



## NPR BRAND GUIDELINES

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# INTRO

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## ABOUT THESE GUIDELINES

On the following pages, you will find an analysis and explanation of research completed on NPR. Characteristics of NPR as a brand and detailed instructions on how to reproduce and apply the visual identity system are estimated from the research. If some elements are actual brand characteristics this will be noted, otherwise please understand the information in this book is an educated approximation.

As consistency in visual presentation is one of the keys to the success of NPR, please notice this book's system design. It is designed to resemble a consistent treatment of the visual identity system from NPR.

Furthermore, the last page describes how NPR is associated with it's affiliates.

“National Public Radio will serve the individual; it will promote personal growth; it will regard the individual differences among men with respect and joy rather than derision and hate; it will celebrate the human experience as infinitely varied rather than vacuous and banal; it will encourage a sense of active constructive participation, rather than apathetic helplessness.”

—BILL SIEMERING, FIRST DIRECTOR OF PROGRAMMING FOR NPR

# COMPANY

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## ABOUT US

We are National Public Radio. We produce, acquire, and distribute radio programming that meets the highest standards of public service in journalism and cultural expression; we represent our members in matters of their mutual interest; and we provide satellite interconnection for the entire public radio system.

## OUR MISSION

The mission of NPR is to work in partnership with Member Stations to create a more informed public — one challenged and invigorated by a deeper understanding and appreciation of events, ideas and cultures.

## OUR VISION

Our vision for the future of NPR is described as follows:

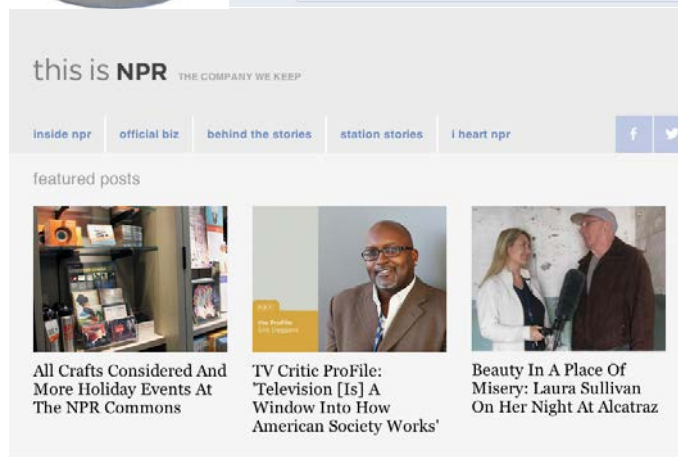
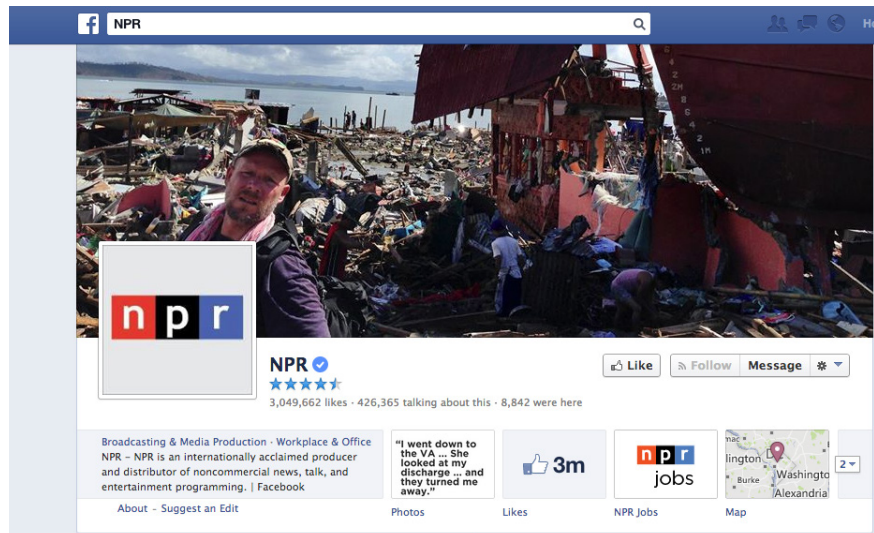
- NPR, with its network of independent member stations, is America's pre-eminent news institution.
- We strive to inform our democracy and culture by bringing important stories, insight and delight to audiences everywhere.
- NPR innovates and leads; we discover and develop new talent and ideas.
- We seek out new audiences and search for ways to be more essential, using every available platform of communication - across the nation and around the world.



