FLIPBOARD
BASIC BRAND GUIDELINES /2015

These guidelines are accompanied by a brand assets toolkit, downloadable at flip.it/logos, where you'll find the latest logos, app icons and colors to use in your materials.

For questions concerning the use of Flipboard brand assets, or to inquire about a co-marketing opportunity, contact guidelines@flipboard.com

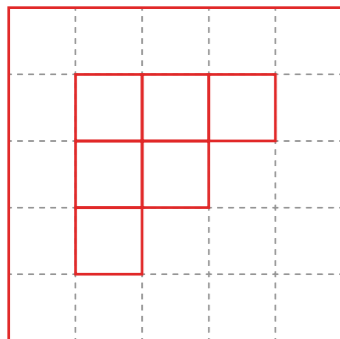## DOWNLOAD THE LOGO KIT:
FLIP.IT/LOGOS

ORIGINS

Our name is inspired by the idea of setting things in motion, by the technology and information that keeps the world moving forward. Our identity represents the place where ideas and perspectives are shared, and comes to life as a window onto great content.

1 Construction

The 5X5 grid.

THE LOGOMARK

1

ARTWORK

The logo exists in two different lockups, a horizontal and a vertical.

These lockups are fixed, so please do not try to tweak or recreate the logo from it's core elements.

When creating your compositions, be smart about which lockup you use.
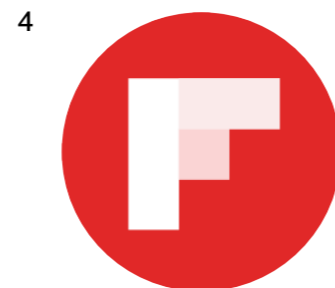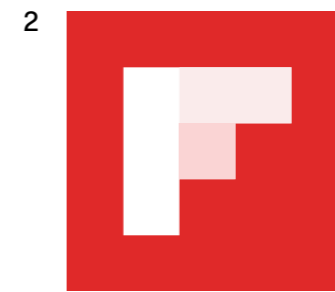
1 Logomark

Used primarily as an app icon, and on corporate communications, the logomark should only be used when there is clear context around the Flipboard product.

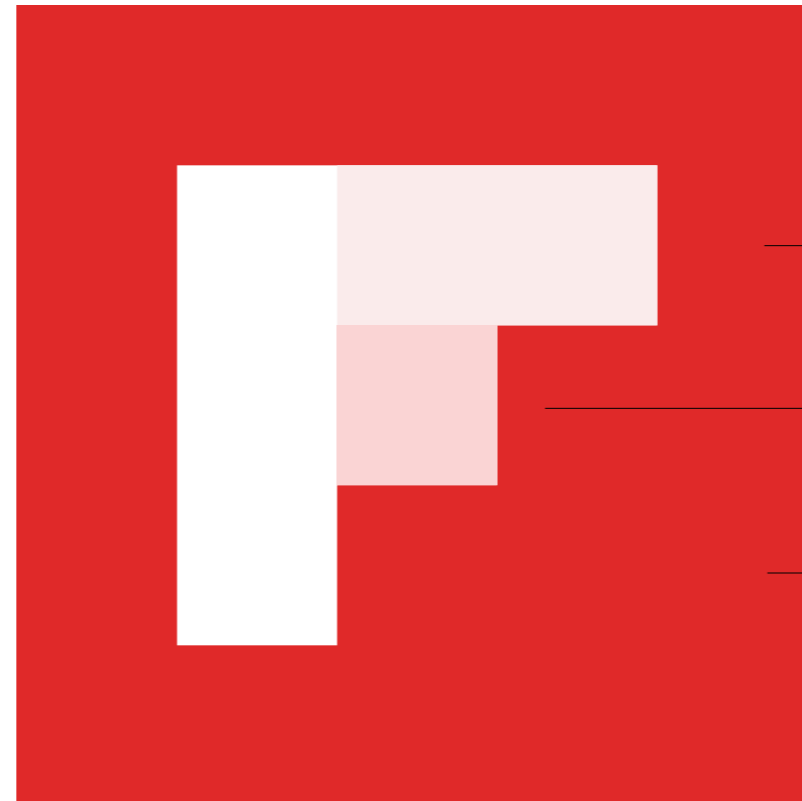## 2 Horizontal Lockup

3 Vertical Lockup

4 Round Avatar

The round avatar is used only where other round avatars are used, such as in the product and on social networks such as Google+.

