56 Open future

A global conversation

Style guide (v.2) May 1st 2018

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 <u>www.economist.</u> 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."

Economist:

THE POLITICAL, COMMERCIAL, AGRICULTURAL, AND FREE-TRADE JOURNAL.

"If we make ourselves too little for the sphere of our duty; if, on the contrary, we do not stretch and expand our minds to the compass of their object; be well assured that everything about us will dwindle by degrees, until at length our concerns are shrunk to the dimensions of our minds. It is not a predilection to mean, sordid, home-bred cares that will avert the consequences of a false estimation of our interest, or prevent the shameful dilapidation into which a great empire must fall by mean reparation upon mighty ruins."—Burke.

SATURDAY, SEPTEMBER 2, 1843.

PRICE 6d.

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"If a writer be conscious that to gain a reception for his favourite doctrine he must combat with certain elements of opposition, in the taste, or the pride, or the indo-lence of those whom he is addressing, this will only serve to make him the more importunate. There is a difference between such truths as are merely of a speculative nature and such as are allied with practice and moral feeling. With the former all repetition may be often superfluous; with the latter it may just be by earnest repetition, that their influence comes to be thoroughly established over the mind of an nquirer."-CHALMERS.

OUR EXPIRING COMMERCIAL TREATY WITH THE BRAZILS.

The present unsettled state of our commercial relations with the Brazilian Empire presents a subject of more importance than any people, whether engaged in agriculture or manufactures, have of late been proved to depend so greatly on the existence of our foreign trade, that nothing materially affects the one which is not quickly felt by the

Before entering into the subject immediately under consideration, we will, by way of administering some admonitory experience, shortly refer to what has occurred in our trade to the United States of America, within the last two or three years. By their former tariff the duties imposed on our manufactures were on a scale which was subject to gradual reduction, and in 1840 the rates had become comparatively moderate. The great Southern States, growers of cotton, dependent chiefly on this country for a market, and desirous to obtain our manufactures in exchange, at the smaller price, were always friendly to the lowest rates of duties; but, in the Northern States, we had two of the largest and most important classes opposed to an extension of trade with this country, and consequently to low

England, yet if they had no means of paying for them, the advantage was lost to them, and the manufacturers, whose only object was to obtain a higher protection, had no difficulty to persuade them that they had better encourage the extension of their trade at home, by paying even higher prices, and thus increase the only market they had for their produce. Under these influences, which were operating for some time, and which were repeatedly and strongly urged upon our Government, and strengthened by the political events which occurred in this country in 1841-which stamped more and more our determination to persevere in principles of restriction—the free-trade party in America was so weakened, that their opponents were able to carry the present tariff, so destructive to our trade, with little difficulty- And let it ever be borne in mind, that when men in America were making up their minds as to the policy they would pursue towards England, they were influenced, not by any secret intentions (if such existed) of some great change which might be wrought in our tariff in 1842, but by the actual spirit which had been so unequivocally manifested in the elections here; and that, not as far as it showed a choice for this man or that man as leader, of this party or that party as predominantfor these are at all times both to them and us of little importance -but they looked, and had a right to look, intently, on the great issues which the English public were called upon to try; which simply were, extension or restriction, free trade or monopoly. We decided in favour of the latter, and a country never felt more palpably and instantly a punishment for an error, than in this instance; for other at this moment to our trading, and, we may add, to our social if the surprise reserved for us until the Session of 1842 had been of existence; for the comforts and welfare of so large a mass of our a character even much more extensive and agreeable than it was, one enormous evil had been perpetrated by the moral effect which our decision had had on other countries. It would be difficult for the West Riding of Yorkshire, the town of Liverpool, or the city of London, which they gave on that occasion to principles of commercial restric-

By a return laid before the House of Commons, on the 12th of July last, the following results to our export trade have arisen from the change of the American tariff:

EXPORTS TO THE UNITED STATES IN 1841 AND 1842.

