PRESENT VS FUTURE
How would you personify the About.com brand?
(Quotes from the senior staff stakeholder interview)

PRESENT: Ned Flanders

He's a super formal guy who has the answers to everything. He's a dork and you definitely don't want to hang with him.

FUTURE: Anderson Cooper

Your trusted friend in the know who has the answers to everything. He's well dressed, approachable, super cool and someone that you definitely want to hang with. He has just a bit of an edge.

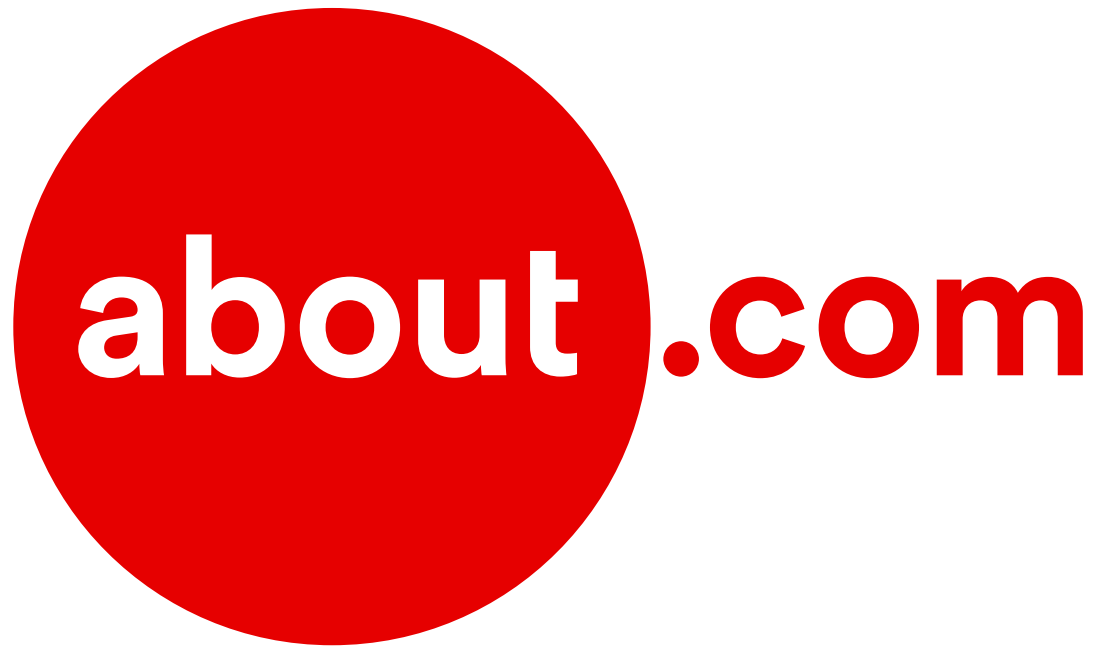About.com

> about.com

Having 2 dots,
the attraction is diluted

There is something dated
about being playful with one
single letter.

Avantgarde feels very 70s

Logotype

about.com

Logotype compressed version

When the vertical space is less than
60px high, use compressed logo version

about .com

The orginal logo will look too small
in sizes less than 60px high

about .com
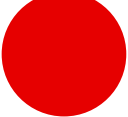
Channel Logotypes

about .com

about food

about autos

about parenting

about health

about industry

about news

about home

about relationships

about careers

about money

about education

about religion

about technology

about entertainment

about sports

about travel

about en español

about style
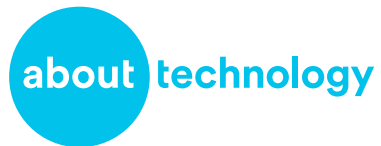
Web Color Palette

#e50000 R 230 G 0 B 0	**.com**
#f05a14 R 240 G 90 B 20	**food**
#a0a5a5 R 160 G 165 B 165	**autos**
#ff5050 R 255 G 80 B 80	**parenting**
#00a0d2 R 0 G 160 B 210	**health**
#b4460a R 180 G 70 B 10	**industry**
#ffa014 R 255 G 160 B 20	**news**
#8C0A91 R 140 G 10 B 145	**home**
#3787f0 R 55 G 135 B 240	**relationships**
#0a78a0 R 10 G 120 B 160	**careers**
#1e46a5 R 30 G 70 B 165	**money**
#00781e R 0 G 120 B 30	**education**
#5a3caa R 90 G 60 B 170	**religion**
#00beeb R 0 G 195 B 235	**technology**
#be0000 R 190 G 0 B 0	**entertainment**
#ff4814 R 255 G 72 B 20	**sports**
#00be87 R 0 G 190 B 135	**travel**
#f58214 R 245 G 130 B 20	**en español**
#b90082 R 185 G 0 B 130	**style**

