

# The Philadelphia Inquirer

Style Guide 2021



# Great brands require care and feeding.

It takes time, effort and constant attention to stay relevant to consumers.

This document is designed to elevate our branded communication and make it more cohesive and consistent. When we adhere to a codified standards, we reinforce and protect the strength and durability of The Inquirer brand.

Inside, you'll find guidance on how to use our logo, imagery, typography, color, and other brand cues.

These guidelines are to be used on a corporate-level. For specifics on how they translate into the Inquirer 2.0 user experience, please see the link to the [DESIGN SYSTEM](#).





**In 1829, our founders declared:**

**“In a free state, there should  
always be an inquirer **asking  
on behalf of the people.”****







**We've been here  
ever since.**

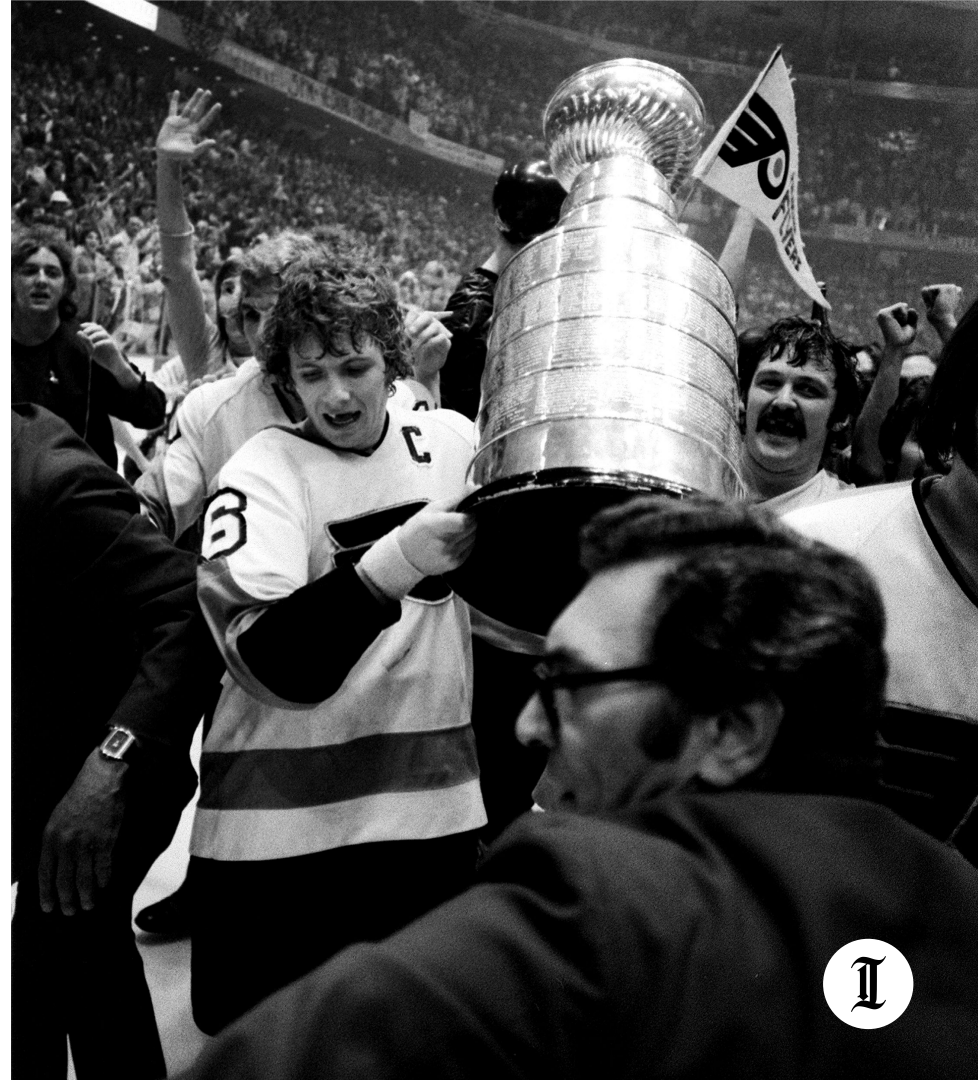




**The definitive voice of the city.**



**For Philly.  
By Philly.**





**Up-to-the-minute relevance.**





**Two centuries of local expertise.**





 ALWAYS PHILLY







# Brand Hierarchy

We love our brand and we love our logo. It's a piece of art and our most iconic asset. That's why we must protect it and make sure it always appears correctly in the world.

