Style Manual 2015

DELFI

Brand Equity

BRAND VISION

First
Delfi is daily number one portal in Baltic countries on readers count and published news count. First choice to get information, is usually Delfi.

Versatile
Delfi is open minded. You can find fascinating stories from politics to entertainment. We cover wide array of subjects and genres - news, interviews, columns and videos from local countries and abroad.

Close to the People
Delfi connects readers from its countries and even all over the world. Stands equal with them. Creates news that are easily readable and available to all.

Inclusive
Delfi authors and makers are not only professional journalists. Delfi is the voice of people - gives everybody opportunity to express in commentary and always waits cooperation with articles, photos and videos.

BRAND PROMISE

Quickly everywhere - Delfi will go everywhere to get latest news to every device. We will cover events in Baltics and the world in real time. If anything happens you can be sure we have created news about it.

BRAND STORY

Value of the news depends on the speed of transmission. If they arrive quickly enough to surprise, startle or have a calming effect.

In Delfi we are editing hundreds of news every day from different areas quickly and comfortably there where you are. So, you always know what is going on.

Because, we already know.

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1.0
Logo

1.0 Logo

The preferred way to use the Delfi logo is over a white background or without any background.

Logo is in Delfi blue color, except the “E”, which is in Delfi yellow.

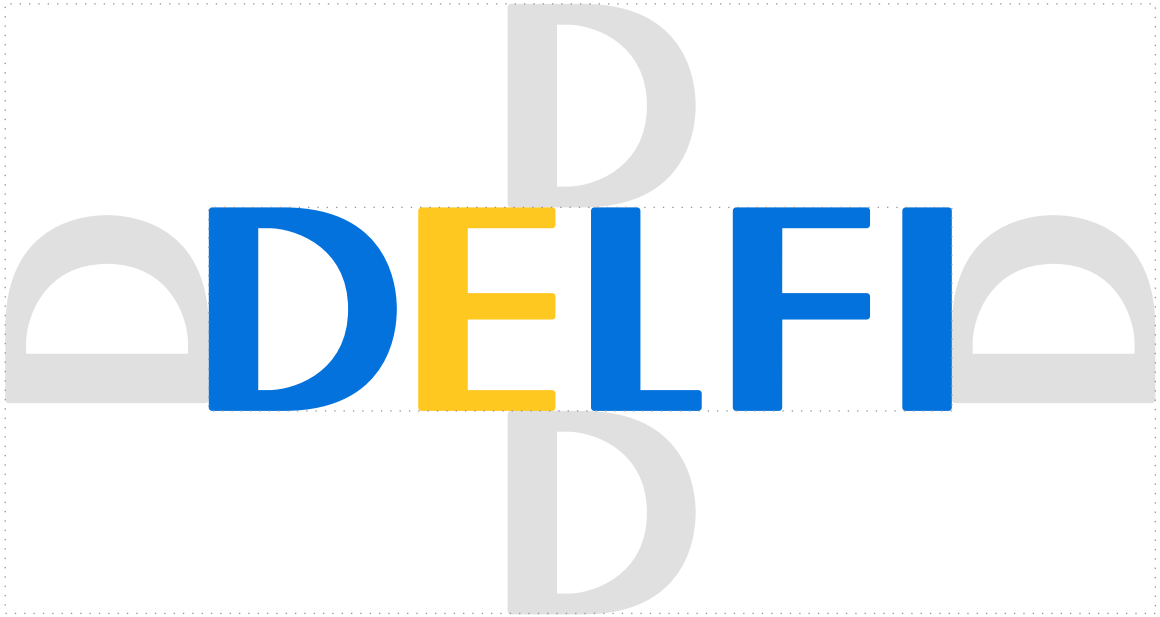
DELFI

1.0 Logo

To preserve the integrity and visual impact of the Delfi logo, always maintain adequate clear space around it. The clear space around the logo is an integral part of its design, and ensures the logo can be seen quickly.

The protected area is defined by using the height of the letter D.

Safety Zone



1.0 Logo

The minimum logo size provides the smallest possible reduction in which the logo is still easy to read. The minimum width of the logo is 20 mm.

