Brand Guidelines
Version 1.0
2018

The graphic identity for **The Indian Express** is summarized in this brand book document. Adhering to these guidelines will maintain a strong brand identity and establish rules for the consistent implementation of brand elements.

Index

1.0
Brand Story

1.1
Values

With a focus on process and craft, you strive to be the gold standard.

These central tenets of independent journalism are core to you.

Perhaps above all else, you endeavor to find meaning, significance, and answers.

Originality & Expertise Fairness & Balance Verity & Understanding

1.2
Promise

You are not afraid of challenging the status quo for the betterment of all Indians, not just the Indian Intelligent.

You are persistent in your search for the truth and you are transparent in your reporting of it.

You are credible and trustworthy; you are no one's lackey.

Audacity & Inclusivity
Tenacity & Honesty
Independence & Impartiality

1.3
Product

No matter what the reader is looking for, you have it covered and it is always engaging. From compelling analysis to absorbing storytelling to entertaining editorial.

Guided by your promise of tenacity and your value for the truth, you make sure your readers have the inside scoop.

If you print it, readers can trust it.

Useful & Comprehensive Investigative & Insider Trustworthy & Reliable

1.4
Style

To battle misconceptions that The Indian Express is stuffy or old-fashioned, the digital brand needs to be bold, vivid, and youthful.

Affirming the respect the brand has for its work, it's style will still be simple and clean, making the complex accessible.

And while it's important to adhere to a modern aesthetic, that doesn't mean it has to be Swiss design. Your style is smart, and inherently Indian.

Bold, Vivid & Youthful
Simple, Clean & Accessible
Modern & Smart
Indian

1.5
Tone

Your voice needs to bring them into the fold by being welcoming, conversational, and authentic.

As India's most trusted news source, the tone must display credibility through confidence and authority.

Credibility doesn't have to be serious and somber. The tone must be dynamic, showing our humanity with wit, our edginess by being sharp, and our helpfulness by being savvy.

Welcoming & Conversational Confident & Authoritative Witty, Sharp & Savvy Authentic

1.6
Market Position

Why is The Indian Express brand different
from the competing brands?

The Indian Express is talking to the curious
Indian, Indians that want to know more.

The Indian Express is and will always be
India's most trusted news and media outlet.

2.0
Core Brand Elements

2.1
Flagship Logo

The Indian Express is the flagship newspaper
brand of The Indian Express Group.

It's unique signature is the flagship logo
which should be used on all branded items.

2.1

Logo on Background

The flagship logo should be used as indicated in the pictures. If the logo is used on top of a photo the logo should be used negative with the red flame icon if contrast allows it.

Use white in combination with the red background and the black logo version only when necessary.

01 Positive Logo
02 Negative Logo
03 Monochromatic / White version
04 Monochromatic / Black version

01

02

03

04

2.1
Clearance

Always keep a minimum safe area around the flagship logo to maintain visual clarity and to provide maximum impact.

The clearance area is defined by the cap height of the logotype. Photos, text and graphic elements should not overlap the blue area.

2.1
Scale

Ensure readability and legibility of the flagship logo at all sizes.

Minimum width for print: 1 inch
Minimum width for digital: 180 px

2.1
Misuse

01 **Do not** distort the logo.
02 **Do not** cut the logo.
03 **Do not** use gradients on the logo.
04 **Do not** apply any effect on the logo.
05 **Do not** change color of the logo.
06 **Do not** change proportion of the logo.

The drawing, proportions and spacing of The Indian Express brand assets have been carefully developed and may not be redrawn, typeset, altered, embellished or adjusted in any way. Master art files must be used for any logo needs.

01

02

03

04

05

06

2.2
Flame Icon

The flame icon is a secondary brand element of The Indian Express. It represents the magic energy and is impactful in and of itself. It has strong brand recognition and deep anchors into Indian culture.

Beyond digital applications, such as social and mobile icons, where the flame icon can stand on its own, it should always be used in combination with the flagship logo.

2.2
Flame Icon Construction

The flame icon has been carefully redrawn based on circular shapes to work well at small sizes in digital environments. Please do not alter the icon in any way.

Icon on Background

The flame icon should be used in red whereever possible. The white version should only be used when color or photo background do not allow for good contrast.

Use the black version only when absolutely necessary.

01 Positive icon
02 Positive icon on photo
03 Monochromatic / White version
04 Monochromatic / Black version

01

02

03

04

2.2
Icon Scale

Ensure readability and legibility of the flame icon when used as stand alone symbol.

Minimum width for print: 0.3 inch
Minimum width for digital: 180 px

2.2
Misuse

01 **Do not** distort the icon.
02 **Do not** cut the icon.
03 **Do not** use gradients on the icon.
04 **Do not** apply any effect on the icon.
05 **Do not** change color of the icon.
06 **Do not** change proportion of the icon.

The drawing, proportions and spacing
of The Indian Express brand assets have
been carefully developed and may not be
redrawn, typeset, altered, embellished or
adjusted in any way. Master art files must be
used for any logo needs.

01

02

03

04

05

06
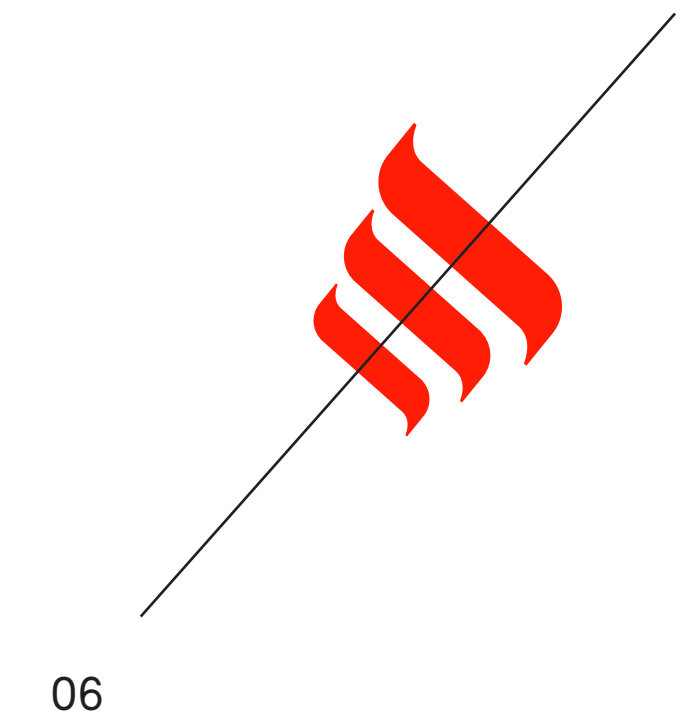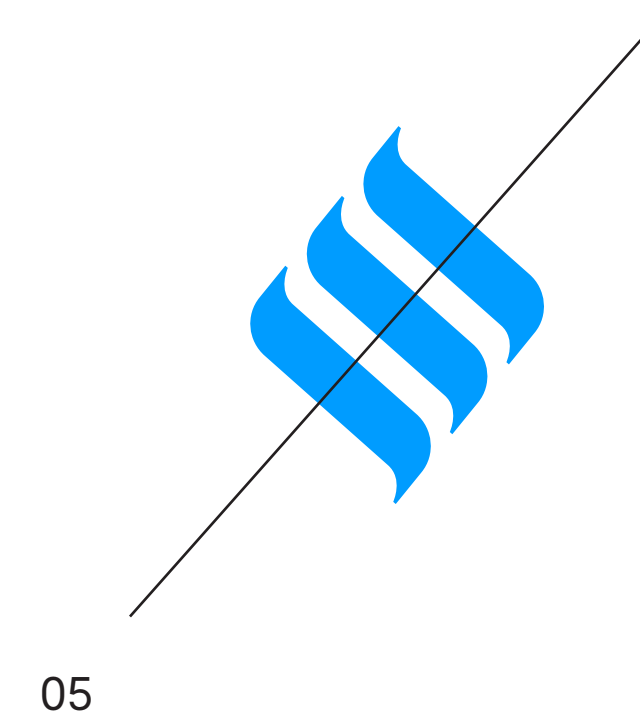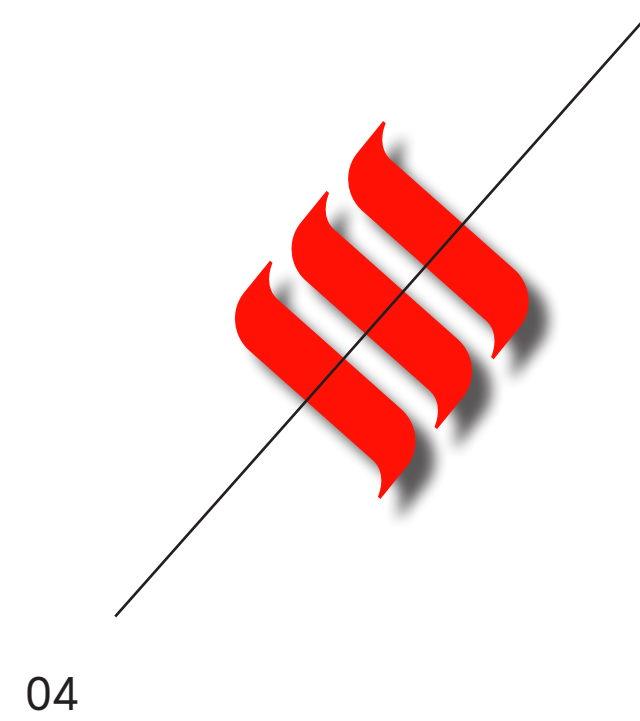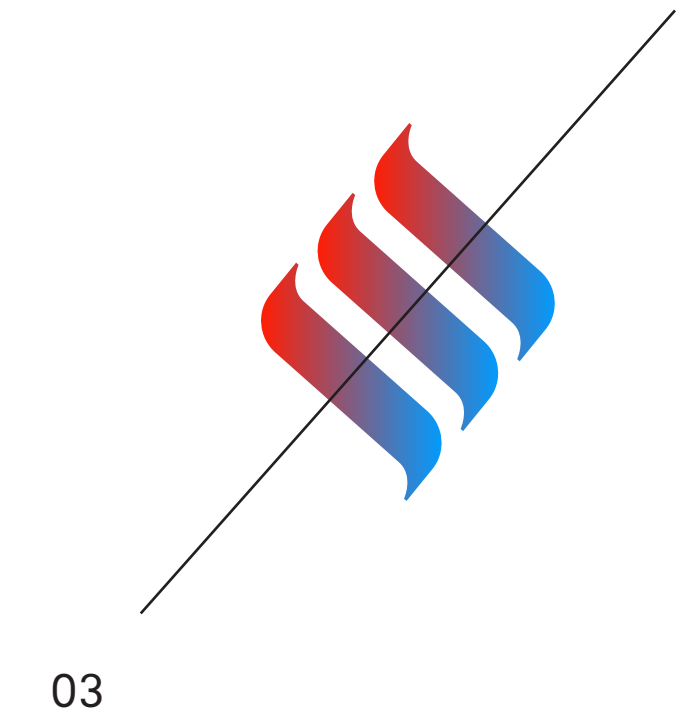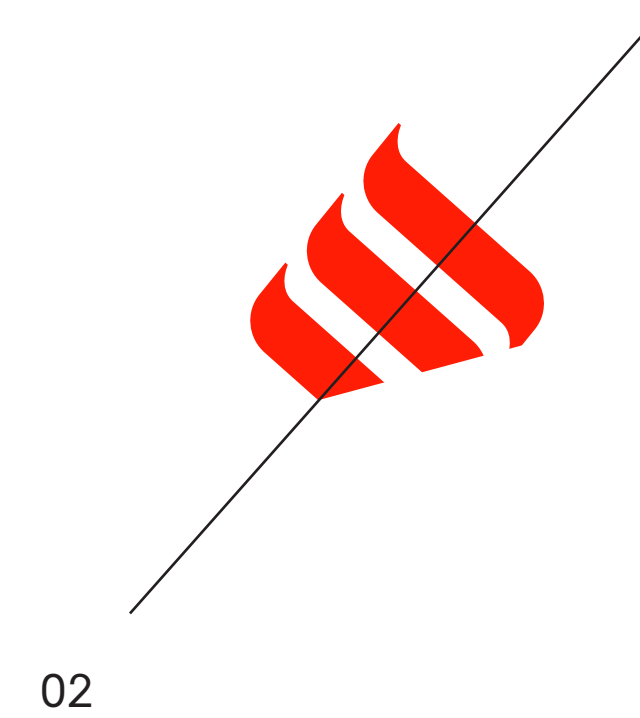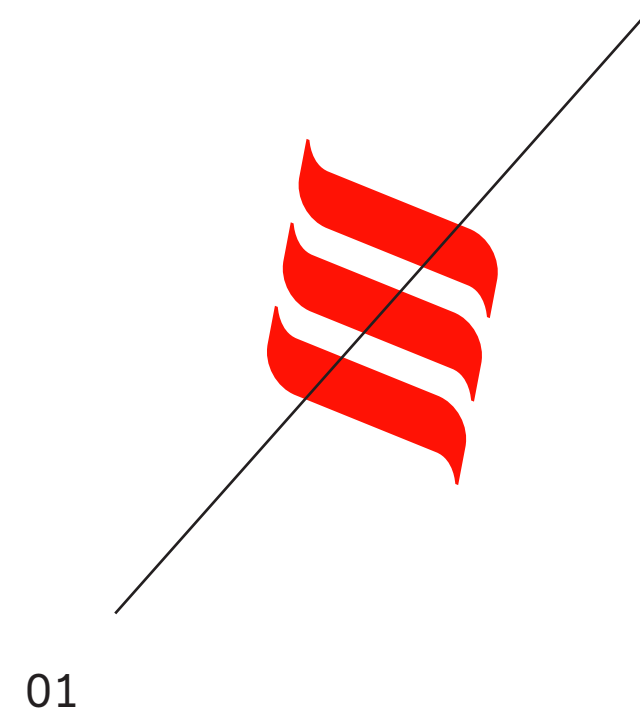
2.3
Social Mark

The knocked out version of the flame icon was developed as avatar icon for everything social.

2.3
Mark Construction

The social mark has been carefully redrawn based on circular shapes to work at small sizes in digital environments. Please do not alter the mark in any way.
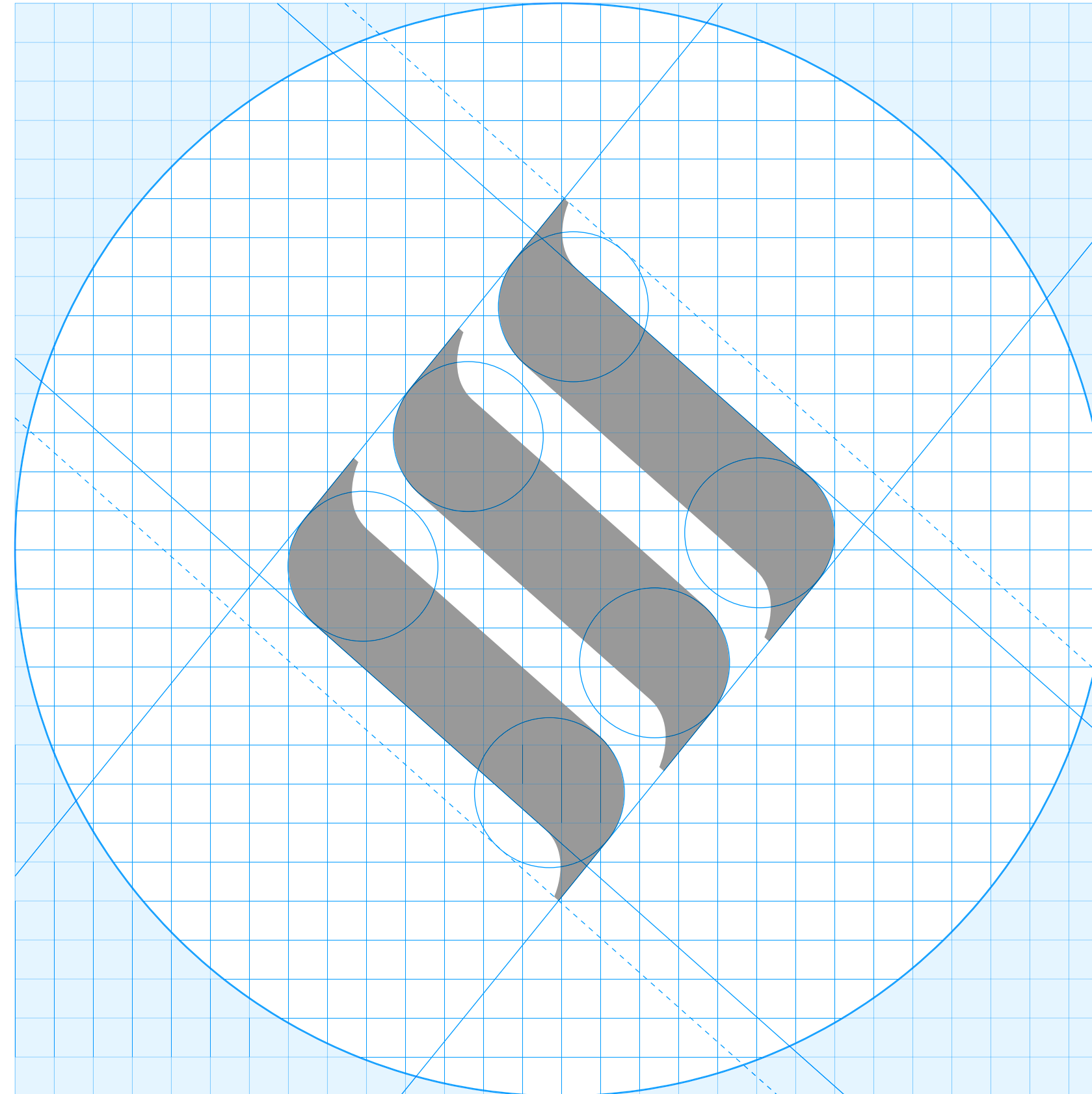
2.3
Mark on Background

The social mark should be used in red whereever possible. The white version should only be used when color or photo background do not allow for good contrast. Opacity is allowed when the icon is used as watermark [02].