			1841.	1842
Cotton Manufactures	-	-	1,515,933	487,2
Earthenware	-	· -	225,479	168,8
Hardware and Cutlery	-	-	584,400	298,8
Linen Manufactures	-	-	1,232,247	463,6
Silk Manufactures	-	-	306,757	81,2
Woollen Manufactures	-	-	1,549,926	892,3

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

Branding

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





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

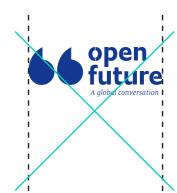
 In editorial, the logo positioned top left. In marketing and advertising, the logo is right aligned and positioned diagonally opposite from the Economist logo on the page

Exclusion zone



Minimum size





20mm / 100px

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

Positioning





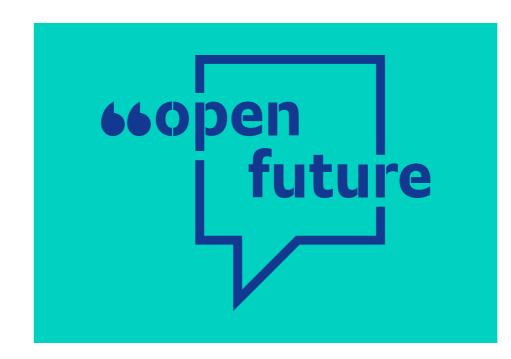
Box logo

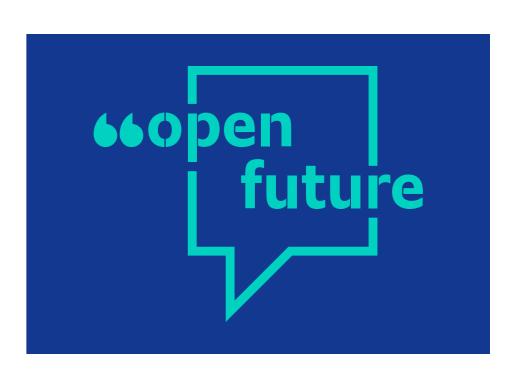
The box logo can be used as an app icon, a social media avatar, on video animations, and on merchandise

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

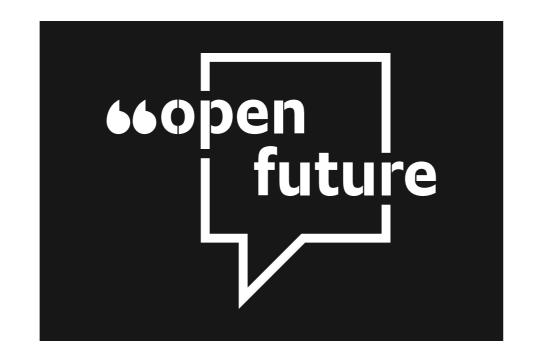
Primary usage

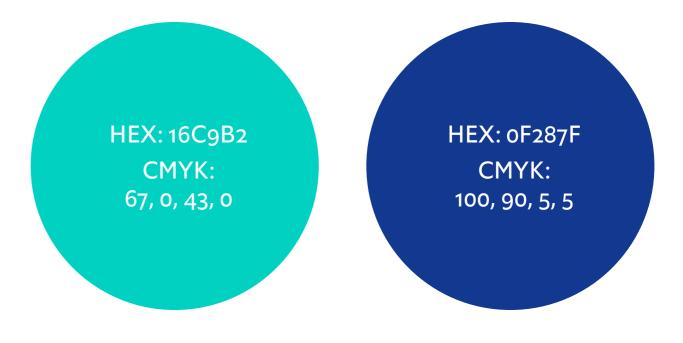






Primary usage: reverse





Logo positioning

Exclusion zone

- For clarity and impact, keep a clear space around the logo
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Minimum size