# IDENTITY

## NPR IN PUBLIC

NPR is a radio network, and as such, we reach our audience through auditory communication. We also are involved in social media, blogs, and merchandise.



# IDENTITY/LOGO

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## ABOUT OUR LOGOTYPE AND SIGNATURE

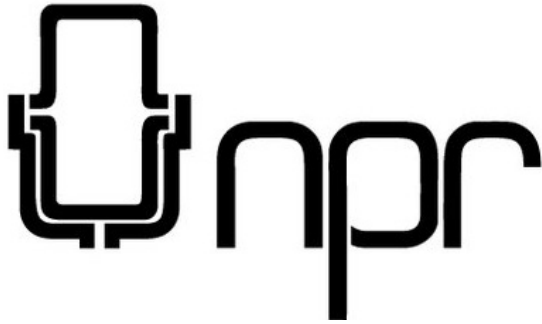
Our logotype and signature are basic. Featuring three colored box shaped pictorial symbols stacked horizontally, with a single word mark in each box. The letters “n”, “p”, and “r” are placed centered in each box, and they are lowercase, and in the Gotham typeface. Just outside of the upper right hand corner of the NPR logo is the registered trademark symbol. It must be present in all usage of the NPR logo.



# IDENTITY/LOGO

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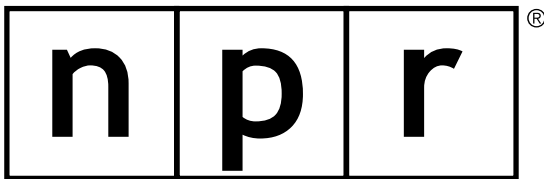
## VARIATIONS OF OUR LOGO



Original NPR Logo, circa 1971



Current NPR Logo



Current NPR Logo (Line Variation)



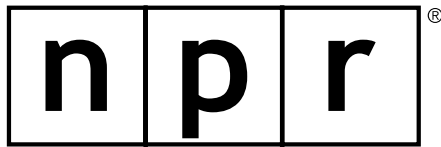
Current NPR Music Logo



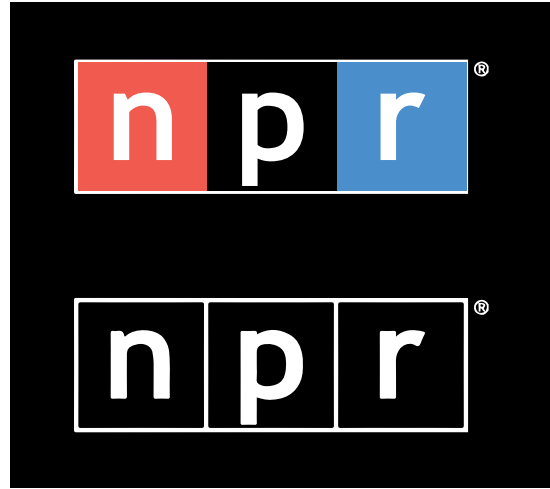
# IDENTITY/LOGO

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VARIATIONS OF OUR LOGO CONT.



Logo in Positive



Logo in Negative

# IDENTITY/TYPOGRAPHY

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## NPR AND TYPOGRAPHY

We have chosen three basic type faces that are used throughout our website, publications, and social media aspects. Our primary typeface is Gotham. It is a sans-serif with a high x-height. Gotham is simple and modern, it is easy to read in small point sizes, as our default point size is 10pt. We use several variations of the Gotham typeface, such as Gotham Book, Gotham Narrow, and Gotham Extra Narrow. Our second typeface is Knockout, although it is not used often, it is still primary to us as a brand. It is a chunky sans-serif that is used primarily for display purposes. Our third typeface is Sentinel, it is a slab-serif type with a medium x-height that makes it easier to read in larger point sizes. Sentinel is used primarily on our blog.

### Gotham Book

AaBbCcDdEeFfGgHhIiJj 1234567890 .,:;"'?!@#\$%^&\*()

### Gotham Narrow

AaBbCcDdEeFfGgHhIiJj 1234567890 .,:;"'?!@#\$%^&\*()

### Knockout

AaBbCcDdEeFfGgHhIiJj 1234567890 .,:;"'?!@#\$%^&\*()

### Sentinel

**AaBbCcDdEeFfGgHhIiJj 1234567890 .,:;"'?!@#\$%^&\*()**

# IDENTITY/COLOR

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## OUR COLORS

We have chosen a small palette that is simple and easily identifiable. The first color is a bright red with a small hint of orange. The second color is deep black. Our third color is navy blue. The blue and red are synonymous with the American flag, as we are an American radio provider. Black is used sparingly, and most of our text on our website is in shades of medium greys.