Use the black mark version only when absolutely necessary.

01 Positive mark
02 Negative mark 70% opacity
03 Monochromatic / White version
04 Monochromatic / Black version

01

02

03

04

2.3
Mark Scale

Ensure readability and legibility of the social mark when used as stand alone symbol.

**Minimum width for print:** 0.3 inch
Minimum width for digital: 20 px

2.3
Misuse

01 **Do not** distort the mark.
02 **Do not** cut the mark.
03 **Do not** use gradients on the mark.
04 **Do not** apply any effect on the mark.
05 **Do not** change color of the mark.
06 **Do not** change proportion of the mark.

The drawing, proportions and spacing of The Indian Express brand assets have been carefully developed and may not be redrawn, typeset, altered, embellished or adjusted in any way. Master art files must be used for any logo needs.
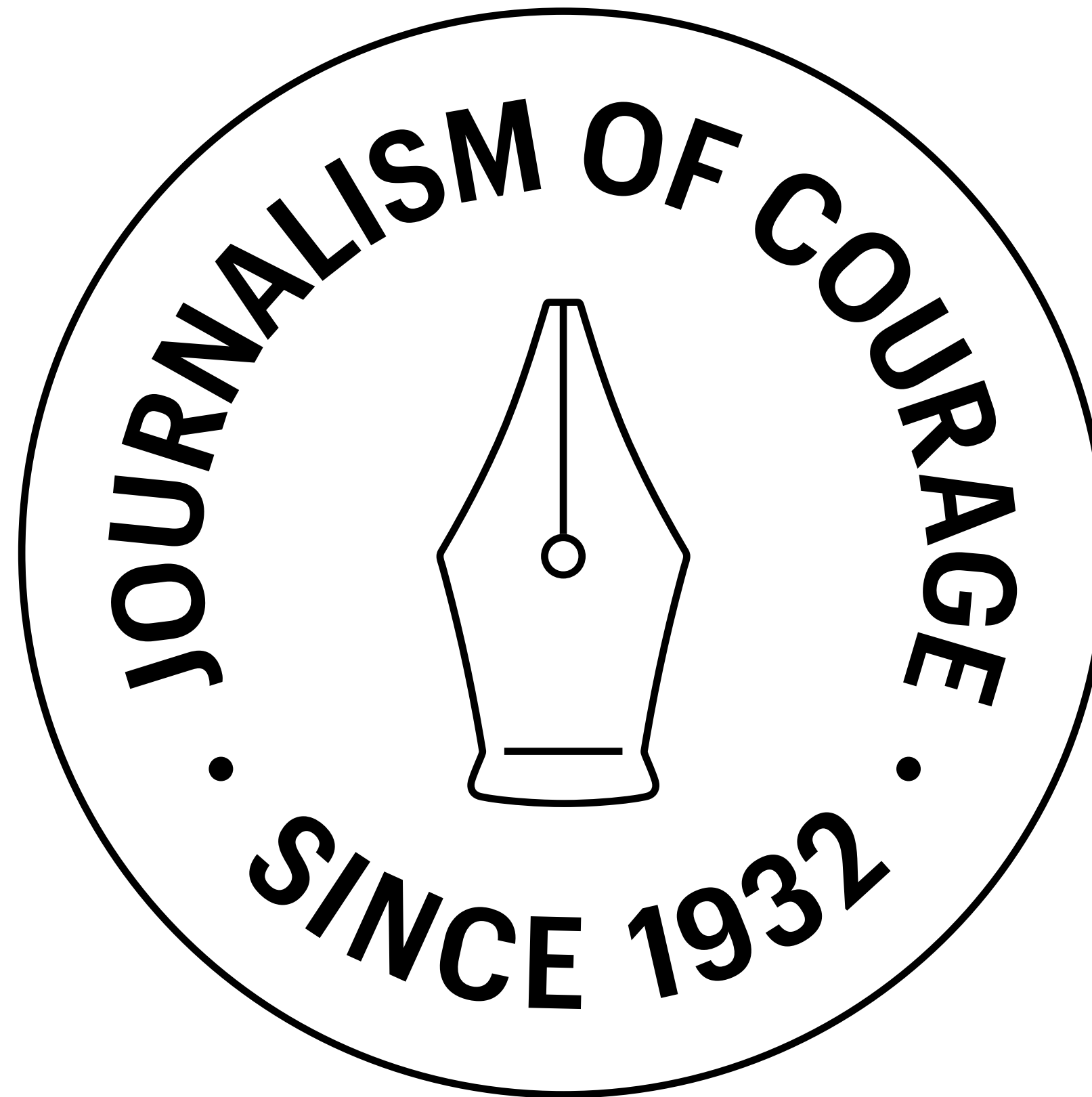

01

02

03

04

05

06
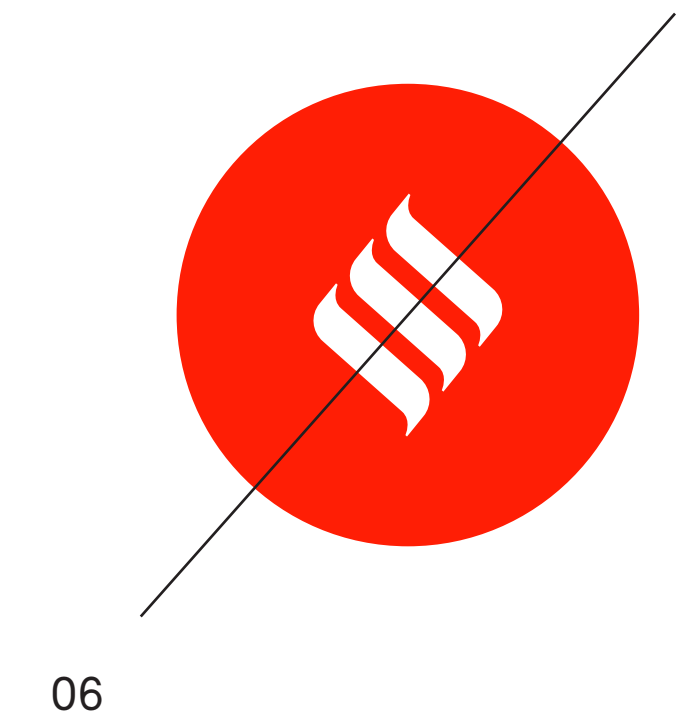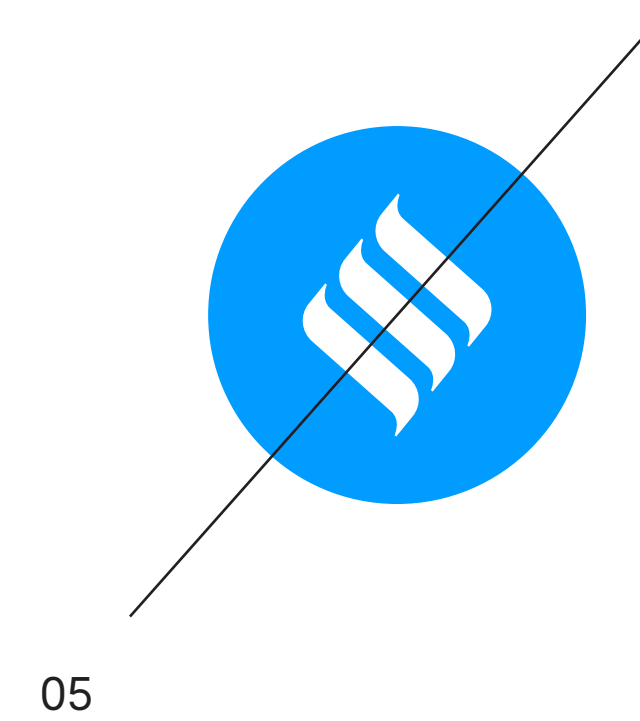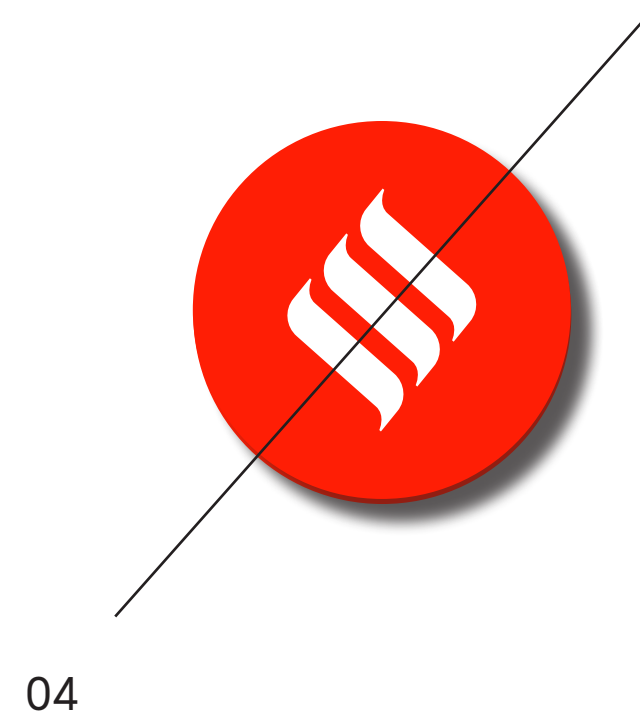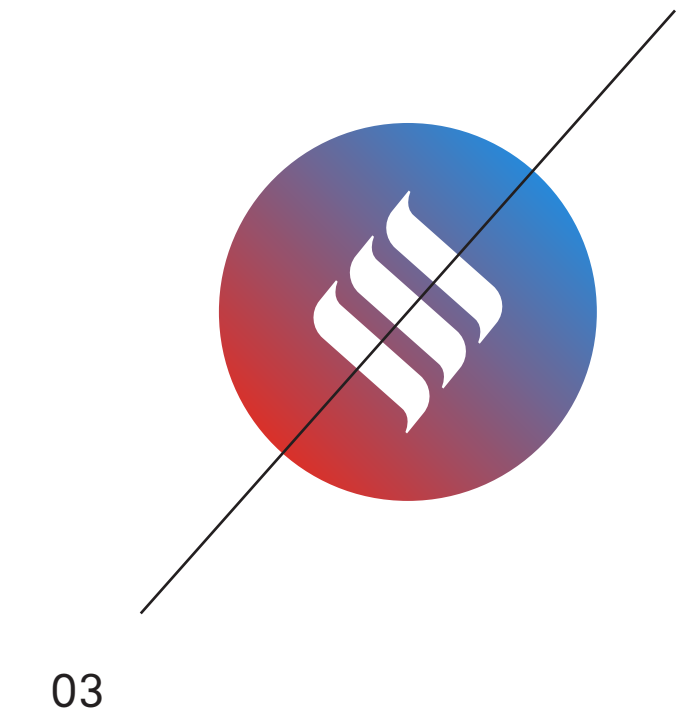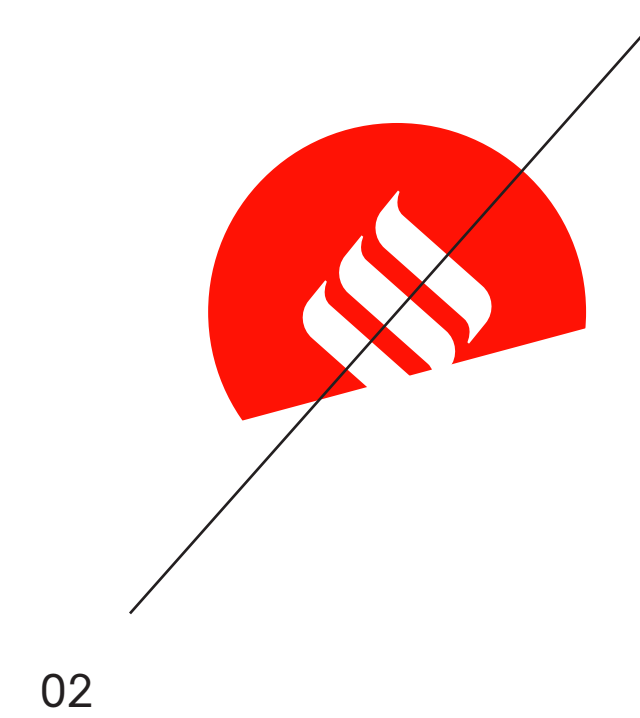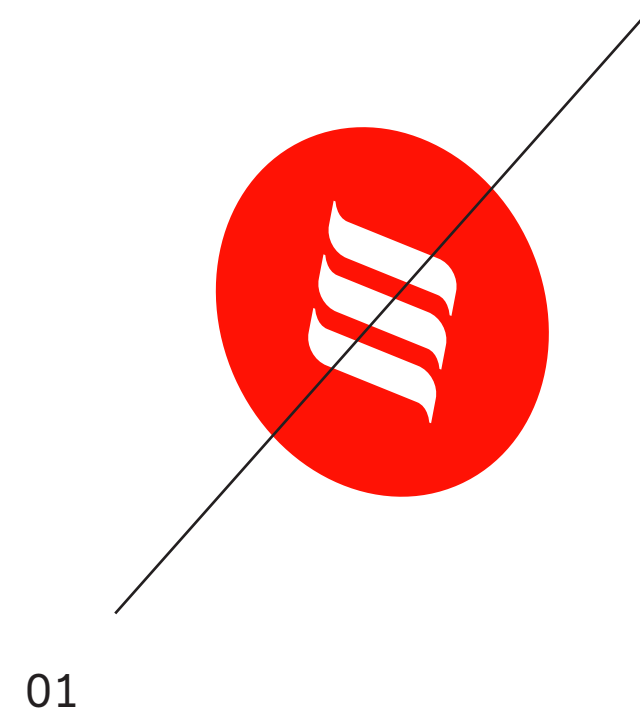
2.4
Pen Stamp

The Indian Express pen stamp is used as secondary brand element and only for journalism content.

The stamp underlines the comprehensive analysis and fearless reporting which empowers readers with the truth behind every story.

The stamp should always be used in combination with the flagship logo, but not locked up with it.

