



CONTENTS

| | |
|----|---------------------|
| 01 | Brand Marks |
| 02 | Components |
| 03 | Typography |
| 04 | Color & Gradients |
| 05 | Grid Pattern |
| 06 | Scale & Proportions |
| 07 | Marketing |
| 08 | Experiential |
| 09 | Video |

SUMMER 2021

The Texas Tribune Festival Style Guide

LOGO USAGE

Brand Marks

Here you'll find the main concepts and guidelines for working with The Texas Tribune Festival brand and its logos. Please read carefully.

Primary Logo

The stacked logo can be considered our "primary" or "formal" display logo. It works better at a larger scales, since the symbol to word-mark ratio leaves the word-mark on the smaller side. This logo is more symmetrical, balanced and compact than the horizontal one below.

Use this logo in situations in which you plan to center or left-align the logo. Please do not right-align unless absolutely necessary. This logo works better alongside other brand logos.

Horizontal Logo

The horizontal logo is more long and squat than its sibling. The word-mark is larger in proportion to the symbol, keeping more legibility at smaller sizes.

Use this logo for smaller spaces where high legibility is a priority, such as on social media.

Stacked Logo

The stacked logo is great when combined with other logos or needed in a smaller space. This lockup also helps maintain legibility at smaller sizes.

PRIMARY LOGO

The Texas Tribune Festival

HORIZONTAL LOGO

The Texas Tribune Festival

STACKED LOGO

The Texas Tribune Festival

LOGO USAGE

Components

The Texas Tribune Festival logo consists of a word-mark. The Texas Tribune logo includes a square speech bubble containing a star in its center.

The date should align with the descender of the Ts in The Texas Tribune Festival.

Symbol

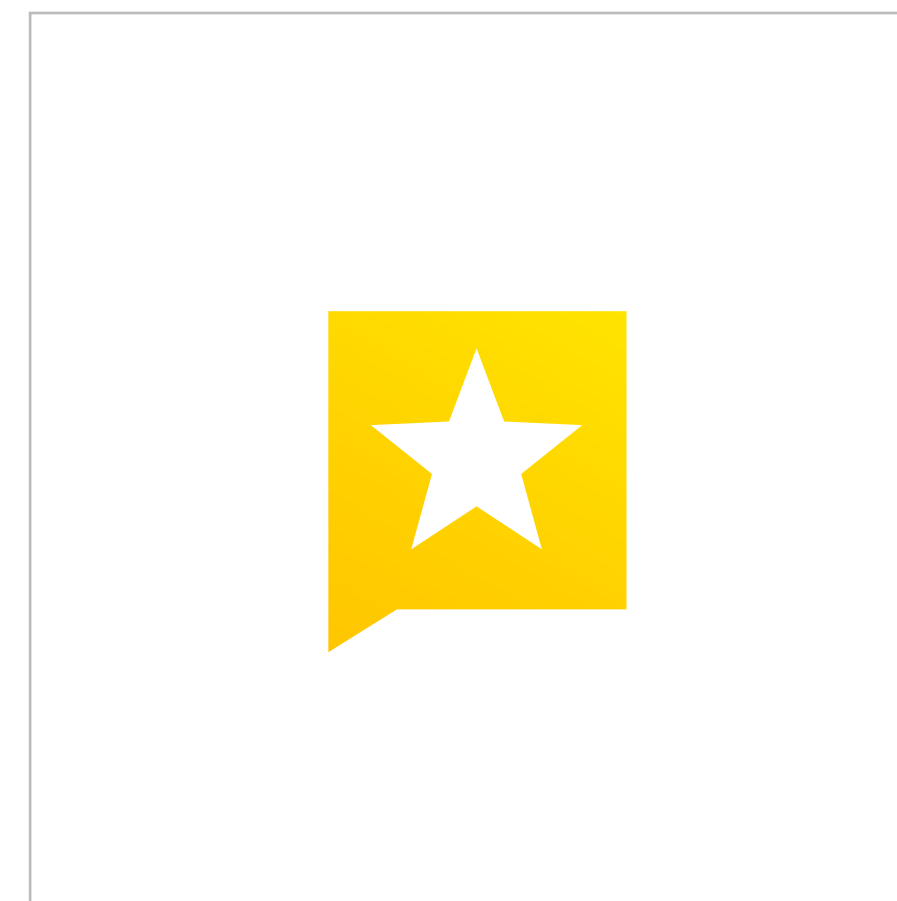
The symbol (called the “bug” internally) is composed of three elements: The star, square and tail.

The star is normally punched out and visually centered on the square.

