



open future

A global conversation

Style guide (v.2)
May 1st 2018

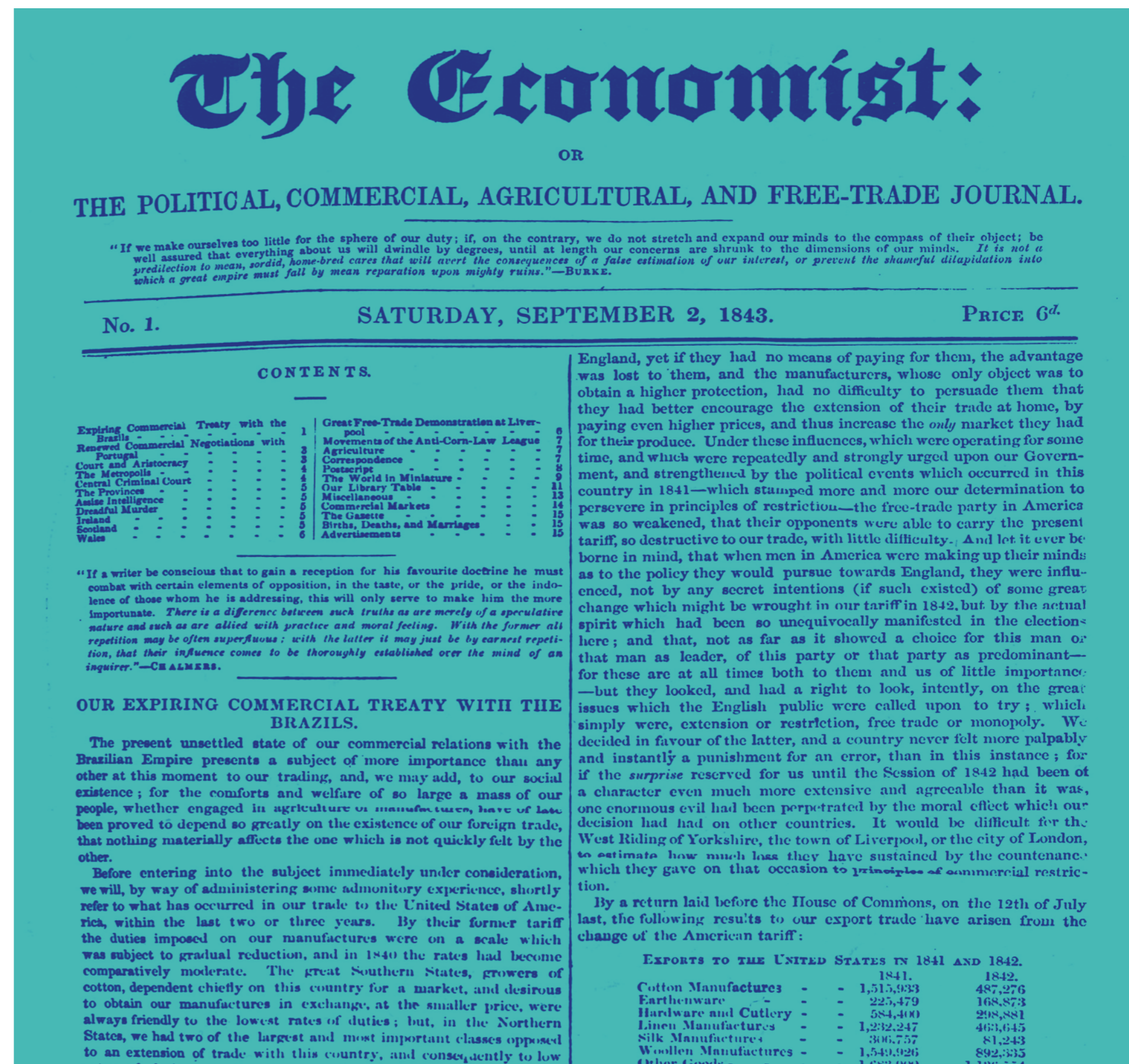
1. Who we are

For 175 years *The Economist* has not only reported news—it has also championed ideas: free markets and open societies. Over the years we’ve made the case for many controversial causes, from privatisation to drug legalisation and same-sex marriage.

Today, in a period of populism and, in many parts of the world, of growing authoritarianism, the liberal values behind such causes are being challenged from all sides. So we’ve launched **Open Future** www.economist.com/openfuture

Our aim is to remake the case for these values in the 21st century. We want this exploration of ideas to involve our critics as well as our supporters, and to engage a young audience in particular.

The project includes the full breadth of *The Economist’s* journalism in print, online, films, podcasts, social media and events. As our founder, James Wilson, described it 175 years ago, our aim is to “take part in a severe contest between intelligence, which presses forward, and an unworthy, timid ignorance obstructing our progress.”



2. Language

- **Written style: 'Open Future'**
- **Strapline: 'A global conversation'**
- **Mission statement: 'A discussion on the role of markets, trade, technology and freedom, through articles, online debates, invited essays and events'**

Contacts:

- **Editorial co-ordinator: Kenn Cukier**
- **Commercial co-ordinator: Mark Cripps**
- **Editorial branding & design: Stephen Petch**
- **Commercial creative & communications: Anna Summers**

3. Primary logo lock-up

This is the primary identifier for Open Future

- The full colour logo appears on white, OF teal, OF blue or reversed out of either
- On coloured backgrounds or imagery, the reverse or black version is used

Primary usage



Primary usage: reverse



4. Logo positioning

Exclusion zone

- For clarity and impact, keep a clear space around the logo
- The exclusion zone for the logo is the height of the double quote mark

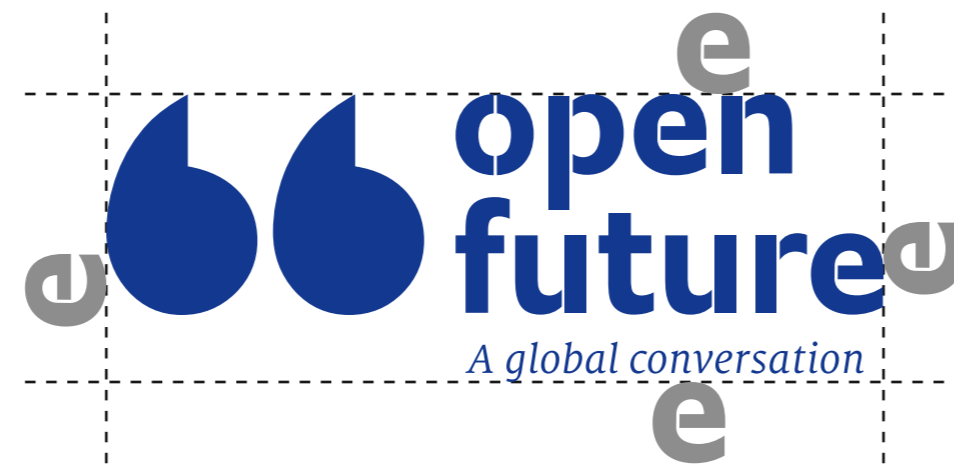
Minimum size

- For legibility, the logo should never be smaller than 15mm wide (print) and 90px (screen)

Positioning

- In editorial, the logo positioned top left. In marketing and advertising, the logo is right aligned and positioned diagonally opposite from the Economist logo on the page

