



pressreader™

## Intro

# Every journey starts with a great story

PressReader's visual design is about more than just the logo. It's a visual system made up of many parts that work together to elicit a feeling, and convey what PressReader is all about.

We're youthful, modern, intelligent, forward-thinking and a little bit cheeky.

These guidelines are designed to help anyone working with the PressReader brand in a visual context. They allow everyone to work with confidence and consistency in a variety of formats, regions and circumstances. If you have any questions about our brand principles, please contact us. (See back page for details.)

# Rules & regs

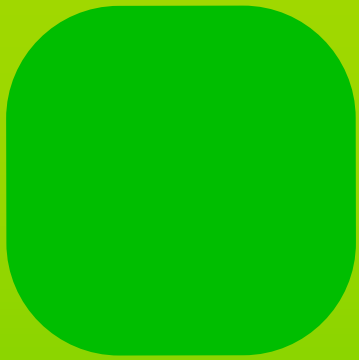
## We mean business

1. Any co-branded use of the PressReader logo and/or visual identity in combination with another company's logo or visual identity must be evaluated and approved by the PressReader Brand Team.
2. Any PressReader marketing materials created by agents or subsidiary offices of PressReader must also be approved by the PressReader Brand Team.
3. Only the PressReader Creative Lab at Vancouver HQ is authorized to develop and/or approve co-branded marketing.
  - It's important that, in order for our partnership to be successful, a sufficient level of co-branded marketing and communications assets must be created (by both parties) to ensure that customers have been made aware of the PressReader service, and have enough understanding of what it is and how to access it.
  - We have developed a series of co-branded examples that maintain the value of PressReader's name and brand reputation. Please be mindful of these guidelines and apply them consistently.
  - It's important to note that when visually representing PressReader, the brand logo should be treated equally to other partner logos. More so, both brands should work harmoniously in order to create the most impact.

Please send all final creative assets to [brandteam@pressreader.com](mailto:brandteam@pressreader.com) for approval before going into to production, and allow 72 hours for approval.

---

# Inspiration



App

+



Conversation

+



Letter P

# The icon

## P is for PressReader

The PressReader P-icon is at the core of our visual identity. It's an abstract symbol combining a speech bubble and the capital letter 'P'. The gradient shadow effect is used to give it depth and life.

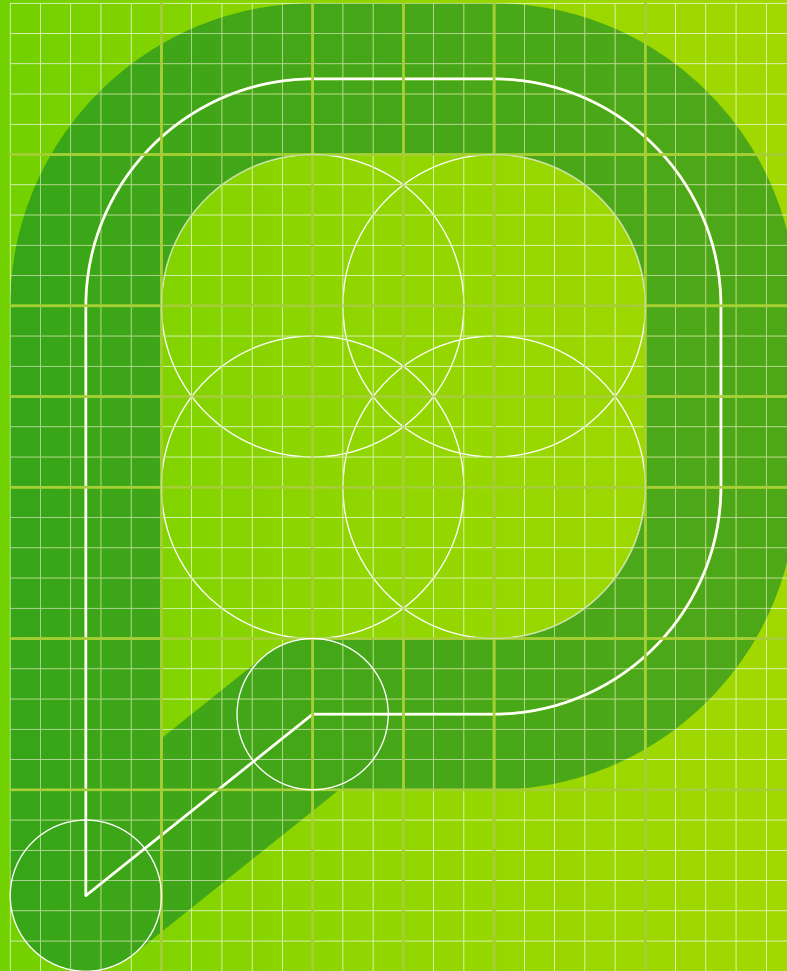
This icon can be used on its own in select circumstances only. In general, the icon without text is reserved for circumstances where the brand has already been established in the same context, either through use of the full logo, in adjacent copy, or by voiceover.