1

2

Flipboard

3

Flipboard

4

PANTONE 691
R250 G234 B234
C0 M9 Y5 K0
HEX FAEAEA

PANTONE 692
R250 G212 B212
C0 M22 Y10 K0
HEX FAD4D4
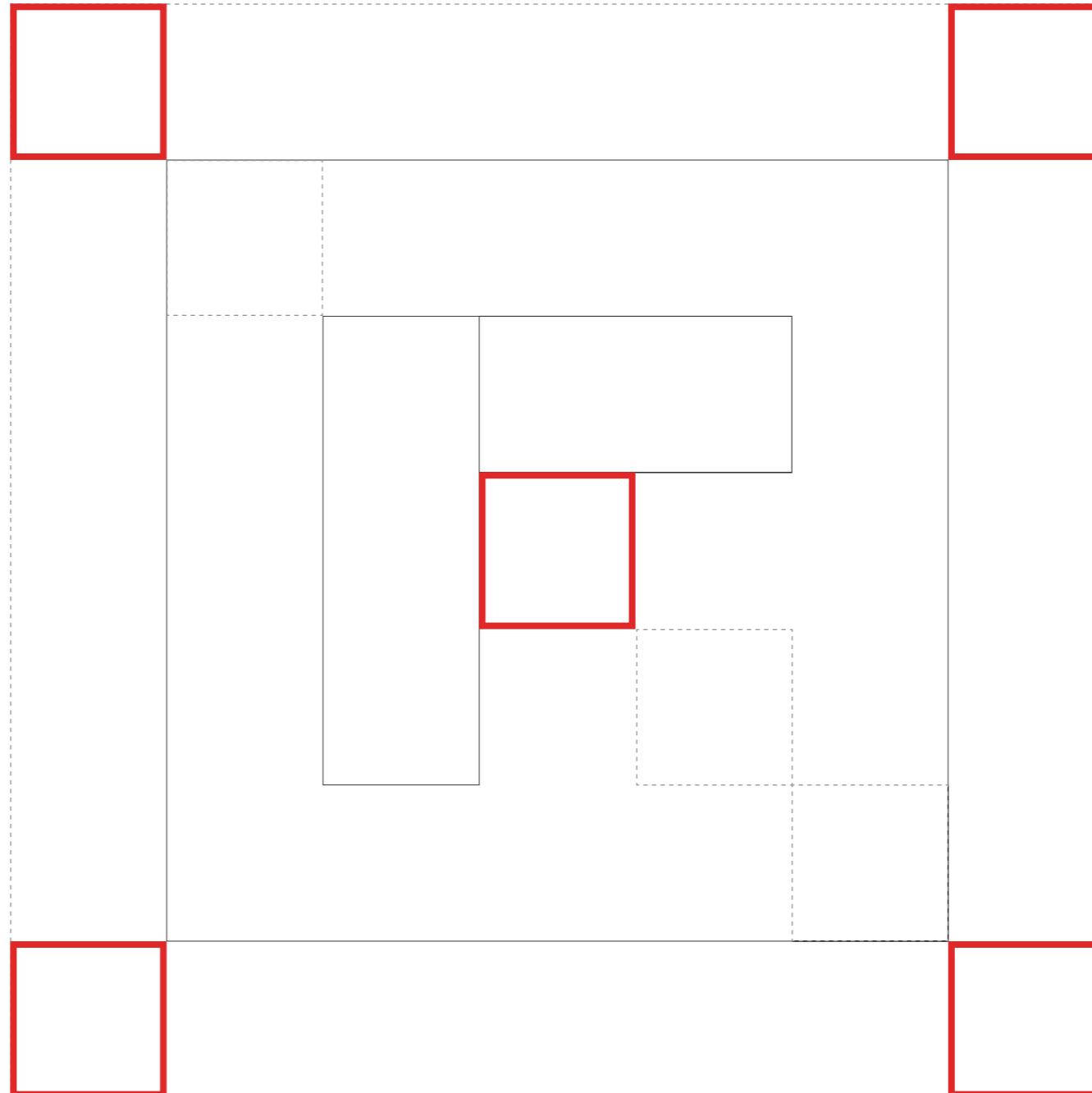
PANTONE 2035
R225 G40 B40
C5 M100 Y100 K0
HEX E12828

