THIS IS OUR BRAND
Thank you for your efforts to communicate our Star Tribune brand, confidently and consistently. When you write for us, design for us, speak about us, advertise for us or sell for us, you convey what we represent to Minnesota. With your partnership and brand advocacy, we can underscore the unique value we provide — all day, every day.

From the publisher

These guidelines are your map, your North Star, if you will for communicating the Star Tribune brand. They set our direction and keep us on course. They protect the equity of the Star Tribune brand, a valuable asset. They help us be consistent, efficient, unified and, most of all, competitive in a challenging market.

Thank you for creating and upholding our remarkable achievements and indisputable leadership. Our work matters to Minnesota.

Michael J. Klingensmith
Publisher and CEO
STAR TRIBUNE

What do we do?
We cover more, and more of what we cover really matters to Minnesotans. Our content is deeply relevant to our readers, whether they rely on us for hard news or entertainment. Sports or politics. Business or opinion. Obituaries or weather. Coupons or classifieds. We are truly at the heart of this community — enriching, informing and championing Minnesota.

Our content is always on, whenever Minnesotans need to know. No one has to abide by a schedule we set. We are a modern, multi-platform, multimedia news-producing organization with 24/7 timeliness.

Who do we do it for?
Minnesotans. Wherever they live. Whether they are broadly interested in our coverage or are niche readers.

What makes us unique?
We set the news agenda for the state. No one in Minnesota has a larger newsroom. No one can touch our depth and breadth of coverage across the state. And no one has a history like ours of strengthening and enriching this community.

What benefit do we provide?
We help Minnesotans:

- Stay informed: We cover or curate local, regional, state, national and global news.
- Navigate their world: We have an essential place in the lives of Minnesotans, every day. We help them understand how local, regional, state, national and global news affects their lives. And we help them with day-to-day activities, from clipping coupons to figuring out what to do on weekends or finding a place to live.

- Take part: We help Minnesotans understand their community and discuss issues with friends and colleagues. We invite Minnesotans to express their opinions in keeping with their rights to freedom of speech. We champion this community and invite everyone to join in. We believe an informed citizenry is essential to a thriving democracy.

This is the position we want our brand to occupy in the minds of our readers, our business partners and our community. Our products and services are changing, all day, every day. Our brand position is constant. It provides direction, focuses our energies and, unifies our many talents.
WHO WE ARE

Brand attributes
Our brand attributes describe the essence and personality of our brand. They shape how we communicate.

We are:
Trusted  Informative
Authoritative
Minnesotan
Comprehensive

Visual brand attributes
Our visual brand attributes inform how our brand comes to life — through design, visual imagery and writing.

We feel:
Fresh  Engaging
Vibrant  Dynamic
Entertaining
The Star Tribune logotype is a carefully drawn series of characters. Great care has been taken to ensure proper proportion and letterspacing. The logo should never be typeset. Get the approved logotype art from the Marketing department or online at StarTribuneCompany.com.

**Correct clear space**

To ensure visual impact and clarity, clear space must always surround the Star Tribune logotype — without the intrusion of other graphic elements or text. The minimum amount of space surrounding our signature should be no less than the character height and width of the letter “e” in the logo.

There are only two standard exceptions to this rule: 1. The spacing around the logotype when used as a masthead for the daily newspaper and 2. the banner on the website. Both have been spaced to fit those unique environments (see page 24).
OUR SYMBOL

This is our brand mark. Think of it as the North Star, representing our direction. Forward, upward, the path we take to help our readers, our advertisers and our community navigate the future.

**Green is good**
The Star Tribune brand mark almost always accompanies our logotype in a prescribed orientation and size, as shown on the following pages. It may also stand alone in certain instances, such as when it is used for large supergraphics in signage, or on vehicles, or coin boxes. It should appear in its two approved colors whenever possible.

**Grayscale is restricted**
The Star Tribune grayscale brand mark may be used as a standalone symbol and is to be used where appropriate in the newspaper.
OUR SIGNATURE LOCKUP

The logotype and the brand mark lock up into a **brand signature**. Use either a horizontal or vertical format according to space available.

**Horizontal brand signature**
The horizontal brand signature has been carefully spaced and sized to create a unit. No alteration in spacing or size relationship is allowed. Please maintain the prescribed clear space around the signature. For special spacing challenges, contact the Marketing department for guidance.

**Vertical brand signature**
The vertical brand signature has been carefully spaced and sized to create a unit. Please don’t alter the spacing or size. And always maintain the prescribed clear space around the signature.
PLEASE DON’T

Use our logo only in prescribed colors and formats. Here are some incorrect usages.
Please don’t create something funky that we’ll have to display here.

