



BRAND GUIDE

# Logo



The new logo takes a similar Didot-style typeface from some of the earliest Deseret News logos and customizes it for a modern look.

It is a nod to the historic tradition of Deseret News, but the customized design indicates a more forward thinking publication.

The period is another nod to the history of Deseret News. Nameplates traditionally ended with a period, but most have been abandoned. Bringing it back implies a definitive statement. Deseret News “period”...the best news and commentary from the west.

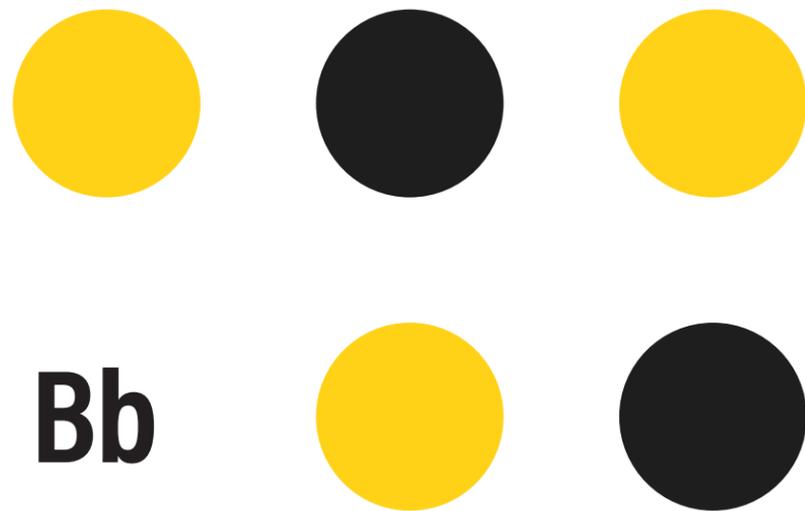
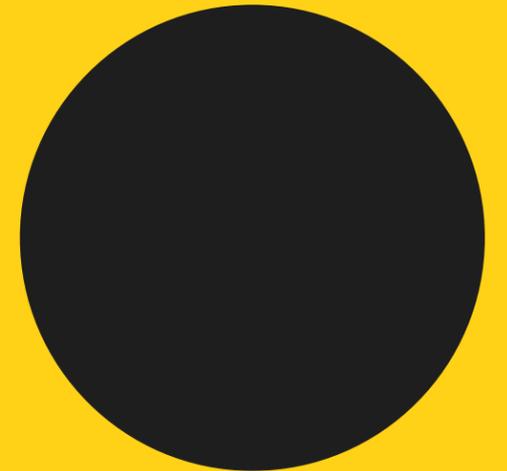
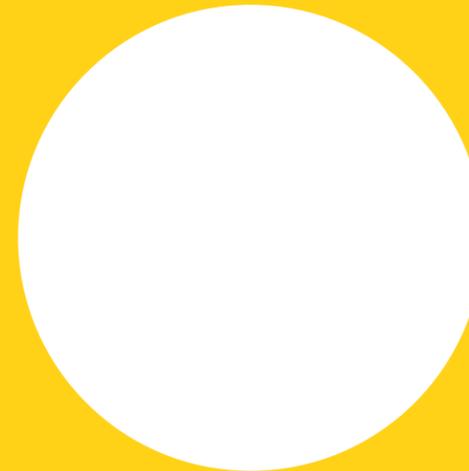
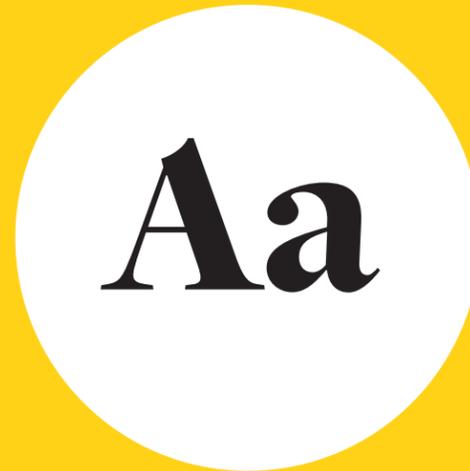
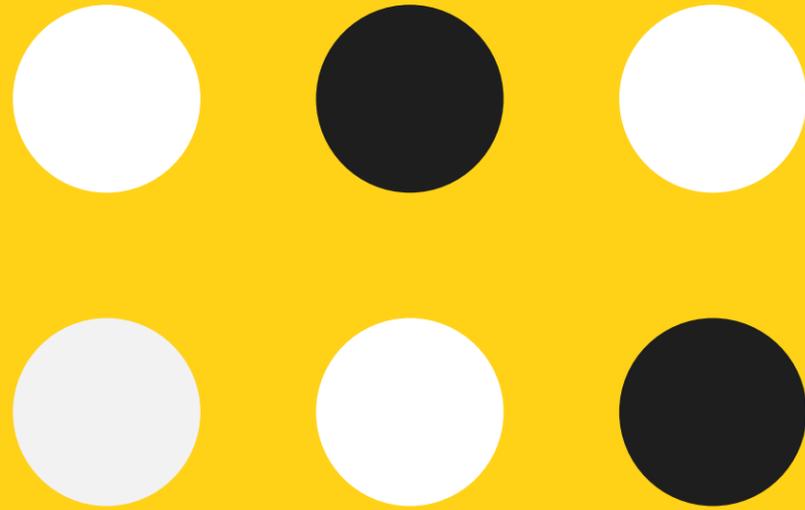
Logo  
**Beehive**