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Positioning

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Exclusion zone



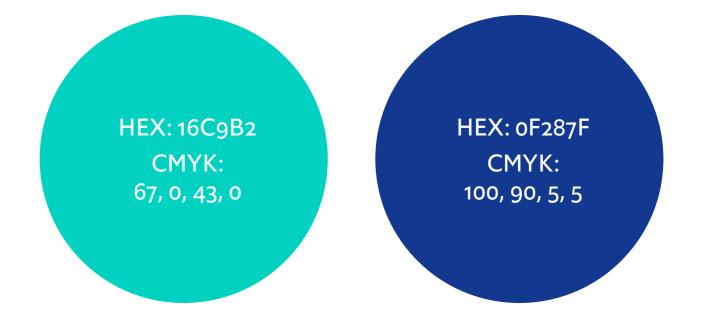
Minimum size



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





Branding

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

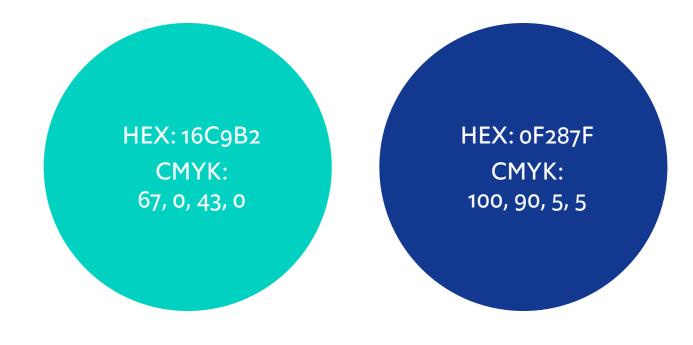
Primary usage





Primary usage: reverse



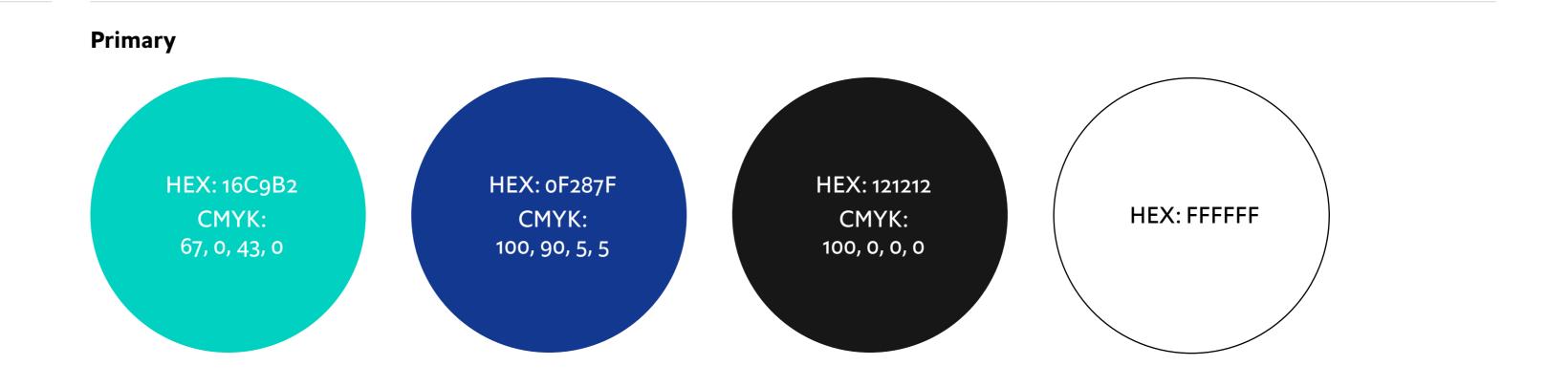


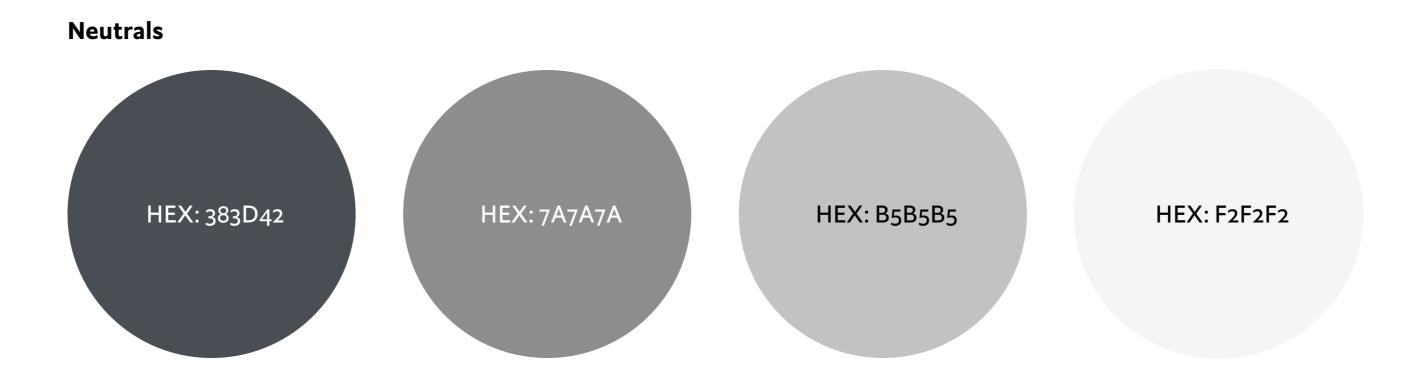
Primary palette

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





