

Basic Brand Guidelines

2014

These basic guidelines are accompanied by a brand assets folder, where you'll find the latest logos, app icons and colors to use in your materials.

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

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

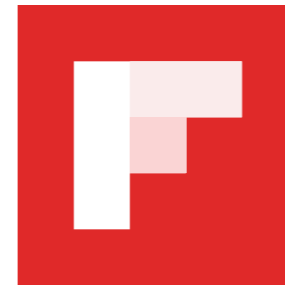
4 Round Avatar

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

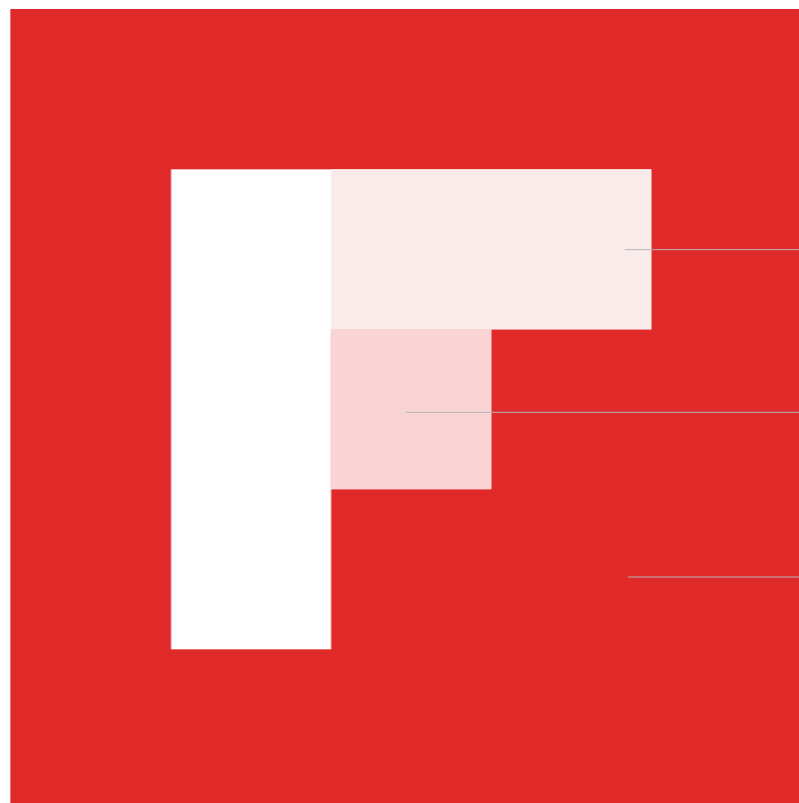


Flipboard

4



LOGO COLORS



PANTONE 691
R250 G234 B234
C0 M9 Y5 K0
HEX FAEAEA

PANTONE 692
R250 G212 B212
C0 M22 Y10 K0
HEX FAD4D4

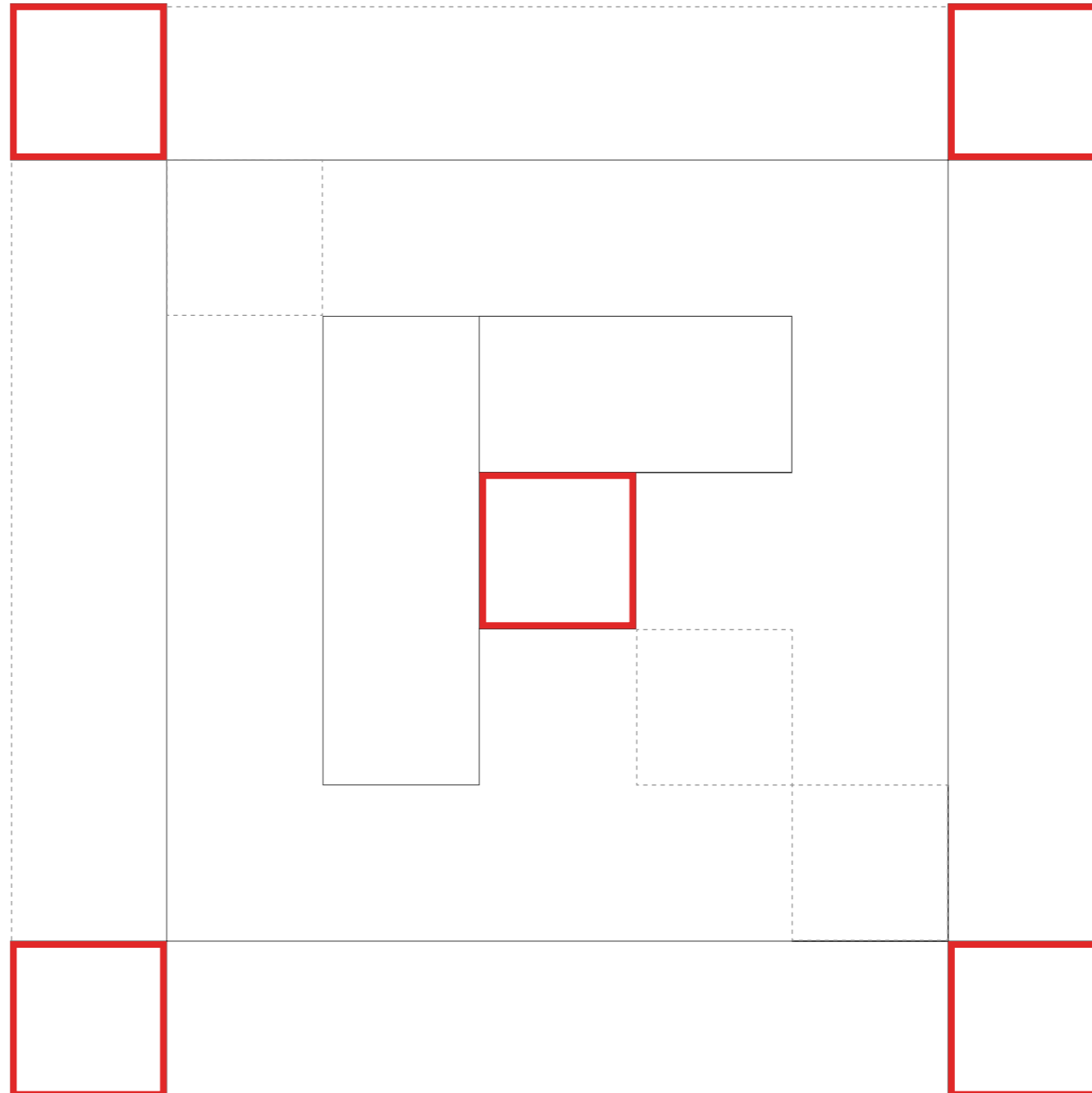
PANTONE 2035
R225 G40 B40
C5 M100 Y100 K0
HEX E12828

Flipboard

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.



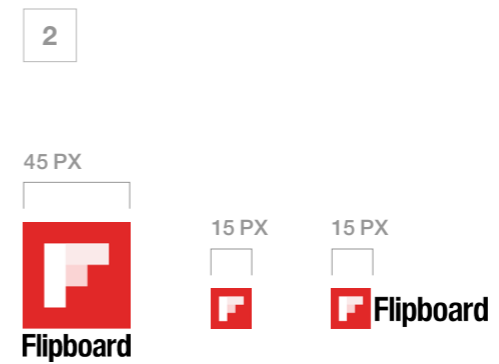
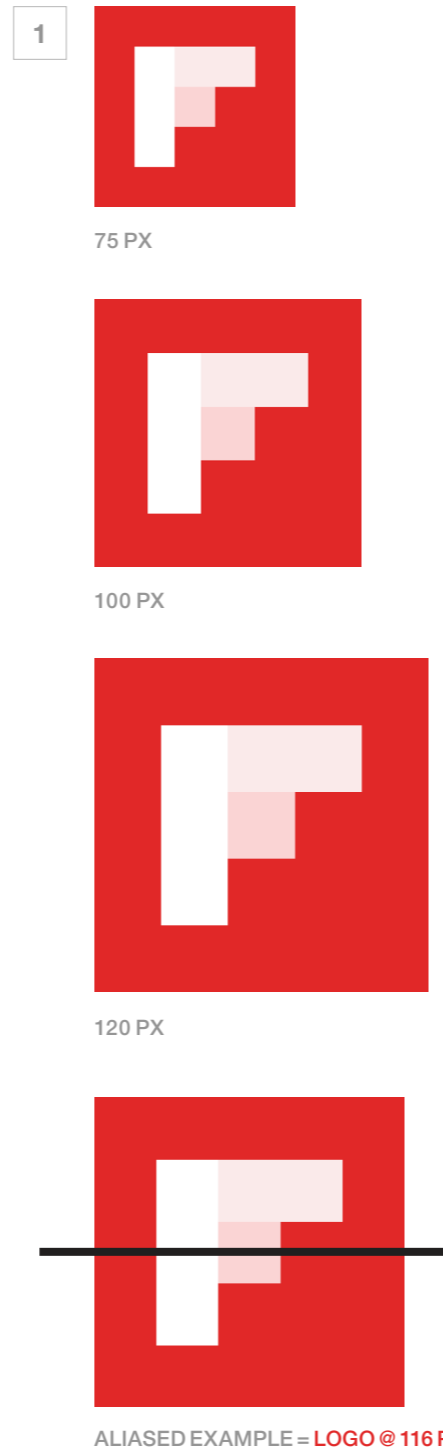
SIZING