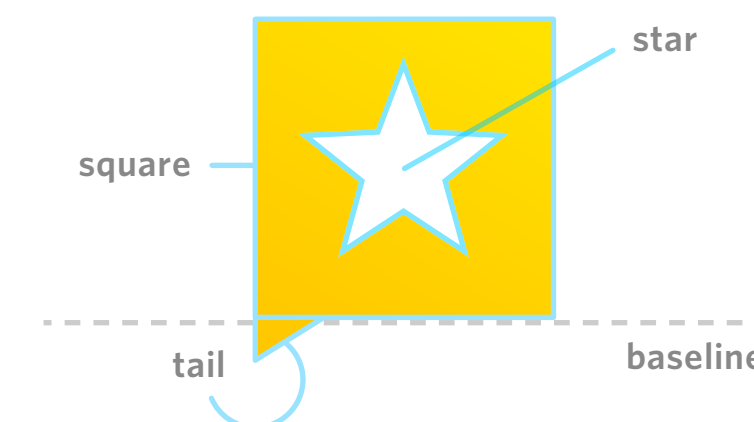
The square should always appear as such. Please ensure its proportions stay intact. *Consider the square a guide to use as the measure of space that should always surround the logo.*

The tail should be considered a “descender” as one would in typography, meaning an implied baseline exists along the lower edge of the square. Keep this in mind when setting text or other marks nearby.

“BUG” SYMBOL



BREAKDOWN



AVATAR



LOGO WITH DATES

The Texas
Tribune Festival
Sept. 20–25, 2021

Typography



The Texas Tribune Festival logo is made from Mark Bold. Mark is our primary font.

Mark Bold, Regular

The Texas Tribune Festival

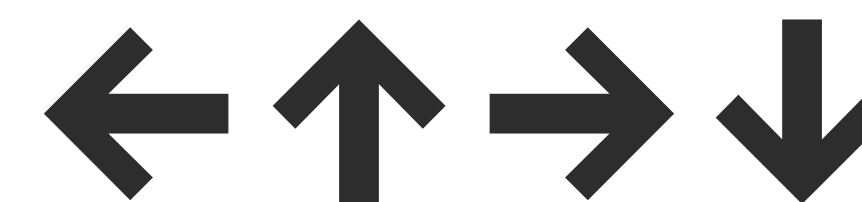
The Texas Tribune Festival is a multi-day celebration of politics, public policy and the day's news.

BROTHER 1816 BLACK

**A CONVERSATION WITH
NIKOLE HANNAH JONES**

TERMINA MEDIUM, **BOLD**

MODERATED BY
EVAN SMITH



BRANDING

Color Palette

Tribune yellow is #ffc200. Tribune black is #222222, for video background please use rich black #000000.

Festival yellow, #ffe100, is a brighter yellow to primarily be used in the gradient with our primary yellow or used above the gradient in shapes.

Gradients

Use the Freeform gradient on large/background applications and the linear gradient for smaller use cases.

Please use -120° linear gradient on the bug symbol when possible.