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





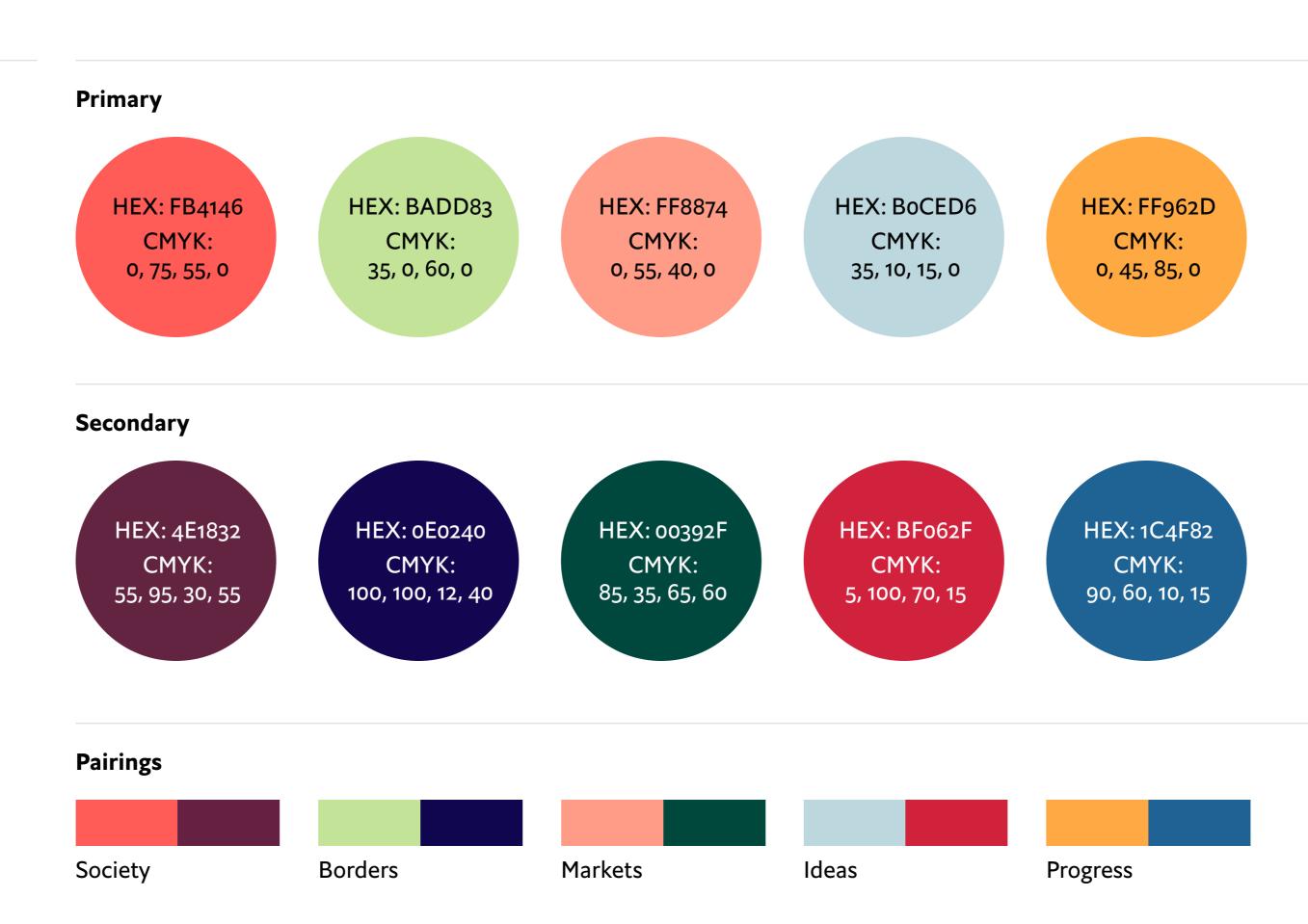


open ideas



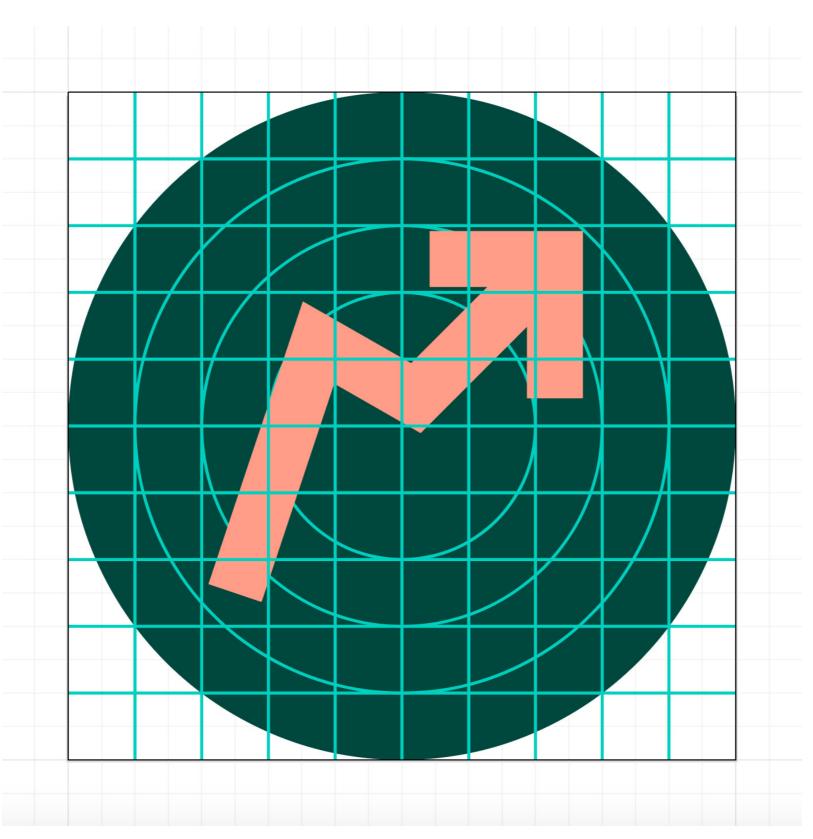
Section colours

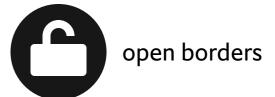
Each OF sub-theme has it own colour scheme with a primary and a secondary pairing