Reverse Color

.com

food

autos

parenting

health

industry

news

home

relationships

careers

money

education

religion

technology

entertainment

sports

travel

en español

style

Typography overview

Branding primary typography
Circular About.com

Web primary typography
Duplicate Slab

Web secondary typography
Duplicate Sans

Web tertiary typography
Georgia

about food

Pairing Wines with Food

A Few Hints to Start Your Matchmaking

Like a good marriage, wine and food were meant for each other. Each enhances and strengthens the experience of the whole. So why is it so daunting to try to pair foods with wines? Rumor has it that there are hefty laundry lists of rules and regulations that require strict adherence in order to obtain the perfect wine and food pairing. Grab now a pen and paper to write down rule #1 states that there are NO rules when matching your favorite wines with your beloved recipes, sure there are hints and popular, even "famous" matches, but ultimately the best match is what pleases your palate. It is truly personal preference. Rumor has it that there are hefty laundry lists of rules and regulations that require strict adherence in order

Branding primary typography
About.com Circular

About.com Circular is the branding primary typography. It should be used for about.com branding and for all its different channels. It is a modified version of the font Circular Bold designed by Laurenz Brunner (www.lineto.com). Specifically, the lowercase "t" has been customized.

Circular is a new take on a classic genre, first explored by Paul Renner's Futura (1928). Circular is a friendly sans serif font with unmistakeable character yet universal appeal.

about

Circular Bold original "t"

about

Customized Clipped "t"

about .com

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Duplicate Slab is used as a primary web typography. It should be used for headlines and page titles.

Duplicate Slab takes a straightforward approach in adapting these forms into a slab serif, resulting in a simple, personable and compact slab serif.

light
light italic
regular
regular italic
medium
medium italic
bold
bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Web secondary typography
Duplicate Sans

Duplicate Sans is used as a secondary web typography. It should be used for sub headlines.

Duplicate Sans originally began as Christian Schwartz's experiment in drawing Roger Excoffon's 20th century classic Antique Olive from memory, but ended up with its own distinct personality.

light
light italic
regular
regular italic
medium
medium italic
bold
bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Web tertiary typography
Georgia

Georgia is the web secondary typography. It is used for the body and description of articles.

This is a transitional serif typeface designed in 1993 by Matthew Carter and hinted by Tom Rickner for the Microsoft Corporation. Georgia is designed for clarity on a computer monitor even at small sizes, partially effective due to a large x-height

regular
italic
bold
bold italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Aa

Collateral

about .com

Tricia Han
SVP, Product

Than@about.com
917-533-3007
1500 Broadway
and 43rd St, 6th floor
New York, NY 10036

about .com

about .com

about .com

About.com
info@about.com

Tel 917-532-3004
1500 Broadway
and 43rd St, 6th floor
New York, NY 10036

AREA 17
14 avenue Claude Vellefaux
75016 PARIS.
FRANCE.
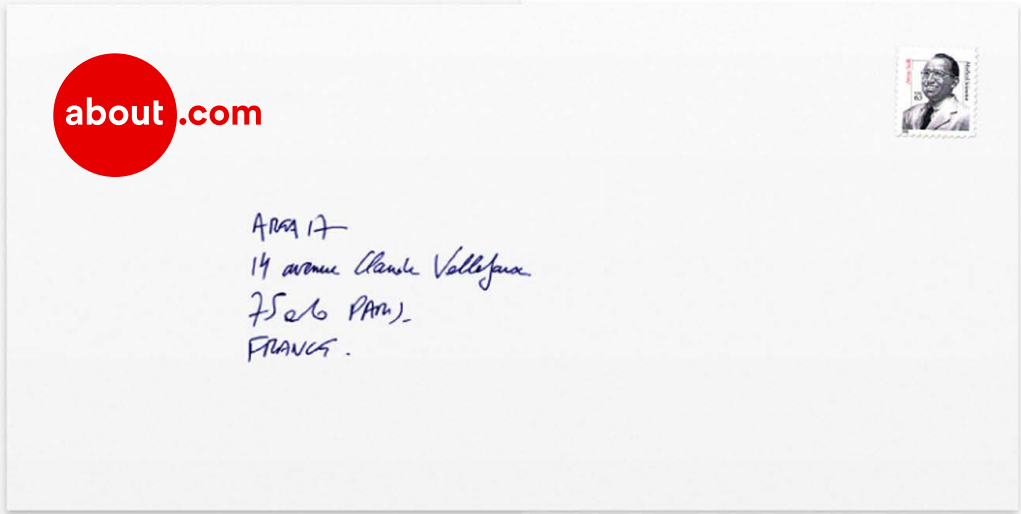
Collateral