Don’t use all green.

Don’t change the shape.

Don’t change the size or spacing.

Don’t use other colors.

Don’t use the star elsewhere.

Don’t change the angle.

Don’t use color on a dark background.

Don’t put our logo on a patterned background.
COLOR VARIATIONS – HORIZONTAL

These are the approved full color and black-and-white versions of our logo. Use full color whenever possible.

**Horizontal full color: preferred**

*StarTribune*

**Horizontal black: second best**

*StarTribune*

**Horizontal grayscale: if you absolutely must**

30% black

60% black

*StarTribune*

**Horizontal reversed: for dark backgrounds**

*StarTribune*
COLOR VARIATIONS – VERTICAL

Vertical full color: preferred

Vertical black: second best

Vertical grayscale: if you absolutely must

Vertical reversed: for dark backgrounds
Our tagline communicates the value and benefit of our Star Tribune brand in the lives of Minnesotans.

The tagline can be used as a headline or as the sole content of an ad, especially in the first year of rollout. (If it does appear as such, it should NOT also appear locked up with the logo.) A rule of thumb: use the tagline for good news only. Please check with the Marketing team for guidance if you have questions.

Imagine if every one of the more than 7 million people who read Star Tribune products every month knew our tagline. It’s an ambitious goal. Let’s work to achieve it.

Full tagline — preferred
More of what matters to Minnesota. All day. Every day.

Shortened tagline
More of what matters to Minnesota.

Shortest form of tagline
More of what matters.

Our tagline should be locked to the brand signature in both horizontal and vertical formats.

The shorter versions of tagline are best implemented after the first year of use (2015).
BRINGING IT ALL TOGETHER

Here's our formula for approved clear space:

When space dictates the use of a logo smaller than two inches, the tagline should not appear. Because no one will see it.

2 inches: Anything smaller and the tagline is out

Less than 2 inches so tagline must go.

That's better.
BRAND VOICE

Just as our newsroom strives to meet the highest standards of reporting, in the written word and increasingly in other media, our marketing and other company communications should reflect the attributes and personality of the Star Tribune brand. This is our **brand voice**.

**Writing about Star Tribune**

- **WIIFM.** (What’s in it for me?) Focus on the audience. Make every attempt to write copy that is “benefit” focused, rather than “features” focused. If you wish to promote the strengths of the Star Tribune, always highlight how our strengths benefit the audience.

- **Short and strong.** Keep copy succinct and snappy. The mental storage bucket is small.

- **Conversational.** Use second person, present tense, active voice. Our copy should be clear and energetic. Avoid overly formal writing. Use contractions to establish a friendly voice. But watch out for exclamation points. We can be an entertaining brand, but we are never gushy or immature.

- **Call to action.** Tell the audience what you want them to do. **Subscribe. Read. Click. Share.**

**Talking about Star Tribune**

Be a brand ambassador. You represent our organization. Everything you say communicates our brand. If someone asks you about your career, here’s what you might say (in your own words, of course):

“I work for Star Tribune. We have over 260 journalists and we break news all day, every day. We win Pulitzer Prizes. Over a million people read us in print every week. StarTribune.com has over 7 million unique visitors every month. We deliver more of what matters to Minnesota.”

**Brand attributes:** **Trusted, Informative, Authoritative**

Our brand is strong, smart and authoritative. It is never egocentric or boastful.

**Headline:** We write it. Others cite it.

**Headline:** Know the world you’re about to change.

**Brand attribute:** **Minnesotan**

We live and work here. This is our community. Our brand voice can be unabashedly Minnesotan.

**Headline:** Minnesota Hotdish.

**Headline:** Star Tribune weather is the clear choice.

**Brand attributes:** **Entertaining, Fresh, Vibrant**

Our brand voice can be witty and conversational. It can urge our readers to be the same, by reading our product.

**Headline:** Check for wrecks and avoid the bottlenecks.

**Headline:** Inked or linked?

**Brand attribute:** **Engaging**

Sometimes the best way to engage our audience is to be friendly, but directive. Tell them what you want them to do. Nicely.

**Headline:** Open the brain box.
Brand voice don’ts

The Paper

The Newspaper

In company communication, please don’t refer to our organization as “the paper” or “the newspaper.” The newspaper is one of our products. It’s not a name for our company.

Do: He works for Star Tribune. (As in, he works for Target. She works for Medtronic.)

Don’t: I work for the paper. (Even if you work at Heritage Center, our production facility.)

Do: Star Tribune produces quality investigative journalism.

Don’t: This newspaper produces quality investigative journalism. (That journalism can be found online, not just printed in our newspaper.)