Icons

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









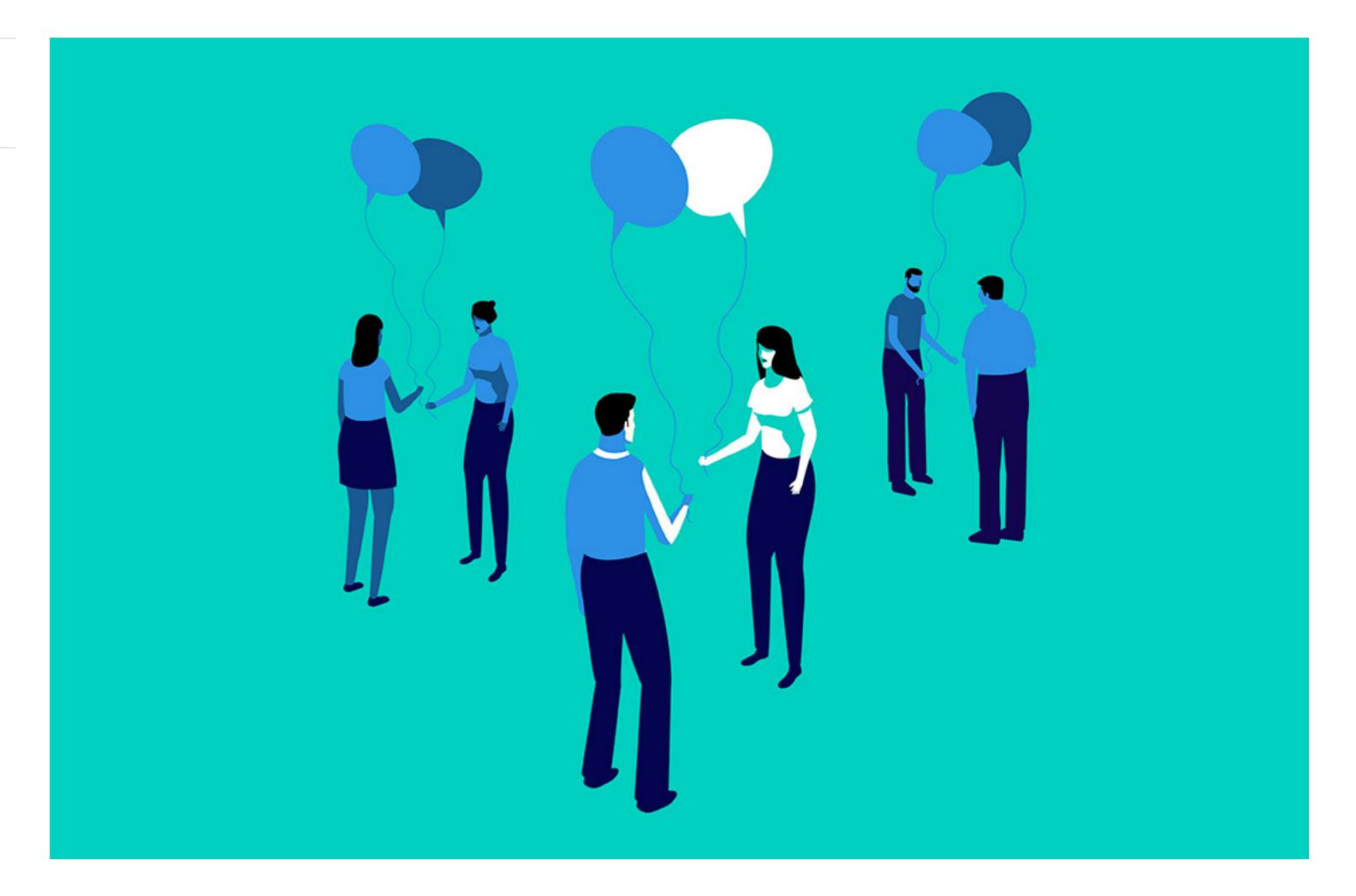


Open Markets

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



Illustration

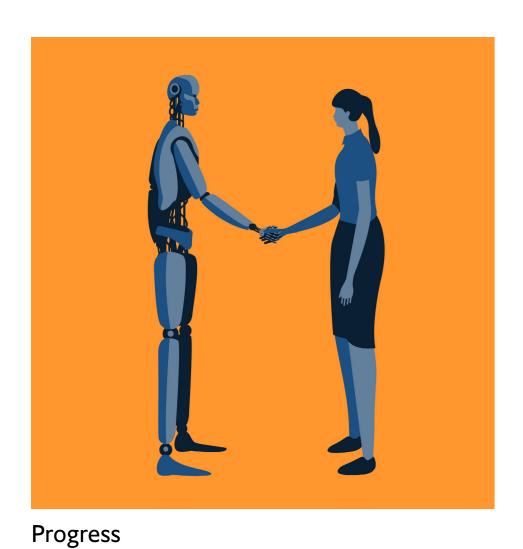
A bespoke set of illustrations for each sub-theme. For instance, to be used as hero images on each website landing page and on advertising and marketing materials

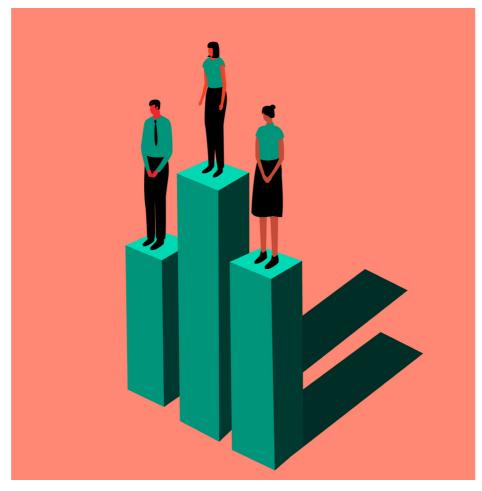






Society









Ideas

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 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789!@£\$%^&*();:',."?