RGB COLORS



Tribune Yellow
#ffc200



Festival Yellow
#ffe100



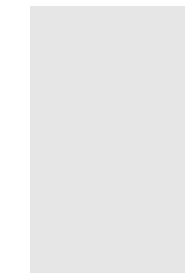
Tribune Black
#222222



Soft Black
#282828



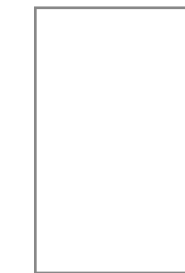
Rich Black
#000000



Light Grey
#e6e6e6

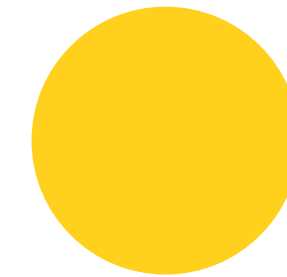


Soft White
#f9f9f9

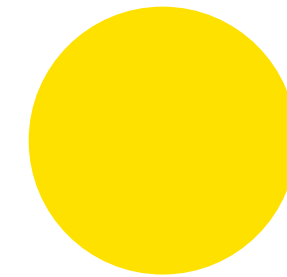


Flat White
#ffffff

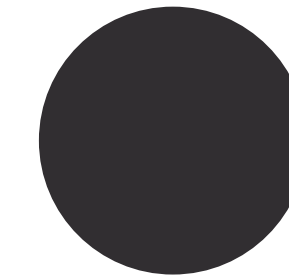
CMYK COLORS



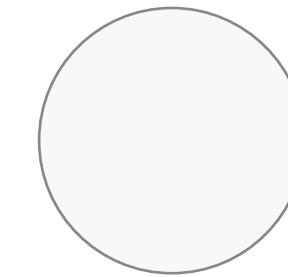
Tribune Yellow
0/17/95/0



Festival Yellow
2/7/99/0

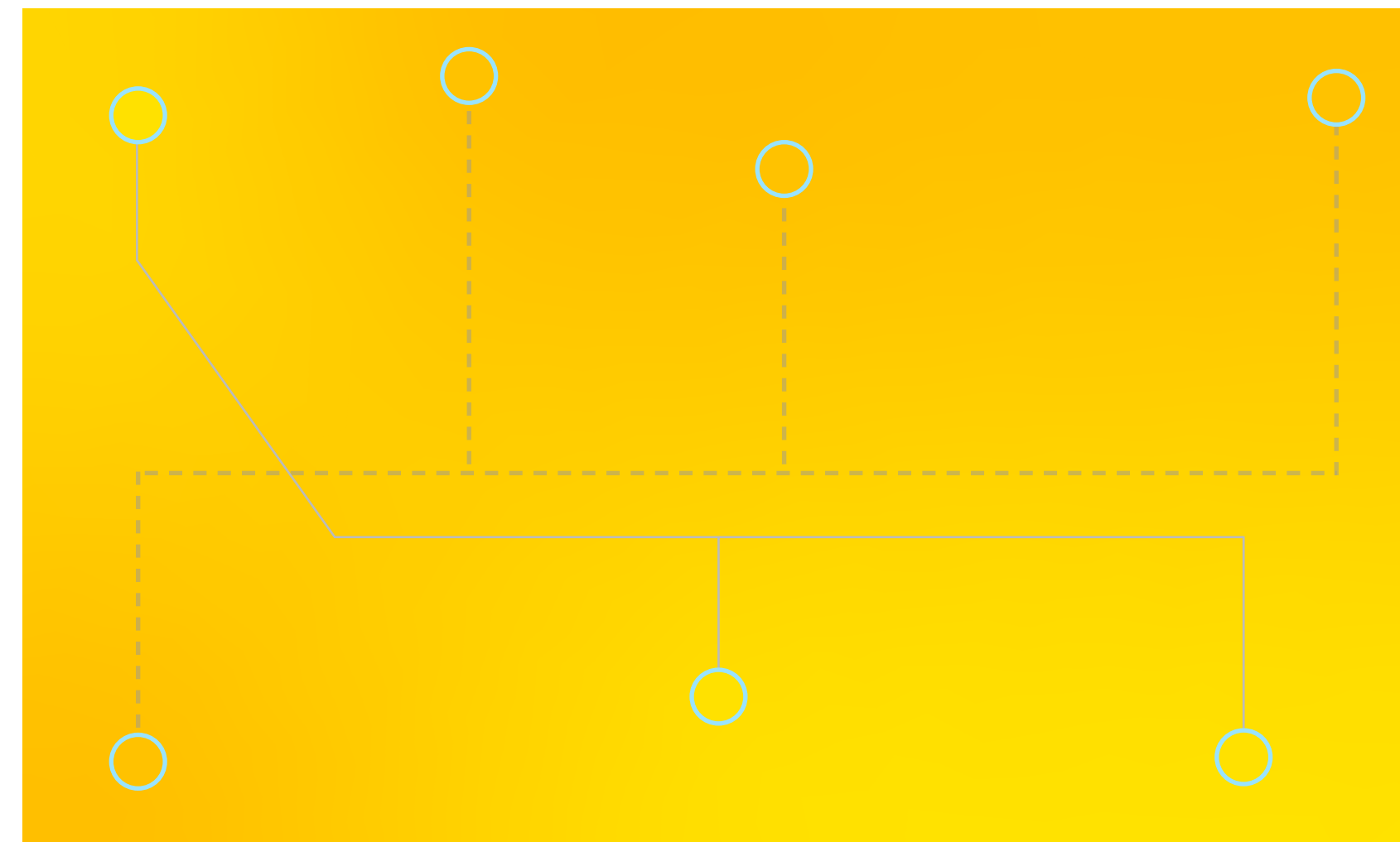
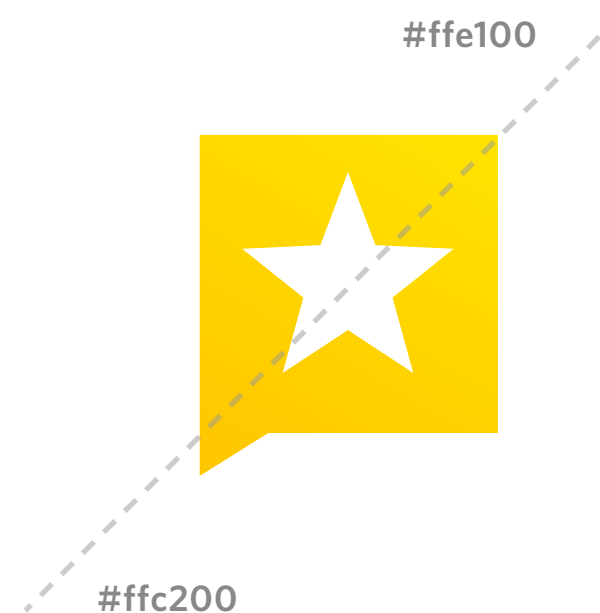