---

# The icon

## Attention to detail matters



# Wordmark

Say our name, say our name

When writing, we always capitalize the P and R in PressReader. But when it comes to our wordmark, we're not an uppercase brand. (We're much cooler than that.)



The wordmark 'pressreader' is displayed in a large, white, lowercase, sans-serif font. A horizontal green line, labeled 'optical center' on the left, passes through the middle of the letters. A horizontal white line, labeled 'baseline' on the right, is positioned at the bottom of the letters. The letters 'TM' are positioned to the right of the wordmark.

While the P icon can exist without the wordmark in certain circumstances, the wordmark should never exist without the P icon.

Note that the trademark symbol is used in select circumstances, and rarely in digital formats.

# The logo

## All together now!

The PressReader logo is at the crux of our brand identity. It's the combination of our simple, modern wordmark and our P icon.

Note that the proportions of the logo cannot be changed under any circumstances.



P Icon

Wordmark



# Visual identity

## Color variations

We're all about the green. Our primary logo consists of the green P icon and the gray wordmark on a white background. Our logo may appear in any of the formats shown here.

The logo color should be determined by what would best complement the visual of the communication, while maintaining legibility.

grayscale logo



one color mono logo



## The stacked logo

### Stacks on deck

There are two primary versions of our logo: the primary logo, and the stacked logo.

The stacked logo may be used when the provided space is square or vertically elongated, and the horizontal lockup will make the logo look too small.

It may also be used to add variety in circumstances where the horizontal logo is being used frequently elsewhere.



## The stacked logo

### Stacks on deck

Here's how we lay it out.



# The exclusion zone

## We love outer space

The PressReader logo should always be surrounded by a minimum amount of space. A margin of clear space equivalent to the width of the P icon is drawn around the logo to create an invisible boundary and an area of isolation.

The stacked logo clearance is equal to half the width of the P icon. These areas of separation are minimum standards, and should be increased whenever possible.



# Minimum size

## Because size matters

There are no predetermined sizes for the PressReader logo. Scale and proportion should be determined based on available space, aesthetics, function and visibility.

There's no preset maximum size for the PressReader logo, either. Minimum sizes are shown here.



Digital: 200px width  
Print: 30mm width



Digital: 100px width  
Print: 15mm width  
For logo without trademark sign



Digital: 25px height  
Print: 5mm height

# The app icon

## Press for the press



The PressReader logo is at the core of our brand identity, and should be used in nearly all circumstances. The app icon should only be used when offering instructions on how to access or use the PressReader app. It's not a replacement for our logo.

# Typography

## Our type of font

The Harmonia Sans font is at the core of our visual identity. It's our primary typeface for titles, subtitles and primary text for all marketing communications. It's a simple and clean typeface that complements the typeface used for our logo.

The Harmonia Sans® typeface adds an elegant, non-geometric twist to aspects of classic geometric sans typefaces. The resulting extensive family performs well on the printed page, on screen and beyond.

AaBbCc

Harmonia Sans Pro®

# The Harmonia font family

## Putting it all together

We're bold in our communications, but with Harmonia Sans we can also be quieter, more restrained and classical. Use a mix of weights that best suit the message being conveyed.

Harmonia Sans Pro Regular  
abcefeghijklmnopqrstuvwxyz  
ABCEFEGHIJKLMNOPQRSTUVWXYZ  
1234567890

Harmonia Sans Pro Semibold  
abcefeghijklmnopqrstuvwxyz  
ABCEFEGHIJKLMNOPQRSTUVWXYZ  
1234567890

6000+

newspapers and magazines

SmartFlow

frictionless navigation  
and discovery of news

# Typography

## Loud and clear

### Headline

Harmonia Sans Semi Bold  
Size 50 pt, Leading 42 pt,  
Tracking -50

# Offer the world's best content

### SubHeading

Harmonia Sans Regular  
Size 26 pt, Leading 30 pt,  
Tracking -50

With thousands of premium titles  
from more than 100 countries,  
there's something for everyone.

### SubHeading 2

Harmonia Sans Semi Bold  
Size 16 pt, Leading 18, Tracking -25

### Loyalty programs

Offer your customers an immersive  
brand experience by integrating  
PressReader into any part of your  
customer journey.