PANTONE BLACK 6
R0 G0 B10
C50 M0 Y0 K100
HEX 000000

CLEAR SPACE

The clear space is the smallest distance allowed between the logo and any other graphic object; logo, physical or digital page edge, copy etc. 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 guideilnes and please be mindful when creating your designs.
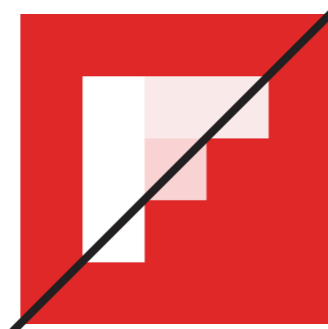
1

75 PX

100 PX

120 PX

ALIASED EXAMPLE = LOGO @ 116 PX

2

45 PX   15 PX   15 PX

MINIMUM DIMENSIONS FOR MOBILE

.35 IN   .25 IN   .25 IN

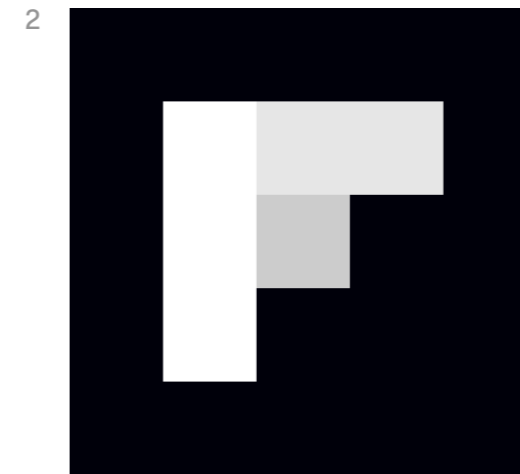MINIMUM DIMENSIONS FOR PRINT
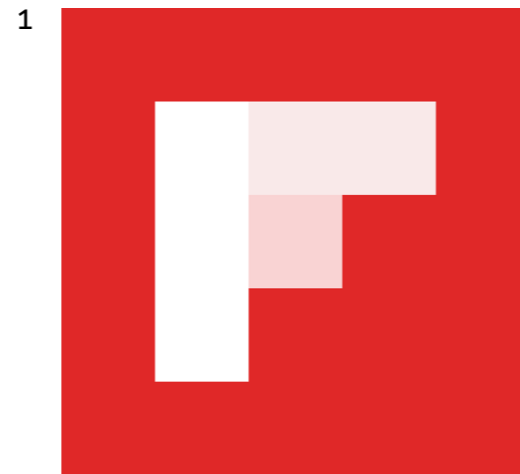
45 PX   20 PX   20 PX

MINIMUM DIMENSIONS FOR WEB

COLOR

All logo versions exist in 4 color options. find artwork for the logomark, horizontal and vertical lockup in the toolbox.

1 Full Color

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

2 Black

The black logo should be used in greyscale designs, or alongside other greyscale logos.

