uppercase) 47pt/43pt leading. 'with global comment and analysis' subheading: Metric Medium 21.5/28pt leading. The copy **must always** be placed top left as specified opposite.

2.4 Advertising –
Full bleed image

The preferred typographic layout style for editorial advertising uses a full bleed image layout with copy running over the image positioned either top left or bottom left. Alternatively for problematic imagery copy may be placed top right. Although this provides flexibility please adhere to the correct typographic rules set out in these guidelines when creating headline/body copy. **Never** place copy bottom right.
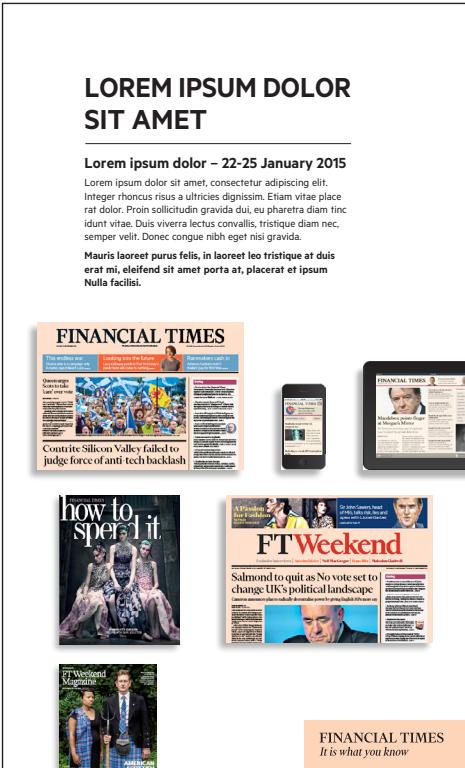
The headline is typeset in uppercase within a maximum of two lines. Please ensure that all copy is clear and legible.

Annotations on diagram:

17.5%

Bodycopy and keyline not to extend beyond headline

1.5 x cap height of headline

Keyline 1pt

Body copy MUST NOT go beyond FT Endline panel

35%

Alternative copy positioning if image is problematic

Layout text (left diagram):

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor – 22-25 January 2015

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer rhoncus risus a ultricies dignissim. Etiam vitae placerat dolor. Proin sollicitudin gravida dui, eu pharetra diam tincidunt vitae. Duis viverra lectus convallis, tristique diam nec, semper velit. Donec congue nibh eget nisigra vida.

Mauris laoreet purus felis, in laoreet leo tristique at. Duiserat mi, eleifend sit amet porta at, placerat et ipsum. Nulla facilisi.

FINANCIAL TIMES
It is what you know

2.5 Advertising – Half image
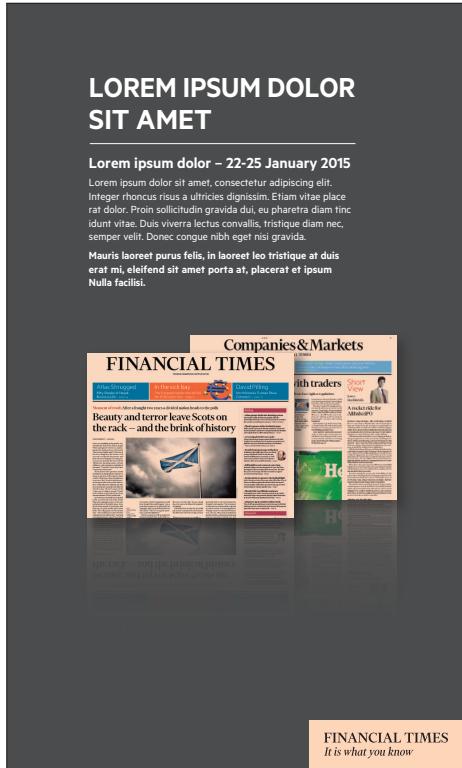
For **exceptional** circumstances where a full bleed image is unavailable or where an image is too complex or problematic for text to be displayed onto, the 'half image' layout option may be used.

Please find example variations for packshot advertising. If packshot images are required please contact FT Brand & Design.

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor – 22-25 January 2015

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer rhoncus risus a ultricies dignissim. Etiam vitae place rat dolor. Proin sollicitudin gravida dui, eu pharetra diam tinc idunt vitae. Duis viverra lectus convallis, tristique diam nec, semper velit. Donec congue nibh eget nisi gravida.

Mauris laoreet purus felis, in laoreet leo tristique at duis erat mi, eleifend sit amet porta at, placerat et ipsum Nulla facilisi.

FINANCIAL TIMES
It is what you know

Layout for multi-platform packshots.

Please note a black keyline of 0.7pt is added to advertising on white backgrounds

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor – 22-25 January 2015

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer rhoncus risus a ultricies dignissim. Etiam vitae place rat dolor. Proin sollicitudin gravida dui, eu pharetra diam tinc idunt vitae. Duis viverra lectus convallis, tristique diam nec, semper velit. Donec congue nibh eget nisi gravida.