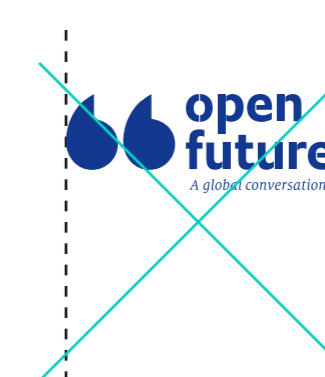
Exclusion zone



Minimum size

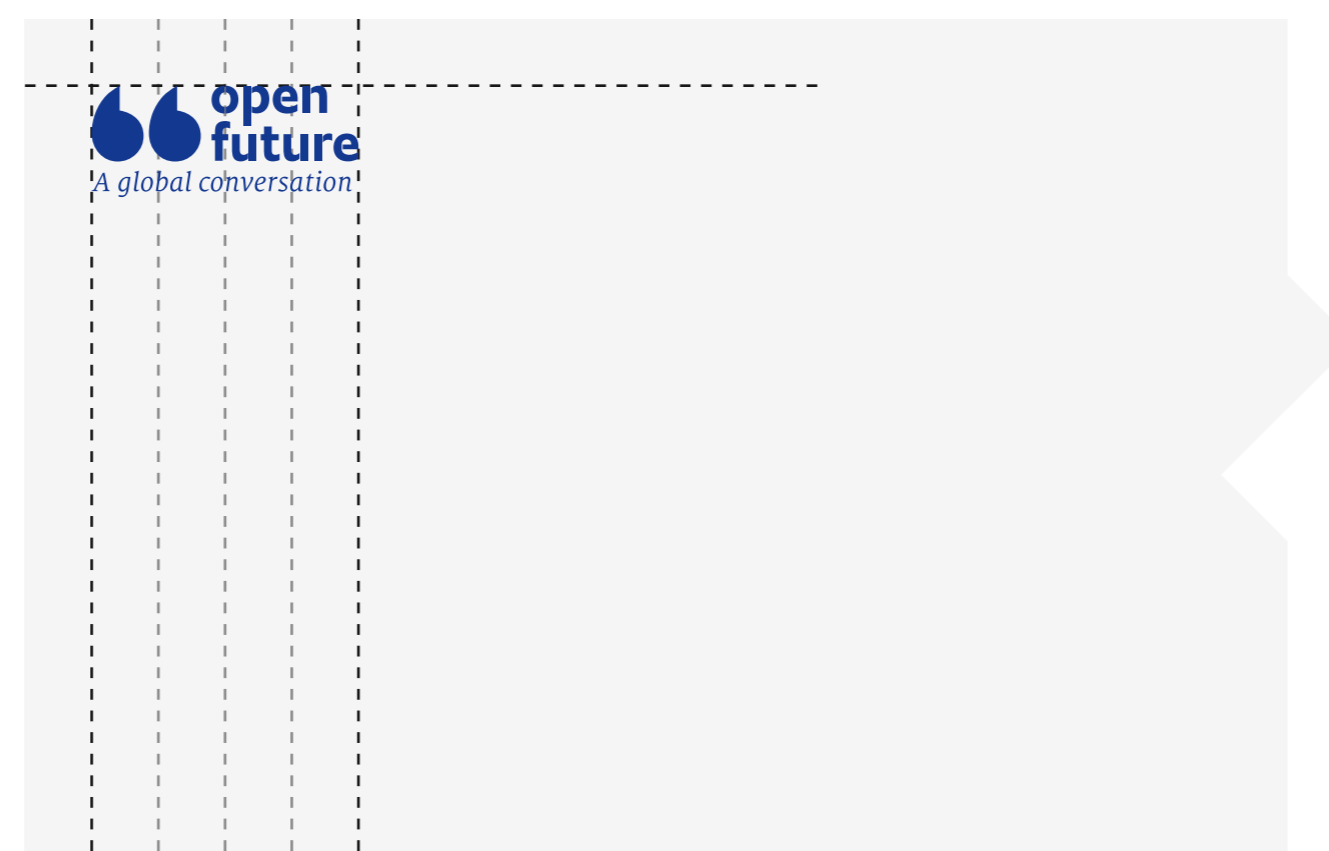


20mm / 100px



For small sizes use the correct lock-up (shown left). The strapline should be legible

Positioning

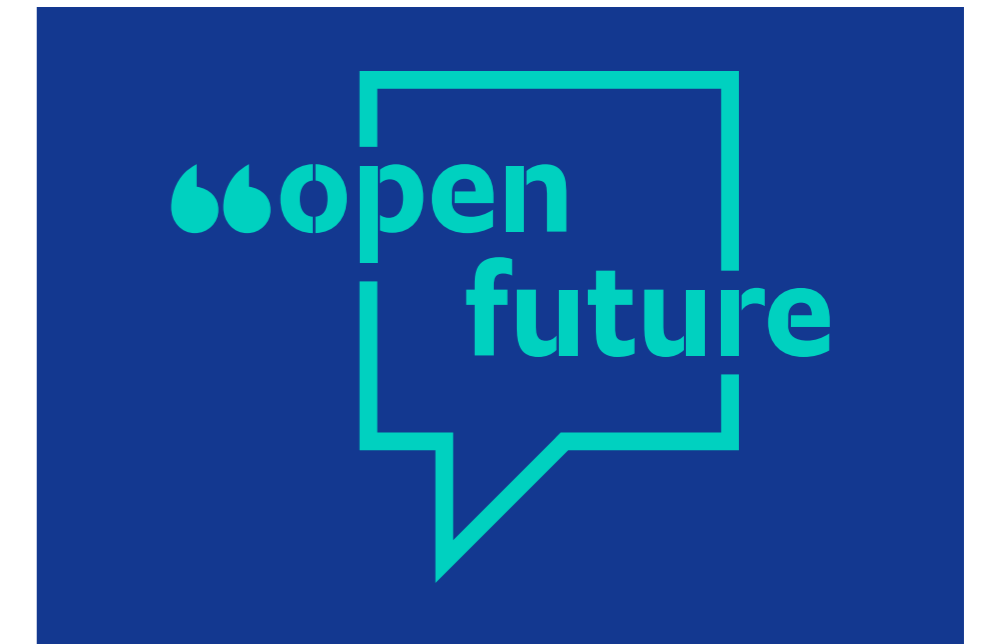
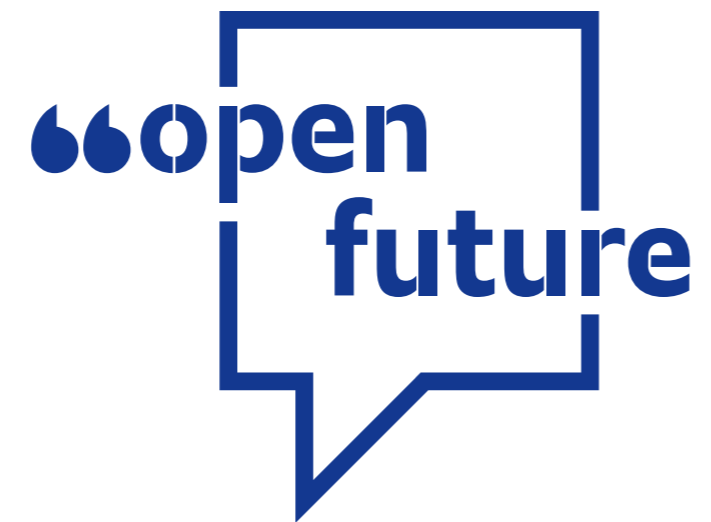


