press reader

PressReader

BRAND GUIDELINES

FOR MARKETING

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SECTION 1: The PressReader Brand

1.1   Company Overview

This guideline was designed for those working with the PressReader brand and its assets. It is designed to define the brand expression and to create communications that bring meaning to the brand. The consistent use of these guidelines will bring unified messaging and identity system.

In addition to using these brand guidelines, materials developed with the PressReader brand must be approved by the PressReader marketing team.

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1.2   Brand Essence

PressReader is the global leader in providing businesses and consumers with access to thousands of newspapers and magazines from around the world in digital format and in providing a multi-channel content distribution network and monetization opportunities to more than 3,500 publishers.

PressReader mobile delivers a revolutionary reading and social engagement experience. Available on computers, tablets, smartphones and eReaders running iOS, Android, Android for Amazon, Windows 8, and Blackberry 10 operating systems, PressReader's news content can be accessed worldwide and its services can be found in leading libraries, hotels, airlines, corporate and government offices, cruise ships, airport lounges, schools and restaurants.

PressReader is connecting people through news by offering a platform where users can access and engage readers in meaningful discussions by providing credible information from full-content digital news sources.

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1.3   Brand Pillars

PressReader's core competencies are the pillars
– the foundation of who the company is and its
approach to providing content to its audiences.
Below are the brand attributes that can be
connected to each of those pillars.

TRUSTED LEGACY

Leaders in the media
publishing space who
have the experience and
capabilities to deliver
consistent quality content
to users

INNOVATION

Proprietary technology
that provides customized
news to a variety
of audiences while
generating a new level
of engagement and
interaction

EASE OF ACCESSIBILITY

Easy access to information
anytime, anywhere across
multiple platforms –
providing readers with a
superior experience in a
user-friendly setup

Revolutionary reading
experience with the
SmartFlow technology

VALUE-DRIVEN

A pricing model that is
designed to fit the needs
and reading interests of
the consumer

A business model that
offers publishers and
partners the greatest
potential reach and
revenue

SOCIAL ENGAGEMENT

The ability to establish
opinion leaders by
generating dynamic
conversations and content
creation

The "Stickiness Factor"
fosters longer content life
and generates additional
community discussion
around key topics and
issues

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SECTION 2: Visual Guidelines

2.1.1   Brand Identity: Logo

The PressReader logo is the face of our brand and the key element of the Brand Identity. The logo has a few variations. The full version of the logo includes the tagline below the logo image.

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Logo Elements

Green chat bubble indicates discussion amongst readers. The tail of chat bubble points to "people" in the tagline indicating that people are talking.

Font style

The italicized font indicates an emphatic tone. The lower case shows humility.

Brand Name

"Press" means news and "Reader" describes our audience who engage in our news content.

Colours

Wasabi green = eco-friendly
Black and White fonts = clean, simple

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2.1.2 Brand Identity: Logo Variations

On White Background

Use the full colour version of the logo against white backgrounds.

Two versions of the logo exist and either can be used depending on the space available and the context of its use.

a Horizontal full colour with tagline

b Horizontal full colour without tagline

c Vertical stacked full colour without tagline

On Black Background or Images

Use the white version (often referred to reversed) of the logo

d Horizontal white (reversed) with tagline

e Horizontal white (reversed) without tagline

f Vertical stacked white (reversed) without tagline

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— *connecting people through news* —

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In BLACK AND WHITE format

Use the B&W version of the logo

g Horizontal black & white with tagline

h Horizontal black & white without tagline

i Vertical stacked black & white without tagline

Examples of Logo application on images

j Full colour logo with taglilne

k Full colour logo without tagline

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2.1.3   Brand Identity: Iconography

In the app store, the following icons represent the PressReader app.

On COLOURED BACKGROUND

Use the full colour icon on a white square background

(a) n WHITE BACKGROUND

Use the full colour icon on green square background

(b)

OPERATING SYSTEMS LOGO BAR

When referring to the various platforms and operating systems that work with PressReader, use the following icon bar to maintain consistency on marketing materials.