As slogan is a part of the brand, it can be placed in “safety zone” - leave the minimum height from the logo as the width of the letter “I”.

But observe the “safety zone” when using the slogan on the sides of the logo.



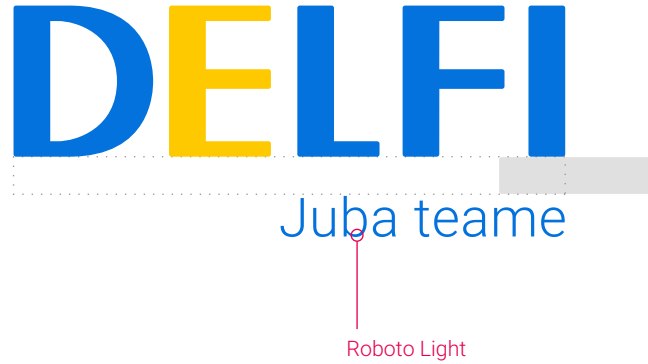
Logo minimum size in print



Logo minimum size with slogan



Logo with slogan



Construction

1.0 Logo

Delfi logo icon is used in our mobile apps.

Also use logo icon instead of the master logo when it's size is below 64 pixels.

In digital icons logo appears a mere letter 'D'.

64 px

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Logo minimum size in web/ mobile

16 px

Logo icon minimum size in web/ mobile



Logo icon in mobile app

1.0 Logo

If the logo must be placed on a dark background or color options are limited then the logo is used in one color (white or black).



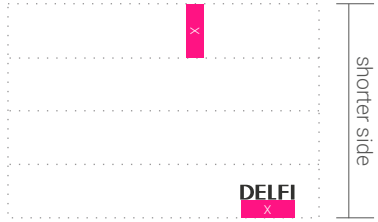




1.0 Logo

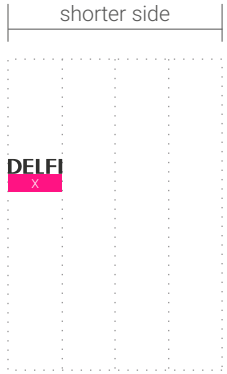
The minimum logo size for outdoor depends on the size of the selected media.

And it also depends to whom you are designing to - for example in bus stops people are standing in front of it (logo can be quite small), but drivers are driving by fast (logo has to be bigger).





if shorter side = n
then min size = n/4





2.0
Typography

2.0 Typography

Roboto and Arial type families are Delfi's corporate fonts.

Roboto is a nice modern font with a good readability. Preferred styles are: Light, Regular and Bold.

Roboto

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

2.0 Typography

Arial type family is primary for Word, Power-point and Excel.

An italic style has to be used for foreign words only.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ
абвгдеёжзийклмнопрстуфхцчшщъыьэюя

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

2.0 Typography

These Google font families are preferred for using in channels and theme portals.

An italic style has to be used for foreign words only.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

Roboto Condensed Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

Roboto Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü
1234567890

PT Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü 1234567890

Pt Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü 1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü 1234567890

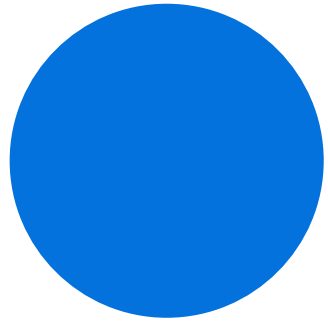
Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÕÄÖÜ
abcdefghijklmnopqrstuvwxyzõäöü 1234567890

3.0
Colors

3.0 Colors

The main colors are used in the logo and throught all communication.
The secondary colors are used when additional graphic impact is desired.