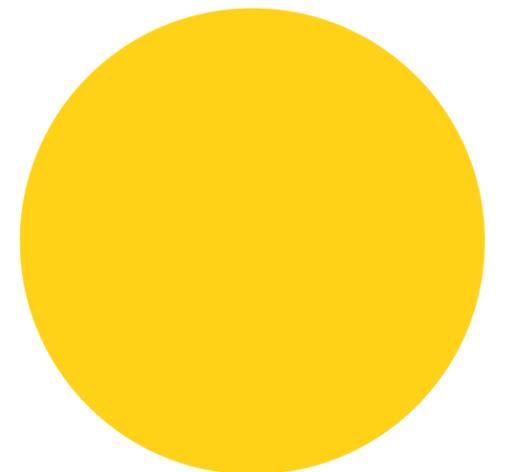
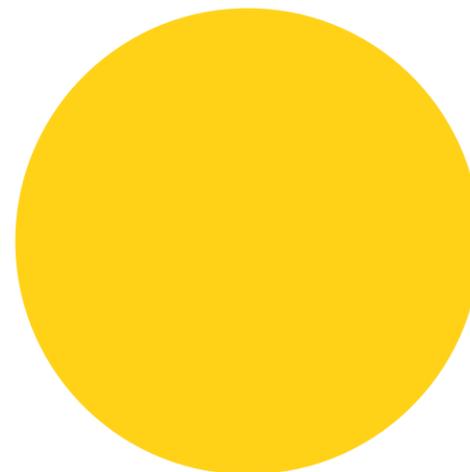
A symbol that can also be used in addition to and separate from the main wordmark. The combination of the Beehive with the period from the full mark can provide a shortcut to reinforce the brand when the entire name can't be used or isn't necessary.



# Elements



**Bb**



## Elements

# Color

It is increasingly important to have a well-defined color scheme that can quickly identify your brand in all the spaces where users will encounter your content—since that content is often separated from the source.

As the primary brand color, yellow also helps communicate key aspects of who we are.

**Light.** We are spreading light and truth.

**Bees.** A tradition of cooperation and hard work.

**Cheerful.** We aren't about mean-spiritedness or shady practices. We seek honesty and civility in the news and commentary.