### RGB and Web Colors



R255 G51 B0  
FF3300



R0 G0 B0  
000000



R51 G102 B204  
3266CC

### CMYK Colors



M80 Y90



C0 M0 Y0 K100



C91 M51

### PANTONE Spot Colors



PMS 179 C



PMS Black 6 C



PMS 2727 C

# IDENTITY/PHOTOGRAPHY

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## OUR PHOTOGRAPHY STYLE

NPR represents objective knowledge and information, this is emulated through a specific style of photography. Our field photography is high definition and they are often wide angle shots. Our photos are thought provoking and beautiful, and filled with interesting subject matter.



# IDENTITY/PHOTOGRAPHY

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STOCK PHOTOGRAPHY THAT MATCHES OUR STYLE

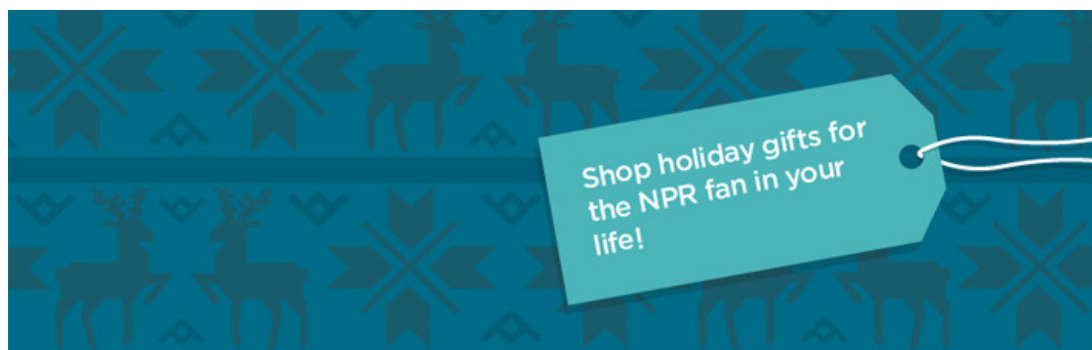


# IDENTITY/ILLUSTRATION

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## OUR ILLUSTRATION STYLE

Though we rarely use illustration, when we do, it is simple vector illustration. The colors are harmonious and relatively simple.



# IDENTITY/GRAPHICS

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## NPR PRODUCT DESIGNS

Our web shop holds a multitude of products, and these products all hold a similar style. Most of the products have our logo on them as well.



# IDENTITY/GRAPHICS

## ENVIRONMENTS OF NPR





# IDENTITY/VOICE

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## OUR VOICE

When writing about NPR, we use an inclusive tone, to help our audience feel like they are part of us. We are objective, informative, and inspiring, and these characteristics are within every piece of writing. The tone is often light, but with a serious undertone, as most of our writings are news related. Our program hosts also have this voice, as they aim to educate the public.

“These 50 albums are strange bedfellows, but that’s how we listen. We want music that soothes us and makes us stronger. We like some risk, stories that withstand a few hundred replays, skills that command respect. And we keep dancing. Get in there.”

—NPR MUSIC’S 50 FAVORITE ALBUMS OF 2013

# AFFILIATES

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## REACHING OUR AUDIENCE

We extend our programming to a multitude of affiliates throughout the country. With the help of these local radio stations, we reach a nationwide audience. These affiliates provide their own programming as well as our programming as well. They are independent of us, and therefore have their own logotypes and design guidelines.



# ENDNOTES

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## RESOURCES

Mission Statement and Vision

<http://www.npr.org/about-npr/178659563/our-mission-and-vision>

NPR Style Guide

<http://www.npr.org/about/images/press/NPRLogoGuidelines.pdf>

Logos

<http://www.npr.org/about-npr/187112139/logos>

Local Stations and Media

<http://www.npr.org/about-npr/178640915/npr-stations-and-public-media>

Photos

<http://www.npr.org/about-npr/182675632/photos-and-logos>

Funding

<http://www.npr.org/about-npr/178660742/public-radio-finances>

NPR Shop

<http://shop.npr.org/>

Overview and History

<http://www.npr.org/about-npr/192827079/overview-and-history>