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# **The Chronicle**

Brand Guidelines

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# Introduction and Newspaper History

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The Chronicle is a student newspaper by Durham College Journalism students. Started in 1973, the paper talks about current issues around campus as well as events and issues around student life.

As the years continued on, new ways of communication were invented to reach out to the students in campus but print was something that always stayed true to The Chronicle foundation. As more and more students are accessing their news through digital outlets, The Chronicle is determined to increase our digital presence. To start off, a new branding is needed that fits in both print and digital formats.

We wanted a logo that was fresh and contemporary. Not only that speaks to the students of this generation but as well as students who will be studying in the campus in the future.

With this in mind we had four themes that the logo will touch on:

Contemporary | Grabby | Fresh | Engaging



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Above is the current logo of The Chronicle.

# The New Logo

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primary logo

Our new logo strikes a balance of both old and new design. The iconography of the letter 'C' and the boxed in 'The' recreates the same icon of a newspaper. A curved corner of one of the corners continues the flow of the letter 'C' and adds something grabby. The box also allows endless permutations as the background can be designed and filled that can reflect current events or in support of a specific movement. For example, the background can be seasonal colours, this keeps the logo fresh and in tune with current situations meanwhile engaging the readers.

The branding is seperated into two logos and one icon. Our main logo is listed above.

# The Chronicle

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secondary logo



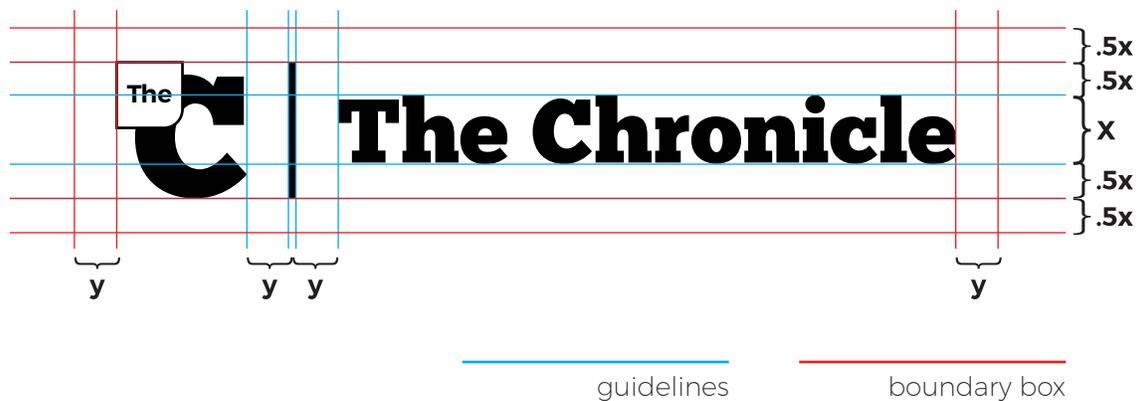
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icon

# Primary Logo Integrity

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A logo is the very face of the brand, it is the first thing that a reader would see. Therefore, it is important for the logo to be legible at all times without distraction. For this reason, we want the designers to maintain these standards to allow our logo to continue to be the forefront of our paper. The following pages will outline the specific requirements that needs to be maintained.



Above the distance between the separating line and the icon, the separating line and the text has to be the same. The same separating line should have a height of '2x' this should be the same height as the icon itself. The text shouldn't be as high as the 'x', this ensures that the text is always centred vertically. All these are indicated by the blue guidelines.

Other elements cannot be inside the boundary box of the logo, this allows room for the logo to be separated from other elements on print or in digital.

Lastly the logo itself cannot be smaller than 1 cm tall.

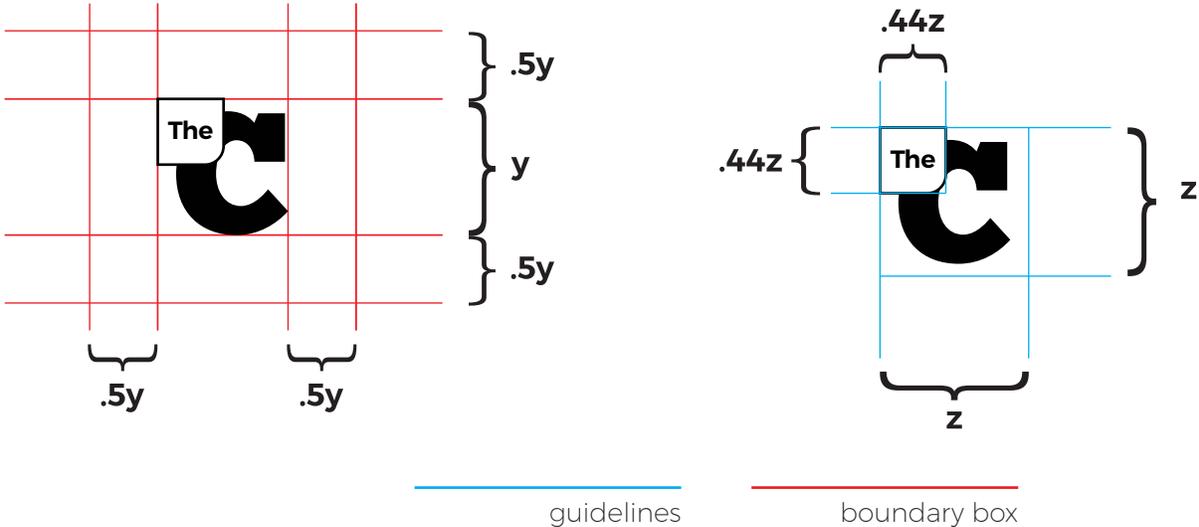


# Secondary Logo Integrity



A boundary box to leave the room for the logo from other elements in print or in digital formats.