“The Strib”

Please don’t speak or write about the enterprise or the news product as the “Strib.” Also, please don’t create new product or social media names that contain “Strib.” This nickname, given to us by others, enjoys some use now, but we wish to limit it to its current manifestations.

Do: Read it online at StarTribune.com.

Don’t: Read it in the Strib.

So is it “Star Tribune” or “the Star Tribune”?

Good question. Here are the standards we like to use when referring to our company and our products.

Star Tribune: The company

The Star Tribune: The newsprint product. To most people, this means our newspaper, so we want to use “the” only to refer to “the newspaper.”

Other names include:

StarTribune.com
Star Tribune mobile
Star Tribune digital content
Star Tribune news app

Don’t see it here?

For specific word choices, grammar questions and style points, please refer to APStyleBook.com. We have a subscription, and we have noted several important points in our custom AP Stylebook.
WE’RE PROUDLY GREEN

Vibrancy, growth and renewal. The Star Tribune primary color palette features two green shades, emerald green and bright spring green. The two principal greens are contrasted with a rich black. You can use our deep forest green as a vignette accent or as a secondary formal color. Complement these primary colors with a group of secondary colors.

**STAR TRIBUNE GREEN**
Pantone® 348 Coated
Pantone® 348 Uncoated
CMYK /Coated: 100c 100y 25k
CMYK /Uncoated: 100c 100y 40k
r0 g130 b74
HEX: 00824a

**STAR TRIBUNE SPRING GREEN**
Pantone® 368 Coated
Pantone® 368 Uncoated
CMYK /Coated: 50c 100y
CMYK /Uncoated: 50c 100y
r97 g191 b26
HEX: 61bf1a

**STAR TRIBUNE FOREST GREEN**
Pantone® 3425 Coated
Pantone® 3425 Uncoated
100c 20m 100y 50k
r0 g99 b65
HEX: 006341

**BLACK**
Pantone® Black Uncoated
30c 30m 30y 100k
r10 g2 b3
HEX: 0a0203

**GREEN VIGNETTE**
50c 100c
100c 100y 55k
75% Tint Spring Green
50% Tint Spring Green
30% Tint Spring Green
15% Tint Spring Green
Bright palette
This lively palette is designed to be used on a daily basis for promotion and advertising.

**BLUE**
Pantone® Cyan C Pantone® Cyan U 100c r0 g158 b223 HEX: 009fde
**AQUA**
Pantone® 7467 C Pantone® 7467 U 100c 40y r0 g163g b173 HEX: 00a3ad
**GOLD**
Pantone® 124 C Pantone® 7406 U 20m 100y r234 g170 b0 HEX: eaa00
**ORANGE**
Pantone® 151 C Pantone® 151 U 60m 100y r255 g130 b0 HEX: ff8200
**RED**
Pantone® 485 C Pantone® 485 U 60m 100y r218 g41 b28 HEX: da291c
**VIOLET**
Pantone® 2415 C Pantone® 2415 U 30c 100m r158 g0 b126 HEX: 9e007e

**DEEP BLUE**
Pantone® 7701 C Pantone® 308 U 100c 50k r0 g87 b118 HEX: 005776
**DEEP TEAL**
Pantone® 7719 C Pantone® 328U 100c 50y 40k r0 g109 b104 HEX: 006d68
**OCHRE**
Pantone® 117 C Pantone® 117 U 20m 100y 20k r201 g151 b0 HEX: c99700
**RUST**
Pantone® 1525 C Pantone® 1525 U 60m 100y 20k r185 g71 b0 HEX: b94700
**CRIMSON**
Pantone® 202 C Pantone® 202 U 100m 100y 30k r134 g38 b51 HEX: 862633
**PURPLE**
Pantone® 7650 C Pantone® 7650 U 30c 100m 40k r114 g34 b87 HEX: 722257

Formal palette
This palette is designed to be used for elegant or more serious communications and invitations.

**BLACK**
Pantone® Black C Pantone® Black U 30c 30m 30y 100k r45 g41 b38 HEX: 2d2926
**50% BLACK**
Pantone® Black C Pantone® Black U 30c 30m 30y 100k r45 g41 b38 HEX: 2d2926
**30% BLACK**
Pantone® Black C Pantone® Black U 30c 30m 30y 100k r45 g41 b38 HEX: 2d2926
**5% BLACK**
Pantone® Black C Pantone® Black U 30c 30m 30y 100k r45 g41 b38 HEX: 2d2926
**15% BLACK**
Pantone® Black C Pantone® Black U 30c 30m 30y 100k r45 g41 b38 HEX: 2d2926

Neutral palette
This color group is used for backgrounds, large tint areas or paper substrates.

