

# **2018 BASIC BRAND GUIDELINES**



# THE LOGO

The logo exists in three different formats. The logo lockups, consisting of the mark and the logotype, are fixed and should not be separated. The logomark exists on it's own as the app icon, share and follow button.

The following pages outline usage guidelines for each of these formats, including sizing, color, minimum clear space and application do's and don'ts.

## 1 Horizontal Lockup

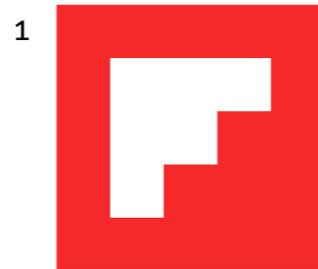
This is the primary logo and should be used above all other formats.

## 2 Vertical Logo

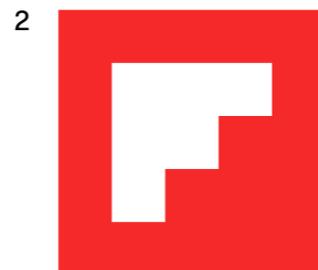
The vertical lockup is reserved solely for when horizontal space is limited in your artwork.

## 3 Logomark

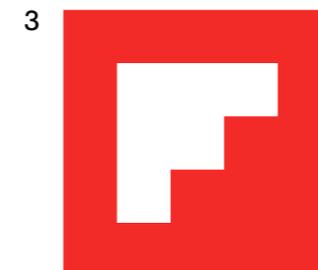
The logomark should only be used by external parties as a follow or share button. For all other use cases, please use our full logo.



# FLIPBOARD



**FLIPBOARD**





PANTONE 2347  
R245 G40 B40  
C0 M96 Y93 K0  
HEX F52828

**FLIPBOARD**

PANTONE BLACK 6  
R0 G0 B0  
C50 M0 Y0 K100  
HEX 000000

# THE PALETTE

Our palette is pretty simple, the Flipboard red, the Flipboard black, and lots of whitespace.

Red is our primary brand color, it is used sparingly within the product to allow content to take center stage, and more freely outside of the product to create more energetic communications.

Our black is a rich black composition, inspired by the classic inks of iconic printed magazines and newspapers. It is used primarily in headlines and body copy.