2.4
Stamp Construction

The stamp has been carefully redrawn to work well at small sizes in digital environments. Please do not alter the icon in any way.
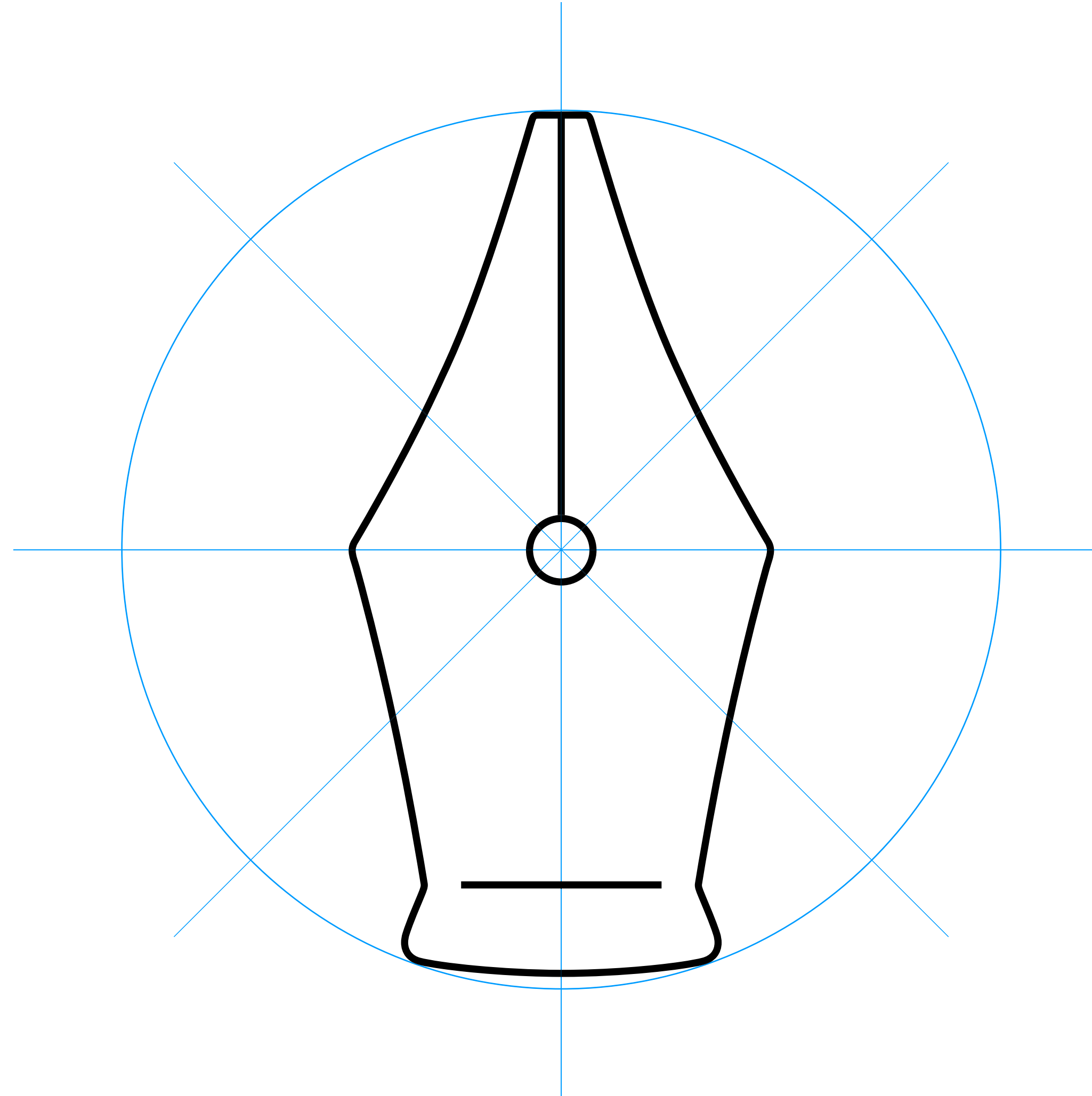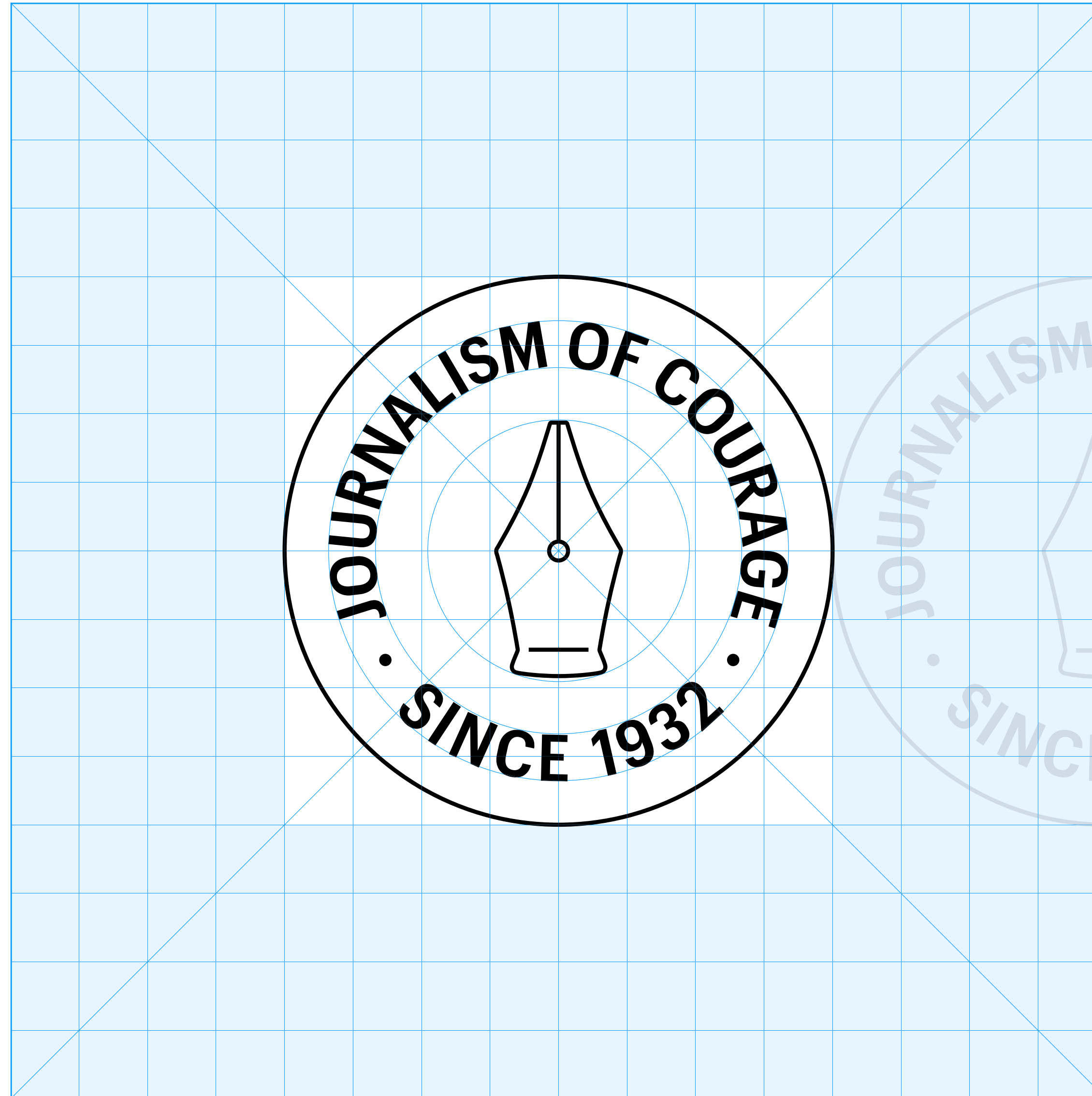
2.4
Stamp Clearance

Always maintain a minimum space around the stamp. The clearance area is defined by half the stamp size.

Photos, text and graphic elements should not overlap the blue area.

2.4
Stamp on Background

The pen stamp exists in black or white. The white version can be used on top of photo or color backgrounds to increase contrast.

For print collateral like letterhead and cards, the pen stamp can be used as emboss version [04] where the shape of the stamp alters the surface of the paper and provides a three-dimensional effect.
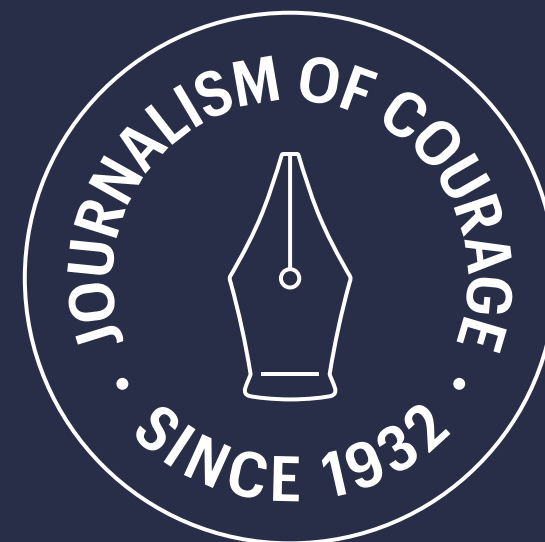
01 Black Stamp
02 White Stamp on photo background
03 Monochromatic / White version
04 Emboss version (printed matter only)
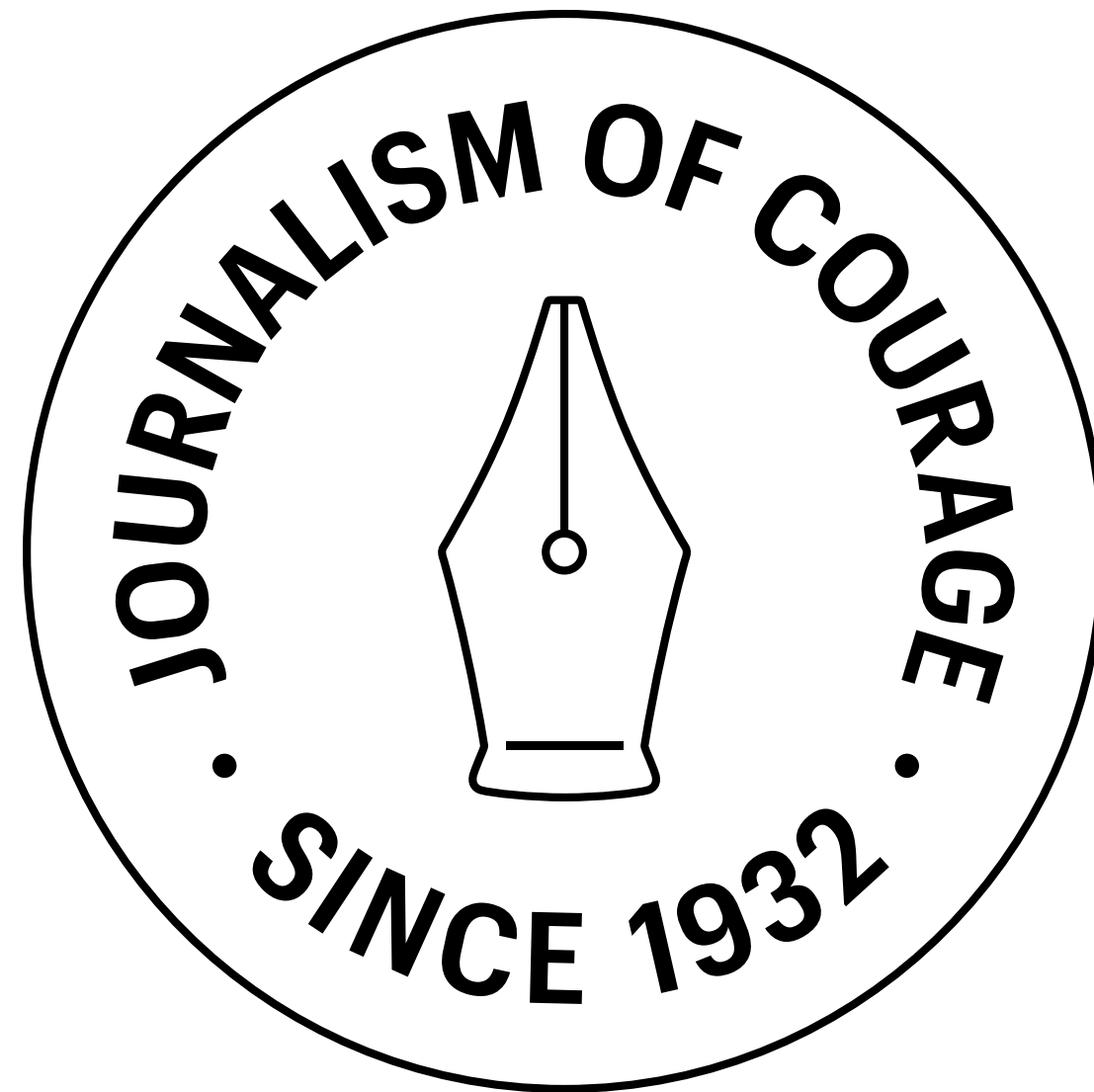

01

02

03

04

2.4
Stamp Scale

The stamp exists in 3 versions to allow for small displays. Readability and legibility of the stamp are highly important, especially at small sizes.
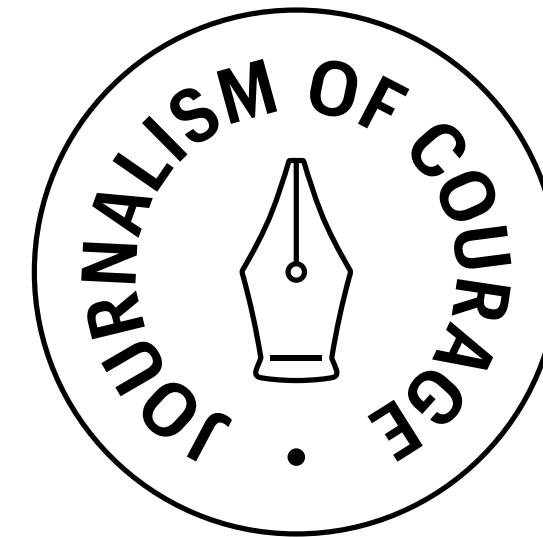
Large: 85 px or 0.5 inch in width or larger
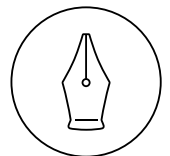**Medium:** 65 px or 0.4 inch in width or larger
**Small:** 45 px or 0.3 inch in width or larger

Large

Medium



Small

2.4
Misuse

01 **Do not** distort the stamp.
02 **Do not** cut the stamp.
03 **Do not** use gradients on the stamp.
04 **Do not** apply any effect on the stamp.
05 **Do not** change color of the stamp.
06 **Do not** change proportion of the stamp.

The drawing, proportions and spacing
of The Indian Express brand assets have
been carefully developed and may not be
redrawn, typeset, altered, embellished or
adjusted in any way. Master art files must be
used for any logo needs.