Khaki
Pantone® 5875 C Pantone® 5875 U 100c 86y 3k r210 g206 b158 HEX: d2ce9e
Use these typefaces separately or in combination. They look great alone or together.

Our *slab serif* typeface is **Populist Display**, shown in the basic weights below.

**Populist Display Thin**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"
```

**Populist Display Light**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"
```

**Populist Display Regular**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"
```

**Populist Display Medium**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"
```

**Populist Display Bold**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"
```

**Populist Display Black**

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"
```
Our **sans serif** typeface is **Whitney**, shown in the basic weights below.

**Whitney Light**

ABCDEF GHJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"

**Whitney Light Italic**

ABCDEF GHJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"

**Whitney Book**

ABCDEF GHJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"

**Whitney Book Italic**

ABCDEF GHJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"

**Whitney Medium**

ABCDEF GHJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"

**Whitney Bold**

ABCDEF GHJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,.?!:'"
TYPOGRAPHY

Need a specialty script font? Here you go.

*Entertainment script*
Use this script font only for special entertaining, consumer-facing promotion.

**Delicious Pro**

*Welcome to the Star Tribune booth!*

garden with the

*green girls*
PHOTOGRAPHY STYLE

**Star Tribune photography**
Our award-winning photojournalism helps tell the stories that matter to Minnesota. In communicating our brand, we use commercial photography and our own photographers’ work — with a few rules.

Use our photography only when promoting Star Tribune and our brand, not our partners, advertisers or other business entities. Select images that reflect our brand attributes — fresh, engaging, dynamic and entertaining.

Each photograph has a story connected to it. Be sure to do your diligence before use — make sure the story behind the shot supports the message you are sending. Our photography is not clip art.

Always use this caption: © Star Tribune 2014 [date of use]. Please don’t modify our photos in any way: color, content or shape. Still can’t resist? Need a special request? Contact the Star Tribune news photo department.
Our Stationery

It’s cleanly designed. It’s professional. It’s undeniably on brand. Use it with pride.

Need something you don’t see here? Contact the Marketing team and we’ll be delighted to put it together for you. As tempting as it is, don’t build your own stationery.

December 10, 2104

Name Last Name
1234 Address
City, State 12345

Dear Name,


Sincerely,

Name Last Name

No. 10 Envelope

Letterhead
DIGITAL ICONS

We’re a modern brand for the digital age. Here are our digital icons.

**Star Tribune icon for Apple iOS**
This icon represents Star Tribune on Apple iOS. The icon has a white field with a two-color symbol centered within the square. The Star Tribune spring green shadow defines the right and bottom sides.

**News app icon for Apple iOS**
Our News app icon features the same two-color symbol bleeding top and upper right. It is titled with Populist Display bold.

**Sub-brand app icons for Apple and Android**

**Star Tribune icon for Android**
We use the Star Tribune symbol without background for our Android icon on mobile and tablets.
SOCIAL MEDIA ICONS

To reinforce our digital brand presence, we use the brand symbol to represent our news topic areas for all social media.

**Social media icon**
We’ll use this icon style when we want to represent the main Star Tribune news enterprise. Our Twitter, Instagram and Facebook main accounts, for instance.

**Social media icons for Apple iOS**
All social media icons feature a gradient mix of our two greens, our symbol bleeding top and upper-right. It is titled with Populist Display bold.

**Social media icon extensions**
Use the cropped star design for our “sub” accounts on Twitter, Facebook and the like. Let’s be consistent.

**Example of how they appear on Twitter**
A pale green tint identifies the correct position of the symbol within the square.
NEWS PRESENTATION

Our new symbol is used tastefully to build a consistent brand experience.

Star Tribune newspaper and StarTribune.com
To allow for more flexibility with our news presentations, a newsroom exception is allowed with the brand signature in the instance of the front page of the print product and on StarTribune.com. These executions were created solely for the news products and should be used ONLY in these spaces.

StarTribune digital
For practical reasons, the star symbol is reduced in size so that the shoulder of the symbol aligns with the height of the lowercase letters of the logotype.
NEWS PRESENTATION

**In the flag**
This example shows the modified execution in place, with the day’s date displayed.

**Video bumper**
Our video bumper is our sound and motion signature. It’s fresh, engaging and vibrant. It’s aligned with our brand attributes. It is a consistent, high-impact expression of our brand. Watch it and see!
OUR BRAND IN ACTION

Our brand is everywhere, all the time.

Let’s make sure it’s consistent and buttoned up.

By following these guidelines and using approved templates, you can save time, eliminate guesswork and add to our brand’s value — all day, every day.
QUESTIONS?

Not sure if your communication is on brand?
Need help with something?
We’re here to help.

Brand@StarTribune.com