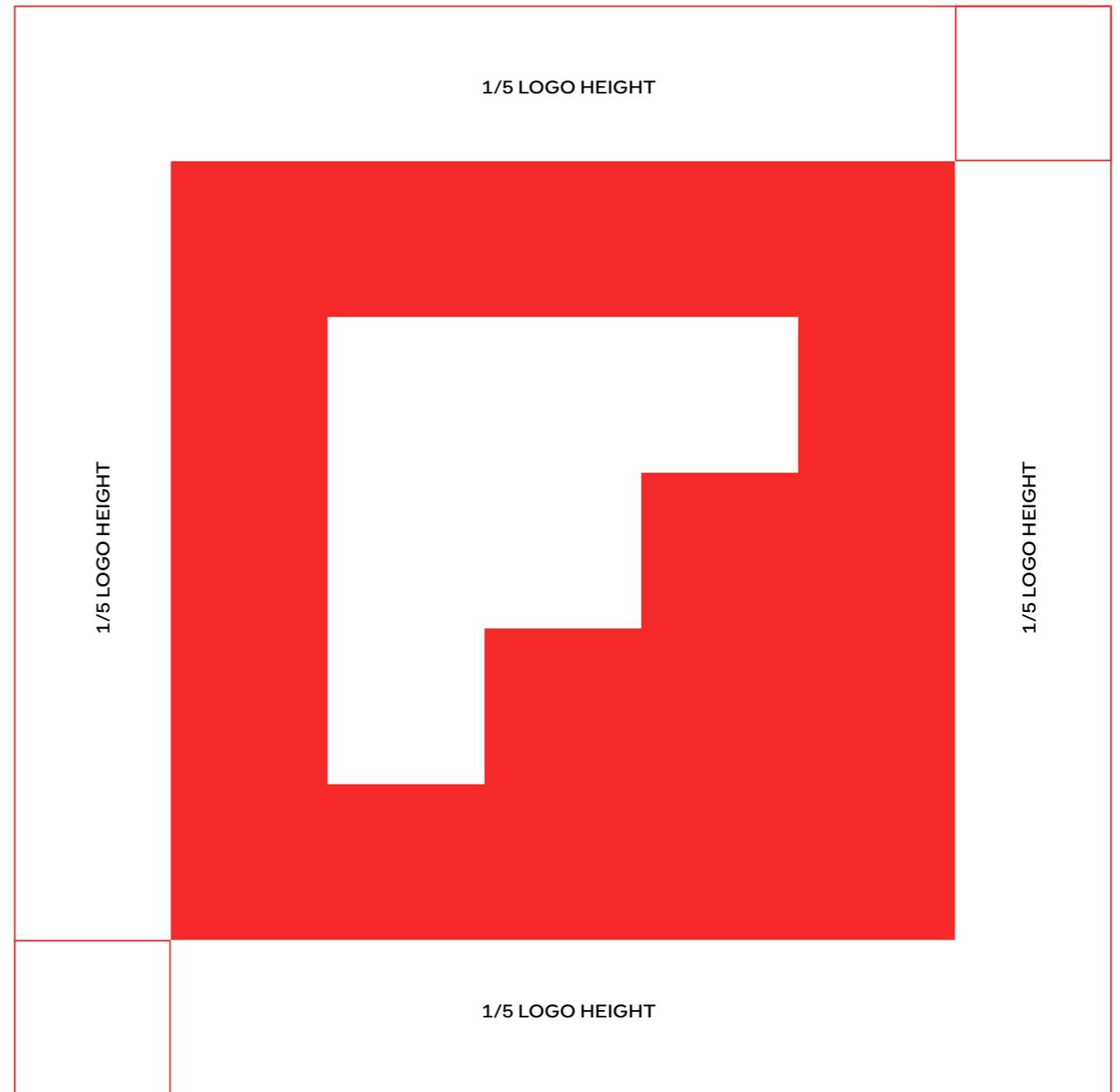
PANTONE BLACK 6  
R0 G0 B0  
C50 M0 Y0 K100  
HEX 000000

PURE WHITE

PANTONE 2347  
R245 G40 B40  
C0 M96 Y93 K0  
HEX E12828

# CLEAR SPACE

The clear space is the smallest distance allowed between the logo and any other graphic object; logo, physical or digital page edge or copy. Think of it as the logo's comfort zone.



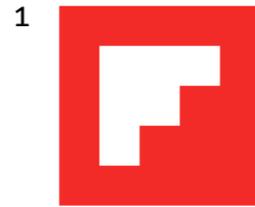
# SIZING

## 1 The 1:5 Rule

For digital use, always use the logo at a dimension where the width and height of the logomark is equal to a multiple of 5. Produced at dimensions outside of this rule, the logo will alias.

## 2 Minimum Sizes

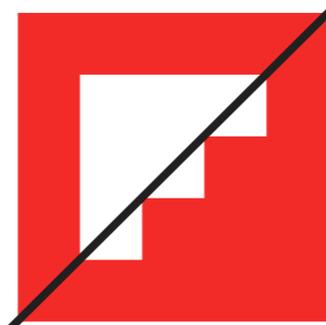
The minimum size that the logo appears on different devices is important to ensure legibility. Have a look at these guidelines and please be mindful when creating your designs.



75 PX



120 PX



ALIASED EXAMPLE = LOGO @ 116 PX

### MINIMUM DIMENSIONS FOR PRINT

.75 IN



FLIPBOARD

.25 IN



.25 IN



FLIPBOARD

### MINIMUM DIMENSIONS FOR DIGITAL

65 PX



FLIPBOARD

25 PX



25 PX



FLIPBOARD

# COLOR

All logo versions exist in 2 color options. find artwork for the logomark, horizontal and vertical lockup at [flip.it/logos](http://flip.it/logos).

## 1 Full Color

The primary use of the logo should always be in full color. Use the red logo whenever possible.