01

02

03

04

05

06
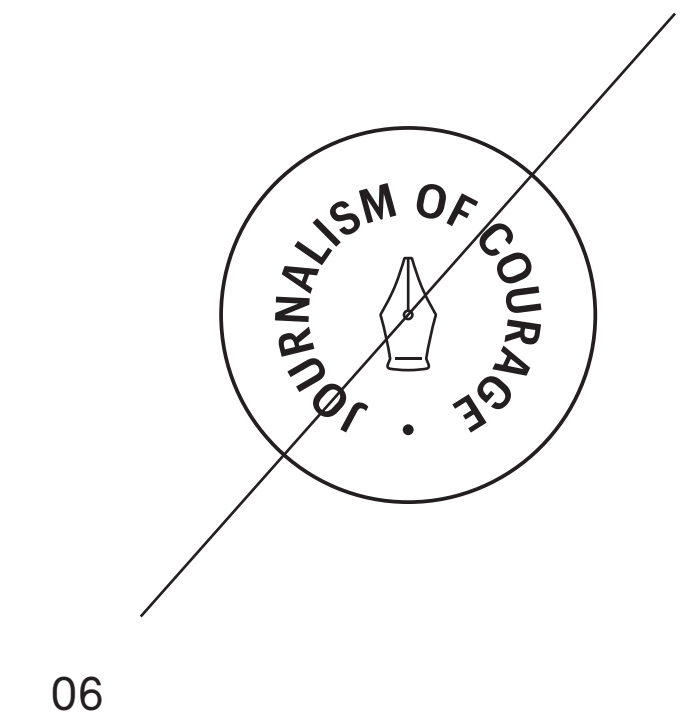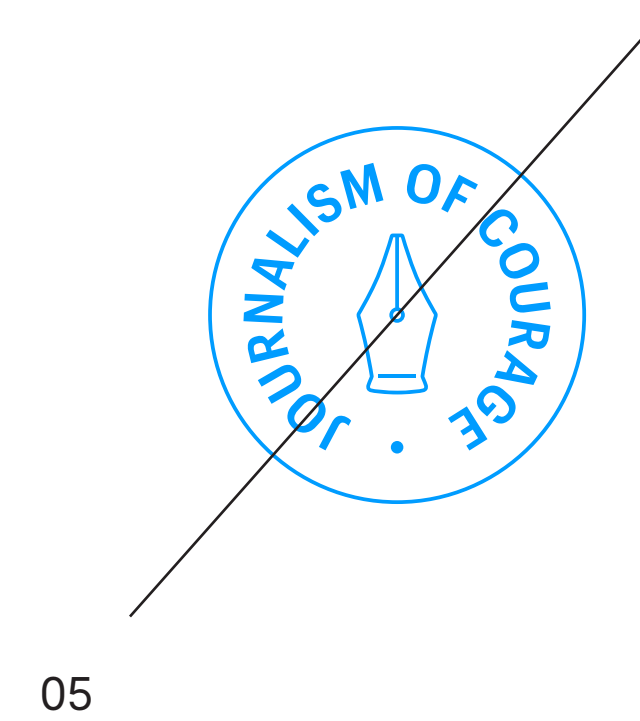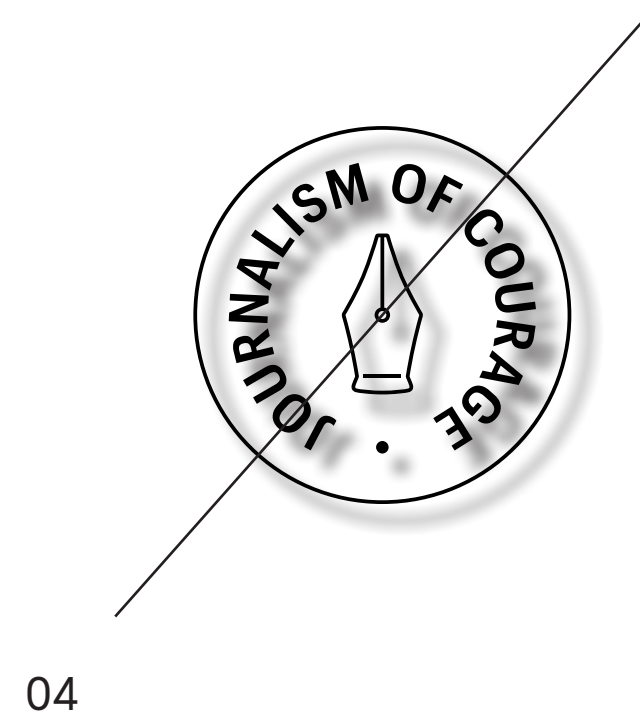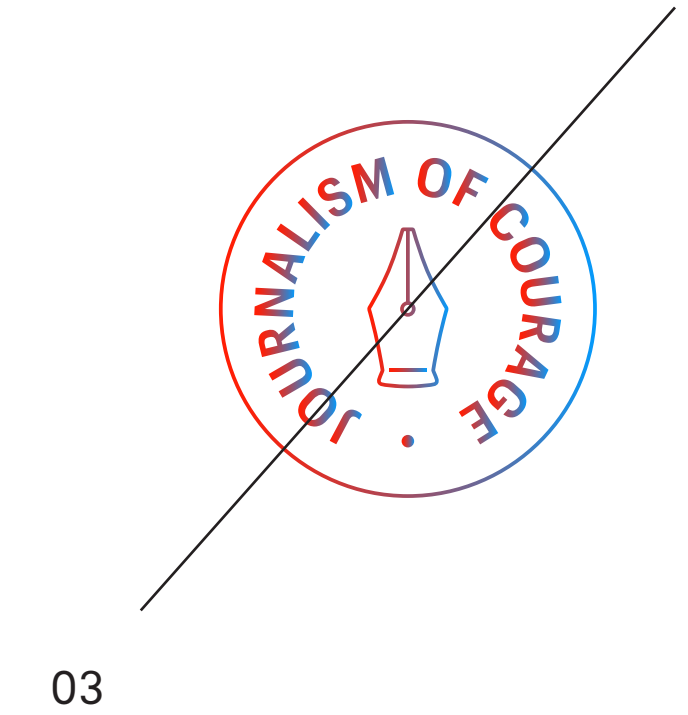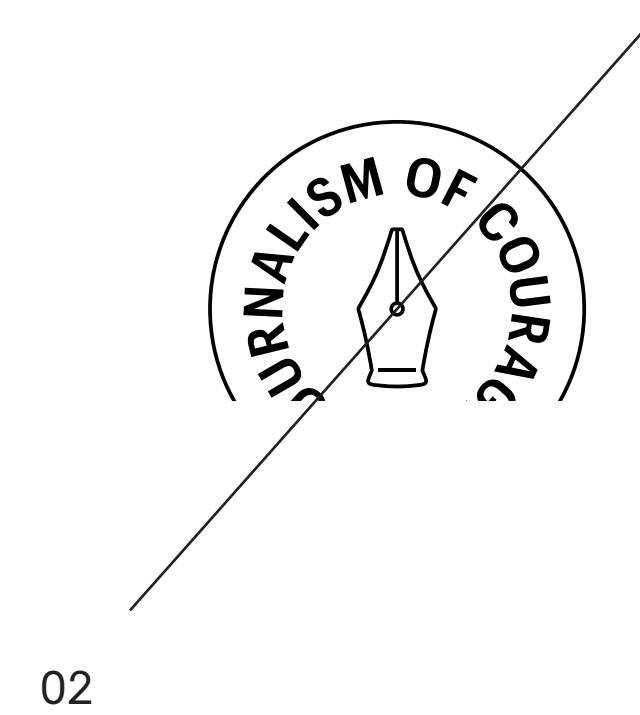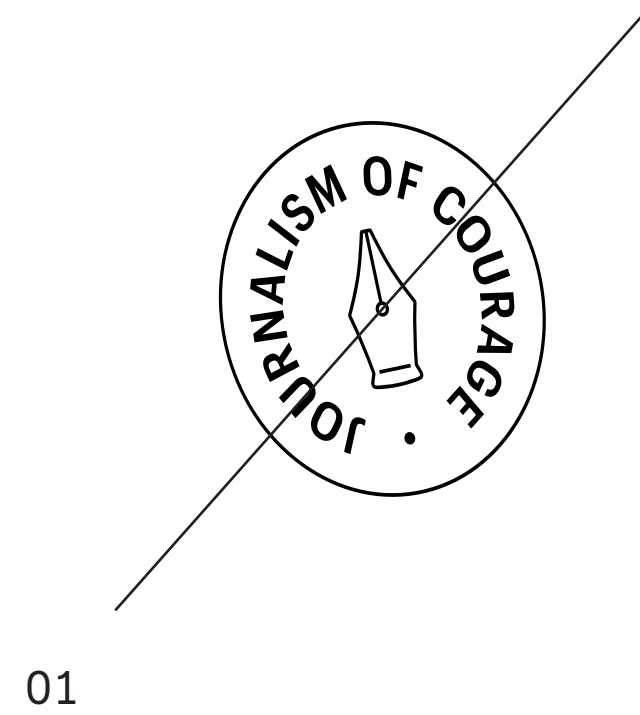
3.0
Other Brand Logos

3.1
Group Logos

The Express Group logo represents the organization, its mission and values.

3.1
Group Logos
Clearance

Always keep a minimum safe area around the logos to maintain visual clarity and to provide maximum impact.
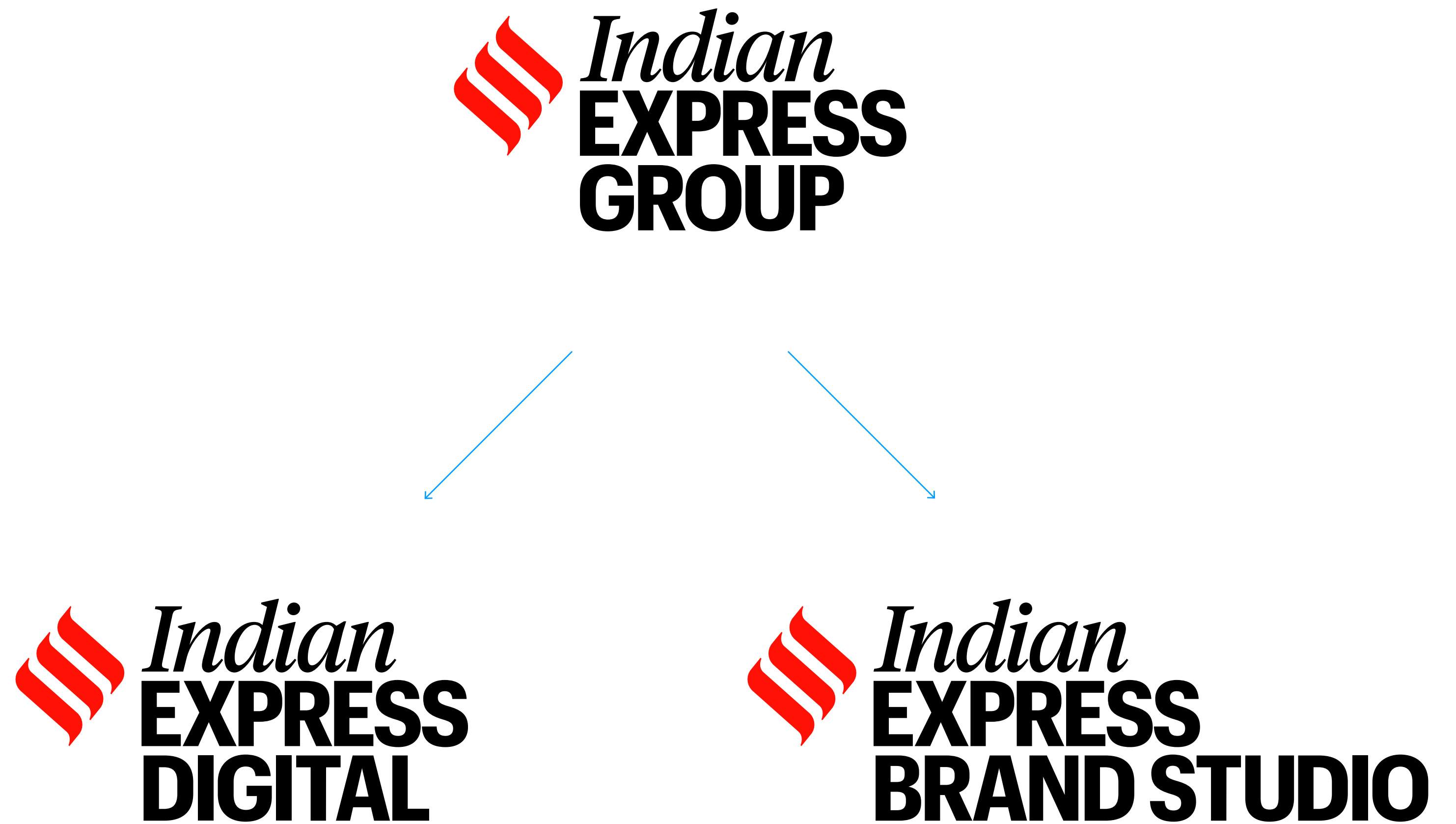
The clearance area is defined by the cap height of the logotype. Photos, text and graphic elements should not overlap the blue area.

3.1
Group Logo
Variations

The Express Group logo exists for multiple suborganizations.

3.2
Language Logos

These brands are "Indian Express" but localized for a specific language. The language will always be spelled in English.

"The" represents the flagship brand, the language subbrands do not include it.

3.2
Language Logos
Clearance

Always keep a minimum safe area around the logos to maintain visual clarity and to provide maximum impact.

The clearance area is defined by the cap height of the logotype. Photos, text and graphic elements should not overlap the blue area.

3.2
Language Logos
Variations

Examples of other language logos.

3.3
Loksatta

Loksatta is a Marathi daily newspaper in Maharashtra, India. It is published by The Indian Express Group.

3.3
Loksatta Clearance

Always keep a minimum safe area around the logo to maintain visual clarity and to provide maximum impact.

Photos, text and graphic elements should not overlap the blue area.

3.4
Jansatta

Jansatta is a Hindi daily newspaper for North India. It is published by The Indian Express Group.

3.4
Jansatta Clearance

Always keep a minimum safe area around the logo to maintain visual clarity and to provide maximum impact.

The clearance area is defined by the cap height of the logotype. Photos, text and graphic elements should not overlap the blue area.

3.5
inUTH Logo

The Indian Express Group launched inUTH (Indian Youth) as a video-first, multi-platform digital destination for Indian millennials.

The Indian Express brand takes a secondary position, without the "the" as that is reserved for the flagship logo.

inUTH
Indian **EXPRESS**

3.5
inUTH Logo

Always keep a minimum safe area around the logo to maintain visual clarity and to provide maximum impact.

The clearance area is defined by the cap height of the logotype. Photos, text and graphic elements should not overlap the blue area.

3.6
Category Branding

Categories are branded sections, not stand alone logos. A branded section will always have the flagship logo present in a secondary position.

The category logos are using the black wordmark "Express" from the flagship logo combined with the category name in color.

EXPRESS

AUDIO
TECH
AUTO
PHOTO
PARENTING
HEALTH
AUTO
VIDEO
FOOD
PLUS+

3.6
Category Branding

The category logos are based on the
typeface Graphik Compact Bold.

EXPRESSTECH

Graphik Compact Bold

3.6
Category Branding Clearance

Always keep a minimum safe area around the logo to maintain visual clarity and to provide maximum impact.

The clearance area is defined by the cap height of the logotype. Photos, text and graphic elements should not overlap the blue area.

EXPRESSTECH

3.6
Category Branding
Examples

EXPRESSTECH

EXPRESSPARENTING

EXPRESSVIDEO

EXPRESSPHOTO

EXPRESSFOOD

EXPRESSHEALTH

EXPRESSPLUS+

EXPRESSAUTO

3.6
Category Branding
Examples

To create a strong connection to the
flagship brand, the color red is applied to all
categories which are directly linked to the
core brand.

EXPRESSPLUS+

EXPRESS●LIVE

4.0
Color

4.1
Primary Colors

The color **IE Red** [01] is defined to be bold and youthful and it is the core identity color. It brings emotional warmth and contrast to the heavy black used in newspaper design.

The primary colors of the flagship brand are **IE Red** [01], **Black** [02], and **White** [03].

IE Red [01]

Black [02]

White [03]

Pantone	Red 032C	
CMYK	0 / 100 / 100 / 0	
RGB	181 / 9 / 56	
Hex	#FF1204	

CMYK	0 / 0 / 0 / 100
RGB	0 / 0 / 0
Hex	#000000

CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
Hex	#FFFFFF

4.2
Secondary Colors

Secondary colors are mostly used as background colors on Indian Express website.

Dark Blue 02 is sparingly used as background color for the website navigation, whereas **Soft Grey** 04 and **Beige** 05 tones are applied to featured modules throughout the body content.

Dark Blue 02		Soft Grey 04		Beige 05	
RGB	40 / 46 / 71	RGB	243 / 243 / 245	RGB	249 / 247 / 242
Hex	#282E47	Hex	#F3F3F5	Hex	#F9F7F2

4.3
Category Colors

This tertiary color palette includes strong, contrasted colors for **branded channels** and category pages on The Indian Express website.

Do use these colors sparingly for funcational rather than decorative purposes (e.g. accent colors). Do not combine two or more secondary colors together.

Pink 01

RGB   218 / 31 / 199
Hex   #DA1FC7

Purple 02

RGB   127 / 38 / 221
Hex   #7F26DD

Sky Blue 03

RGB   67 / 155 / 248
Hex   #439BF8

Aqua 04

RGB   33 / 199 / 224
Hex   #21C7E0

Orange 05

RGB   252 / 99 / 32
Hex   #FC6320

Mustard 06

RGB   236 / 196 / 44
Hex   #ECC42C

Green 07

RGB   30 / 193 / 111
Hex   #1EC16F

Teal 08

RGB   27 / 176 / 167
Hex   #1BB0A7

4.4
Neutrals

Neutral colors are applied to text and icons on the website to create some balance within a colorful system.

Grey 45	Grey 38	Grey 10	Grey 5
RGB 123 / 123 / 123	RGB 159 / 159 / 159	RGB 229 / 229 / 229	RGB 242 / 242 / 242
Hex #7B7B7B	Hex #9F9F9F	Hex #E5E5E5	Hex #F2F2F2

5.0
Typography

5.1
Typefaces

The main typefaces derive from The Indian Express flagship logo which is composed of 2 fonts, Tiempos Headline Medium Italic and Graphic Compact Bold.

Tiempos Headline

Graphik Compact

5.1
Typefaces (Serif)

Tiempos is a modern, editorial serif font, chosen to be the primary serif headline display font for The Indian Express.

Please note that for the website and other digital applications, some weights of Tiempos get replaced by the Google font PT Serif because of licensing costs.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tiempos Headline Bold

5.1
Typefaces (Serif)

Tiempos comes in many weights, but the core weights are Regular and Bold.

Please note that for the website and other digital applications, some weights of Tiempos get replaced by the Google font PT Serif because of licensing costs.

Regular
SemiBold
Bold

Regular
SemiBold
Bold

For over 75 years, **The Express Group** of publications has been synonymous with excellence in journalism and a commitment to independence and fairness.

Tiempos Headline Regular + Bold

5.1
Typefaces (Sans)

Graphik Compact is defined as the primary sans serif typeface. Graphik Compact takes on headlines with attention-grabbing boldness and is also easily legible at small sizes on small screens.

Please note that for the website and other digital applications, some weights get replaced by the Google font Roboto because of licensing costs.

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Graphik Compact Bold

5.1
Typefaces (Sans)

Due to its narrowness, Graphik Compact is likewise useful for all news applications as it allows for larger letters in tighter spaces, improving readability for users.

Please note that for the website and other digital applications, some weights get replaced by the Google font Roboto because of licensing costs.

Regular
SemiBold
Bold

Regular
SemiBold
Bold

For over 75 years, **The Express Group** of publications has been synonymous with excellence in journalism and a commitment to independence and fairness.

Graphik Compact Regular + Bold

Tiempos is the default serif headline font for all Indian Express articles.

Graphik Compact should be used for all body copy.

The Flagship logo, stamp and red color accents are brand elements which should be included.

The Indian **EXPRESS**

OPINION

→ Flagship logo + Red category branding

Cities at crossroads: Ripples of reform in Dhaka

Written by Isher Judge Ahluwalia, New Dehli
May 23, 2018 • 7:52pm

→ Tiempos Headeline Semibold

→ Graphik Compact Regular

Bangladesh capital's transformation of the water services sector, that connects the urban poor to the piped network, has lessons for cities in India. Dhaka, with a population of 12.5 million, is the sixth-largest megacity in the world.