Tribune Black
2/3/0/95



Off-White
0/0/0/2

GRADIENT APPLICATIONS



Tribune Yellow
#ffc200

Festival Yellow
#ffe100

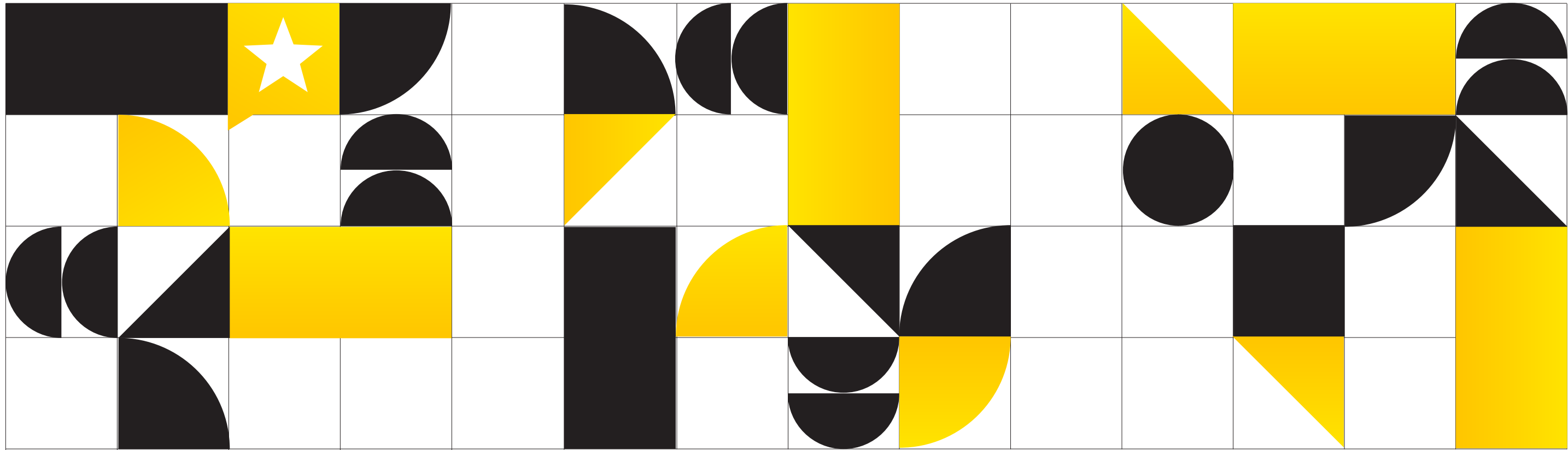
BRANDING

Grid Pattern

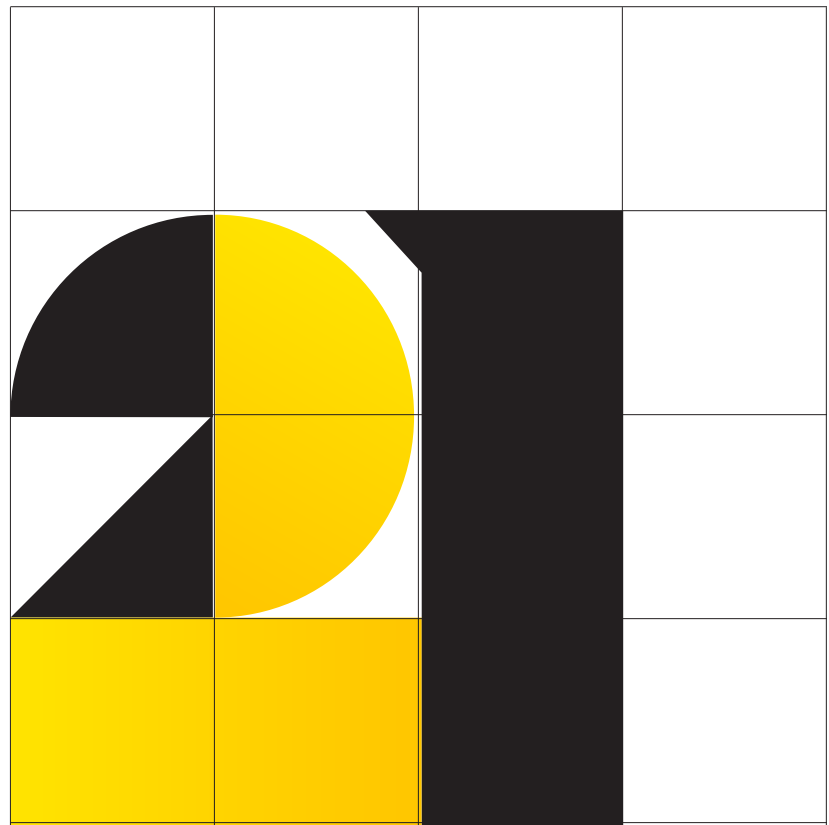
Grid patterns are a call back to our first festival in downtown Austin. They are a combination of shapes that fit along an even square grid.

The shapes have been designed to work with eachother as a pattern, with endless possibilities.