5. Box logo

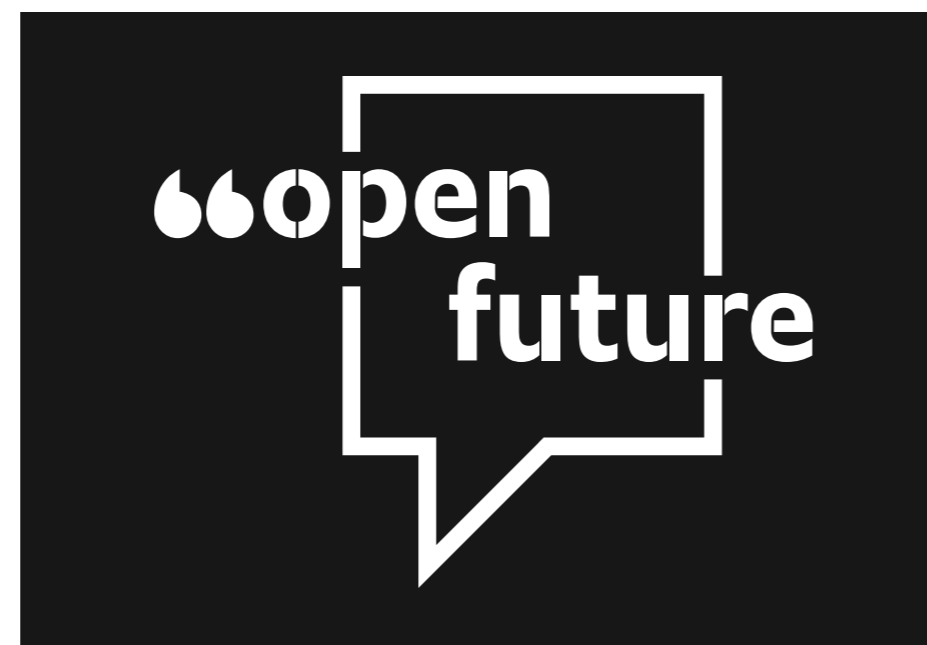
The box logo can be used as an app icon, a social media avatar, on video animations, and on merchandise

- The full colour logo appears on white, OF teal, OF blue or reversed out of either
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Primary usage



Primary usage: reverse



6. Logo positioning

Exclusion zone

- For clarity and impact, keep a clear space around the logo
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Exclusion zone

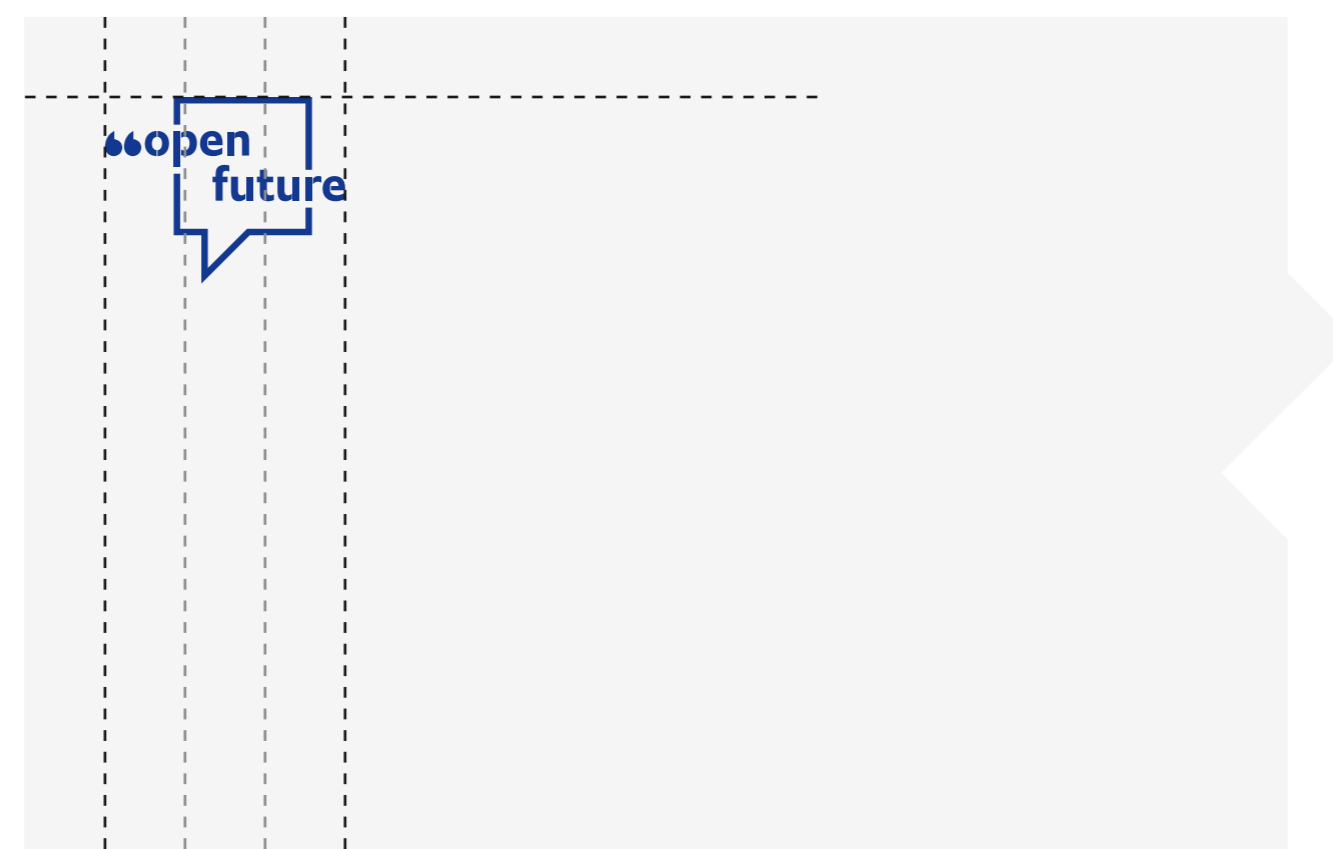


Minimum size



15mm / 90px

Positioning



7. Sub-brand lock-up

Positioning

- When used off-platform ie, where no existing Economist logo is present, the OF logo can be paired with the Economist box in the style of the sub-brand system
- For reasons of clarity and visual harmony the colours are aligned with the master brand