Indians often think we have little to learn from our neighbour Bangladesh, which has a per capita income in PPP terms less than 60 per cent of India's. But Dhaka has a lot to teach our megacities since it has one of the worst vulnerabilities to water of any urban setting in the world, and is handling it in an inclusive manner which is also financially sustainable.

→ Graphik Compact Semibold

→ Graphik Compact Regular

→ Pen stamp as secondary brand element

Type System

Graphik Compact is the default sans–serif headline font for all Indian Express categories.

Graphik Compact should be used for all body copy.

Channel colors should appear sparingly for funcational rather than decorative purposes (e.g. accent colors).

EXPRESS TECH   `TECHNOLOGY`

→ Channel logo + colored category branding

Elon Musk: Indian CFO will decide when Tesla will enter country

→ Graphik Compact Bold

Written by Express Web Desk, New Dehli
June 12, 2018 • 3:40 pm

→ Graphik Compact Regular

Elon Musk said Tesla would enter the coutry as soon as chief financial officer Deepak Ahuja, who was from India, gave the green signal. "Deepak Ahuja, our CFO, is from India. Tesla will be there as soon as he believes we should," Musk said.

→ Graphik Compact Semibold

Tesla CEO Elon Musk on Wednesday dashed the hopes of Indians looking to get a hand on the company's luxury cars. Musk, in a tweet, revealed that the California-based manufacturer was not looking to make its debut in India in the immediate future. The Space X CEO, who asserted that he would love to introduce Tesla cars in India, reasoned that tough government regulations had forced him to apply brakes on his plans. Last year, Musk had said Tesla's cars could come to India in the summer of 2017, but there has not been any further development.

→ Graphik Compact Regular

Due to high licensing costs for digital applications, some of the brand fonts can be replaced by Google Fonts.

Please refer to the table on this page.

Tiempos Headline Semibold ⟶ PT Serif Bold (Google fonts)

Cities at crossroads: Ripples of reform in Dhaka

Cities at crossroads: Ripples of reform in Dhaka
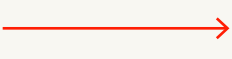
Graphik Compact Regular ⟶ Roboto Condensed Regular (Google fonts)

Written by Express Web Desk, New Dehli
June 12, 2018 • 3:40 pm

Written by Isher Judge Ahluwalia, New Dehli
May 23, 2018 • 7:52pm
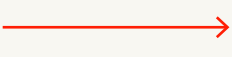
Graphik Compact Regular ⟶ Roboto Medium (Google fonts)

Bangladesh capital's transformation of the water services sector, that connects the urban poor to the piped network, has lessons for cities in India.

Bangladesh capital's transformation of the water services sector, that connects the urban poor to the piped network, has lessons for cities in India.

Graphik Compact Regular ⟶ Roboto Regular (Google fonts)

Indians often think we have little to learn from our neighbour Bangladesh, which has a per capita income in PPP terms less than 60 per cent of India's. But Dhaka has a lot to teach our megacities since it has one of the worst vulnerabilities to water of any urban setting in the world, and is handling it in an inclusive manner which is also financially sustainable.

Indians often think we have little to learn from our neighbour Bangladesh, which has a per capita income in PPP terms less than 60 per cent of India's. But Dhaka has a lot to teach our megacities since it has one of the worst vulnerabilities to water of any urban setting in the world, and is handling it in an inclusive manner which is also financially sustainable.

6.0
Print Application

6.1
Newspaper masthead

Newspaper masthead exploration using Tiempos and Graphik Compact typefaces in a 6 column grid layout.

6.1
Newspaper masthead

Newspaper masthead exploration using Tiempos and Graphik Compact typefaces in a 6 column grid layout.

The Indian Express

The Indian EXPRESS

JOURNALISM OF COURAGE

Prime Minister Narendra Modi with Canadian PM Justin Trudeau and his family at Rashtrapati Bhavan Friday.

PM draws the line for Trudeau: No tolerance for threat to unity

Energy pact among six signed

By Shubhajit Roy
New Delhi, March 19

Sending a clear and firm message to visiting Prime Minister Justin Trudeau over his government's perceived soft stand on pro Khalistan elements in Canada, PM Narendra Modi Friday said be tolerated. Trudeau made no mention of the challenges that terrorism, extremism and separatism pose but a joint statement on "Framework for Cooperation between India and Canada on Countering Terrorism and Violent Extremism" was issued later. It said that "the framework is based on fundamental respect for the sovereignty, unity and territorial integrity of India and to the statement, the two countries are "committed to work together to neutralize threats emanating from terrorist groups such as Al Qaida, ISIS, the Haqqani Network, LeT, JeM, Babbar Khalsa International, and the International Sikh Youth Federation". In April 2015, the joint statement had not mentioned any of the terrorist groups, including the pro-Khalistan

Delhi faceoff deepens, Police search CM home, he takes his team to LG

By Prashant Pandey
Ranchi, March 19

Delhi faceoff: The search at Delhi CM Arvind Kejriwal's home by the Delhi Police closely follows the arrests of the two MLAs Amanatullah Khan and Prakash Jarwal two days ago. Both MLAs were denied bail Friday and sent to judicial custody.

The Delhi Police conducted searches at Chief Minister Arvind Kejriwal's residence Friday for CCTV footage of a meeting on February 19 when two AAP MLAs allegedly assaulted Chief Secretary Anshu Prakash during a late night meeting.

The search closely follows the arrests of the two MLAs two days ago and drew sharp criticism from the AAP and Kejriwal. Delhi Chief Minister Arvind Kejriwal Wednesday said Lt Governor Anil Baijal has "rejected" the AAP government's proposed doorstep delivery of ration scheme. He tweeted that he made repeated requests to Baijal for a meeting on the proposed scheme, which was cleared by the Cabinet earlier this month. "V said that Hon'ble LG has rejected doorstep delivery of ration scheme. I had repeatedly requested him to give me an audience before taking a decision but he did not. Feeling really sad that such imp proposals are becoming victims of petty politics."

Kabul blast: At least 28 killed, 18 injured, says interior ministry official

By Seema Chishti
Ranchi, March 19

Militant group Islamic State, which has claimed several previous attacks on Shi'ite targets, claimed responsibility, its Amaq news agency said. The Taliban issued a statement denying any connection.

The United Nations has strongly condemned the deadly attack near a university Shiites celebrating Nowruz." In a statement attributable to his spokesperson, Secretary-General Antonio Guterres offered his condolences to the families of the victims and wished a speedy recovery to those injured. "Nowruz is a time of renewal and celebration, and should be a time for promoting the values of peace and solidarity," he said, reiterating that those organised the attack "must be brought to justice."

The UN chief also expressed his solidarity with the government and the people of Afghanistan in the aftermath of the vio-

Kerala professor's sexist remarks on Muslim women students result in worldwide outrage on social media

By Johnsont A
Bengaluru, March 19

Express Photo by Praveen Khanna

A professor in Kerala's Farook College, Jouhar Munavvir, allegedly likened Muslim girl students' chests to sliced watermelons on display. He said this in a comment made a few weeks ago during a counselling session outside the college.

Core issue in Delhi is division of power

By Ashishkhetan
THE EDITORIAL PAGE
Page 12

6.2
Collateral

Greeting card exploration with pen stamp
embossed.

6.2
Collateral

Business card exploration back and front.

The Indian EXPRESS

Nandagopal Rajan
New Media Editor

IE Online Media Services P Ltd
+ 91 98 9107 0050

nandagopal.rajan@indianexpress.com
indianexpress.com

6.2
Collateral

Letterhead exploration with pen stamp embossed.

The Indian EXPRESS

INDIAN EXPRESS LAUCH

Media Release, May 2018

Cras justo odio, dapibus ac facilisis in, egestas eget quam. Fusce dapibus, tellus ac cursus commodo, tortor mauris condimentum nibh, ut fermentum massa justo sit amet risus. Sed posuere consectetur est at lobortis. Duis mollis, est non commodo luctus, nisi erat porttitor ligula, eget lacinia odio sem nec elit. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Donec id elit non mi porta gravida at eget metus.

Maecenas faucibus mollis interdum. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor. Maecenas faucibus mollis interdum. Cras mattis consectetur purus sit amet fermentum. Nullam quis risus eget urna mollis ornare vel eu leo.

Nullam id dolor id nibh ultricies vehicula ut id elit. Aenean eu leo quam. Pellentesque ornare sem lacinia quam venenatis vestibulum. Praesent commodo cursus magna, vel scelerisque nisl consectetur et. Vivamus sagittis lacus vel augue laoreet rutrum faucibus dolor auctor.

Thank you.
Yours sincerely,

John Doe
CEO Digital

The Express Building, B-1/B, Sector-10, Noida-201 301, Uttar Pradesh, India
Phone: +91 22 2471 7677 • Fax: +91 22 2471 2121 • Email: info@indianexpress.com

6.3
Brand Moodboard

Bold contrasted colors and big type are used for all campaign assets.

Did you read through the pages, into the paragraphs, between the lines?

For the curious Indian
indianexpress.com

The Indian **EXPRESS**

JOURNALISM OF COURAGE · SINCE 1932 ·
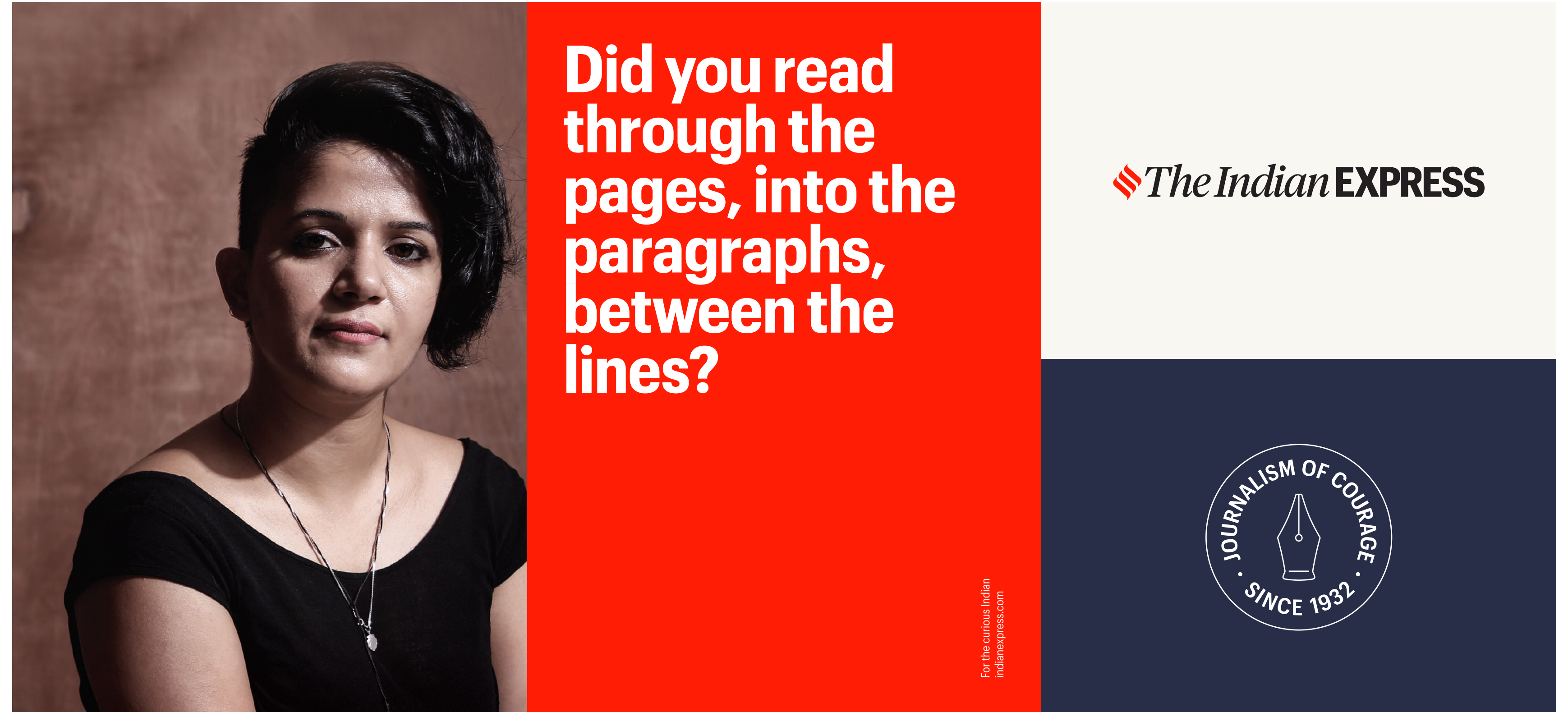
6.3
Brand Moodboard

Graphik Compact Bold is either used in white or black, and always top left aligned.

The flagship logo is bottom left aligned and used in monochromatic white on IE red, in negative on dark blue and in positive on beige backgrounds.

Raise the standard of an argument.

The Indian **EXPRESS**

Raise the standard of an argument.

The Indian **EXPRESS**

Raise the standard of an argument.

The Indian **EXPRESS**

6.4
Ad Design System

For all assets which are in landscape format (larger than tall), the design gets split into half color and half photo background. Type is used on top of color and the pen stamp can be introduced on top of photos.

Poster Portrait

Poster Landscape

6.5
Campaign Posters

Poster exploration portrait format.

6.5
Campaign Posters

Poster exploration portrait format.

6.5
Campaign Posters
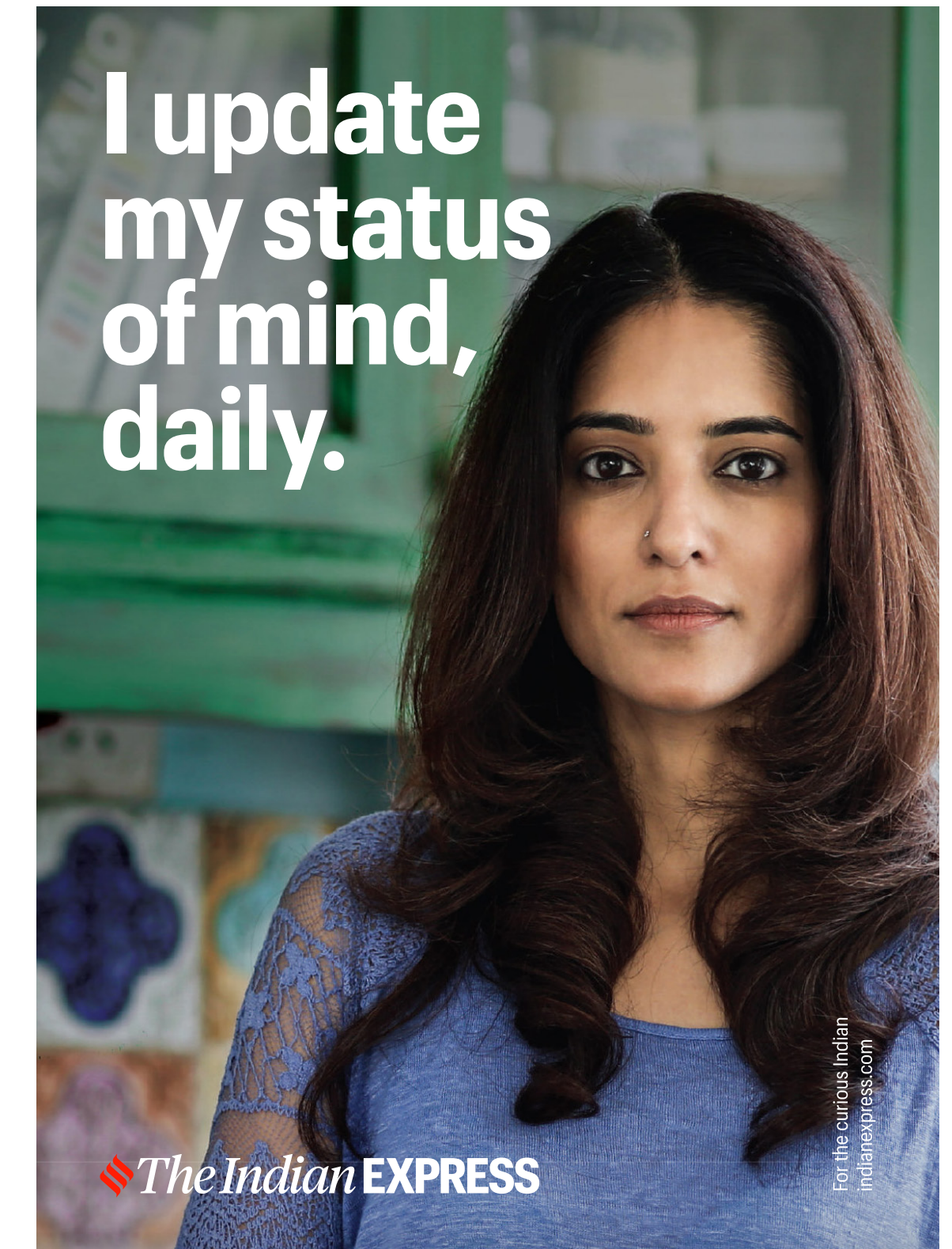
Poster or magazine spread exploration in landscape format.

Did you read through the pages, into the paragraphs, between the lines?