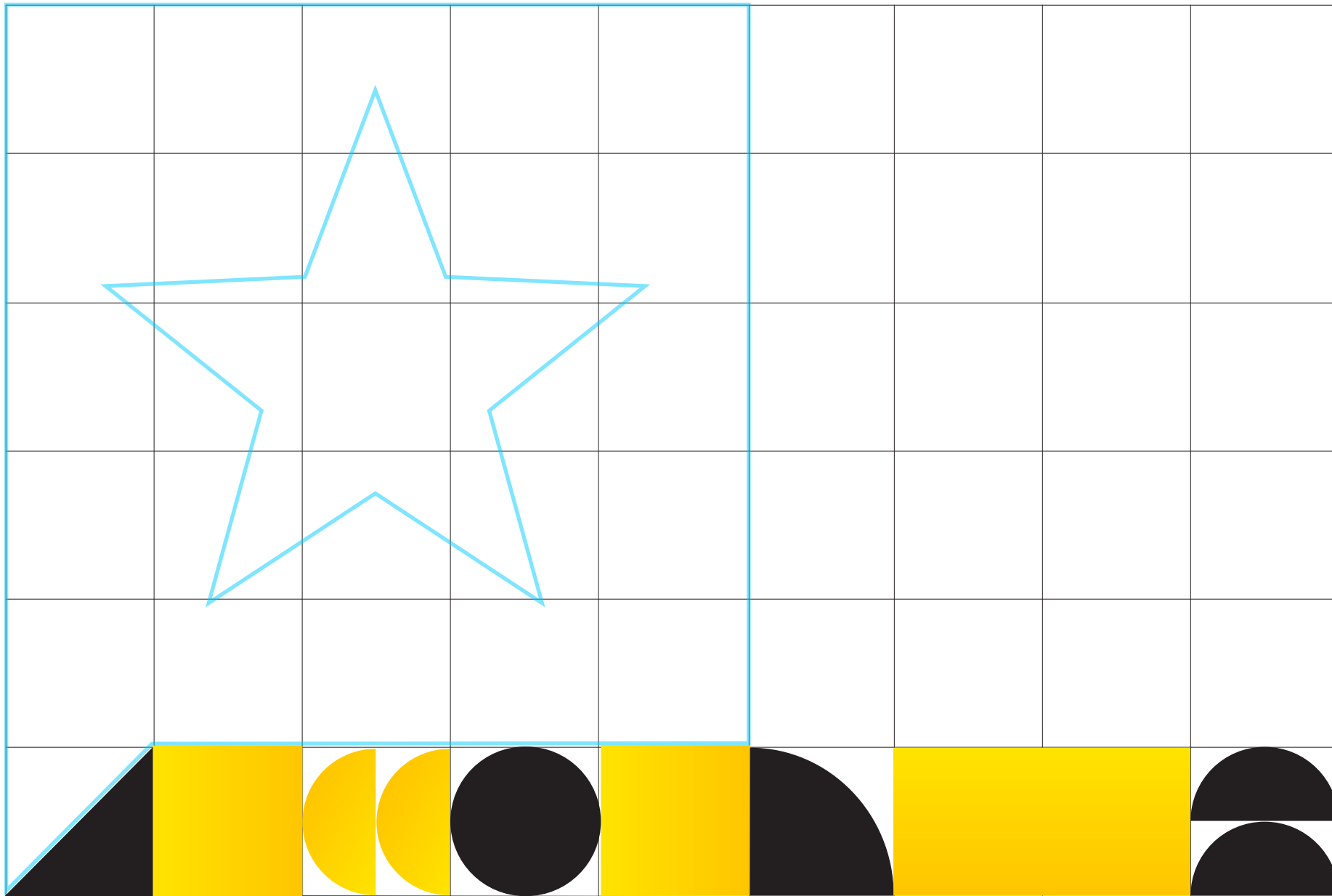
SHAPES



YEAR



FRAMING BAR



LOGO USAGE

Scale & Proportions

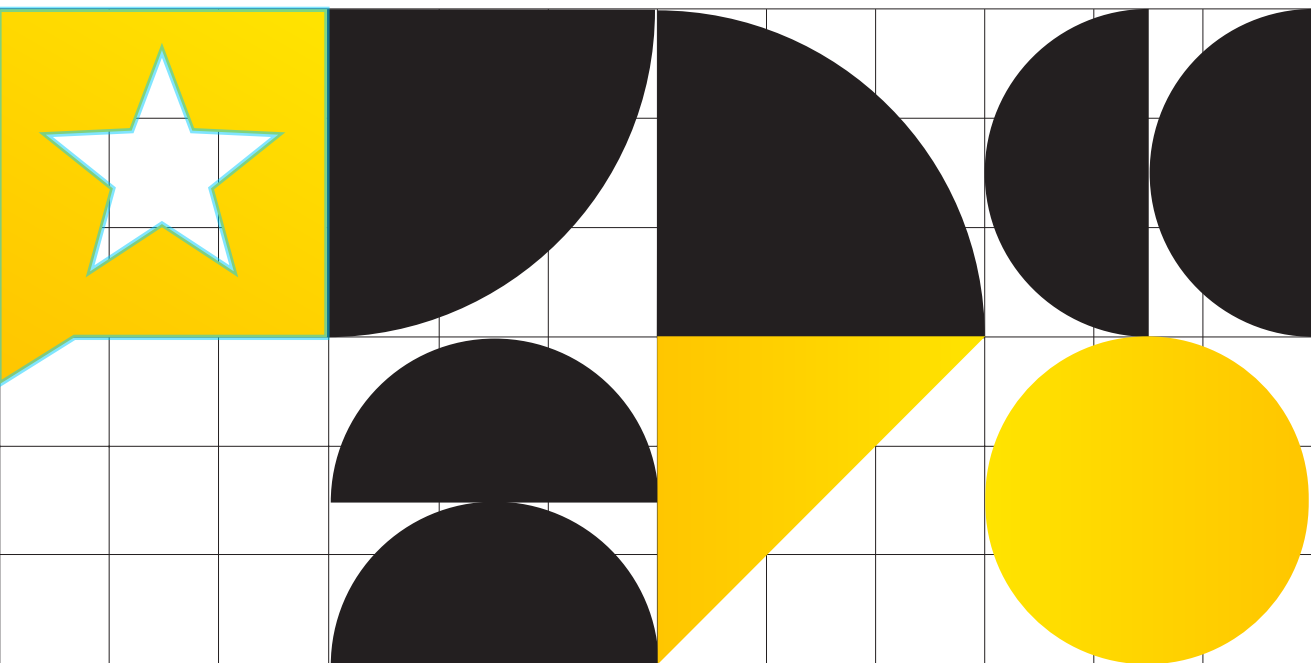
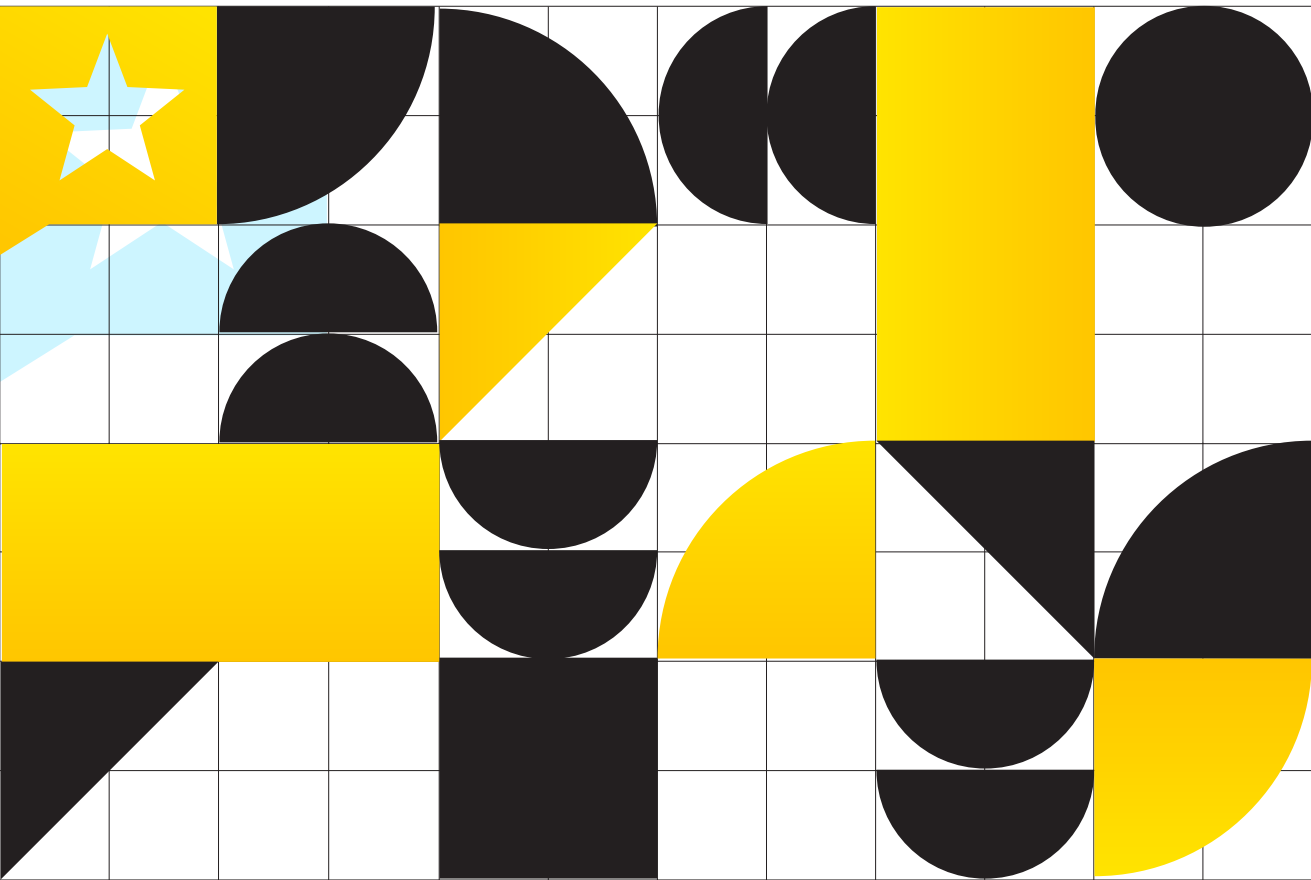