3 White

Unlike the color and black logo, the white logo is constructed with transparency, and is used as a window onto content. It can be placed onto full color imagery within the product and on promotional materials.

4 Color

The one-color logo is reserved for embroidery, screenprinting, embossing.

USE

The way that you use the logo affects the impact of your communications and our brand image. We are still a young brand, and it is important to us that our logo is always used correctly.
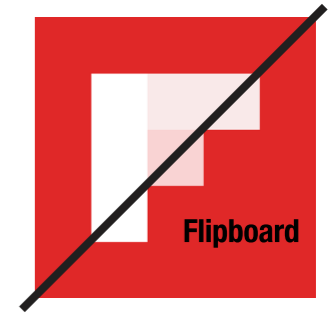
Please Don't ..

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 brand@flipboard.com
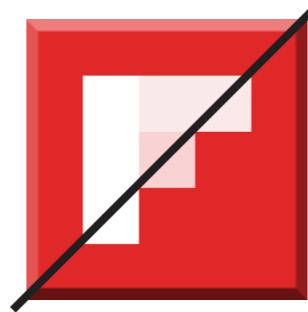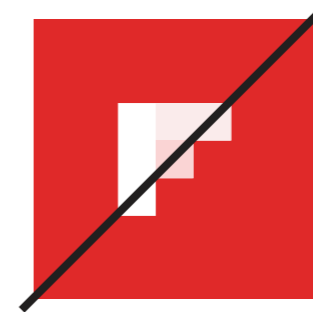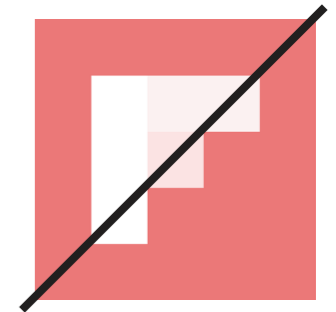
RECOLOR
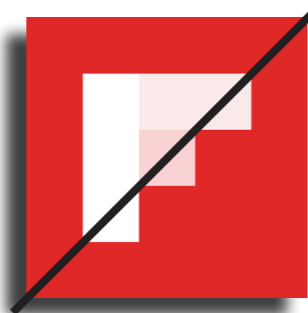
STRETCH OR SKEW

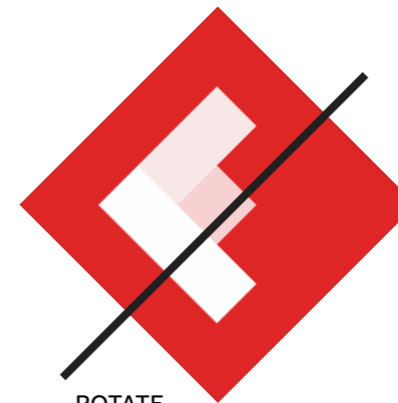REINVENT THE WHEEL

ADD TEXTURES, BEVELS, OR OTHER EFFECTS

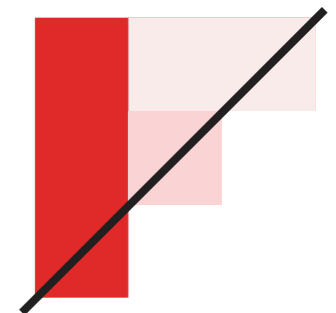RESIZE OR MOVE THE F INSIDE IT'S CONTAINER

USE TRANSPARENCY WITH THE FULL COLOR LOGO

GET CREATIVE WITH SHADOWS

ROTATE

EXTRACT THE 'F'

RELATIONSHIPS

When placing the logo next to your logo or another, be mindful that the same visual weight is given to both assets. Choose wisely between the vertical lockup and horizontal lockup, and always ensure that both logos are legible.

1 Vertical Stack Alignment

Use the vertical stack logo alongside logos that are square, or vertical in format.

