

# **Brand** **Guidelines**

The Hechinger Report

## Primary logotype

The primary logotype is set in Gotham Rounded Medium. The wordmark is accompanied by the “H” icon, incorporating the initial within an abstracted book.



**THE HECHINGER REPORT**

## Primary logotype

When appearing over  
backgrounds of 50% black or  
darker, the logotype should  
be knocked out in white,  
otherwise, the standard black  
logotype should be used.



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# Alternate logotypes

## Icon

Used for social avatars and other applications where the Hechinger name appears nearby.

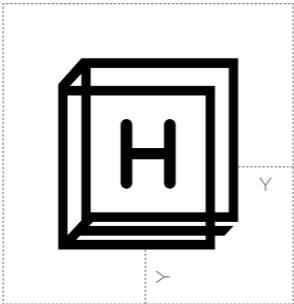


## Black Box

The wordmark knocked out of a black box is used in the navigation bar of the Hechinger website. It should also be used when the logo is applied over a complex background, like photography.

THE HECHINGER REPORT

# Safety Margin



When placing the logotype in applications, the safety margin illustrated at right should be used.

This area is created by using the width and height of the “H” as a margin.



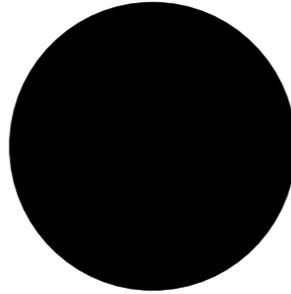
# Logo Don'ts

- 1. Don't stretch or distort the logotype.
- 2. Don't changed the proportion between the wordmark and the icon.
- 3. Don't stack the logo.
- 4. Don't place the logo on an angle.
- 5. Don't change the kerning of the type in the wordmark.

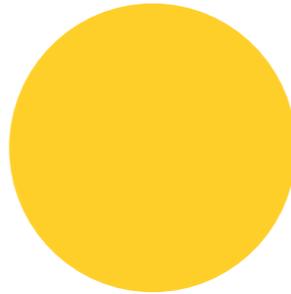


# Color

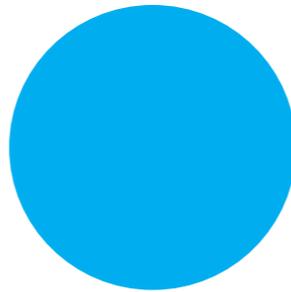
“Hechinger Yellow” (PMS 115 U) is the primary brand color. Cyan (PMS 306 U) is used as an accent when needed. These colors should be used judiciously, in addition to black and white.



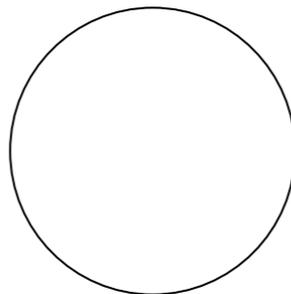
Pantone Neutral Black C  
C = 0, M = 0, Y = 0, K = 100  
R = 0, G = 0, B = 0  
#000000



PMS 115 U  
C = 0, M = 19, Y = 89, K = 0  
R = 255, G = 200, B = 40  
#ffcc33



PMS 306 U  
C = 100, M = 0, Y = 0, K = 0  
R = 0, G = 173, B = 239  
#00adef



White  
C = 0, M = 0, Y = 0, K = 0  
R = 255, G = 255, B = 255  
#ffffff

## Typography

National is a subtly quirky sans-serif that maintains a friendly tone without sacrificing the authority of a grotesque, making it an appropriate choice to communicate Hechinger's point of view.

Tiempos is a modern version of an old-style serif typeface specifically optimized for use in news publications.

### National Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

01234567890!@#\$%^&\*?~

### Tiempos Headline Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**01234567890!@#\$%^&\*?~**

# Typography

1. **National Black Italic** should be used for striking, display-type headlines.

2. **National Bold** is used for general use headlines.

3. **National Book Italic** is used for short paragraphs of explanatory text.

4. **National Book** should be used for small body copy in printed materials.

1 ***Try & Try Again***

2 **Survey: More Teachers Souring on Common Core**

3 *Emphasizing critical thinking over basic memorization, math specialists are helping teachers recalculate their approach to teaching Common Core standards.*

4 Education is one of the most important issues of our time. Yet fewer reporters than ever cover national education issues. At the same time, politicians, education advocates and educators are sounding the alarm about unequal outcomes and stagnant performance in schools, along with issues of cost, quality and equity in higher education, and they're unleashing a flood of ideas for how to make improvements. More than ever, the public needs deep and incisive journalism that uncovers the real problems facing our education system and examines the evidence supporting proposed solutions.

# Typography

Tiempos should be used sparingly in conjunction with National for superheads and blockquote text.

**19%** **Of young adults in Mississippi are out of school and not working, the highest percentage in the nation.**  
**Opportunity Gap Narrows in Mississippi** →

**“ We must work together to bring the focus back to improving academic achievement for our students. They cannot wait.**

## **Mississippi**

- Opportunity Gap Narrows in Mississippi
- Mississippi Kindergartners Start the Year Behind, New Test Finds

## Background Photography

Background photography should feature subject matter related to education - school interiors, school supplies, school buses, college campuses, students. For materials relating to geographically focused special reports, landscape or cityscape photography of the location in question should be used. Clichés, like apples, or photography that looks overly “stock-y”, should be avoided.

Photographs with simple, abstracted compositions are preferred, and are either grayscale or treated in a Hechinger yellow duotone.

Background photography is used in several places around the site, including page headers and teases or house ads.



## Background Photography

When using photography of people, “textural” crowd scenes or closely cropped compositions of a single person are preferred.



## Logo on photographic background

When placing the logotype over photographs with complex, “busy” compositions, the black box version should be used. With simpler photographs, the primary logotype may be used in either black or white, depending on the value of the photograph.



## Social Avatar

This icon should be used across social media platforms (Facebook, Twitter, and any potential profiles The Hechinger Report may create in the future).



# Social Profiles

Social avatars and background photography in context on social media profiles.

The Twitter user color should be set to Hechinger Cyan (#00adefv)