HOTSPOTS

When referring to the PressReader HotSpot areas, the following coffee cup icon appears in green when HotSpot is active and grey when Wi-Fi access is inactive.

SOCIAL MEDIA

When referring to ways to *Connect with Us*, show a consistent order of social media channels used. There are 3 variations that can be used: Logos only, logo with urls and social with corporate websites.

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2.1.4   Brand Identity: Colours

The PressReader main colour palette is wasabi green, dark grey and light grey. The distinguishing colour is the wasabi green.

Use CMYK for 4-color process printing, RGB and HEX for on-screen and web.

Primary Color Palette

Green (Wasabi)
PANTONE Solid Coated: 369 C
RGB: 133 | 184 | 65
CMYK: 59 | 0 | 100 | 7

Dark Grey:
PANTONE Solid Coated: 446 C
RGB: 64 | 65 | 65
CMYK: 68 | 60 | 60 | 47

Light Grey:
PANTONE 663C
RGB: 238 | 238 | 238
CMYK: 5 | 4 | 4 | 0

Medium Grey:
PANTONE Cool Gray 1C
RGB: 218 | 218 | 218
CMYK: 13 | 10 | 11 | 0

This secondary color palette should be used sparingly and only as an accent colour.

Sky Blue:
PANTONE 646C
RGB: 94 | 138 | 181
CMYK: 67 | 39 | 13 | 0

Deep Blue
PANTONE 7462C
RGB: 0 | 86 | 138
CMYK: 100 | 70 | 22 | 5

Pumpkin:
PANTONE 1235C
RGB: 253 | 181 | 37
CMYK: 0 | 32 | 95 | 0

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2.1.5 Brand Identity: Minimum Size & Spacing

To ensure maximum visibility and legibility, the PressReader logo should always appear with clear spaces around the logo.

When using the PressReader logo and tagline, place the full-color logo with the tagline horizontally on a white background.

Estimated clearance should be the width and height of the "p". Tagline should NEVER be written below the logo. Instead a logo with the tagline incorporated (original logo format) should be used.

The smallest allowable size for the horizontal PressReader logo and tagline is 2" in width, and the horizontal PressReader logo without tagline is 1" in width.

2.1.6 Brand Identity: Logo Usage

To ensure consistent presentation of the PressReader brand, use only the logos authorized by PressReader. Do not alter the placement, colors, add or subtract any elements from the logos.

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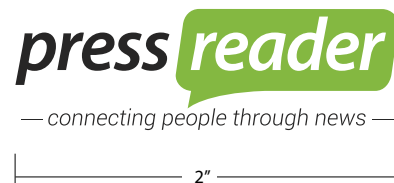
2.2   Images & Photography

While PressReader images and photography are centered around lifestyle and the various environments where people are using PressReader, the product is the hero. There are two types of photographs that represent the PressReader brand:

❶ Devices are featured with the PressReader app showcasing an approved cover from a publication.

❷ People using the product

Elements:

❶ **Logo** – use the transparent version in reversed white version for darker backgrounds. If logo is too small, use the version without the tagline. Logos should not be less than 1" wide.

❷ **Device** – use any one of the devices that can run the PressReader app or pressreader.com. Devices running on iOS, Android for Amazon, Windows 8 and BlackBerry 10 can be used.

❸ **Titles** – use any approved publication titles. Do not cut off any titles or show the titles in any other format but the full front cover.

❹ **Environment** – the venue or facility where the device is photographed. This may or may not include people in the photo.

❺ **Environment** – Copyright attribution should be included where PressReader and its partners' brand assets are illustrated. Where there is sufficient space, use the full version of the copyright (see the Legal Reference Section) otherwise, use the abbreviated copyright version.

© NewspaperDirect Inc., 2013

© NewspaperDirect Inc., 2013

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© NewspaperDirect Inc.

