

Brand Style Guide

When creating branded pieces, please use the following as a guide for your composition. While variations to your layout will occur, depending on the intended medium and respective specifications. However, the overall look, using the brand elements below (colors, fonts, spacing, etc.) should remain in tact. If you have any questions about this document, please contact the Creative Marketing Department.

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When needed, tab always appears in the upper left corner

Headline is Myriad Bold, 18 - 26pts, whichever looks balanced in the composition. But should never be smaller than 18pts.

Rounded edges on the borders and photos



At least a 1" of white space between the content and the border.



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Myriad Bold 14 -16pts, is used to lead paragraphs.

Myriad Regular or Semibold, 12pts is used for the body copy

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Chicago Tribune

What's in it for you?

Logo always anchors the bottom, it never appears at the top