FULL NAMEPLATE / MASTHEAD

# The Philadelphia Inquirer

ICON



Short masthead

## The Inquirer

APP



EXPERIENTIAL



STORE

The Inquirer  
STORE

DN PRINT MASTHEAD



# Logo Guidelines

## The Masthead

Our Full logo is our most valuable asset. It represents our 100+ year relationship with our readers. It should be the default anytime we are specifically representing our journalism.

# The Philadelphia Inquirer

### Minimum Clear Space

Use the height of the letter 'e' in 'Inquirer' to determine the width of the clearspace around the logo.

There will be exceptions to this rule (e.g., branding campaigns, editorial use on the masthead of the paper, etc.).



### Minimum Size

The smallest the logo should be represented is 2.65 inches wide.

If it needs to be smaller, please use the shortened nameplate.

# The Philadelphia Inquirer

[Link to downloadable logo's](#)



## Logo Guidelines

The shortened name plate should only be used in situations where the full masthead will not fit.

# The Inquirer

### Minimum Clear Space

Use the height of the letter 'e' in 'Inquirer' to determine the width of the clearspace around the logo.

There will be exceptions to this rule (e.g., branding campaigns, editorial use on the masthead of the paper, etc.).



### Minimum Size

The smallest the logo should be represented is 1.5 inches wide.

The Inquirer



[Link to downloadable logo's](#)





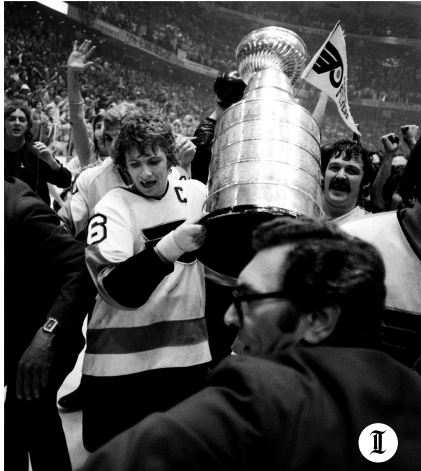
# Logo Guidelines



## The i-Circle

The i-Circle is our newest mark that represents the future of our brand. It will give our audience a visual shortcut to our identity.

Please use the i-Circle correctly based on the darkness of the background your placing it on.



[Link to downloadable logo's](#)



# Logo Best Practices

Please take care when using The Philadelphia Inquirer logo. Treat it with respect. Don't recreate, crop, or reconfigure logo artwork.

These are examples of what **not** to do when using the logo.

**Do not squish or warp.**

✘ *The Philadelphia Inquirer*

**Do not stretch.**

✘ *The Philadelphia Inquirer*

✘ *The Philadelphia Inquirer*

**Do not place a drop shadow on the logo.**

✘ *The Philadelphia Inquirer*

**Do not place on an angle or vertical**

✘ *The Philadelphia Inquirer*

✘ *The Philadelphia Inquirer*



# Logo Best Practices

Please take care when using the **I** logo. Don't recreate, crop, or reconfigure logo artwork. These are examples of what **not** to do when using the logo.

**Do not squish or warp.**



**Do not place a drop shadow on the logo.**



**Do not change the color of the logo.**



**Do not use the I as part of a word.**



**Do not use the I in the circle and the top of a lowercase i.**





# Color Palette

## Primary Colors



Ben Franklin  
Bridge

100, 70, 0, 0

0, 90, 171



Reading  
Terminal

70, 60, 0, 0

117, 142, 200



Love Park

0, 100, 70, 0

237, 24, 90



Gritty

0, 55, 100, 0

246, 139, 30



Whiz Wit

0, 30, 100, 0

246, 139, 30

## Secondary Colors



Broad Street

0, 0, 0, 30

188, 189, 192



Bok

0, 0, 0, 100

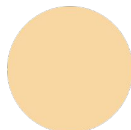
36, 31, 32



Wooder Ice

70, 0, 0, 0

22, 193, 243



TastyKake

0, 15, 25, 0

255, 225, 191



Birds

65, 0, 100, 0

41, 160, 70

These primary and secondary palette options are our lead colors for use.  
Always start with these options.



## Brand Icons

Our logos are our core asset and must be protected and respected accordingly. This is the heart of our visual identity; using our marks consistently and correctly preserves our heritage, and is vital to defending maintaining legal protections.