Sub brand lock-up



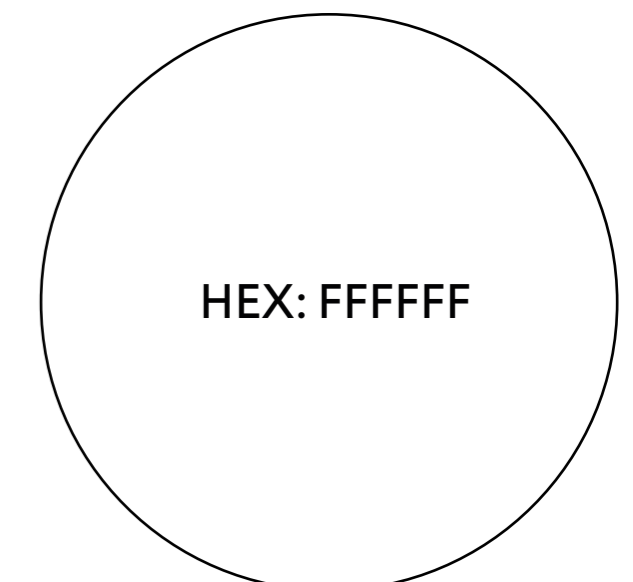
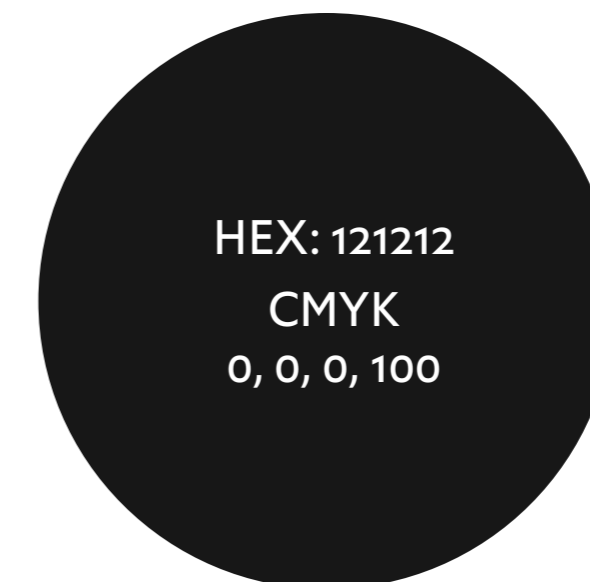
Primary usage: horizontal lock-up



Primary usage: horizontal lock-up reversed



Primary usage: vertical lock-up



8. Festival logo lock-up

This is the primary identifier for Open Future Festival

- The full colour logo appears on white, OF teal, OF blue or reversed out of either
- On coloured backgrounds or imagery, the reverse or black version is used

Primary usage



Primary usage: reverse



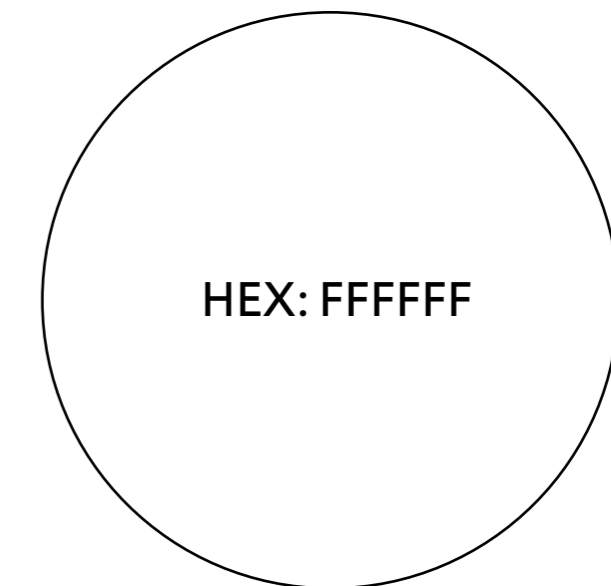
9. Primary palette

OF's primary colour palette is blue and teal

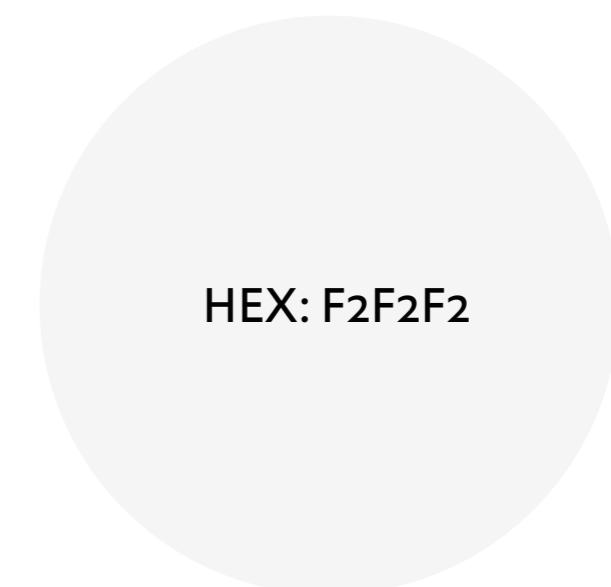
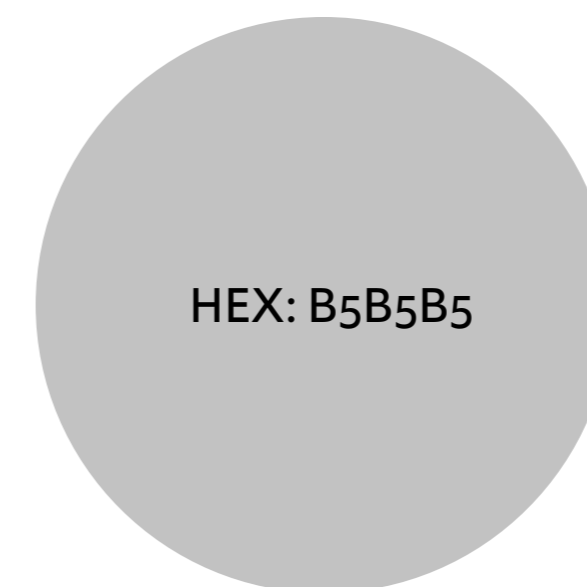
Neutrals

Black is for type and logo on light backgrounds. The greys appear as background colours and UI elements online

Primary



Neutrals



10. Section identities

Open Future explores five themes — each one has its own colour-set and identifier / icon:

- **open society** considers diversity, and individual rights versus group rights
- **open borders** focuses on migration
- **open markets** examines trade, markets, taxes and welfare reform
- **open ideas** looks at free speech
- **open progress** covers technology, its impact and regulation

Colour pairings

 **open society**

 **open borders**

 **open markets**

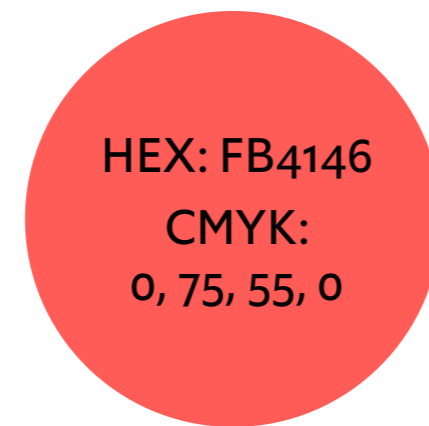
 **open ideas**

 **open progress**

11. Section colours

Each OF sub-theme has its own colour scheme with a primary and a secondary pairing