### A branded touchpoint

Your marketing team will love how  
targeted, effortless and high-impact  
PressReader is.

### Body text

Harmonia Sans Regular  
Size 12 pt, Leading 14, Tracking -15



# The color matrix

## Our true colors

The PressReader color universe covers three shades of green, plus one accompanying color – cool gray. This palette should be adhered to across Pantone, CMYK and RGB applications.

Color references:

- RGB: All PDF documents, online materials, web applications, etc.
- Pantone: Solid colors for printed materials and stationery, where possible.
- CMYK: 4-color process for external marketing, printed publications, etc.

To maintain consistency and brand recognition, these colors should be the lead colors in all applications. It's essential that colors are reproduced as accurately as possible. Care must be taken in selecting the correct color reference for different applications.

Partners are asked to use the PressReader green as much as possible in co-branded communications. Sometimes it may be preferable to use knock-out variations of the PressReader logo in order to align with a brand partner.

In some circumstances, like when targeting a luxury audience, the gray color may be emphasized rather than the green.

Color is an essential part of the PressReader brand, and helps to set the tone with a particular audience. Here's our corporate color palette.

### Lime Green

Lime Green

|         |               |
|---------|---------------|
| HEX     | #a5d900       |
| RGB     | 165-217-0     |
| CMYK    | 40-0-100-0    |
| PANTONE | 375 C, 2291 U |

### Green

Neon Green

|         |               |
|---------|---------------|
| HEX     | #a6da00       |
| RGB     | 0-190-0       |
| CMYK    | 75-0-100-0    |
| PANTONE | 2271C, 2271 U |

### The gradient

### Dark Green

Rainforest Green

|         |              |
|---------|--------------|
| HEX     | #007d30      |
| CMYK    | 100-30-100-0 |
| PANTONE | 349 C        |

### Gray

Composite Gray

|         |               |
|---------|---------------|
| HEX     | #444f56       |
| CMYK    | 10-0-0-80     |
| PANTONE | Cool Gray 11C |

## The color matrix

### Mixing & matching

Various combinations of the PressReader color family can be mixed together to add interest.

PressReader  
for airlines

PressReader  
for airlines

PressReader  
for cruise lines

PressReader  
for cruise lines

PressReader  
for telcos

PressReader  
for telcos

PressReader  
for libraries

PressReader  
for libraries

PressReader  
for hospitality

PressReader  
for hospitality

Connecting people  
through news

Connecting people  
through news

---

## Our pictograms

### Playing with the icon



Our pictograms have the same shadow gradient effect as you see in our logo. This is an extension of the PressReader brand, designed to add depth and interest.

New pictograms may only be created by the PressReader Creative Lab team at our Vancouver HQ.