ALWAYS PHILLY



# Illustration



Our illustrations are a playful take on the duality community we represent. They're simple, fun, clean and quirky and **always put the Inquirer at the center of the conversation.**

If you find needs for similar illustrations throughout our products. Please contact [lnqstudio@inquirer.com](mailto:lnqstudio@inquirer.com)



[illegible]

**D**id you know that the average person has a 1-in-10 chance of being involved in a car accident? That's why it's so important to have the right insurance. But with so many options, it can be confusing to know what to get. Here are some tips to help you decide:

1. **Know your needs.** Do you have a car? Do you have kids? Do you have a job that requires you to drive? These are all factors that will affect what kind of insurance you need.

2. **Compare quotes.** Get quotes from several different companies to make sure you're getting the best price.

3. **Read the fine print.** Make sure you understand what you're getting and what you're not getting.

4. **Consider your budget.** Insurance is a long-term investment, so make sure you can afford it.

5. **Ask for advice.** If you're not sure, ask a friend or family member who has experience with insurance for advice.

6. **Shop around.** Don't settle for the first quote you get. Shop around to make sure you're getting the best deal.

7. **Consider your driving record.** If you have a clean record, you may be able to get a discount.

8. **Consider your credit score.** Some companies offer discounts to people with good credit scores.

9. **Consider your location.** Insurance rates can vary by location, so make sure you're getting a fair rate for where you live.

10. **Consider your car's value.** If you have a newer car, you may want to consider comprehensive coverage.

11. **Consider your car's age.** If you have an older car, you may want to consider liability coverage.

12. **Consider your car's use.** If you use your car for work or other purposes, you may need additional coverage.

13. **Consider your car's safety features.** Some companies offer discounts for cars with safety features like air bags and anti-lock brakes.

14. **Consider your car's mileage.** Some companies offer discounts for people who drive less than a certain number of miles per year.

15. **Consider your car's make and model.** Some companies offer discounts for certain makes and models.

16. **Consider your car's color.** Some companies offer discounts for certain colors.

17. **Consider your car's year.** Some companies offer discounts for newer cars.

18. **Consider your car's condition.** Some companies offer discounts for cars in good condition.

19. **Consider your car's history.** Some companies offer discounts for cars with a clean history.

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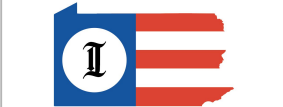
Get the **Things To Do Newsletter**  
in your inbox every Thursday.

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[Inquirer.com/ThingsToDo](http://Inquirer.com/ThingsToDo)



Get the **Pennsylvania 2020 Newsletter**  
in your inbox every Wednesday.

**Sign up for FREE:**  
[Inquirer.com/PA2020](http://Inquirer.com/PA2020)



Get the **Early Birds Newsletter** every Wednesday.  
Sign up for **FREE**:  
[Inquirer.com/EarlyBirds](http://Inquirer.com/EarlyBirds)



Get the **Let's Eat Newsletter** every Wednesday  
Sign up for FREE:  
[Inquirer.com/LetsEat](http://Inquirer.com/LetsEat)



**I** ALWAYS PHILL

From food and politics to sports and more,  
whatever your interests, **we have a newsletter for them**

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Get the **On the Fly Newsletter** every Tuesday

**Sign up for FREE:**  
**[Inquirer.com/OnTheFly](http://Inquirer.com/OnTheFly)**





# Typography

Typography is The Philadelphia Inquirer voice made visible. The look is clean and contemporary. The feel is friendly and forward-looking. That's because our typefaces are more than letters on a page: they speak to our brand expertise and our love for The Inquirer customers.

The Inquirer uses four typefaces: Ringside, Tungsten, Knockout and GT Alpina. These comprehensive type specimens provide the necessary styles to compose our brand. Our font families are optimized for flexibility in both print and on-screen readability.

## Primary Type Palette

### Ringside Condensed

This is our primary typeface and workhorse for The Inquirer digital product. Its condensed form is used for standard headlines on story teasers and article pages.

**Standard headlines are set in Ringside Condensed**

### Ringside Regular

This is the workhorse typeface within our primary type palette. Its humanist form lends itself to many different contexts such as article meta info, descriptions, and body text, and paired with Ringside Condensed headlines, creates a typographic contrast between types of content.

Here is an example of article body text that is set in our body font Ringside.  
This is what that typical paragraph within an expanded story world look like.