Mauris laoreet purus felis, in laoreet leo tristique at duis erat mi, eleifend sit amet porta at, placerat et ipsum Nulla facilisi.

FINANCIAL TIMES
It is what you know

Layout for print only

2.7 External advertising

All external print advertising, except the FT Brand creative, must also include the FT Corporate logo. Please see examples here.

If photographic imagery is unavailable or not appropriate a typographic or illustrative approach may be applied. Please adhere to the prescribed colour palette and ensure that the FT tone of voice is displayed through intelligent concepts.

The preferred illlustrative approach follows an infographic style.

LOREM IPSUM DOLOR SIT AMET

Subheading is Metric semibold 17/20pt
Body copy is Metric regular 12/14pt, range left, ragged left. Rhoncus risus a ultricies dignissim. Etiam vitae plac erat dolor. Proin sollicitudin gravida dui, eu pharetra diam tincidunt vitae. Duis viverra lectus convallis, tris tique diam nec, semper velit. Donec congue nibh eget nisigra vida.

Mauris laoreet purus felis, in laoreet leo tristique at. Duiserat mi, eleifend sit amet porta at, placerat et ipsum. Nulla facilisi.

FINANCIAL TIMES
It is what you know

LOREM IPSUM DOLOR SIT AMET

Subheading is Metric semibold 17/20pt
Body copy is Metric regular 12/14pt, range left, ragged left. Rhoncus risus a ultricies dignissim. Etiam vitae plac erat dolor. Proin sollicitudin gravida dui, eu pharetra diam tincidunt vitae. Duis viverra lectus convallis, tris tique diam nec, semper velit. Donec congue nibh eget nisigra vida.

Mauris laoreet purus felis, in laoreet leo tristique at. Duiserat mi, eleifend sit amet porta at, placerat et ipsum. Nulla facilisi.

----- 85% Black

FINANCIAL TIMES
It is what you know

To add more design flexibility the secondary and supporting colour palette can be used in conjunction with the illustrative layout style. Please ensure there is clarity when combining the colour palettes and colour combinations. The examples shown here are the preferred options.

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 including landing pages and emails 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.
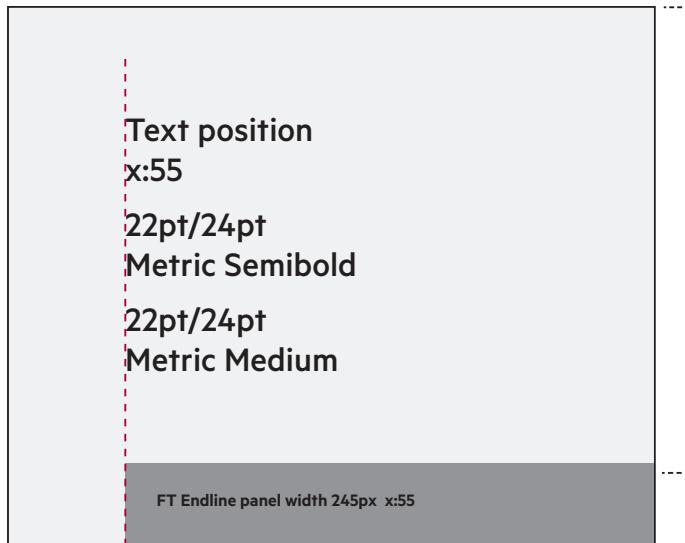
Minimum usage size

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.

1.5x   1.5x

FINANCIAL TIMES *It is what you know*

x

1.5x   1.5x

Minimum size 245 px

FINANCIAL TIMES *It is what you know*

3.2 MPU (300 x 250)

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

Text position
x:55

22pt/24pt
Metric Semibold

22pt/24pt
Metric Medium

FT Endline panel width 245px x:55

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

Lorem ipsum dolor sit amet, consectetur adipisicing elit.

FINANCIAL TIMES *It is what you know*

Lorem ipsum dolor sit amet, consectetur adipisicing elit.

FINANCIAL TIMES *It is what you know*
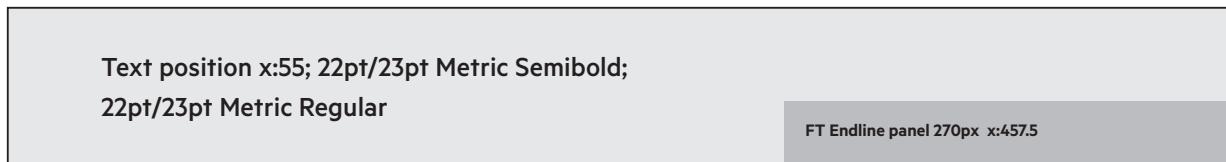
3.3 Banner (728 x 90)

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

Text position x:55; 22pt/23pt Metric Semibold;
22pt/23pt Metric Regular

FT Endline panel 270px x:457.5

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

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FINANCIAL TIMES *It is what you know*

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Contact

If you have any queries please contact:

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