1 The 1 : 5 Rule

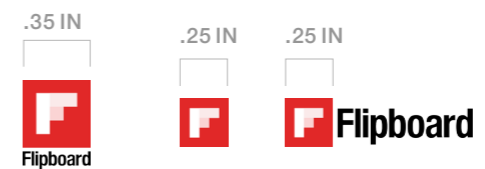
For digital use, always use the logo at a dimension where the width and height of the logomark is equal to a multiple of 5. Produced at dimensions outside of this rule, the logo will alias.

2 Minimum Sizes

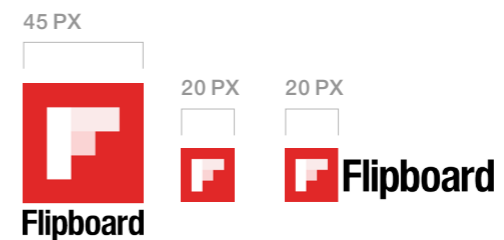
The minimum size that the logo appears on different devices is important to ensure legibility. Have a look at these guidelines and please be mindful when creating your designs.



MINIMUM DIMENSIONS FOR MOBILE



MINIMUM DIMENSIONS FOR PRINT



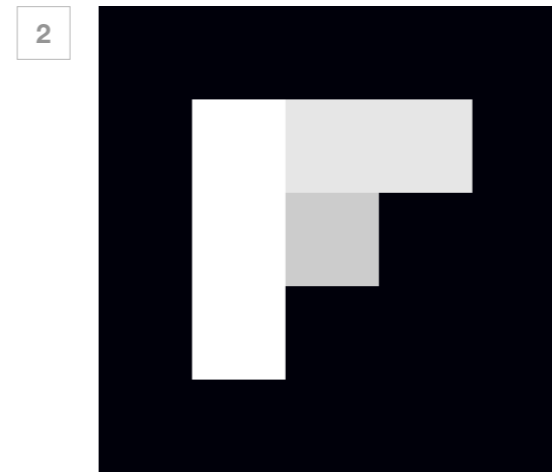
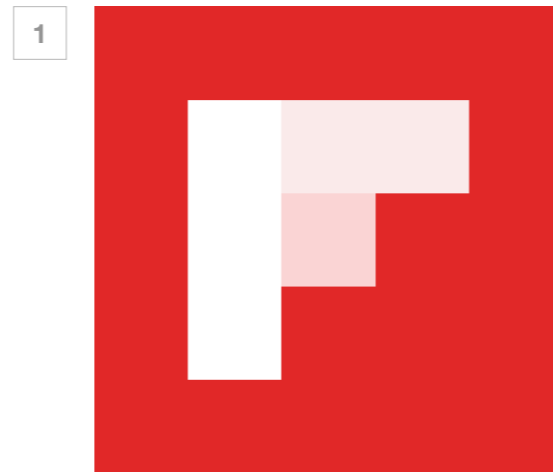
MINIMUM DIMENSIONS FOR WEB

COLOR

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

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 1 Color

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



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 CCCC

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