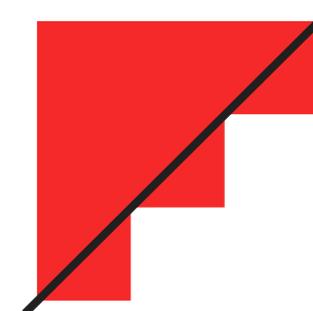
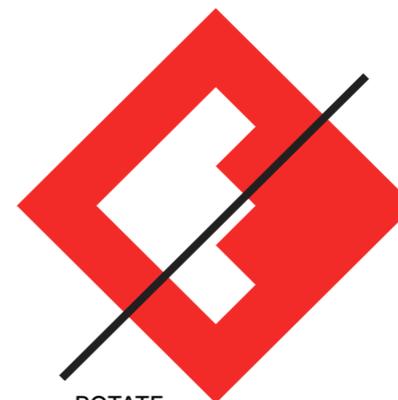
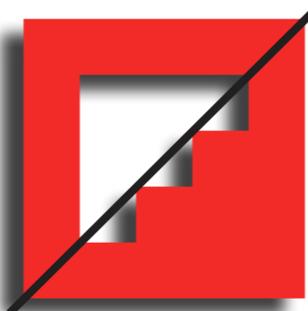
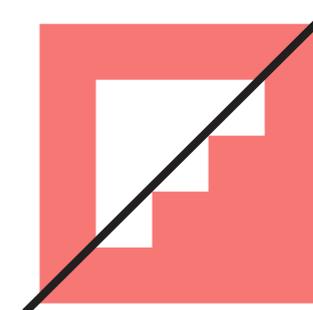
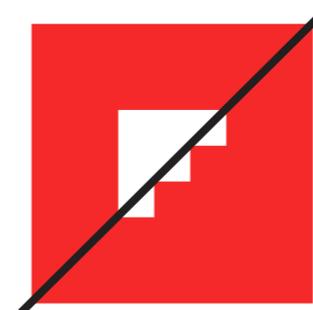
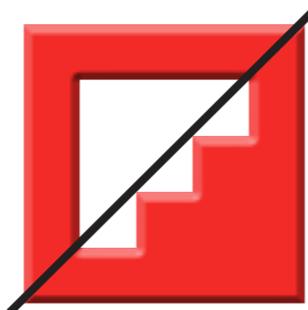
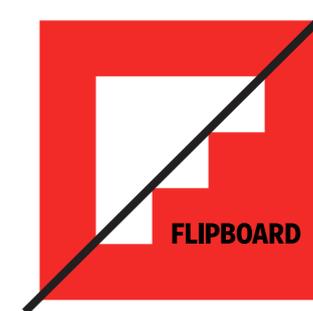
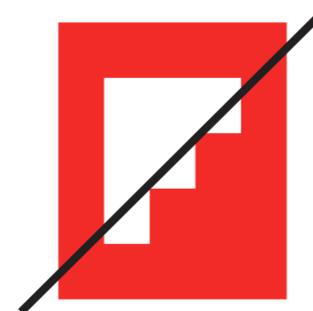
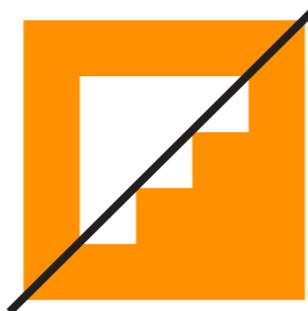
## 2 White

The white logo can be used alongside other white logos, such as a logo grid.



# PLEASE DON'T

The way that you use the logo affects the impact of your communications and our brand image. Please be mindful of these common errors when using the different logo versions. If you are ever in doubt, please send us an email with your design to [guidelines@flipboard.com](mailto:guidelines@flipboard.com)



ADD TEXTURES, BEVELS, OR OTHER EFFECTS

RESIZE OR MOVE THE F INSIDE IT'S CONTAINER

USE TRANSPARENCY WITH THE FULL COLOR LOGO

GET CREATIVE WITH SHADOWS

ROTATE

EXTRACT THE 'F'

# GUIDELINES FOR USING THE FLIPBOARD BRAND

The Flipboard name and the Flipboard logo cannot be used to promote:

- pornography or other obscene and /or illegal material
- violence or self-harm
- illegal activities
- spam
- content that reflects poorly on the Flipboard brand

Any use of Flipboard's marks should not imply any endorsement or partnership by Flipboard, unless previously approved in writing by Flipboard. The Flipboard brand may not be used to violate any law, regulation, rule, or regulatory guideline.