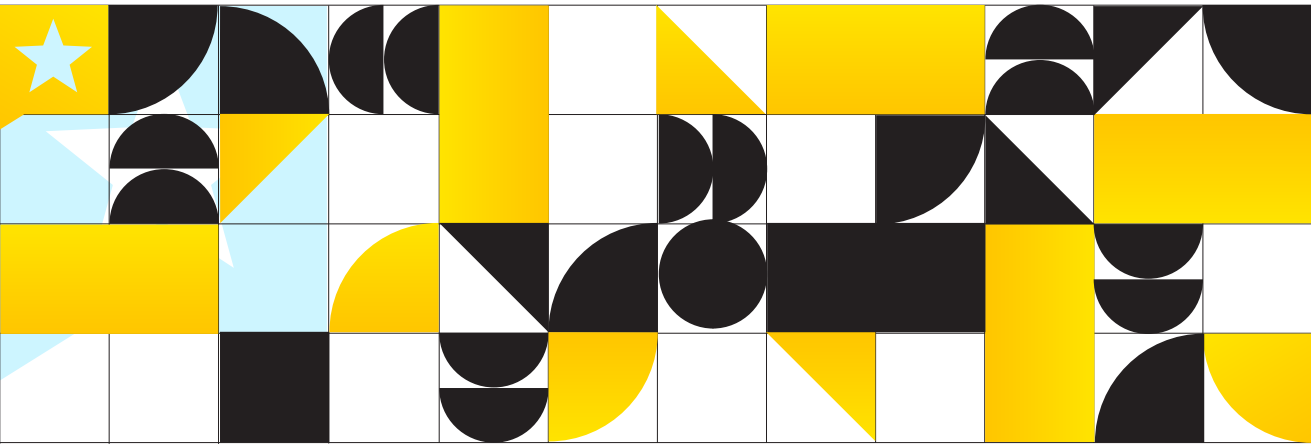
Please use this scaling system (or something a kin to it) in order to keep our shapes and type looking uniform at all the various applications.