Primary



Secondary



Pairings



Society



Borders



Markets



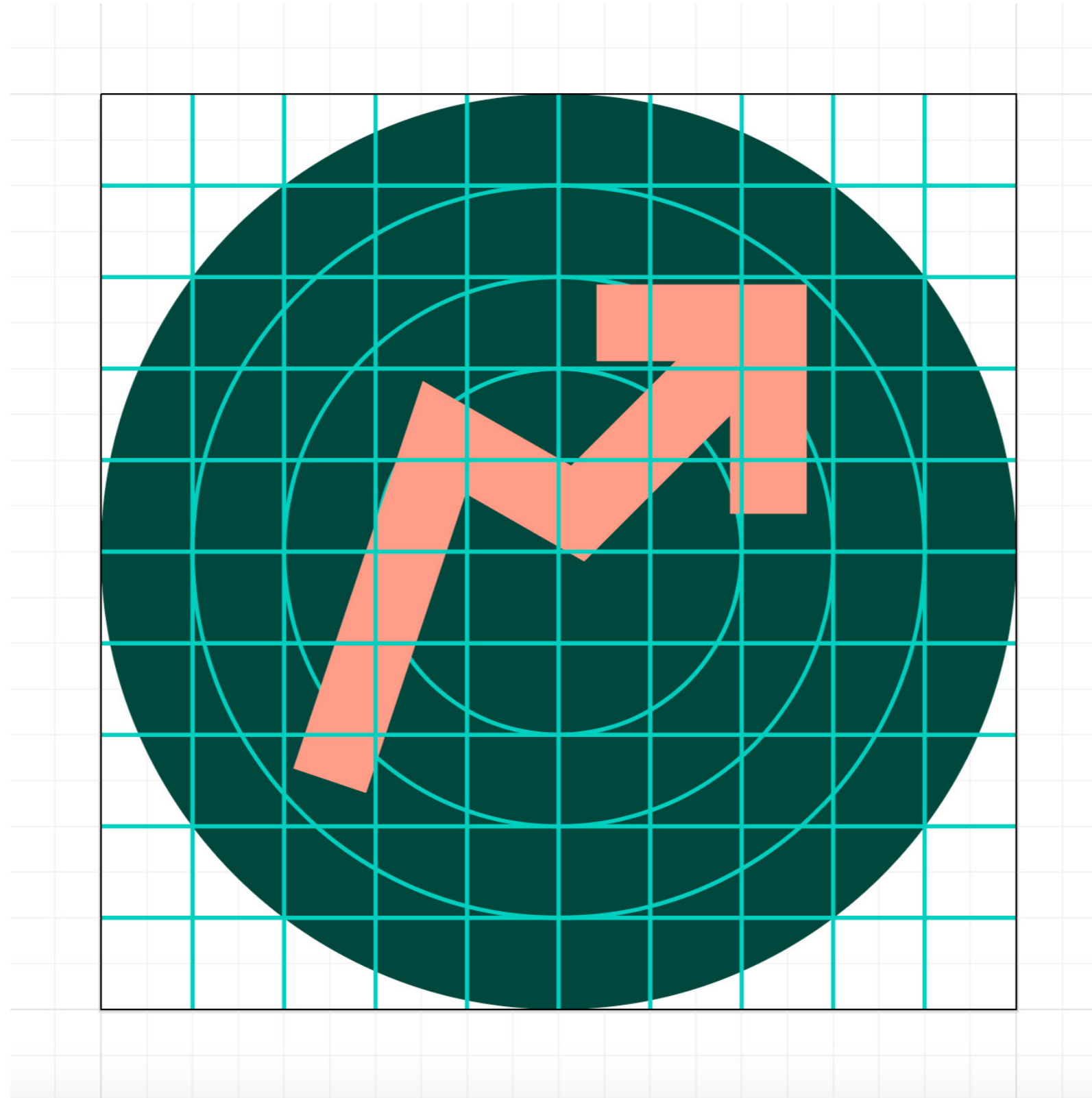
Ideas



Progress

12. Icons

The icons are created on a strict pixel grid and share the same elements and stroke weight



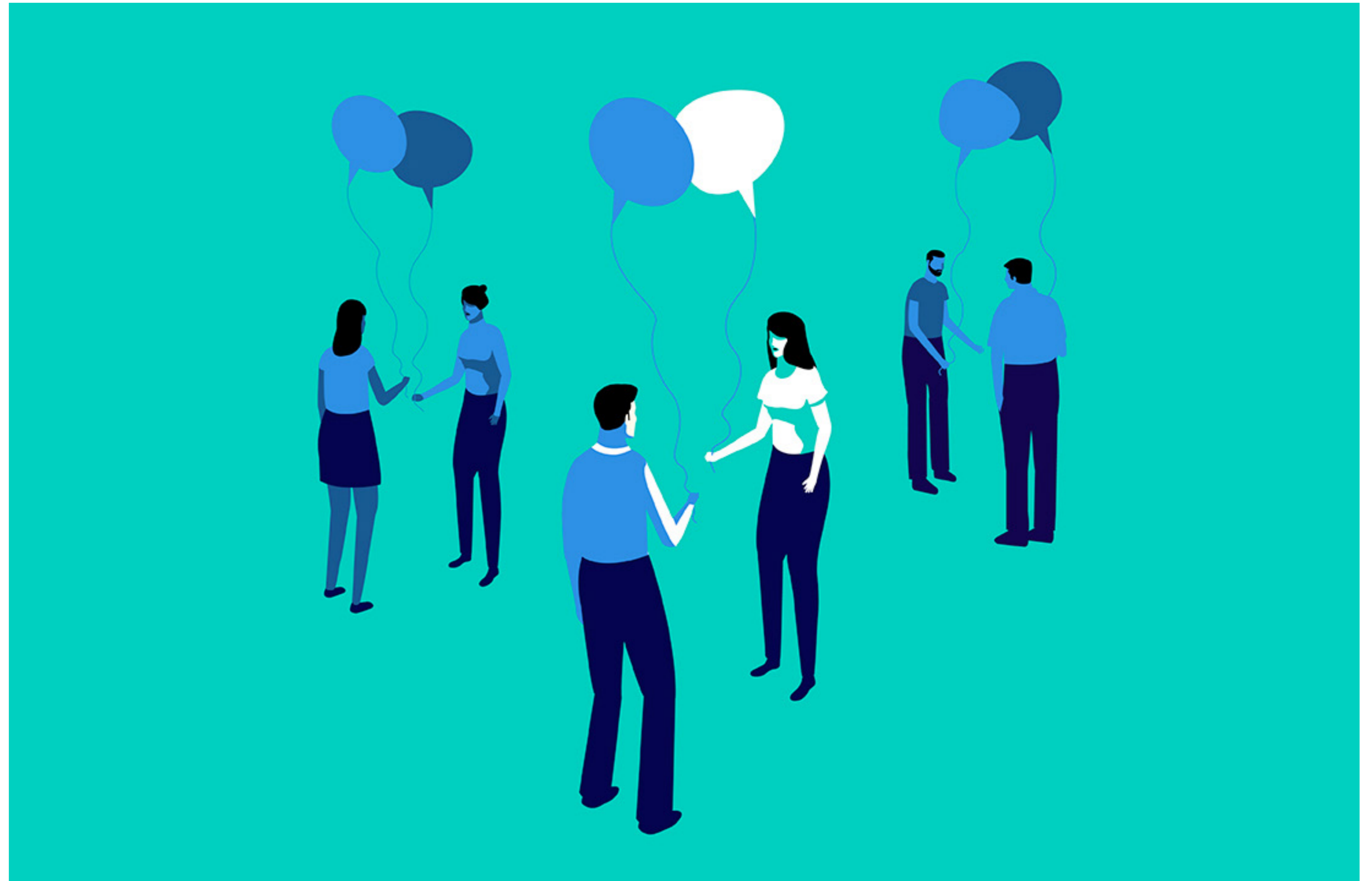
Open Markets

-  open borders
-  open ideas
-  open society
-  open progress

13. Illustration

The flagship illustration representing the overarching Open Future initiative. For aesthetic continuity this feeds into the five sub-themed illustrations (see next slide).