## Typography (cont'd)

### Secondary Type Palette

Tungsten

GT Alpina Extended

Knockout

For more on digital usage please see the design catalog  
[Link to Catalog](#)

**EXPLOSIONS RIP THROUGH SOUTH  
PHILADELPHIA REFINERY**

HOW TO FRINGE

**IT'S JOJO'S WORLD**



# IStudio - Typography usages

Typeface	Style	Display Sample	Usage
Ringside Condensed - Semibold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Bella Vista	The Ringside Condensed is used for body copy. Can be used for Headlines when copy is a tight fit.
Ringside Regular SSM - Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Queen Village	The Ringside font family is to be use for body copy and is the workhorse font for The Inquirer.
<i>Ringside Regular SSM - Book Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Spring Garden	
Ringside Regular SSM - Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Fairmount	The Ringside Bold can be use for Headline copy.
<i>Ringside Regular SSM - Bold Italic</i>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	Port Richmond	

\*Back up/Default Font family - Helvetica Condensed, Helvetica Neue, Verdana

\*Google Font Default - Work Sans



# IStudio - Typography usages (cont'd)

Tungsten - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

OLD CITY  
Old City

Condensed Option for Headlines  
(BIG NEWS)

**Knockout 93**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

**FISHTOWN**  
**Fishtown**

**OPTION FOR  
HEADLINES  
(LOUD)**

GT Alpina Extended Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

CHINATOWN  
Chinatown

GT ALPINA SHOULD  
BE USED FOR  
TITLES/HEADLINES  
PULL QUOTES AND  
SHORT PHRASE

GT Alpina Extended Bold Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

*University City*

\*LIGHTER FACES OF  
THIS FONT WILL NOT  
PRINT WELL IN  
SMALLER PT SIZES.  
(QUIET)

\*Back up/Default Font family - Helvetica Condensed, Helvetica Neue, Verdana

\*Google Font Default - Work Sans





# Presentation Decks

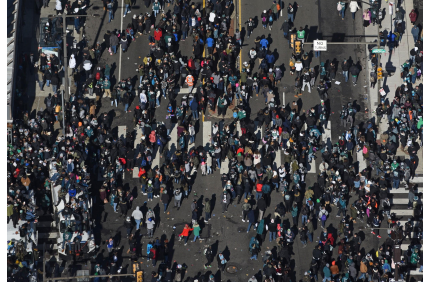


## [Link to Template](#)

The presentation deck should be used for Internal and External presentations. The brand font used in Google slides is **Work Sans**. Please reach out to InqStudio if you are in need of other template styles to be designed.



# Brand Images

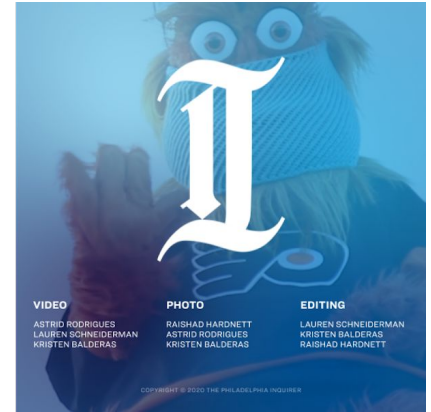


## [Link to Image Library for Presentations](#)

We use photography taken by our staff photographers to tell our stories, inspire, celebrate culture and show humanity. Our images are engaging and genuine. They capture a fresh, clear and accurate perspective of The Philadelphia Inquirer experience.



# Video



Example of i-circle usage on Video graphics.



# Brand Animations



## Animated i-Live

Moving forward, our Events Series will live under this sub-brand, which combines the i-circle with the rainbow bar.