Leading

The proper leading is indicated next to the type scale size (Example, 36pt/L:1.1).

Simply multiply the type size by that number (and round to the nearest whole number). The number you arrive at will be the correct setting. Remember, this can be done directly in the leading input box. For example, enter "11pt*1.2" and the computer will do the rest.

SHAPES



TYPE SCALE

Scale (120PT/L:1)

Scale (90PT/L:1)

Type Scale (68PT/L:1.1)

Type Scale (50PT/L:1.1)

Type Scale (36PT/L:1.1)

Visual Type Scale (28PT/L:1.1)

A Visual Type Scale (21PT/L:1.1)

A Visual Type Scale (16PT/L:1.2)

A Visual Type Scale (13PT/L:1.2)

A Visual Type Scale (11PT/L:1.2)

A Visual Type Scale (9PT/L:1.2)

A Visual Type Scale (8PT/L:1.2)

BEST FOR DIGITAL ADS
& SOCIAL GRAPHICS

BEST FOR BODY COPY
USE SPARINGLY

BRANDING

Marketing Application

SOCIAL GRAPHICS

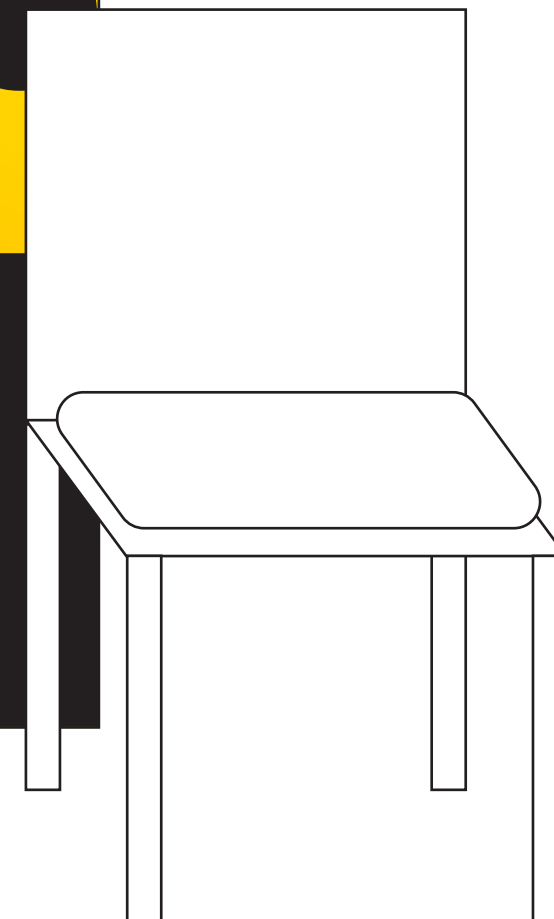


BRANDING

Experiential Application

PRINT SIGNAGE

STAGE COLUMNS (3'x9')