For the curious Indian
indianexpress.com

≋ *The Indian* **EXPRESS**

6.5
Campaign Posters

Poster or magazine spread exploration in landscape format.

It is not just about breaking news. It is about breaking news down.

The Indian **EXPRESS**

For the curious Indian
indianexpress.com

JOURNALISM OF COURAGE · SINCE 1932

6.5
Campaign Posters

Poster or magazine spread exploration in landscape format.

Raise the standard of an argument.

The Indian **EXPRESS**

Question the answers.

The Indian **EXPRESS**

Sometimes I am blunt, but never pointless.

The Indian **EXPRESS**

I update my status of mind, daily.

The Indian **EXPRESS**

6.5
Campaign Posters

Billboard exploration.

6.6
Merchandise

The flame icon can be extracted from the flagship logo for specific merchandise articles.

6.6
Merchandise

The flame icon can be extracted from the flagship logo for specific merchandise articles.

7.0
Digital Application

7.1 Website

7.2 Mobile

7.1
Website

Homepage design with main hero area.

7.1
Website

Landing page.

7.1
Website

Listing page.

7.1
Website

Live article page.

☰   INDIA   WORLD   OPINION   VIDEOS   ENTERTAINMENT   SPORTS   TECHNOLOGY   LIFESTYLE   PHOTOS   PODCASTS   🔍

New Dehli, India • 32°C ⌄

The Indian EXPRESS
Tuesday, May 29th 2018

English ⌄   Today's Paper   Subscribe

WORLD   🔴 **LIVE**

By Express Web Desk
New Delhi
June 12, 2018 • 3:40 pm

2,6K Shares

Trump-Kim summit, Kim commits to 'denuclearisation' of North Korea, Trump guarantees security

Donald Trump-Kim Jong-un summit highlights: In a historic summit, US President Donald and North Korean leader Kim Jong-un met in Singapore on Tuesday. This is the first-ever meeting between leaders of the two countries. Get the latest news here.
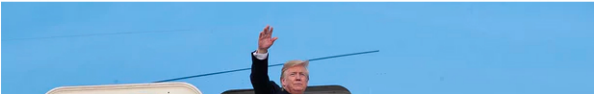
U.S. President Donald Trump shows the document, that he and North Korea's leader Kim Jong Un signed acknowledging the progress of the talks and pledge to keep momentum going, after their summit at the Capella Hotel on Sentosa island in Singapore June 12, 2018. © Reuters

Kim Jong-un on Tuesday, in a historic meeting with the US President Donald Trump in Singapore, committed to complete denuclearisation of the Korean Peninsula. Donald Trump also agreed to provide security guarantees to the Democratic People's Republic of Korea (DPRK). Both the leaders pledged to joint efforts to build a peaceful and stable regime.

Also read: Donald Trump, Kim Jong-Un sign 'comprehensive document' at historic Singapore summit

RELATED

The Indian Express

Brand Guidelines

7.1
Website

Channel landing page.
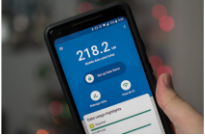
The Indian EXPRESS

🔍

New Dehli, India • 32°C ⌄

EXPRESS**TECH**

Tuesday, May 29th 2018

English ⌄   Today's Paper   Subscribe

TECHNOLOGY   MOBILE   GADGETS   SCIENCE   REVIEWS   SOCIAL   NEWS

Google's Datally updated with Guest Mode, Wi-Fi Map and more

WhatsApp Business could introduce catalogue feature for product listings

Best affordable 6GB RAM phones to buy in India in June 2018

Tesla Model 3 wins Consumer Reports recommendation

Xiaomi smartphones released in 2018 that are yet to arrive in India

Xiaomi 2018 smartphones lineup in India: From Xiaomi Mi 8, Mi 8 SE, Redmi 6 to Mi 6X (Mi A2), here is a list of smartphones that are yet to make their debut in India

Apple's iOS 12 will automatically share location data when people dial 911

TECH REVIEWS

Search products and reviews 🔍

Huawei P20 Pro camera review: Is it as good as a DSLR?

●●●●○ 4.0

Apple iPad 2018 review: A learning tool worth the investment

●●●●○ 4.2

Sony SRS-XB41 review: Ideal for the party animal

●●○○○ 2.3

Apple Watch 3 LTE review: This will change your lifestyle, but not everyone needs it

●●●●● 4.9

Canon EOS M50 review: Compact, but with DSLR versatility

●●●○○ 3.2

LATEST

7.1
Website

Channel listing page.

New Dehli, India • 32°C ⌄

EXPRESSTECH
Tuesday, May 29th 2018

English ⌄   Today's Paper   Subscribe

TECHNOLOGY   MOBILE   GADGETS   SCIENCE   REVIEWS   SOCIAL   NEWS

Advertisement

LATEST IN REVIEWS

Apple's iOS 12 will automatically share location data when people dial 911

With iOS 12, iPhone users who call 911 will be able to automatically and securely share their location to help reduce emergency response times.

16 minutes ago

Explosive volcanoes spawned mysterious Mars rock formations

Greenhouse gases exhaled during the eruptions that spawned the Medusae Fossae could have warmed Mars's surface enough for water to remain liquid at its surface.

1 hour ago

Amazon India expands Alexa compatibility to TVs, smart cameras, and more

Amazon has announced the expansion of smart home devices that are compatible with Alexa voice-assistant.

1 hour ago

Google, Facebook, others speak out against child separation

The flurry of corporate statements might soothe CEO consciences and rally their employees and customers, but they're unlikely to lead to policy changes.

2 hours ago

Oppo Find X – everything you need to know: Features, specifications, price, India release date, and more

Oppo Find X has been launched, featuring a curved bezel-less display, 3D

Advertisement

PROMOTED IN STORES

Samsung Galaxy J8 (Black, 64GB, 4GB RAM)
₹ 18,990   Amazon.in

Samsung Galaxy J8 (Black, 64GB, 4GB RAM)
₹ 14,650   Paytm Mall

Mi Redmi Note 5 Pro 64 GB (Gold)
₹ 15,995   Amazon.in

Moto E5 Plus (Black, 5000 mAh Battery)
₹ 18,790   Paytm Mall

Samsung Galaxy A6 (Blue, 64GB) with Offers
₹ 20,750   Amazon.in

7.1
Website

Channel article page.

The Indian **EXPRESS**

New Dehli, India • 32°C ⌄

EXPRESS**TECH**

Tuesday, May 29th 2018

English ⌄   Today's Paper   Subscribe

TECHNOLOGY   MOBILE   GADGETS   SCIENCE   REVIEWS   SOCIAL   NEWS

TECHNOLOGY

By Express Web Desk
New Delhi
June 12, 2018 • 3:40 pm

2,6K Shares

Indian CFO will decide when Tesla will enter country, says Elon Musk

Elon Musk said Tesla would enter the coutry as soon as chief financial officer Deepak Ahuja, who was from India, gave the green signal. "Deepak Ahuja, our CFO, is from India. Tesla will be there as soon as he believes we should," Musk said.

Last year, Musk had said Tesla's cars could come to India in the summer of 2017, but there has not been any further development.

Tesla CEO Elon Musk on Wednesday dashed the hopes of Indians looking to get a hand on the company's luxury cars. Musk, in a tweet, revealed that the California-based manufacturer was not looking to make its debut in India in the immediate future. The Space X CEO, who asserted that he would love to introduce Tesla cars in India, reasoned that tough government regulations had forced him to apply brakes on his plans. Last year, Musk had said Tesla's cars could come to India in the summer of 2017, but there has not been any further development.

"Would love to be in India. Some challenging government regulations

RELATED

Elon Musk to roll out website to rate the credibility of journalists

7.1
Website

Channel landing page.

7.1
Website

Video detail page.

EXPRESSVIDEO

New Dehli, India • 32°C ⌄

English ⌄   Today's Paper   Subscribe

Tuesday, May 29th 2018

EXCLUSIVE   TECHNOLOGY   ENTERTAINMENT   LIFESTYLE   FOOD   SPORTS   AUTO   IDEA EXCHANGE   EURONEWS

LIFESTYLE

The man-eating leopards of Rudraprayag

It's 100 years ago since a leopard that would become "the best-hated and most-feared animal in all India" — in Jim Corbett's words — made its first human kill.

By Express Web Desk
June 12, 2018 • 3:40 pm
Video duration: 03:38

2,6K Shares

It's 100 years ago since a leopard that would become "the best-hated and most-feared animal in all India" — in Jim Corbett's words — made its first human kill.

LATEST IN LIFESTYLE

▶ 03:54

If a woman gets into trouble, I feel somewhere she is responsible for it: Mamta Mohandas

In a recent media interaction, Mamta Mohandas said that she feels that women are somehow responsible for the trouble they face in terms of harassment or abuse.

2 hours ago

Explosive volcanoes spawned mysterious Mars rock

7.1
Website

Footer area with Indian Express App branding.

Files on Tamil Tigers and MI5 in Sri Lanka erased at Foreign Office

Taj Mahal 'at risk of being privatised' under new heritage adoption scheme

Two-day-old girl found dead in Chandigarh

Army Major's wife found with throat slit

Monsoon set to hit Delhi this week, pre-monsoon showers expected from Wednesday

Advertisement

Indian Express Apps

The journalism you love is available in a native format on your favorite device. We're committed to offering our best-in-class journalism in a format that adapts to wherever our readers want it.

Download the Indian Express apps for iPhone, iPad or Android
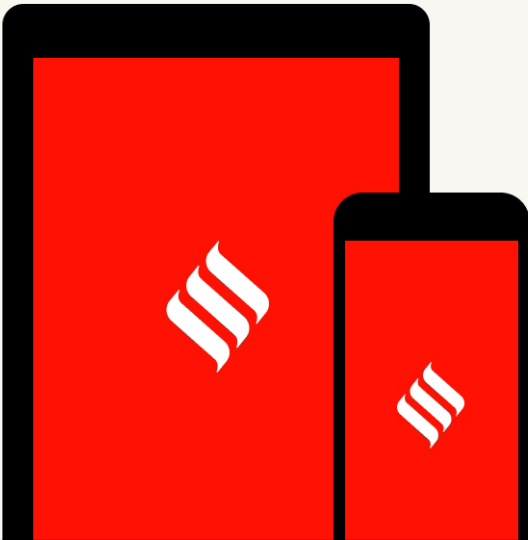
NEWS
Homepage
India
World
Opinion
Videos
Entertainment
Sports
Technology
Lifestyle
Photos
Podcasts
Express+

FEATURED
Explained
Education
Jobs
Business
Focus
City news

TRENDING
Petrol rates
Facebook
Kerala Nipah
Pollution
The Hindu Metroplus
FIFA 2018
Donald Trump
Karnataka Elections

THE GROUP
The Express Group
The Indian Express
The Financial Express
Loksatta
Jansatta
inUTH
Brand Solutions
About us
Contact us