The style is intentionally clear, upbeat, bold and graphically conceptual

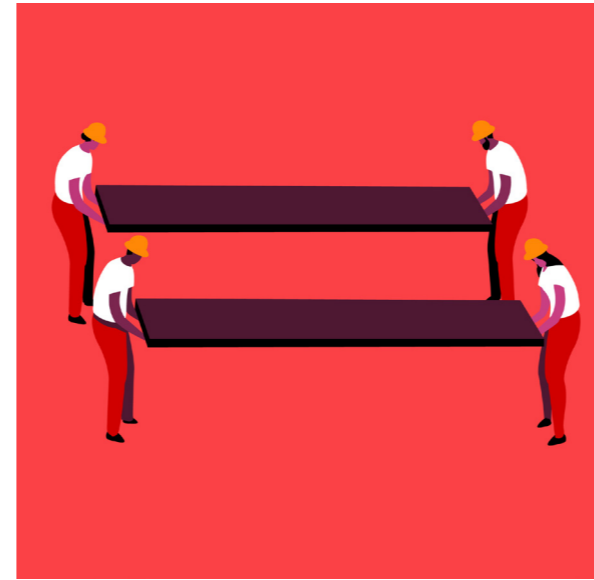


14. Illustration

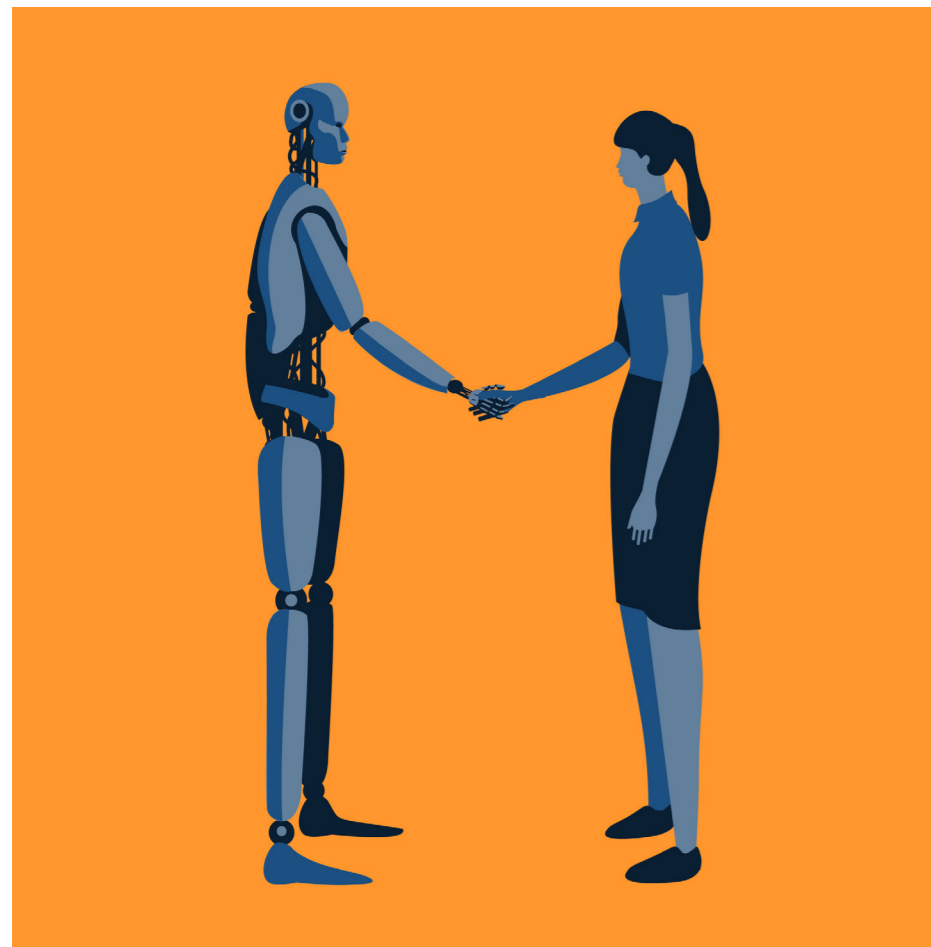
A bespoke set of illustrations for each sub-theme. For instance, to be used as hero images on each website landing page and on advertising and marketing materials



Borders



Society



Progress



Markets



Ideas

15. Core typefaces

Econ Sans is the primary typeface for use in all Open Future materials. For the OF logo the typeface was redrawn as a bespoke stencil

Econ Sans OS Bold
Econ Sans OS Regular

Econ Sans OS Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789!@£\$%^&*();:','"?

Econ Sans OS Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789!@£\$%^&*();:','"?

16. Core typefaces

Milo is used for body copy and text at smaller sizes. Italics are used in the strap lock-up and also to differentiate small amounts of body copy