# Sample pictograms

## A picture's worth a thousand words



Let's talk



Channels



Auto



Collection



Gifting



Card



Satellite



Smart homes



Hospitality



Business



Airlines



Medicine



Cruise lines



Telecoms



Audio



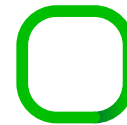
Translation



Favorite



Highlights



App integration



Download



User



Time



Spotlight



World



Connection



Globe



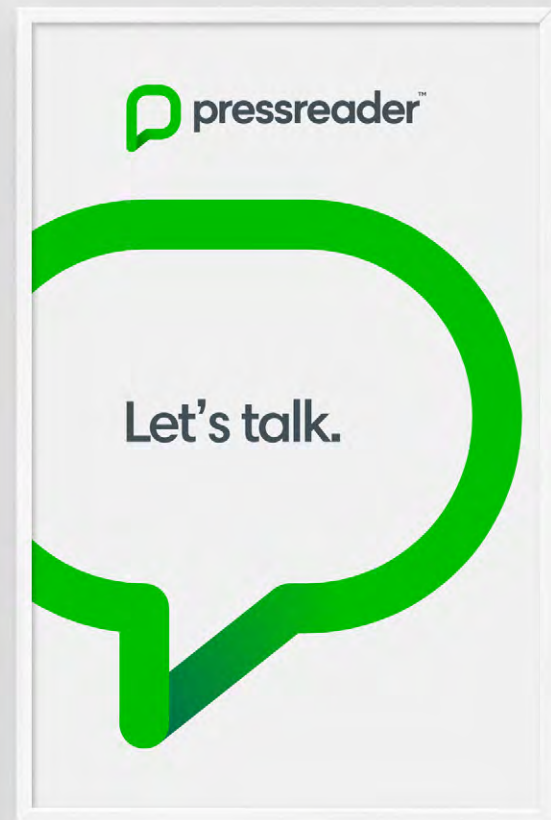
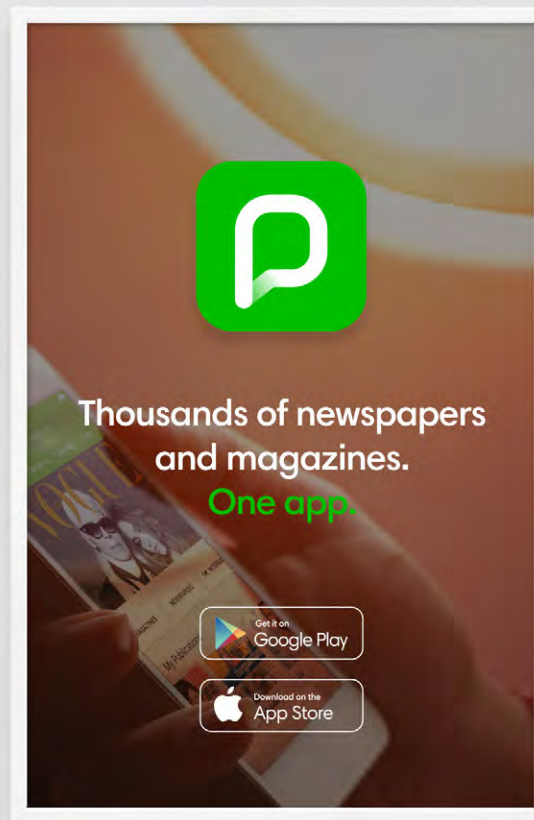
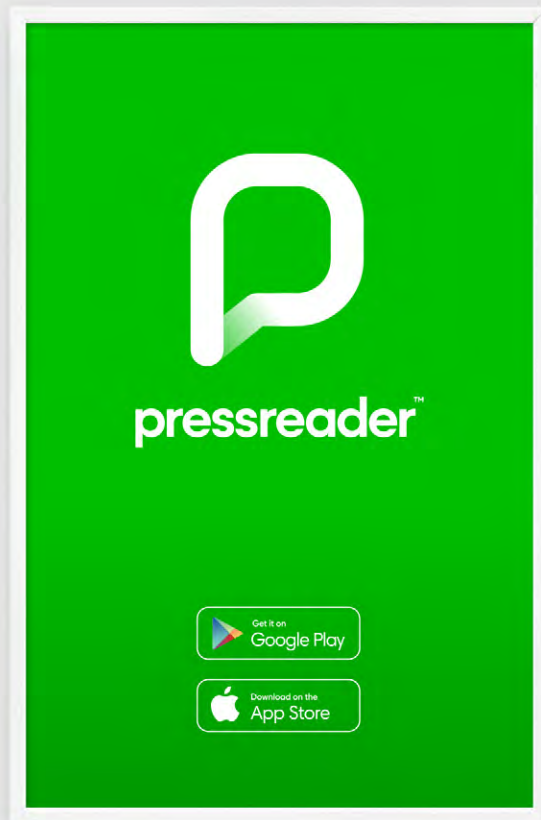
Canada



USA

# Visual communications

PressReader is about minimalism, rich imagery, and clear calls-to-action. We should never overcrowd or overcomplicate a layout.



# PressReader sub-brands

## We are family

Our sub-brands should all fall into the same template, shown here.



Use only the horizontal lock-up logo for additional descriptors. Align the text to the optical center of the logo. Use Harmonia Sans SemiBold for the descriptor text.

Note that new sub-brands may only be created and authorized by the PressReader Creative Lab at our Vancouver HQ.



# Branded Editions

## PressReader 'Powered by' badge

Our 'Powered by' badge should only be used by publishers promoting their Branded Edition product. It is not intended for use by business partners.



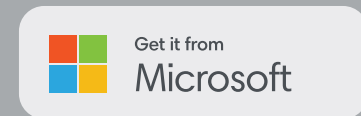
This badge should only be used when referring to Branded Edition products or solutions built by PressReader, using our technology. The text should be clearly legible in all instances, and close to the name of the product or solution.



# Linking to PressReader in app stores

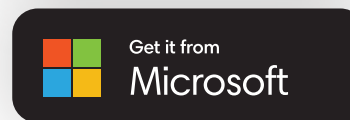
## Pushing our buttons

We use a clean, modified set of app store buttons designed to appear uniformly while still retaining the recognizable brand identities of each device manufacturer.



The app store buttons should always be used in marketing materials intended to promote or encourage people to use the product.

This is especially important for PressReader business partners. They should be used all together, and should be placed near the PressReader logo.





# Our logo alongside partner logos

## BFFs

Where possible, the PressReader logo should always be displayed on the left, with a vertical line separating our logo from a partner's logo.

