



Brand  
Guidelines.

# About Us.



## Our Background.

Trib Connect is the advertising agency for the Pulitzer Prize winning *Salt Lake Tribune*. The 150 year old company has transitioned to digital and broadened the audience reach.

We are a print and digital advertising company for our own products and clients.

We help connect consumers with local businesses. Our products reach your target audience.

We are committed to delivering the best advertising products and services to help businesses thrive.

## What We Do.

We have the luxury of developing creative and innovative solutions like an agency, but backed by the reach of a digitally savvy media company. Our advantage is that we are part of *The Salt Lake Tribune*.

There has never been a more dynamic time to engage customers across the spectrum of media. Trib Connect creates solutions for our clients to be seen by their target demographics and have better success with their advertising efforts.

Today we have solutions as we integrate traditional media with the ever-changing mobile consumer: newspapers, magazines, live events, mobile devices, web, in-home mail, social media and more.

# Brand Voice.



## Voice Style.

Trib Connect is an enthusiastic, fresh and witty brand. It has the history and knowledge of *The Salt Lake Tribune* that is respectful and professional.

We take pride in our 150 year history of *The Salt Lake Tribune* and are excited to continue the success with advertising in this digital age. We are experts in our field and want to share that passion of potential with those we work with.

**Enthusiastic**  
**not**  
~~**bombastic**~~

Our passion is based on actual potential, not hyperbole.

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**Proud**  
**not**  
~~**Prideful**~~

We know we've created something great. We also know that perfection is a process, not an achievement.

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**Witty**  
**not**  
~~**goofy**~~

Our humor is smart. Not silly, childish, or slapstick.

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**Respectful**  
**not**  
~~**irresponsible**~~

Sometimes you have to make people uncomfortable to grab their attention, but we never take it too far and are never immature, hurtful or offensive.

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**Knowledgeable**  
**not**  
~~**know-it-alls**~~

The difference between an expert and someone who wants to sound like an expert is the expert knows when to say "I don't know".

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# Logotype.

## Main Logo Style.

The main logo for the brand is the horizontal logo with black text and the orange mountains. The mountains can be used on their own as an emblem or accent to the page after the logo has been used as a whole.

There should always be at least 0.25" margin around the logo. If space does not pertain to that, the stacked logo can be used with the same margin.



### Options One.

The white logo should be used whenever there is a colored background.



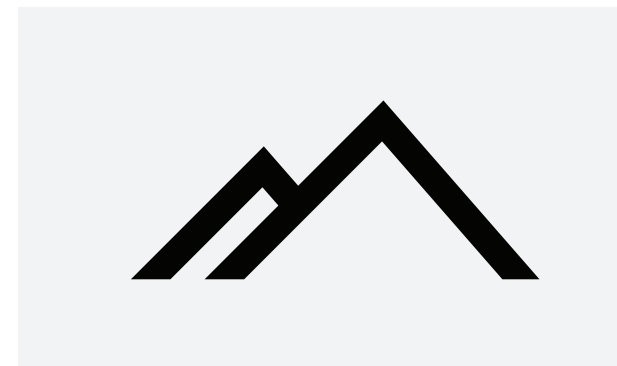
### Options Two.

If there is a black or dark gray background the white with orange mountains should be used.



### Options Three.

When there is a light gray background, the main logo can be used. If it is darker, the white logo should be used.





# Typography.

## **Montserrat.** Primary Typeface Weights

The type for the brand should match the clean and modern aesthetic. Montserrat is a clean and bold sans-serif font that should be used for things such as headers, sub headers and ads with small amounts of text on them. Lato is an alternative font if Montserrat is not available.

When there are larger sections of text, a serif font should be used as it is easier to read. Corona is the main serif font for the brand and if that is not available, Olympian can be used as an alternative.

In keeping with the clean look of the brand, text should be mainly used in black and on occasion in white. Text should not be used in bright, hard to read colors.

## **Lato.** Primary Typeface Alternative

AaBbCc

### **Regular.**

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:-\_\*)

### **Italic.**

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:-\_\*)*

### **Bold.**

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo  
PpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&!/,;:-\_\*)**

**Corona LT Std.**

Secondary Typeface Weights

AaBbCcDd  
EeFfGg  
123456789  
(+;%@\*)

**Olympian LT Std.**

Secondary Typeface Alternative

**Regular.**

AaBbCcDdEeFfGgHhIiJjK LlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&! / , ; - \_ \*")

**Italic.**

AaBbCcDdEeFfGgHhIiJjK LlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&! / , ; - \_ \*")

**Bold.**

AaBbCcDdEeFfGgHhIiJjKlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz  
0123456789 (&! / , ; - \_ \*")

# The Colors.



## Color Palette. Main Color System

The main brand colors are the gray scale colors. Secondary colors are to be used minimally as accents. The gray scale gives a grounding, professional feel and the secondary colors give it adequate energy.

Secondary colors should not be used as main colors as they will be overpowering and stray from the consistent, professional feel of the brand. Color can be added by use of photos.



**Black**  
CMYK 75 / 68 / 67 / 90  
RGB 0 / 0 / 0  
HEX #000000



**Off Black**  
CMYK 64 / 56 / 56 / 32  
RGB 84 / 84 / 84  
HEX #545454



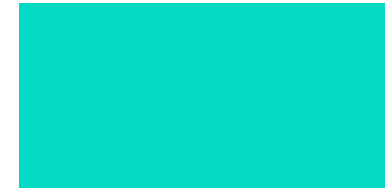
**Gray**  
CMYK 27 / 20 / 20 / 0  
RGB 187 / 189 / 191  
HEX #BBBDBF



**White**  
CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255  
HEX #FFFFFF



**Orange**  
CMYK 0 / 78 / 100 / 0  
RGB 242 / 92 / 5  
HEX #F25C05



**Teal**  
CMYK 64 / 0 / 35 / 0  
RGB 4 / 217 / 196  
HEX #049C4



**Yellow**  
CMYK 6 / 13 / 90 / 0  
RGB 242 / 211 / 53  
HEX #F2D335



## Image Selection. Visual Storytelling

Images selected for use within the brand should be minimal and to the point, clear, inclusive, vibrant, and have a sense of energy. As seen with these examples, the colors are minimal and pop. There is a good contrast level that isn't too dramatic. The models are inclusive and have a good sense of style and bring life to the page. If there is not a model in the picture, there is an interesting angle that gives an edge.





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