Indian EXPRESS GROUP

JOURNALISM OF COURAGE · SINCE 1932 ·

NEWSLETTER
Email address   Submit

FOLLOW US

© 2018 The Indian Express. All Rights Reserved
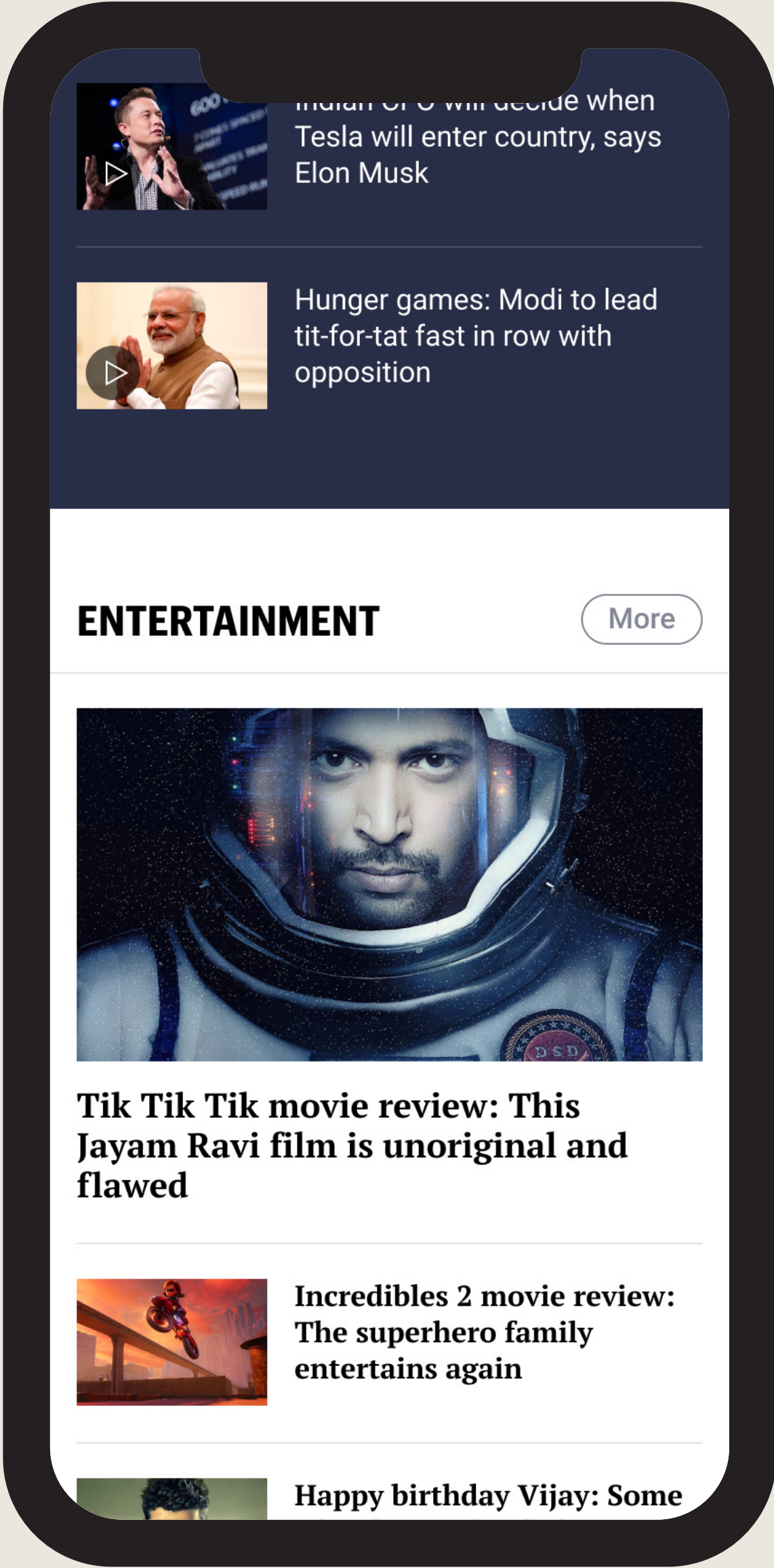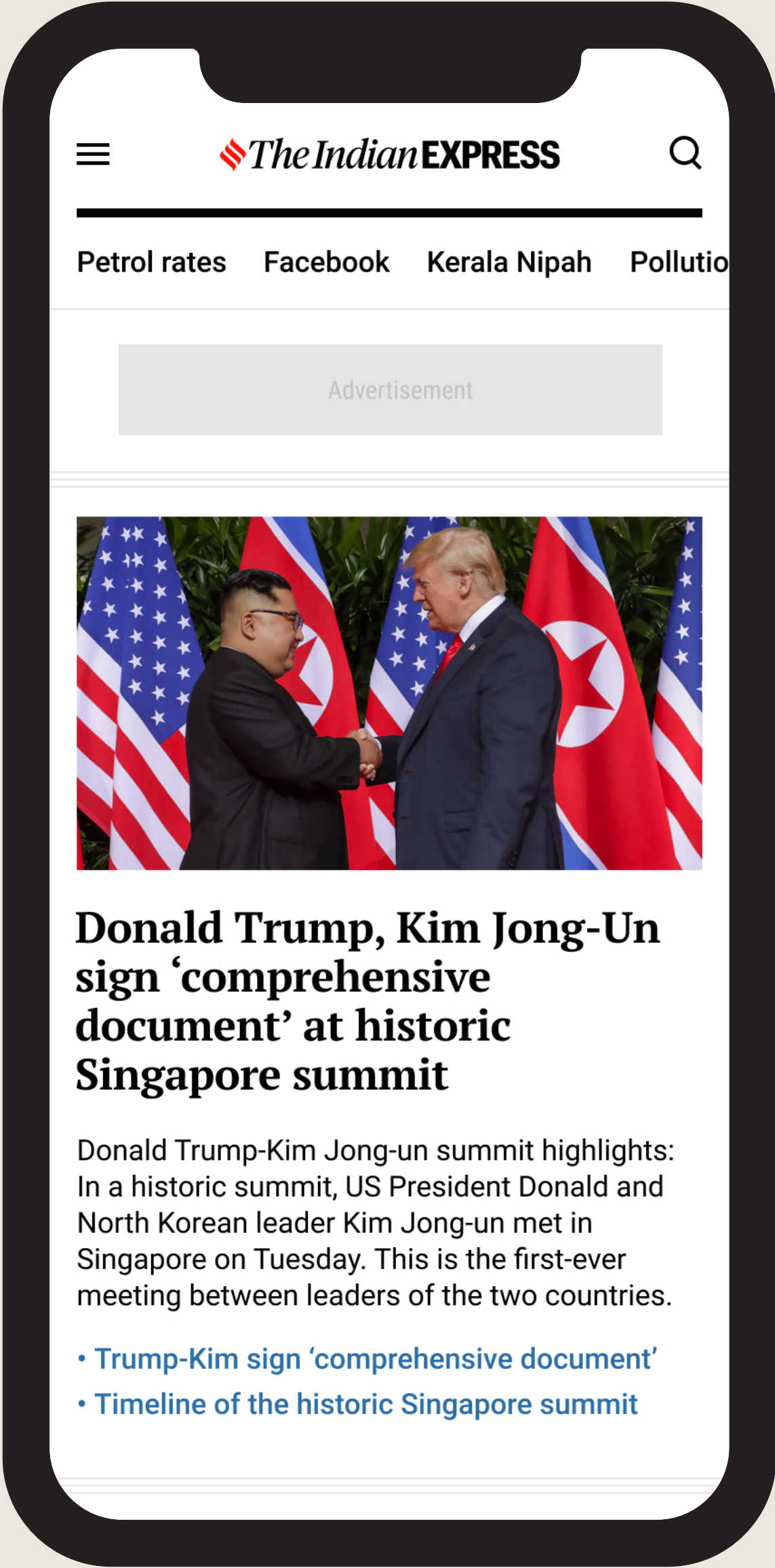
Privacy Policy   Advertise with us   Subscribe
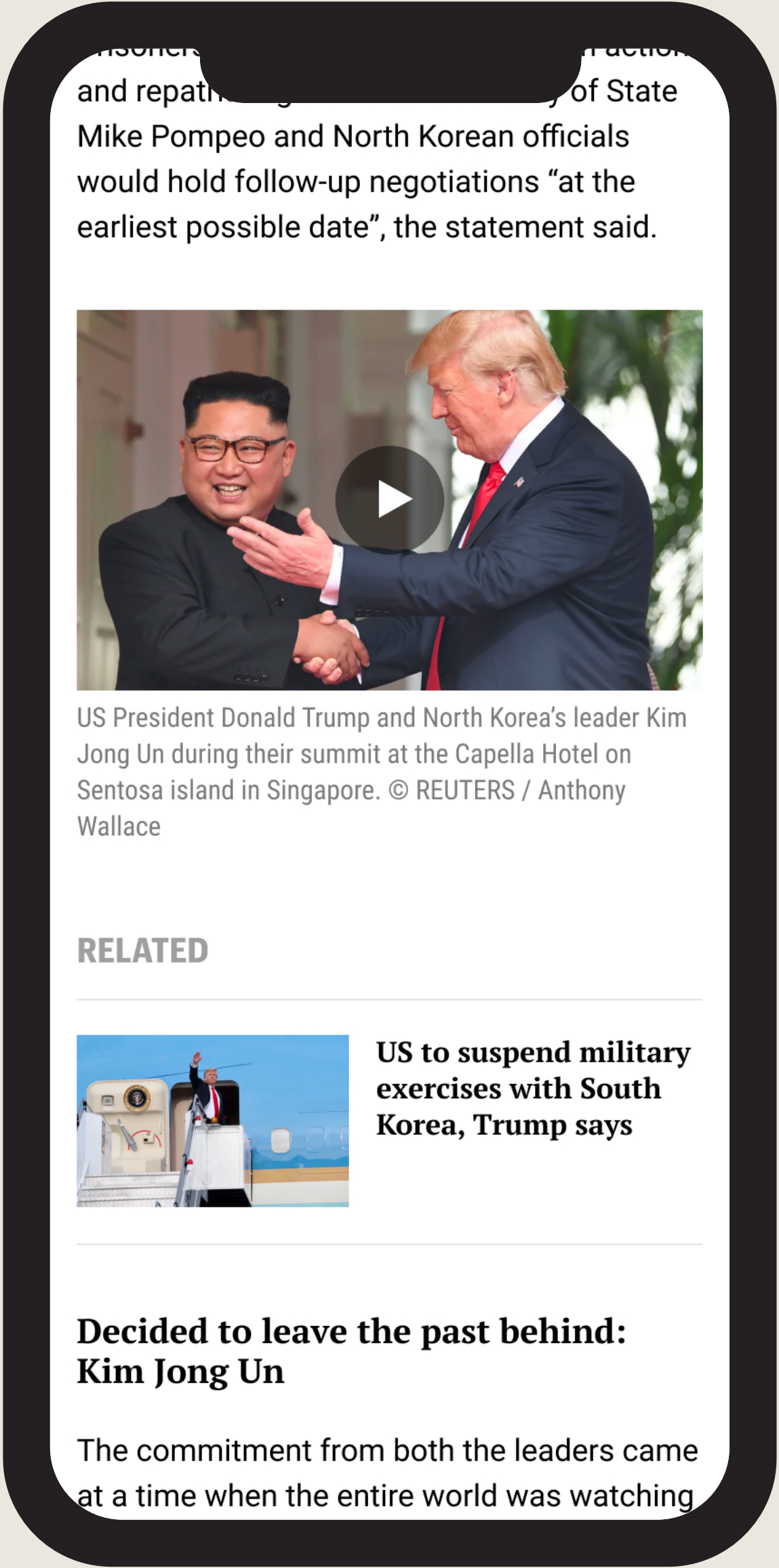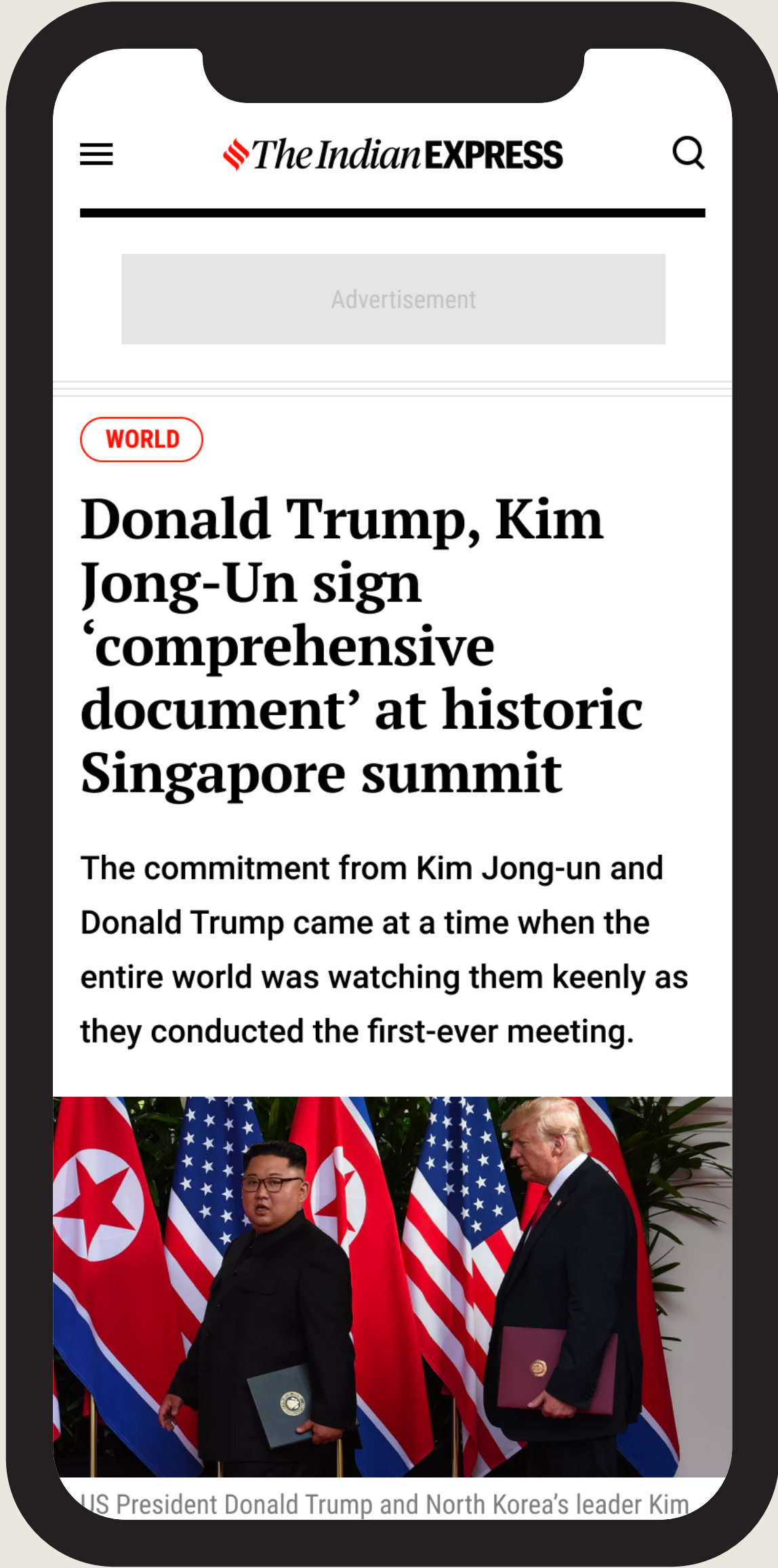
7.2
Mobile Website

Homepage on mobile.

7.2
Mobile Website

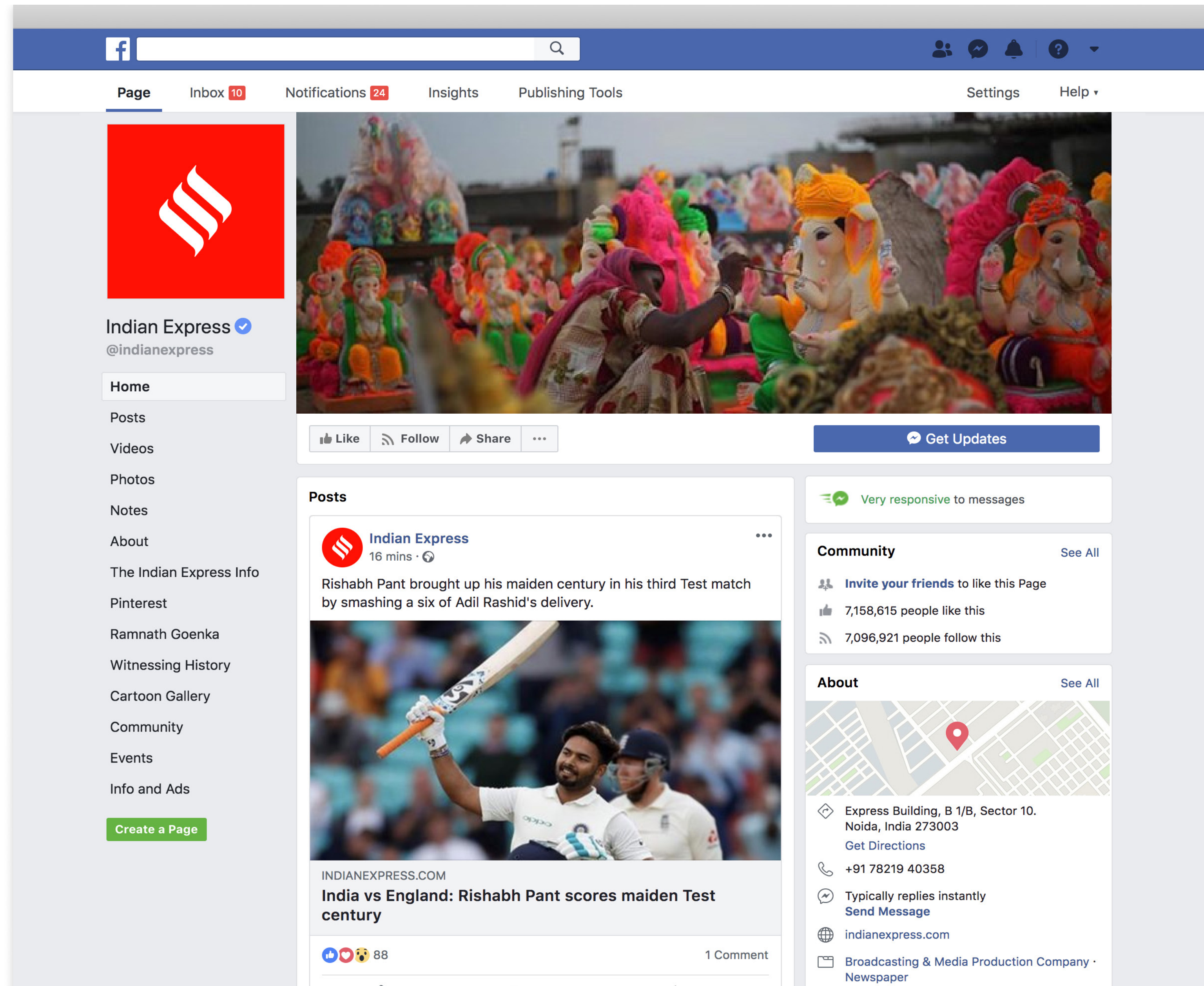Article page on mobile.