### DESERET YELLOW

RGB 255 210 23  
Hex #ffd217  
CMYK 00 00 00 00  
Pantone 109U

### WHITE

### GRAY 1

RGB 242 242 242  
Hex #f2f2f2

### GRAY 2

RGB 66 66 66  
Hex #424242

### OFF-BLACK

RGB 30 30 30  
Hex #1e1e1e

### TRUE BLACK

RGB 00 00 00  
Hex #000000



Elements

**Wordmark color variations**

The primary logo is black with a yellow period. The logo may be used in other combinations of colors from the approved color palette. The Beehive should remain the same color as the wordmark. The period should be a contrasting color to the rest of the wordmark.



In all cases, maintain proper contrast between the color of the background and the color of the logo.



A single color black or white version may also be used when there won't otherwise be sufficient contrast.

Elements

## Beehive color variations

Similar rules apply in the color variations of the Beehive.



In all cases, maintain proper contrast between the color of the background and the color of the logo.



A single color black or white version may also be used when there won't otherwise be sufficient contrast.



# Typography

Not only does typography give support to the logo of a brand, but the consistent use of typography is important in reinforcing the aesthetic and style of the brand and its materials.

## Freight Disp Pro

Freight Disp Pro is the primary typeface for display and text. It has a broad range of styles and weights that will provide flexibility for both headlines and text as well as varying width requirements.

**Aa Bb Cc**  
**012345**

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## Acumin Pro

Acumin is a versatile sans serif to be used as a secondary and supporting typeface. Like Freight, it includes a range of styles, weights, and widths. It may be used as an alternate headline type where emphasis is needed, but primarily as a supporting face and in graphics.

**Aa Bb Cc**  
**012345**

## Typefaces

While other variations within the FreightDisp Pro type family may be used, the primary faces and weights to be used are presented here.

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### FreightDisp Pro

The Display face of Freight is primarily for use with headlines and large sized type.

**We must transcend the destructive game of politics.**

*Black*

### FreightDispCmp Pro

A secondary display face for when less space is available.

**A shortage in the American dream**

*Bold*

### FreightDispCmp Pro

A third type that may be used to differentiate from or create contrast with the standard Display weights.

**I really think everyone is trying to make the world a better place.**

*Semibold*

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### FreightText Pro

Primarily used with medium to small type sizes.

Ideas, like clothes, come in and out of fashion, and we seem to be living in a moment of ideological

*Book*

Ideas, like clothes, come in and out of fashion, and we seem to be living in a moment of ideological retro chic. But times change, and so does the Supreme Court, which once again has a conservative majority.

*Roman*

# Typography

## Typefaces

As with Freight, other type variations may be used, but below are the typical faces and weights to use with Acumin Pro.

### Acumin Pro

A sans serif face to use within support elements and to contrast with FreightDisp Pro.

### Acumin Pro Condensed

A space-saving alternative to the standard Sans width.

### ACUMIN PRO EXTRACONDENSED

For special use such as with numbers and infographics. When used with text headings, would usually be styled in all caps.

**Ideas, like clothes,  
come in and out of  
fashion, and we seem  
to be living in a**

*Bold*

**Ideas, like clothes, come  
in and out of fashion, and  
we seem to be living in a  
moment of ideological retro**

*Bold*

Ideas, like clothes, come in and out of fashion, and we seem to be living in a moment of ideological retro chic. But times change, and so does the Supreme Court, which once

*Regular*

Ideas, like clothes, come in and out of fashion, and we seem to be living in a moment of ideological retro chic. But times change, and so does the Supreme Court, which once again has a conservative majority.

*Regular*

**01 A B C**  
**01 75k 20,000 196**

*Medium*

**01**  
**75k**  
**20,000**  
**196**

*Regular*

#### ADDITIONAL EXAMPLES

##### EDITORIAL



*Ut ipsam re di odiaspe rcitibea nobitae. Alibus ea dit harum accesi tes elit pore, te prerro*

**4.** **2**

**103** *Ut ipsam re di odiaspe rcitibea nobitae. Alibus ea dit harum accesi tes*