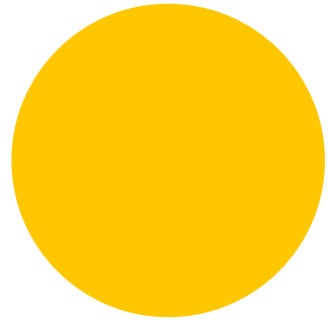


0372dd

CMYK 91-53-0-0

RGB 0-113-206

Pantone 660 C
Pantone 285 U

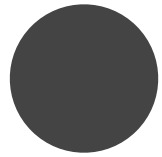


ffc700

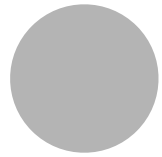
CMYK 0-23-100-0

RGB 255-199-0

Pantone 7408 C
Pantone 7548 U



#444444
CMYK 67-60-59-44
RGB 68-68-68



#b4b4b4
CMYK 30-24-24-0
RGB 180-180-180

#f1f1f1
CMYK 4-3-3-0
RGB 241-241-241

3.0 Colors

Publik
#f8712f
CMYK 0-69-90-0
RGB 248-113-47

Naistekas
#ec627c
CMYK 2-77-33-0
RGB 236-98-124

Eesti Päevaleht
#d71635
CMYK 11-99-96-2
RGB 211-37-42

Eesti Ekspress
#da0915
CMYK 13-100-100-3
RGB 206-18-20

Kasulik
#483481
CMYK 88-96-14-3
RGB 72-52-129

Ärileht
#2d928f
CMYK 79-15-33-0
RGB 0-162-172

Ilmateade
#15b7e5
CMYK 69-5-3-0
RGB 21-183-229

Rahva hääl
#1066d7
CMYK 84-62-0-0
RGB 16-102-215

Eesti elu
#1c2eb5
CMYK 94-87-0-0
RGB 28-46-181