2 Horizontal stack alignment

Use the horizontal stack logo alongside logos that are horizontal in format.
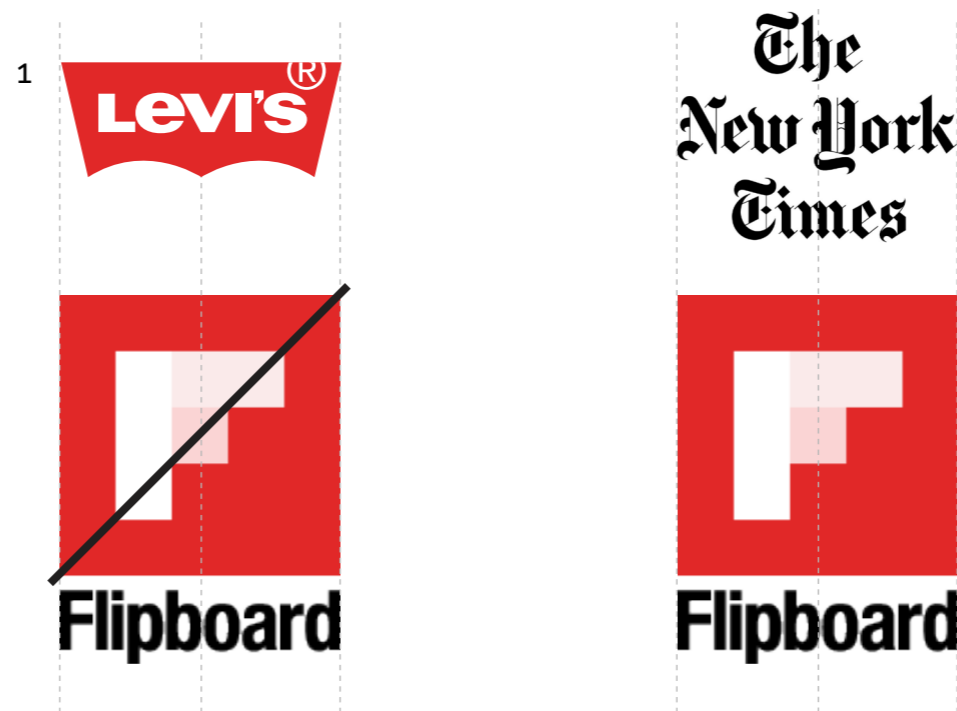
THE APP ICON

The color, shape, and finish of the app icon has been customized for each unique environment that Flipboard lives in. All of the latest icons can be found in the brand assets folder.

ANDROID

1

WINDOWS

5

SURFACE 8

IOS

2

IOS 7   IOS 6

THE PALETTE

Our palette is defined by 3 core colors: Flipboard Red, Flipboard Black, and Flipboard Grey— each accompanied by its respective tints.

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 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.

Our greys make up the supporting palette. Used as subtle backgrounds, supporting text and graphic elements.

PANTONE BLACK 6
R0 G0 B10
C50 M0 Y0 K100
HEX 000000

PANTONE 433
R55 G55 B58
C3 M1 Y0 K93
HEX 373737

PANTONE COOL GREY 6
R152 G152 B152
C3 M1 Y0 K50
HEX 989898

PANTONE COOL GREY 3
R204 G204 B204
C3 M1 Y0 K20
HEX CCCCCC

PANTONE COOL GREY 1
R230 G230 B230
C3 M1 Y0 K10
HEX E6E6E6

PANTONE COOL GREY 1 20%
R247 G247 B247
C3 M1 Y0 K3
HEX F7F7F7

PANTONE 691
R250 G234 B234
C0 M9 Y5 K0
HEX FAEAEA

PANTONE 692
R250 G212 B212
C0 M22 Y10 K0
HEX FAD4D4

PANTONE 2035
R225 G40 B40
C5 M100 Y100 K0
HEX E12828