Milo TE Bold
Milo TE Regular
Milo TE Regular Italic

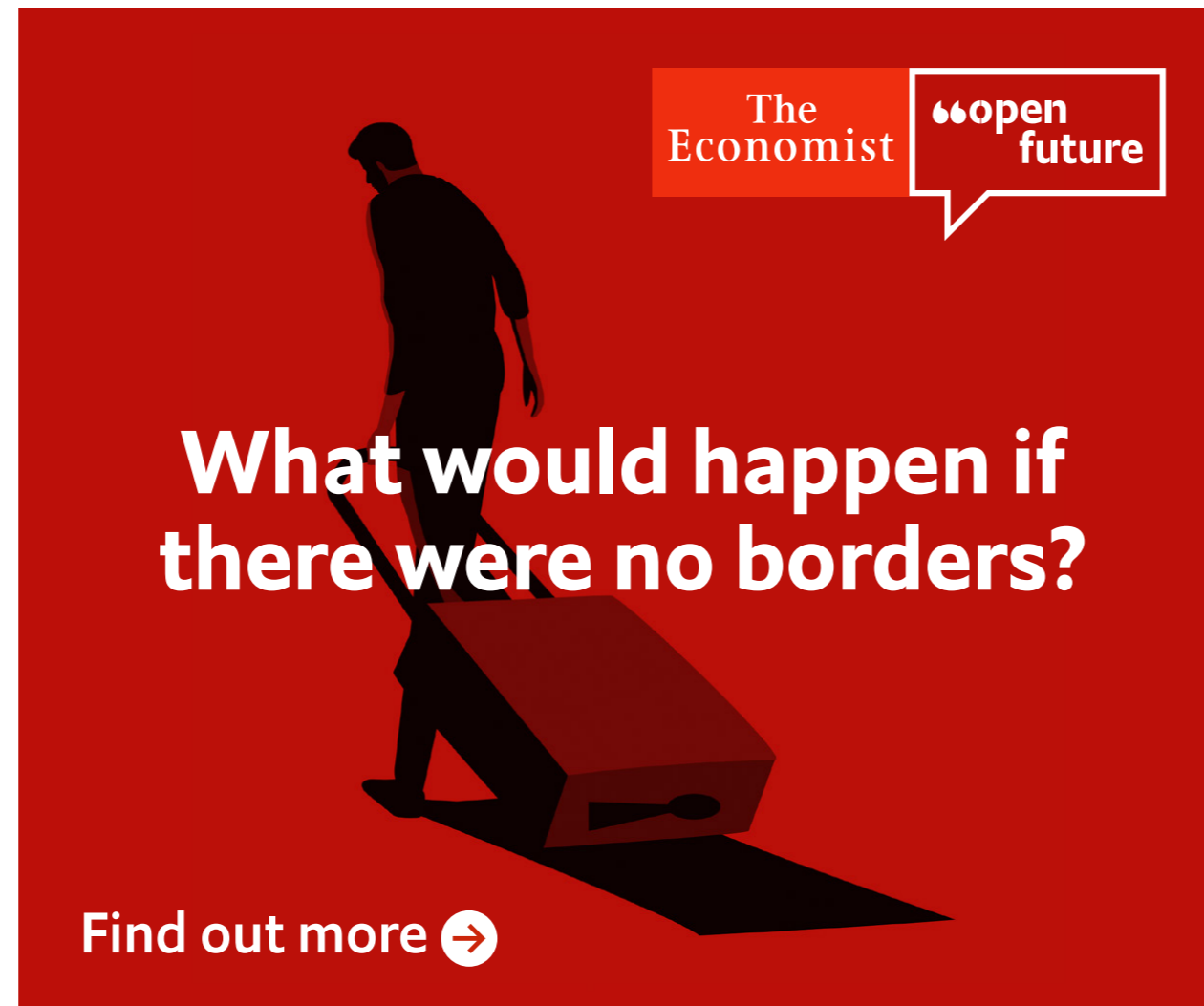
Milo TE Bold
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789!@£\$%^&*();:'.,"?

Milo TE Regular
abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
123456789!@£\$%^&*();:'.,"?

Milo TE Regular Italic
abcdefghijklmnopqrstvwxyz
*ABCDEFGHIJKLMN**OP**QRSTUVWXYZ*
123456789!@£\$%^&();:'.,"?*

17. MPU unit

Designs for an MPU unit for use
on external websites

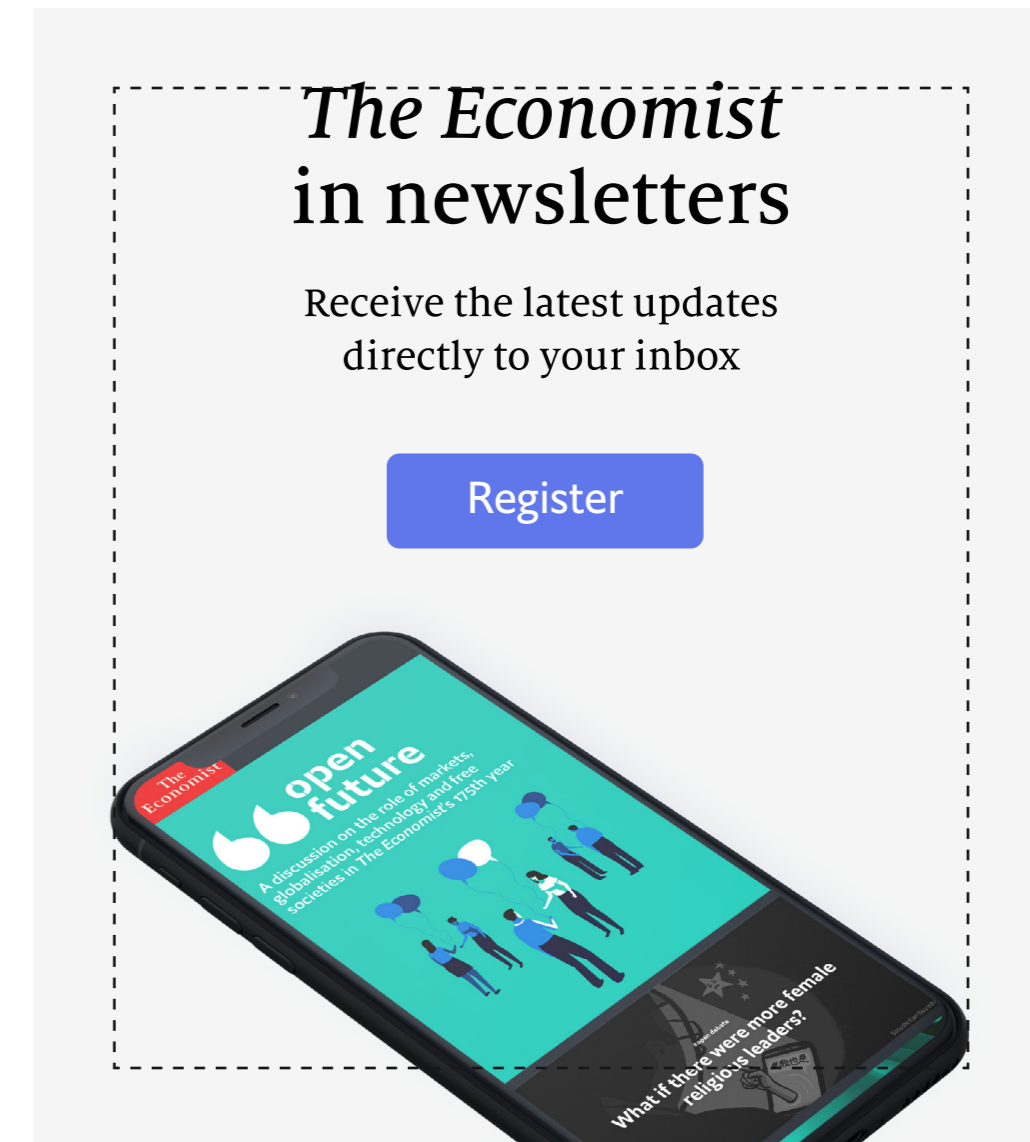
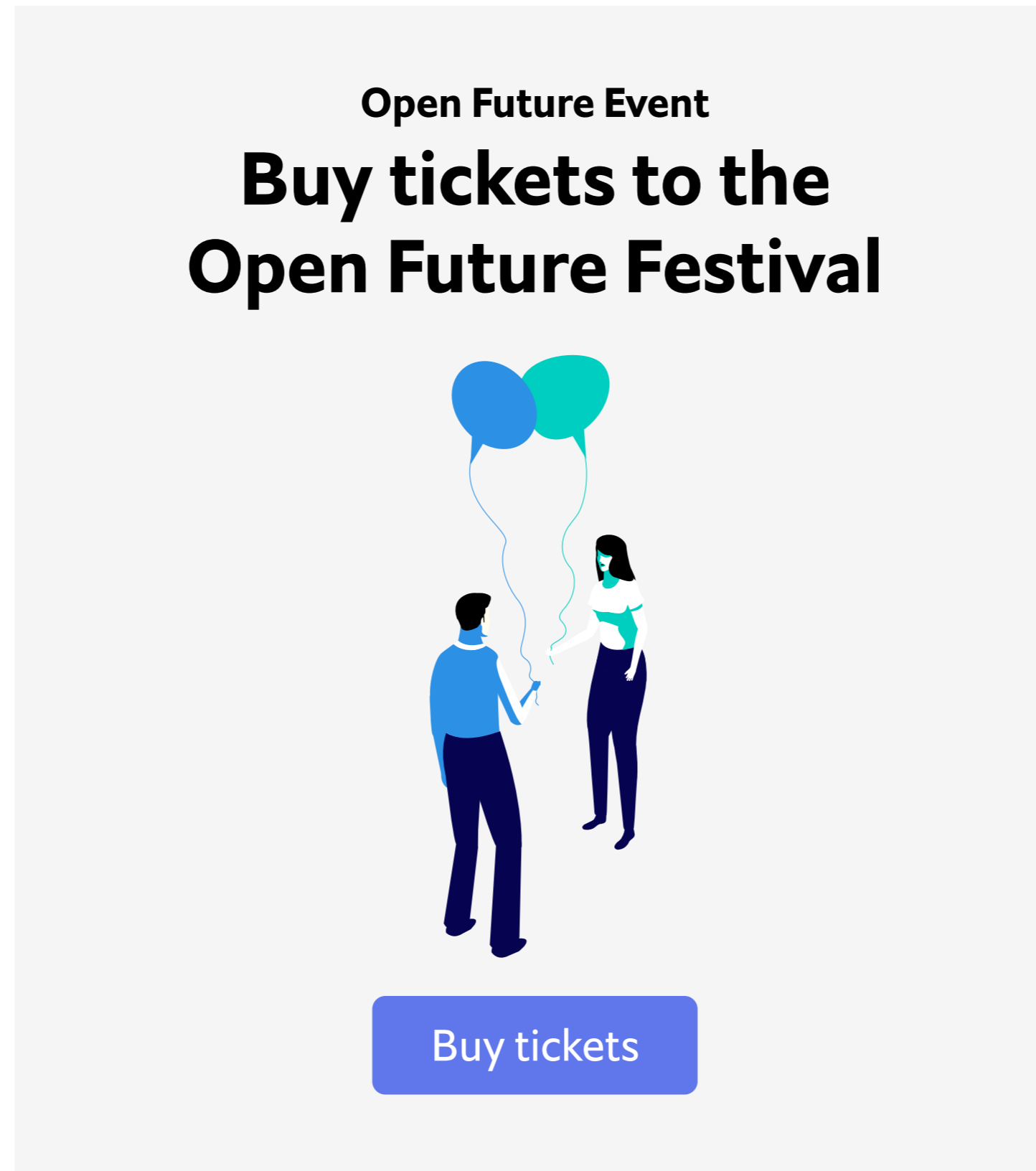


