



## Branding

# The New York Times API Branding Guide

All applications must be accompanied by a Times API logo on any page or screen that displays Times API content or data. The logo must link directly to <https://developer.nytimes.com>.

For applications that do not easily support logos or where Times data are used in alternative media formats, the written attribution "Data provided by The New York Times" can be substituted.

Prior written consent from The New York Times is required to use Times data without attribution.

## API LOGOS

API logos are provided in four different sizes. Select the logo that best suits the visual design and functionality of your site. Logos cannot be altered or resized.

### 200 px



### 150 px



### 65 px



### 30 px



## ADDITIONAL BRANDING REQUIREMENTS

The selected logo should be full and clearly visible, not altered or resized, or covered up in any way.

The Times logo should not be the most prominent element or logo on the Web page, nor the only branding on the page.