Econ Sans OS Regular abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789!@£\$%^&*();:',."?

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 abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789!@£\$%^&*();:',."? Milo TE Regular abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789!@£\$%^&*();:',."?

Milo TE Regular Italic abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 123456789!@£\$%^&*();:',."?

17. MPU unit

Designs for an MPU unit for use on external websites



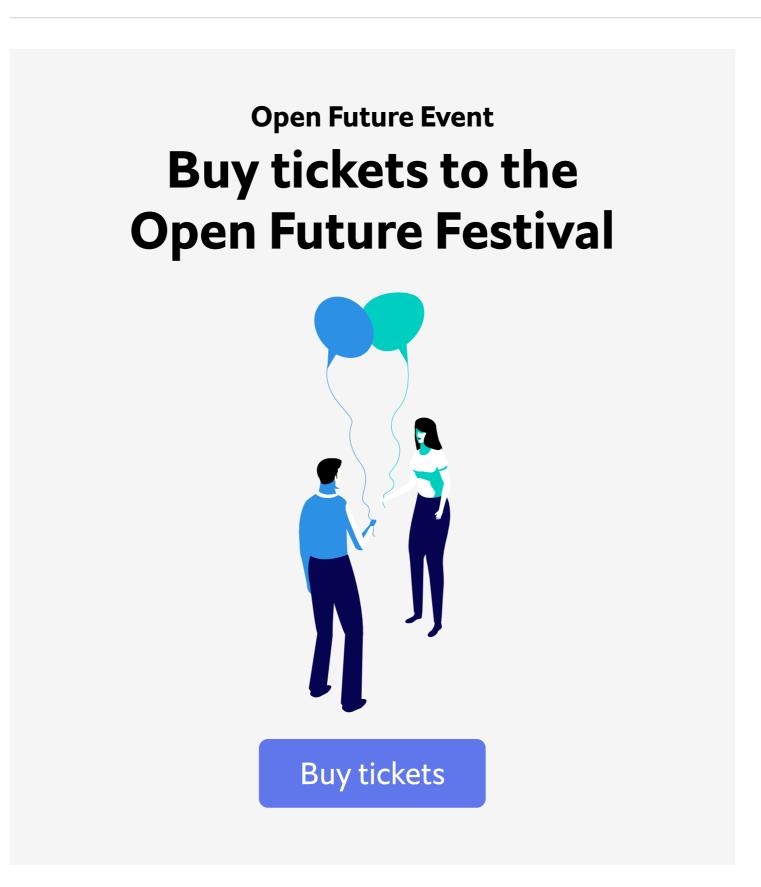


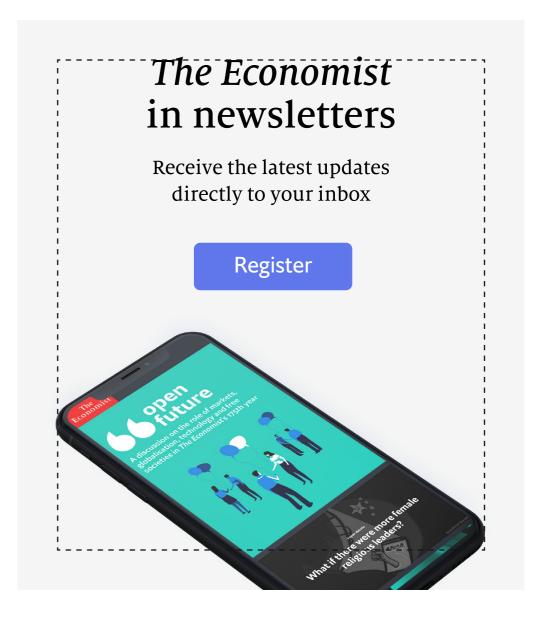
300px wide x 250px high

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





30px padding

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)

Where diversity overcomes bigotry

→ Visit The Economist's Open Future initiative



Social media

Designs for social media 'cards' to appear on Twiiter 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)

Products

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