300px wide x 250px high

18. Hub CTA tiles

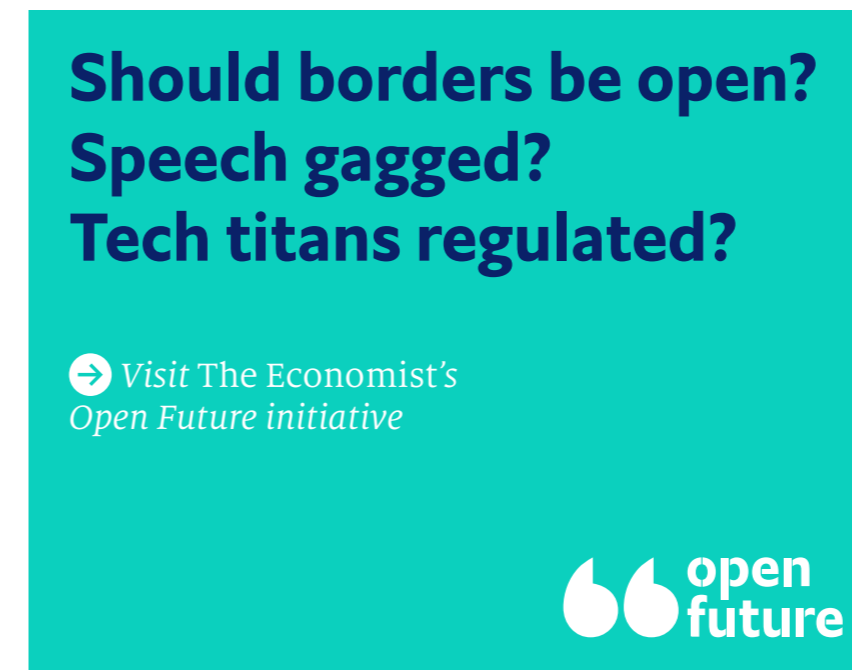
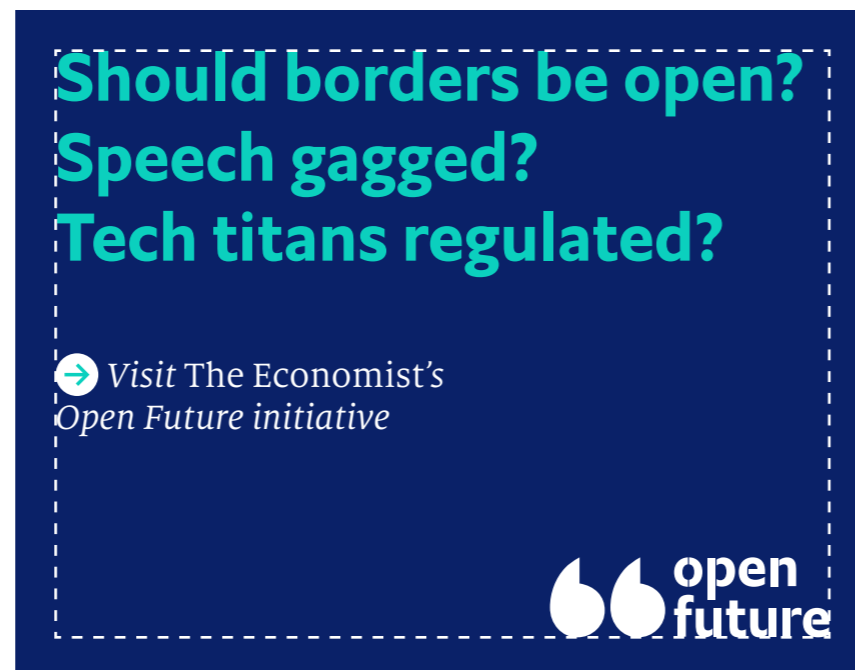
Designs for CTA tile units which are hosted on the Economist.com/openfuture home page.

Utilising the neutrals palette for the background colour (#f2f2f2) ensures that the UI is harmonious with both Economist.com and the Open Future brand



19. Traffic driver

Designs for the traffic driver
which is currently hosted on the
Economist.com home page



320px wide x 250px high mobile version (15px padding)



1754px wide x 239px high desktop version (30px padding)

20. Social media

Designs for social media 'cards' to
appear on Twitter feeds

“Universities must
stand for the
authority of ideas,
not the idea
of authority”

Lawrence Summers



“El gran peligro en
nuestra época es el
nacionalismo”

—
Mario Varga Llosa Writer



1911px wide x 1080px high (120px padding)

21. Products

Example of the Open Future branding applied across digital products, tote bag and t-shirt