FREE STANDING (2'x6')



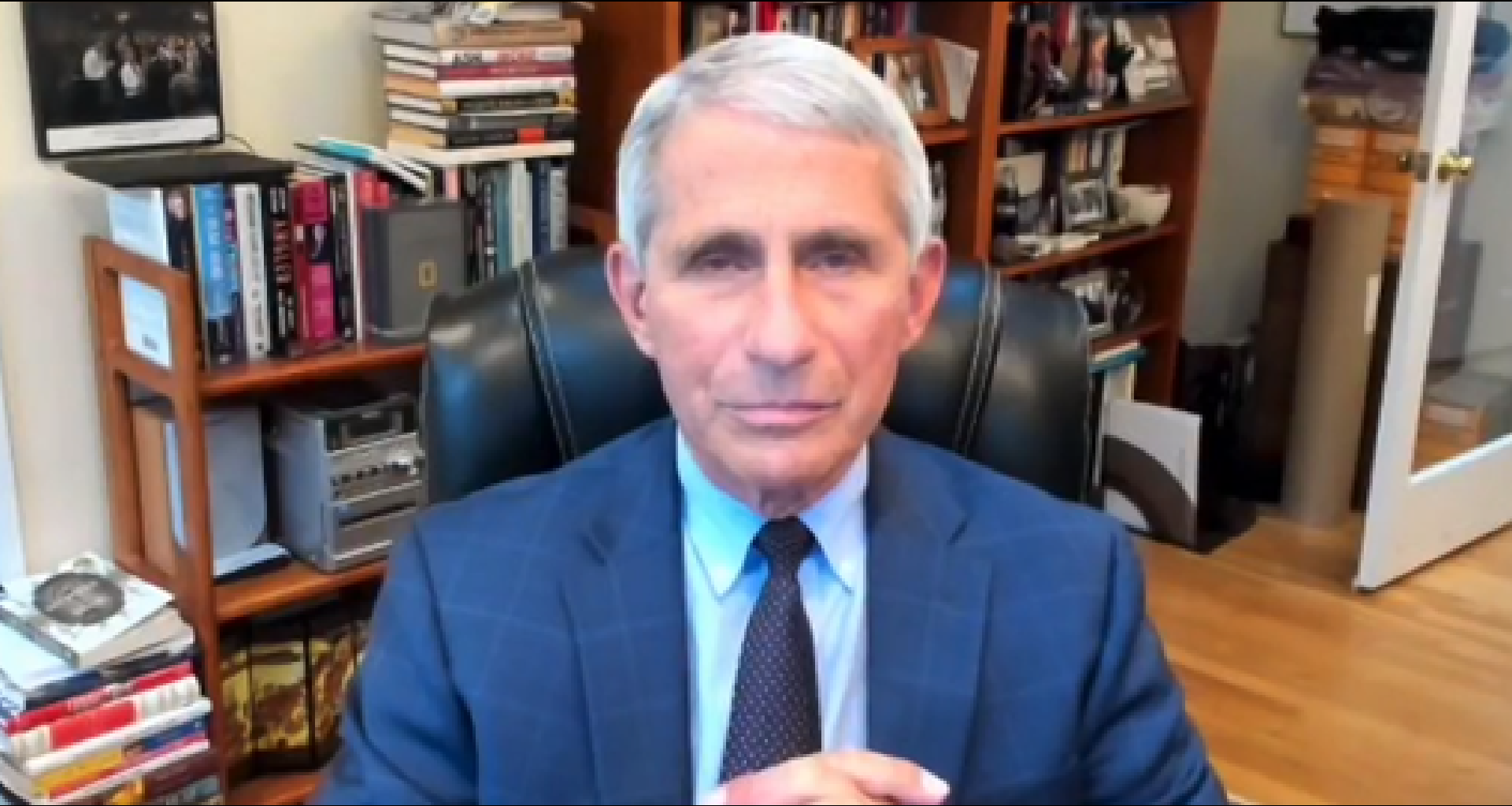
EASEL (2'x3')



Video Application




The Texas Tribune Festival




ANTHONY FAUCI
Director of the National Institute of Allergy & Infectious Diseases


Highlights



A CONVERSATION WITH
NIKOLE HANNAH-JONES
Moderated by Wesley Lowery
The Texas Tribune Festival



A RECORDING OF THE "CITYTALK" PODCAST
PLACEMAKING AS ACTIVISM
with Tamika Butler, Chas Moore, and Taneshia Nash Laird
Moderated by Allison Arieff
The Texas Tribune Festival



A CONVERSATION WITH
GEORGE P. BUSH
Moderated by James Barragan
The Texas Tribune Festival