On horizontal lockups, partner logos align to the optical center of the PressReader logo.

All logos are scaled proportionally to maintain equal prominence. This ensures that all logos remain legible, with plenty of clear space.

When the partner logo is used without a trademark, the PressReader logo is also used without a trademark.



# Co-branding & partnerships

## We've got company

For business partners, the PressReader logo must always be displayed in equal size alongside their logo. In some circumstances it may be preferable to work with two knock-out versions of logos on a dark background, so as to visually align brands without introducing competing colors.

Note that all co-branded marketing must be approved by PressReader before going to production.



# Print advertising

Our ad style is ruthlessly minimal and visual. We let the product lead the way, and use it to tell a story. We always incorporate a strong, clear, single call-to-action.

A vibrant green advertisement for the PressReader iOS app. At the top center is the PressReader logo, a white speech bubble with a 'P' inside. Below it, the text 'PressReader for iOS' is written in a large, white, sans-serif font. Underneath, a smaller line of text reads 'Reading just got a little brighter and a lot more fun.' In the center, a white tablet is shown displaying the app's interface, which includes a 'Featured' section with a large magazine cover (Elle) and a 'My Publications' grid with various news and magazine covers. At the bottom of the tablet screen are buttons for 'MAGAZINES', 'NEWSPAPERS', and 'INTERNATIONAL'. Below the tablet, the text 'Available now' is centered. At the very bottom is the 'Download on the App Store' button with the Apple logo.

A pink advertisement for PressReader's hospitality service. At the top, a row of logos for partner brands is displayed: ACCOR HOTELS, THE RITZ-CARLTON, MARRIOTT, FOUR SEASONS, SHANGRI-LA, and Scandic. Below the logos, the text 'PressReader for hospitality' is centered, followed by 'learn more at [about.pressreader.com](http://about.pressreader.com)'. The central focus is a white smartphone displaying the app's interface, which features a search bar, navigation tabs for 'Countries', 'Categories', 'Languages', and 'Types', and a large featured magazine cover (BAZAR). Below the phone, a large, green monstera leaf is partially visible. At the bottom right, the PressReader logo and the word 'pressreader' are displayed in a white, lowercase, sans-serif font.

# Print advertising

QANTAS flydubai australia AEROMEXICO

PRESSREADER FOR AIRLINES

just landed  
in your pocket

learn more at  
[about.pressreader.com](http://about.pressreader.com)

pressreader™

This advertisement features a smartphone held in a hand, displaying the PressReader app interface. The background is a warm, orange-toned gradient. At the top, logos for QANTAS, flydubai, australia, and AEROMEXICO are displayed. The central text reads 'PRESSREADER FOR AIRLINES' and 'just landed in your pocket'. The bottom left contains the text 'learn more at about.pressreader.com' and the PressReader logo.

CRYSTAL STARBUCK SILVERSEA MSC

PRESSREADER FOR MARITIME

The shipping  
news

learn more at  
[about.pressreader.com](http://about.pressreader.com)

pressreader™

This advertisement features a tablet held in a hand, displaying the PressReader app interface. The background is a dark, blue-toned gradient with a blurred image of a ship. At the top, logos for CRYSTAL, STARBUCK, SILVERSEA, and MSC are displayed. The central text reads 'PRESSREADER FOR MARITIME' and 'The shipping news'. The bottom left contains the text 'learn more at about.pressreader.com' and the PressReader logo.

# Promotional collateral

Co-branded collateral follows the design principles of our print advertising. When co-branding, we may work together with a partner's design team to align artwork, based on a balance of our brand principles.

**MARRIOTT**

**ALL THE PAPERS  
WITHOUT  
ALL THE PAPER**

powered by **pressreader**

Connect to our Wi-fi network and download the PressReader app to get started.

Get it on Google Play | Download on the App Store | Get it from Microsoft

If you're using a laptop, please visit [www.pressreader.com](http://www.pressreader.com) to enjoy the same experience.

**QANTAS**  
Spirit of Australia

Download your favourite titles before you fly

powered by **pressreader**

Connect to our Wi-fi network and download the PressReader app to get started.

Get it on Google Play | Download on the App Store | Get it from Microsoft

[www.qantas.au/pressreader](http://www.qantas.au/pressreader)

---

# Let's talk.

Ver 2017.01.1

For approval of co-branded items and externally developed materials, access to screenshots and resources, or questions about any of these guidelines, please reach out to us.

**Kristin Eberth**

Director, Marketing & Communications  
kristin@pressreader.com

**Kirill Zaytsev**

PressReader Creative Lab  
kirillz@pressreader.com