# Icon Integrity



A boundary box to leave the room for the icon from other elements in print or in digital formats. In order to replucate the square at the top corner. The bigger square is made from the centre of the 'C' and resized.

## Logo Categories Variants

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**News**



**Sports**



**Features**



**Arts and Life**



**Stories at the 'Shwa**



**The Interview**

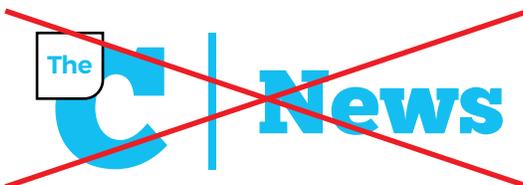
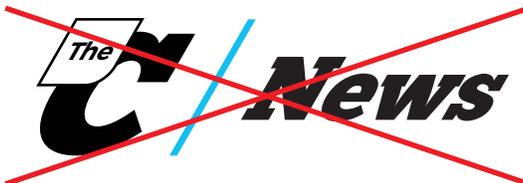
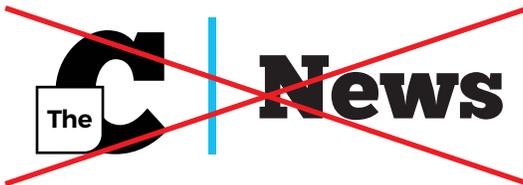
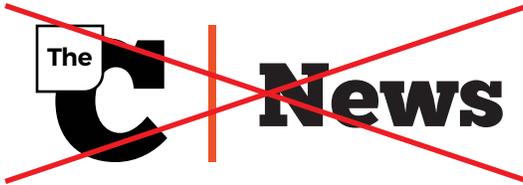


**Videos**

Each category that The Chronicle covers has their own variation of the logo. The text is changed to reflect the category it is highlighting as well as the separating line has its own unique colour to give a visual indicator that a different category is emphasized.

## Acceptable and Unacceptable Use

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1. The box can be designed as long as the the word 'The' can still be clearly legible. Alternatively, the text can be in black or white to fit the design.
  2. If the logo has a dark background, then the logo and icon can be in white or a shade of grey
  3. Logo can be placed vertically the serperating line must be longer than the icon itself.

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1. Do not use another colour that does not coorespond to that category
  2. Do not switch places with the icon and text
  3. Do not move the box other than the top left corner of the 'C'
  4. Do not skew or do any manipulation to the logo
  5. Do not change the colour

# Colour Usage

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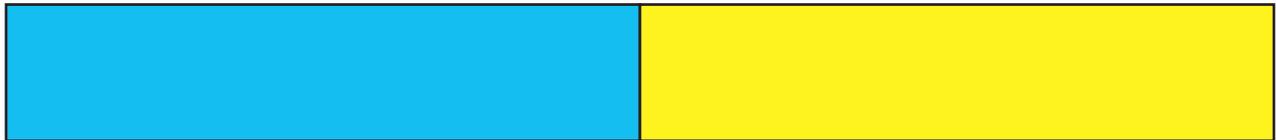
## Primary Logo and Icon



Black  
#000000

White  
#FFFFFF

## Secondary Logo



PMS 298  
#15BEF0

PMS 107  
#FFF21F



PMS 173  
#EA5329

PMS 711  
#EE2842



PMS 2597  
#5C2F92

PMS 354  
#00B157



PMS 427  
#D8DCDB

## Typography

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### **ChuckFive Roman**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%[]{};:'"<>?/\**

### Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%[]{};:'"<>?/\**

### Montserrat Ultra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%[]{};:'"<>?/\

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ChuckFive Roman for Headers, Titles and Logos.

Montserrat or Montserrat Bold for Sub-Headers, Quotes and Menu Text.

Montserrat Ultra Light or Light for Paragraph Texts and Footer.

# Applications



**The Chronicle**

@DCUOITChronicle

Newspaper produced by journalism students for the @durhamcollege and @uoit campuses.

TWEETS 4,248 FOLLOWING 1,912 FOLLOWERS 5,491 FAVORITES 157 LISTS 3

⚙️ Follow

Tweets Tweets & replies Photos & videos

DESIGNBYDAY @Design\_By\_Day · Sep 15  
 This is a pinned tweet!

←

🔗 3

★ 2

⋮

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Hootsuite @hootsuite  
 Followed by @PonyTheKnee

Follow