Noorte hääl
#5e3891
CMYK 78-94-3-1
RGB 94-56-145

Sport
#1db847
CMYK 77-0-100-0
RGB 29-184-71

Maaleht
#1f973f
CMYK 88-30-100-19
RGB 9-115-42

Forte
#99a7ac
CMYK 43-27-28-0
RGB 153-167-172

3.0 Colors

Alkeemia
#4e1413
CMYK 20-100-100-10
RGB 41-58 - 38

Maitsed
#b5292a
CMYK 20-100-100-10
RGB 181-41-42

Catwalk
#000
CMYK 50-40-0-100
RGB 0-0-0

Lemmikloom
#cc1559
CMYK 15-100-50-2
RGB 204-21-89

Elutark
#beab90
CMYK 26-29-46-0
RGB 190-171-144

Maakodu
#d00d55
CMYK 13-100-54-1
RGB 208-13-85

Moodne kodu
#6f9a1b
CMYK 62-21-100-4
RGB 111-154-27

Pere ja laps
#ff6890
CMYK 0-75-19-0
RGB 255-104-144

Delfi TV
#08a2cc
CMYK 76-18-10-0
RGB 8-162-204

Reisijuht
#23a8dc
CMYK 72-16-2-0
RGB 35-168-220

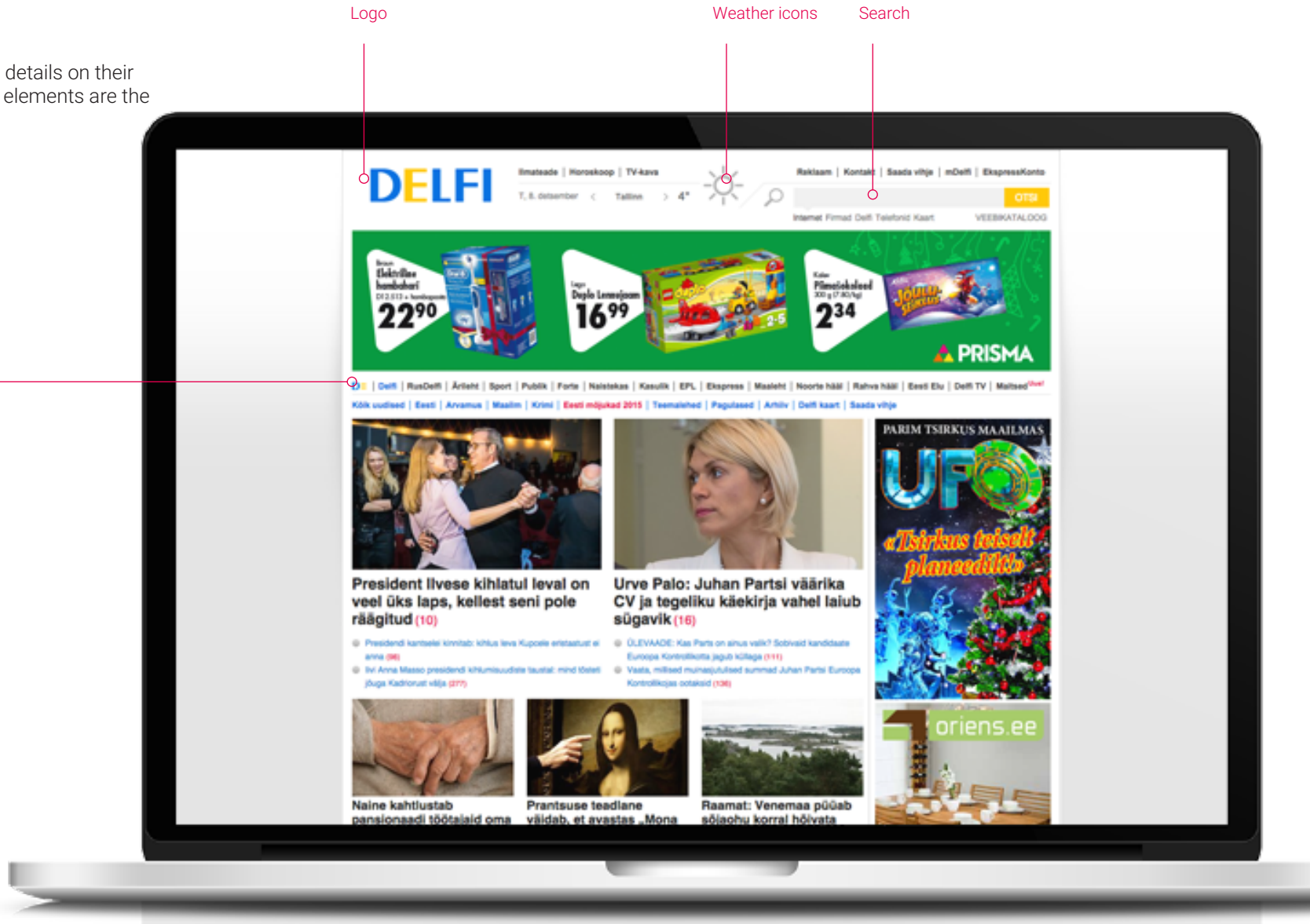
4.0
Web

4.0
Web

Countries header may vary in details on their pages but the logic and main elements are the same.