about .com

about food

about autos

about home

about industry

about news

about parenting

about education

about health

Collateral

about .com

about money

about travel

about food

about technology

about news

about home

about careers

Collateral

Collateral
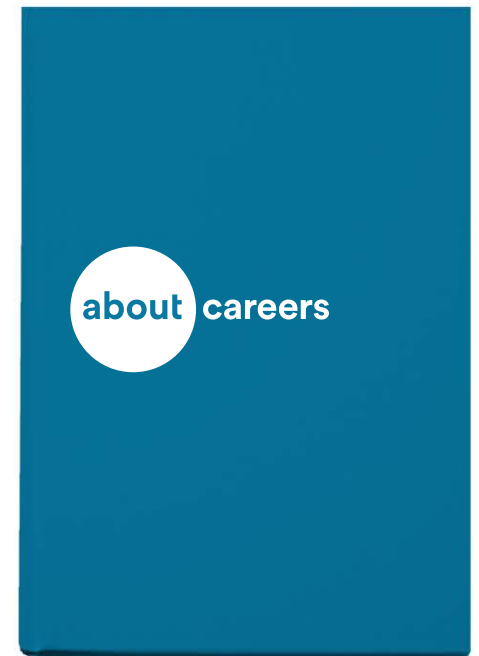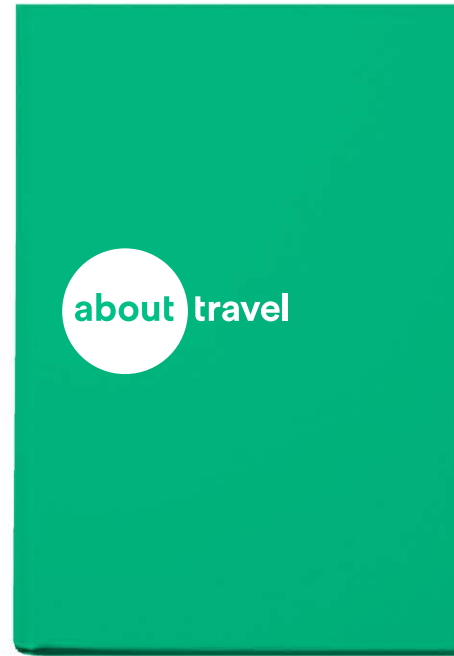
Photography