© NewspaperDirect Inc. dba PressReader

© NewspaperDirect Inc. dba PressReader

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2.3 Typeface

Typography

Brochures:

❶ **Headlines:** Glametrix (There's an option to use Myriad Pro Font for simplicity)

❷ **Body:** Myriad Pro or Arial

The current brand standard is the Myriad Pro typeface with a vertical scale of 100%. Using this typeface ensures a consistent and uniform look across PressReader's use of typography.

The Myriad Pro opentype typeface can be found readily available online. It is free to download for Mac and PC.

The recommended weights of Myriad Pro are Regular, Italic, Bold, Semibold, Semibold Italic, and Bold Italic. Regular and Italic should be used for body text, while the rest of the weights are more suitable for headlines and titles. Semibold and Bold Italic weights should be used sparingly.

In the case of Word documents or PowerPoint presentation when the Myriad Pro font is not available, the following fonts are accepted: Arial, Verdana, or Helvetica.

In all other instances, the Myriad Pro font must be used.

Preferred Weights

Myriad Pro Regular
ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Myriad Pro Italic
ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Myriad Pro Bold
ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Additional Weights

Myriad Pro Semibold
ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

Myriad Pro Semibold Italic
ABCDEFGHIJKLMNOPQRSTUVQXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

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2.4   Terminology

2.4.1   Naming System and Product References

Consistent reference to PressReader and various service offering is key to building recognition and brand recall.

PressReader Reference

PressReader = Always capitalize "P" and "R", keep the two words together

PressReader Product Naming

All PressReader products are referred to as PressReader regardless of the type of delivery method.

PressReader solutions can be defined according to the targeted audiences.

❶   PressReader for Business

❷   PressReader for Consumers

❸   PressReader for Publishers

PressReader solutions can be further defined in terms of its delivery method but should not be recognized as a branded solution.

❶   PressReader mobile – refers to the app and access with mobile devices (tablets, smartphones, eReaders)

❷   PressReader online – refers to online access through pressreader.com with tablets, smartphones or computers

❸   PressReader offline – refers to the offline delivery of PressReader where publications are accessed through a remote server pre-loaded with select titles.

❹   PressReader print – refers to the print delivery of PressReader content by designated facilities and venues licensed to print and distribute publications

❺   PressReader technology – refers to the proprietary content publishing technology that allows publishers to publish and distribute their content using the PressReader technology online or on mobile platforms

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2.4.2   Glossary of Terms

Commonly Used Terms

- Over 100 Countries or 100+ Countries
- Over 2000 Titles or 2,000+ Titles
- Over 3,500 or 3,500+ publishers
- 60 languages
- Translation of up to 14 languages
- Over 15,000 libraries, hotels, cruise ships etc.
- Over 12,000 libraries

Product and Packages:

- PressReader HotSpot = bundled solution including mobile with IP Authentication
- PressReader Plus = bundled solution including mobile and print
- PressReader Publishing Technology = formerly SmartEdition
- Library PressDisplay by PressReader
- PressDisplay by PressReader

Publishing:

- Content Distribution Solution
- Content Publishing Solution
- Cross-Platform Solution

B2B:

- Content Distribution Solution
- Guests (users in hotel segment)
- Multi-Channel Digital Platform or Network
- Passengers (users in cruise segment)
- Patrons (users in library segment)
- Shoppers or Customers (users in retail segment)
- Travelers (users in airline segment)

Consumers:

- Digital Kiosk
- Local, regional and international newspapers and magazines
- Multi-platform
- Publications
- Titles
- Users or Consumers

Commonly Used Terms

- Agent network
- Companion application
- Computers, tablets, smartphone and eReaders
- Digital format
- Digital Newsstand
- Digital Platform
- Eco-friendly
- eReader
- Flagship app or application
- HotSpot
- Kiosk
- Newspapers and Publications
- Offline
- Online
- pressreader.com
- Product Solution
- Publications
- Publishing Platform
- Running on iOS, Android, Android for Amazon, Windows and Blackberry
- Sponsored messaging
- Titles
- Up-to-date
- Website
- Wi-Fi
- www.pressreader.com

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Terms used to Describe Features:

SmartNavigation

Refers to the navigation features that allow readers to switch from SmartFlow to page view mode and vice versa

• Always capitalize "S", and "N", use as one word together

SmartZoom

Refers to a feature on the PressReader app and pressreader.com that allows the reader to choose the font size and style and to zoom on text for easy reading.