"Burger" pop-up menu icon

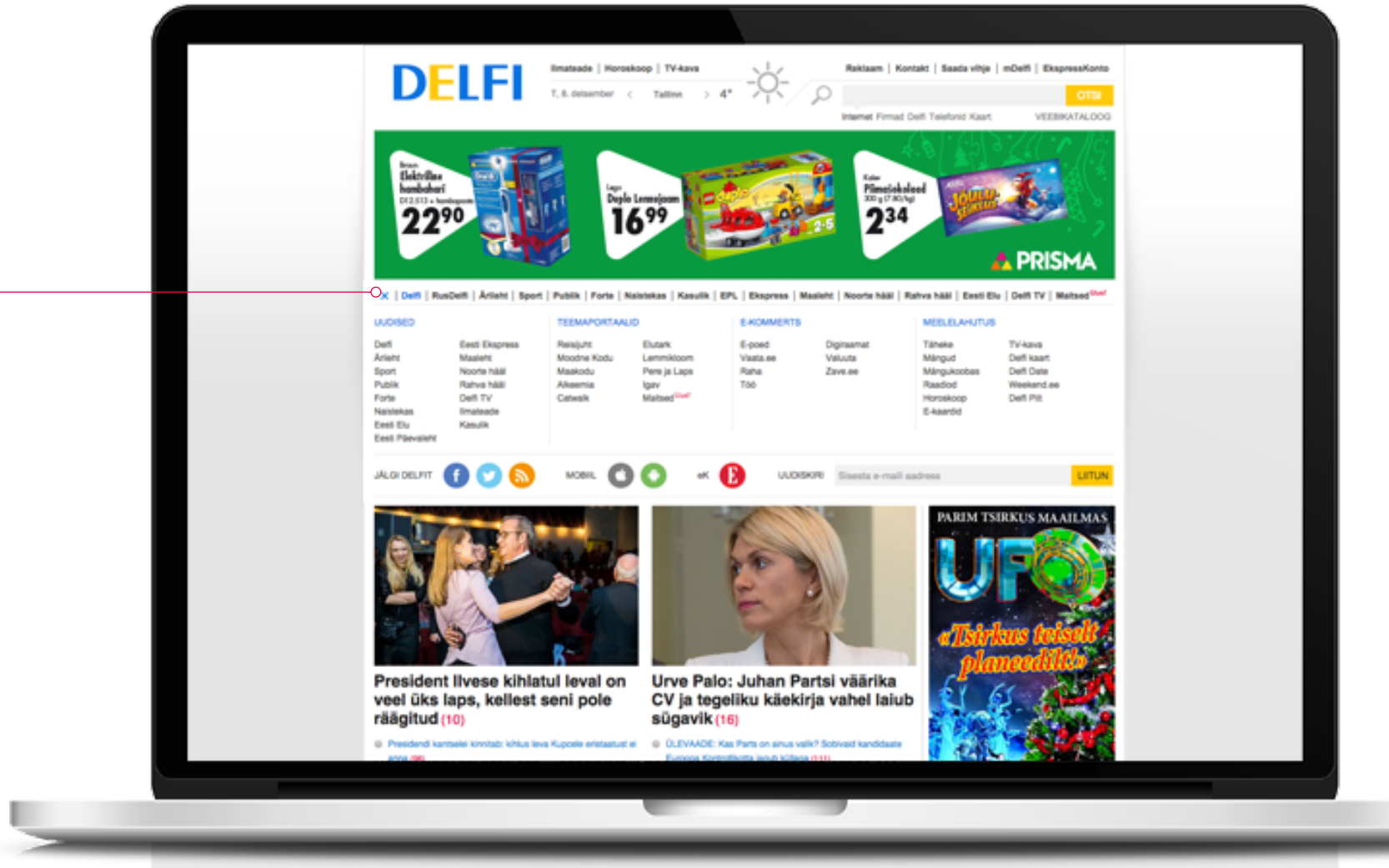




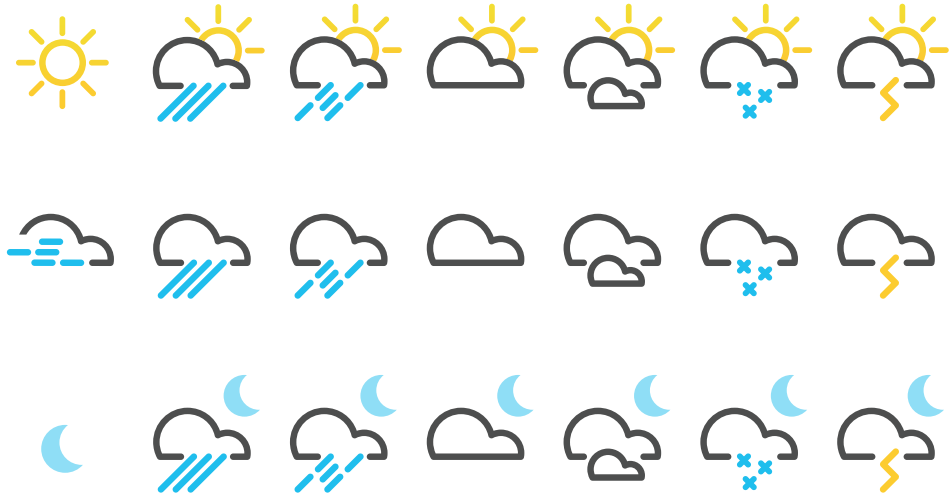
4.0 Web

Countries header may vary in details on their pages but the logic and main elements are the same.

Opened "burger" menu



4.0 Web



Colors Used In Weather Icons

#fccc30

#1fbeed

#8fdff6 or 50% #1fbeed

#4d4e4e

#b3b3b3