7.2
Mobile Website

Channel article page.
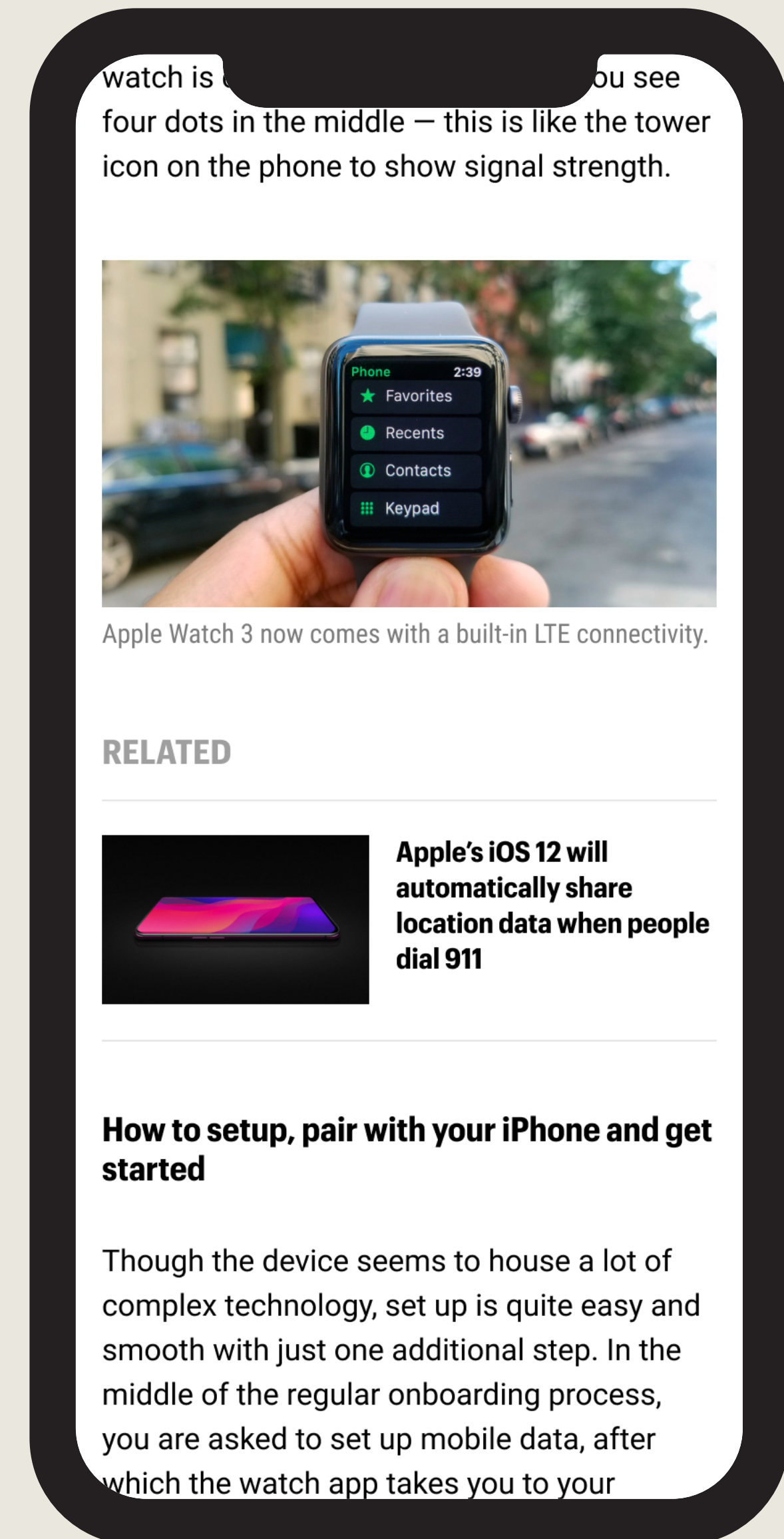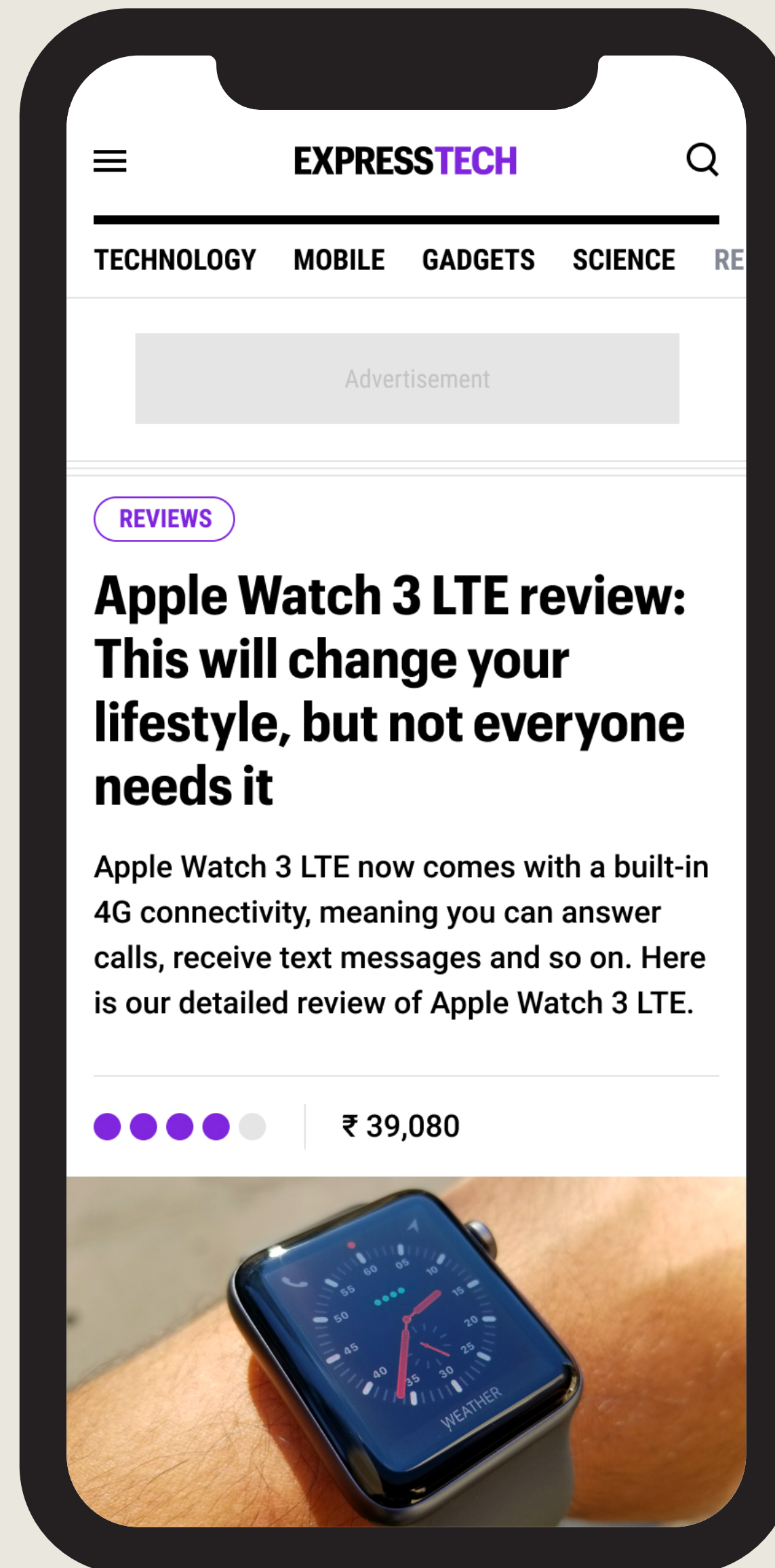
8.0
Other Digital
Applications

8.1
Facebook

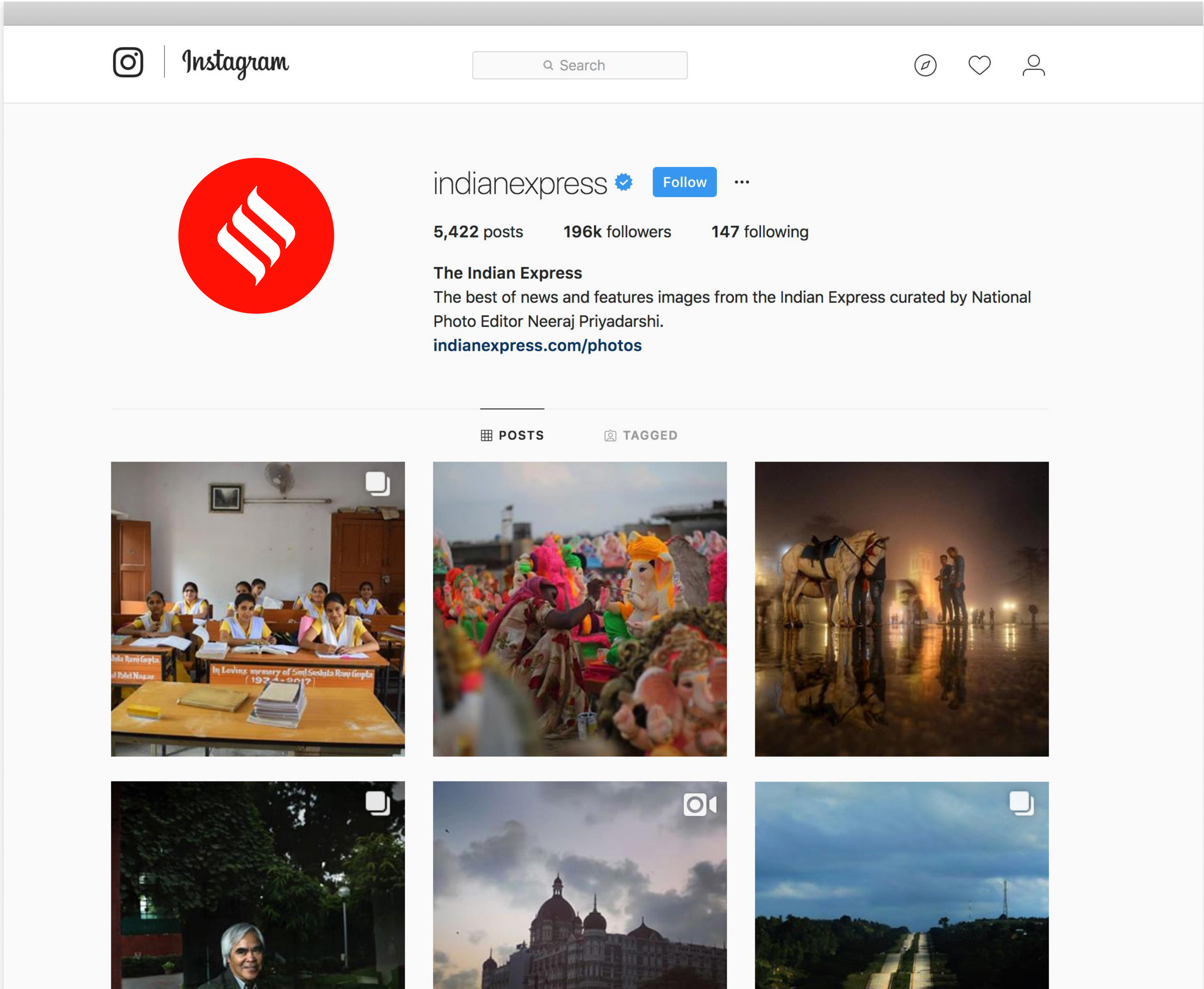Social mark icon applied to Facebook feed.

8.2
Instagram

Social mark applied to Instagram feed.
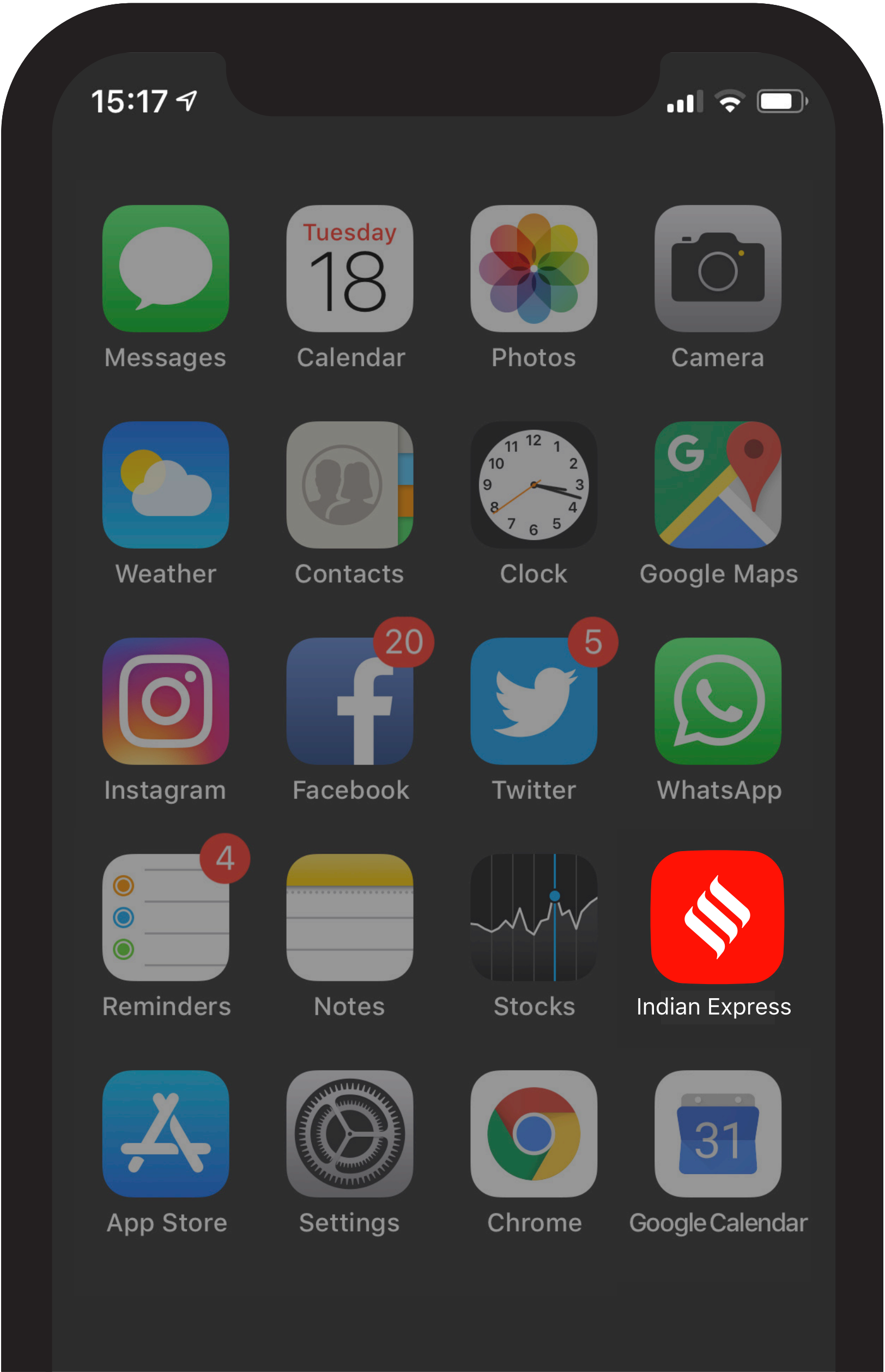

The Indian Express

8.3
Twitter

Social mark on Twitter app.

8.4

Mobile App

Social mark standing out on the Home screen.

8.4
Mobile App

Social mark on loading screen.

8.5
Watermark

Social mark used as knock out version (watermark) for video applications.

The white mark is set to 70% opacity.

9.0
Photography

9.1
Basic Principles

The legacy of documenting news through photography is substantial, and a key component to The Indian Express brand.

A few basic principles should be taken into consideration when preparing photo assets.

High Quality & Contrast
Expressive & Natural
Clean & Uncluttered
Similar Hues
& Complementing Colors

9.2
Examples

Images should be spontaneous. Avoid photos that seem posed and unnatural.

Photos should feel vibrant and rich, but not treated with heavy grades and effects.

Do use photography that feels expressive and natural rather than artificial.

9.2
Examples

Natural and clean photography is expressed through analogous or similar color tones.

Complementary and vibrant colors can be used to direct visual attention to important subjects.

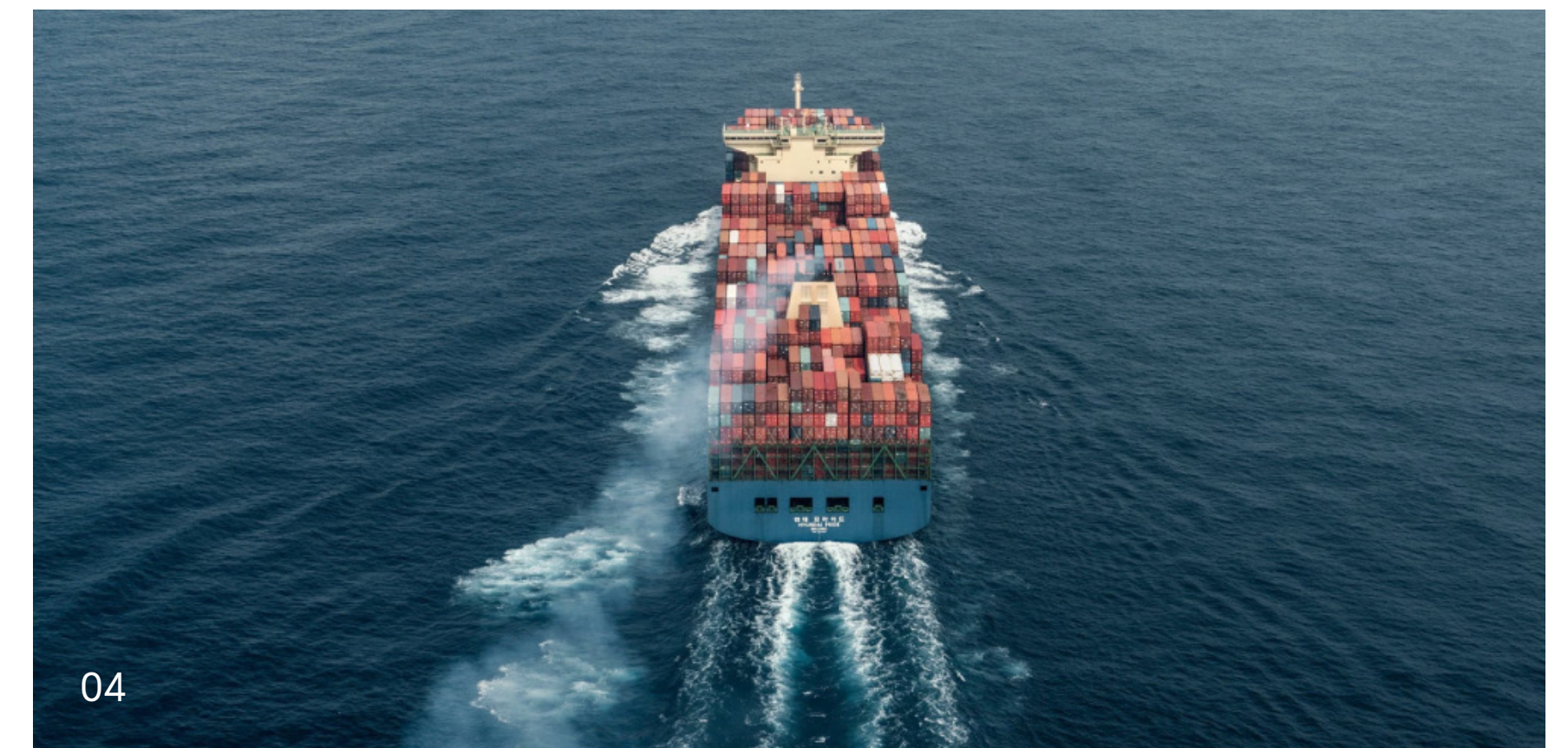# **Do use** photography with similar hues and complementing colors.

9.2
Examples

If possible, avoid using photos that are over-complicated or cluttered. Choose to focus in on particular details.

Use correct cropping and focus to draw the attention onto the main subject in the photo.

Do use photography that is clean and uncluttered.

Brand Guidelines
Version 1.0
2018

JOURNALISM OF COURAGE · SINCE 1932 ·