*The Philadelphia Inquirer*

## Video Chiron:

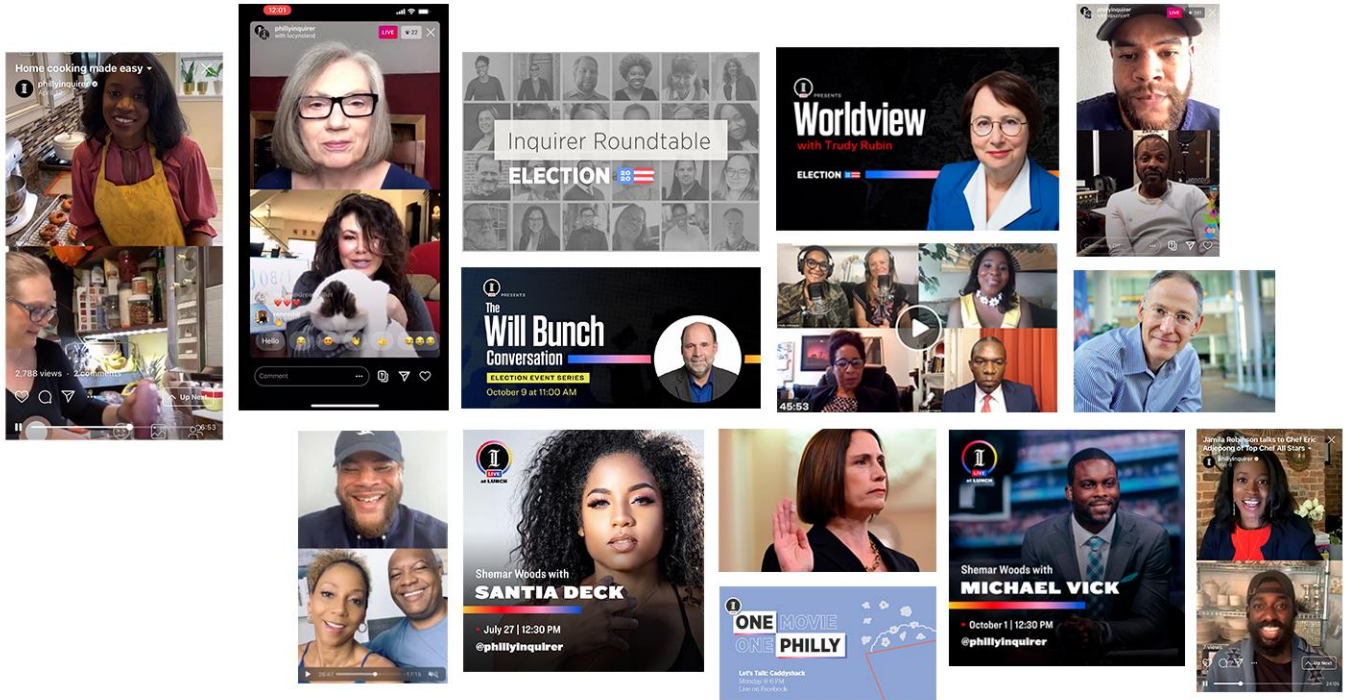
Our future video work will be branded throughout with the i-circle, with animation using the full masthead in credits.

The Inquirer animation keeps the “I” in the center and locks up the masthead.  
Contact [lnqstudio@inquirer.com](mailto:lnqstudio@inquirer.com) if you have a need for similar types of brand animations.





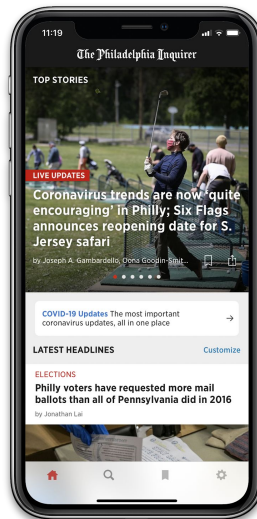
# Experiential



The visual vocabulary for our suite of Live events separates them from our work in print. They highlight the talent both our journalists and their guests and use the dynamic rainbow bar to represent time and movement.



# URL Best Practices



**INQUIRER.COM/SUBSCRIBE**



**Inquirer.com/Subscribe**



**inquirer.com/Subscribe**

Our website is where our brand comes to life everyday. In order to maintain brand consistency between all of The Inquirer products please apply the following rules when referring to our url.

**Inquirer.com** should be written out in Ringside when used in marketing materials.

It should **Never** have **www.** at the beginning.

It should always be referred to with a capital **I**.



# Brand Voice

Everything we do and say is a reflection of the Inquirer brand.

We must always communicate in a way that respects our heritage and illustrates our modern values.

Editorial has worked on standards blah blah blah

## Say this:

- ✓ Engaged
- ✓ Rowhouse
- ✓ City Avenue
- ✓ Black
- ✓ Head House Square
- ✓ 215-854-200
- ✓ The Inquirer
- ✓ Inquirer.com
- ✓ Pa.
- ✓ %

## Not that:

- ✗ Users
- ✗ rowhome
- ✗ City Line Avenue
- ✗ black (when referring to race or culture)
- ✗ Headhouse
- ✗ (215) or 1-215-854-200
- ✗ the Inquirer
- ✗ www.inquirer.com
- ✗ PA
- ✗ percent

[Link to Stylebook](#)



# Contact

For questions, email:  
[inqstudio@inquirer.com](mailto:inqstudio@inquirer.com)

