

# Richmond Times-Dispatch

Brand Standards

May 2018

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# Wordmark and Emblem Usage



This is the most formal presentation of Richmond Times-Dispatch. The Gothic typeface with no shadow represents a rich history with a clean, contemporary look. Use the wordmark at the top of the masthead in the paper and as the main banner on the website. Also apply it to marketing and advertising materials.

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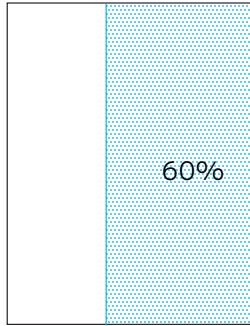
## Limitations on use:

Do not add shadows, special effects or gradients to this lockup. Do not change the typeface, adjust kerning, skew, stretch or cut off the edges of this lockup.



# Wordmark Size

## MAXIMUM SIZE



With the exception of the masthead in the paper and online, the width of the masterbrand wordmark never appears larger than 60% of the layout's width.

## MINIMUM SIZE

Original



1.5 In  
108 pixels

Stacked



0.9 In  
64.8 pixels

The wordmark never appears smaller than the dimensions noted here.

# Emblem Usage



Minimum Size



0.25 In  
18 pixels

Use the emblem primarily for social media and apps. The emblem should not be used along with the master-brand wordmark or be used to endorse special publications. On a limited basis, the emblem may be used in print. The brand team will regularly monitor and evaluate the use of the R.

The emblem is our only profile image for content-specific social media accounts. Use it as a favicon and icon for mobile and web apps.

## Emblem Minimum Size

The emblem never appears smaller than the dimensions noted here. The only exception is when used as a favicon in search engine windows.

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## Limitations on use:

The emblem always appears as a square. Do not add shadows, special effects or gradients to this lockup. Do not change the typeface, skew, stretch or cut off the edges of this lockup. This emblem may be used in black (pictured left) on white background, white on black or Richmond Times-Dispatch blue background or in Richmond Times-Dispatch blue on white background. Do not place the emblem on a background color that matches the color of the square.

# Color Palette

Richmond Times-Dispatch

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Black is the primary color for the masterbrand wordmark.

Two alternative wordmark colors may be used with discretion:

- **RTD Blue** may be used when it makes aesthetic sense, primarily with advertising & marketing
- **White** may be used on photography, solid black or the RTD Blue
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## RTD Blue

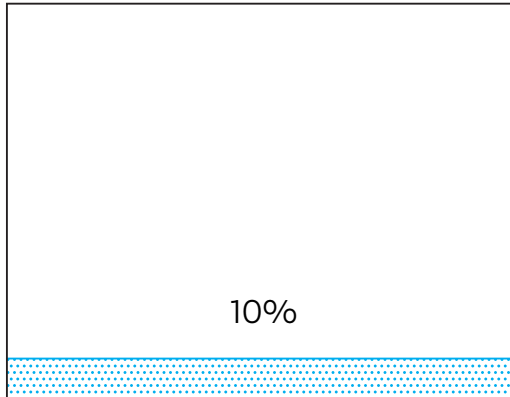
CMYK: 90% C | 60% M | 0% Y | 0% K

HEX: 0066cc

RGB: 18 R | 104 G | 179 B

Pantone: 660C

# Usage of Wordmark on Image/Video



**Richmond Times-Dispatch**

60% Dark

**Richmond Times-Dispatch**

60% Light



Place the wordmark over an image in very limited circumstances (e.g. for dramatic effect on a cover or banner). When doing so, ensure there is enough contrast with the image behind it and sufficient space around it that allows it to stand out. The area surrounding the mark should be at least 60% dark when the mark is white, or at least 60% light when the mark is black. The wordmark should only be used in black and white on a non-solid background. The wordmark should not take up more than 10% of the image space. In video, the wordmark should stay on screen for no less than 5 seconds. The wordmark should be readable within the image/video viewed at 100% scale.