Photography

about .com

about food

about home

about technology

about health

about travel

about news

about careers

Photography

South America

about travel

Business / Finance

about careers

Speciality / Diet

about food

Photography

about travel

South America

about careers

Business / Finance

about food

Speciality / Diet

Photography
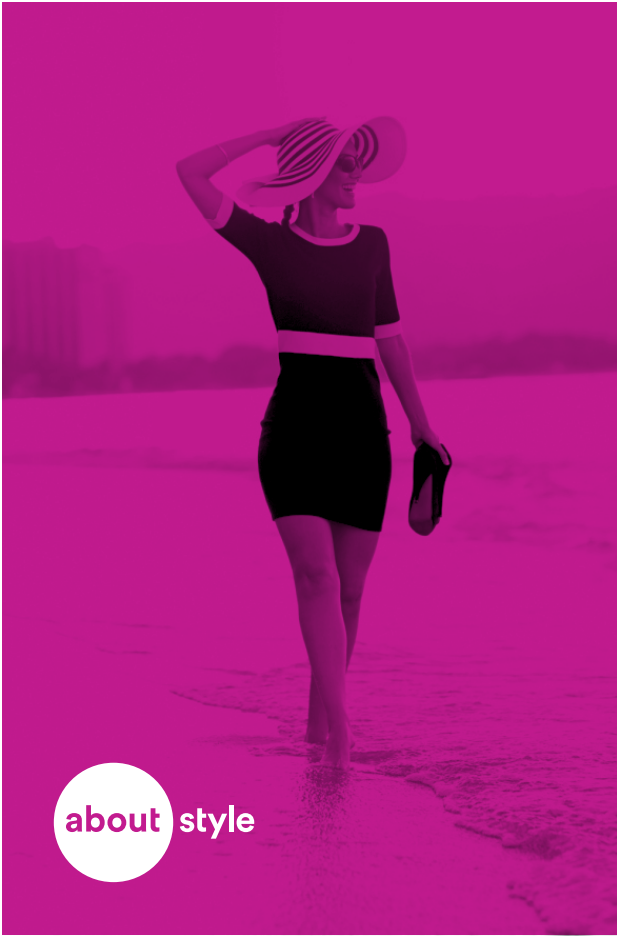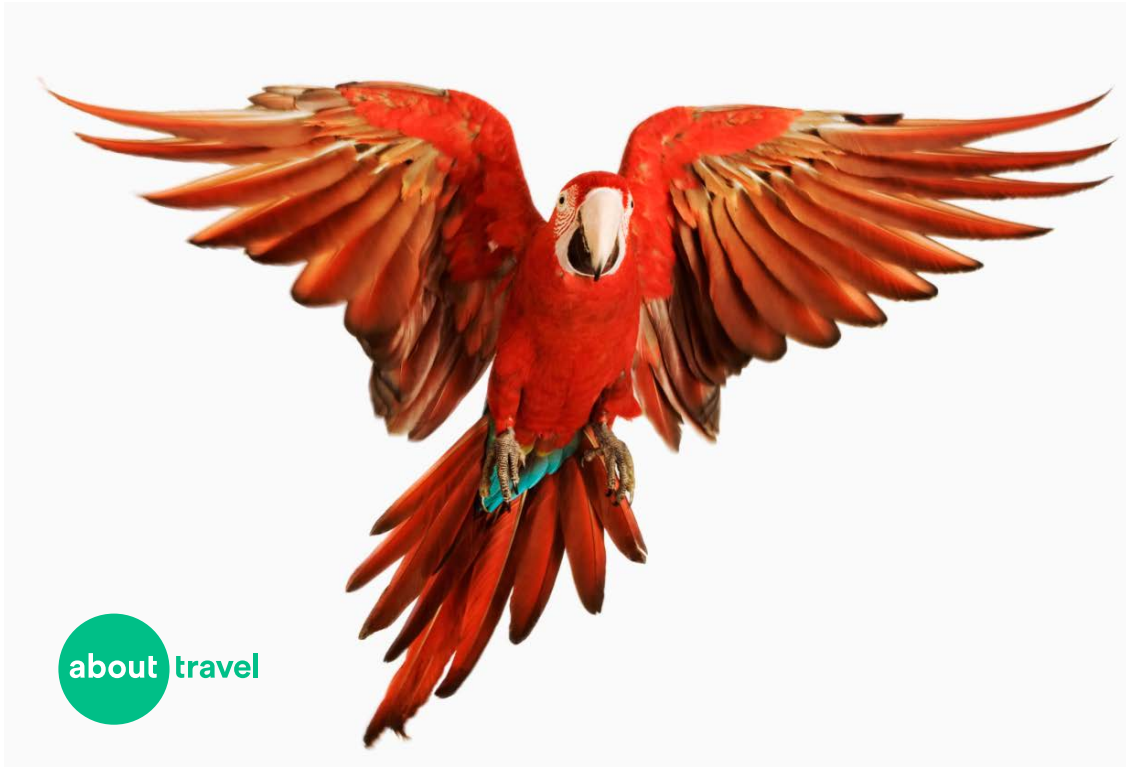
what's in a manhattan cocktail?

about food

about.com

you cracked your iphone screen; now what?

about technology

about.com

can you sleep with your eyes open?

about health

about.com

how to write a killer cover letter

about careers

about.com

8 common mistakes made in airport travel

about travel

about.com

my washer is ruining my clothes

about home

about.com

Campaign

what's in a
manhattan
cocktail?

about food

about.com

you cracked
your iphone
screen; now
what?

about technology

about.com

my washer
is ruining
my clothes

about home

about.com

how to
write a killer
cover letter

about careers

about.com

about.com

"oui"
you can
learn
French!

about.com

where's
my
federal
tax
refund?

Facebook

Our Mission

To be the world's most trusted source for expert answers, ideas & inspiration.