• Always capitalize "S", and "Z", use as one word together

SmartFlow (Unique brand feature)

Refers to the technology that supports horizontal streaming of content by swiping side to side. This feature is available both on the PressReader app and on pressreader.com using a mouse or the keyboard arrows

• Always capitalize "S" and "F", use as one word together

In-place Expansion (Unique brand feature)

Refers to the expansion of articles within the same place. This feature minimizes the reading breaks.

Page View (Unique brand feature)

Refers to the thumbnail view of each full page from the newspaper or magazine. Acts as a table of contents and allows readers to easily jump to sections.

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2.4.3 Terminology: Legal References and Copyright

When using PressReader brand assets, the following copyright in long form should be displayed where space permits:

When using the PressReader brand assets in video, web or in marketing materials where space is limited, the following copyright in short form should be displayed.

Another option is to use the following:

To recognize our publishers whose titles we are featuring in our app, we must credit the publisher. The marketing team has a pre-approved list of titles that can be used for advertising and promotional purposes.

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2.4.4   Brand Identity: Wordmark and Trademark

The following is applicable to materials created for use in North America and for global distribution

Registered Marks and Trademarks

The PressReader trademark application is pending with the U.S., Canada and other Global Patent and Trademark Offices.

PressReader*

* TM Pending

When referencing PressReader products and services, use them as nouns, and avoid using them as adjectives. Do not use them in plural or possessive form.

PressReader Brand Usage Rules:

1 Use PressReader Marks as nouns, not verbs:

✔ CORRECT: I will read today's newspaper on PressReader

✘ INCORRECT: I will PressReader my newspaper...

2 Use PressReader Marks as the singular, not the plural or possessive form.

✔ CORRECT: PressReader app, PressReader.com

✘ INCORRECT: PressReaders

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2.5 Video and Full Motion Production

To recognize PressReader video, the intro and extro must be standardize to maximize impact and recall.

Intro 1
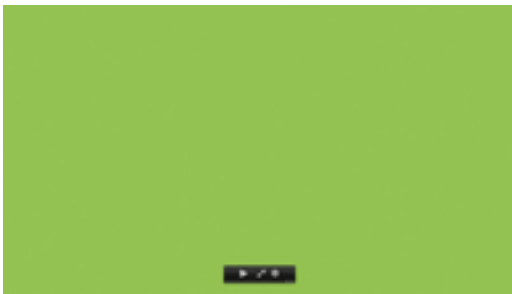
Intro 2

Intro 3

Extro 1

Extro 2

Extro 3

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SECTION 3: Voice Guidelines

3.1 Brand Character

We Are…		We Are Not…	
✅	Light Hearted	❌	Dry, Boring
✅	Dynamic, Vibrant & Witty	❌	Static, Utility
✅	Intelligent & Knowledgeable	❌	Boring
✅	Welcoming, User-Friendly	❌	Tricky, Complex
✅	Socially Engaged	❌	Archival
✅	Trustworthy & Reputable	❌	New to the Game
✅	Opinion Leaders / Catalysts	❌	News Consumption
✅	Innovators	❌	Content Portal
✅	Accessible & Approachable	❌	Limiting, Gatekeepers
✅	Conversational, Relatable	❌	Arrogant, Condescending
✅	Honest & Straightforward		

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3.2 Brand Attributes

VOICE
- Casual and conversational
- Intelligent and witty
- Relatable and easily understood
- Never condescending
- Honest, trustworthy and straightforward
- Dynamic, vibrant and socially engaging

VALUES
- Convenience
- Selection
- Affordable
- Accessible
- Global
- Trusted Sources

PROMISE
- Attentive to customers
- Shareable and engaging
- Informative and educational
- Cost Effective
- Eco-friendly

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SECTION 4: Templates

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