The Economist

US Election 2020

The Economist

- Typography
- Colour
- Imagery
- Application

Milo TE Medium

Milo TE Medium Italic

Milo TE Regular

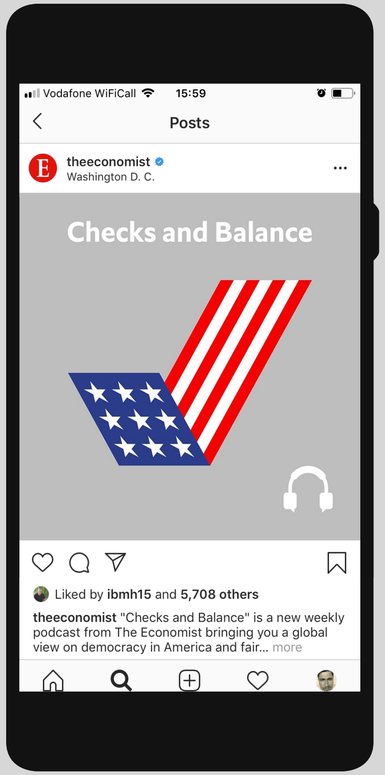
Milo TE Regular Italic

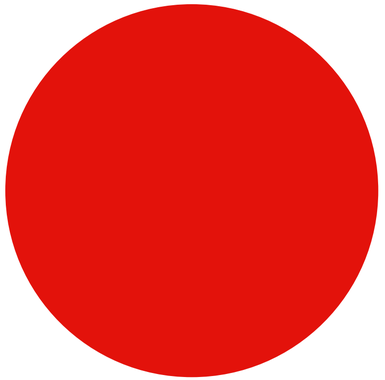
Econ Sans OS Light

Econ Sans OS Light Italic

Econ Sans OS Bold

Econ Sans OS Bold Italic

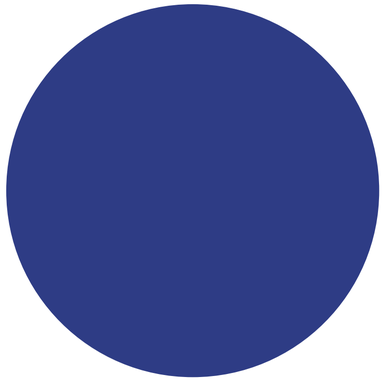




Economist red

Hex #e3120b

RGB 227, 18, 11



Chicago (35% luminosity)

Hex #2E3C85

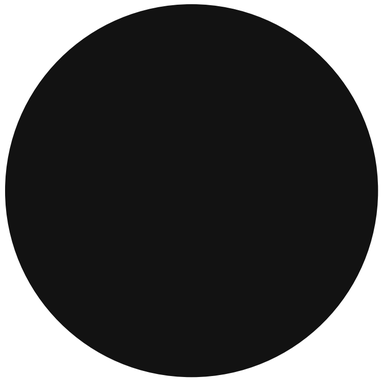
RGB 46, 60, 133

HSL 230°, 49%, 35%

Cardiff

Hex #e3120b

RGB 227, g18,b11

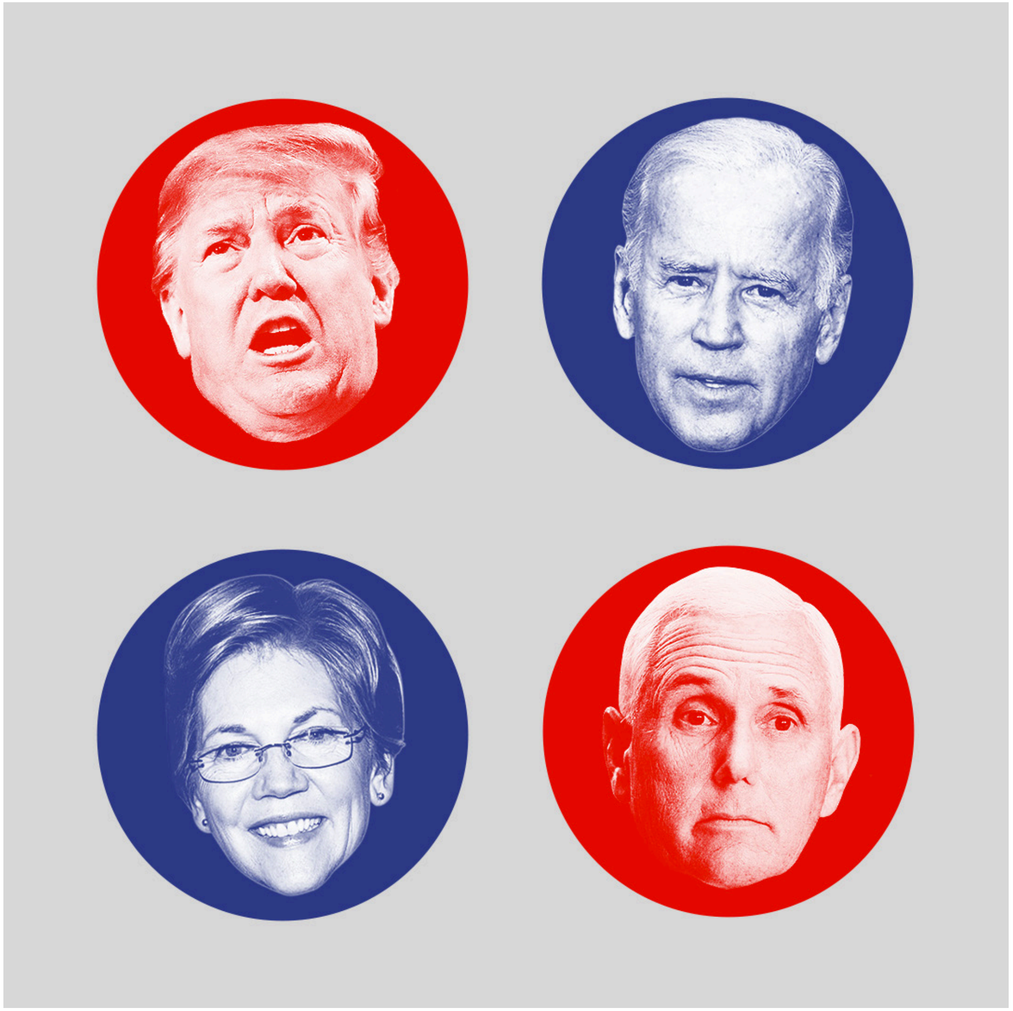


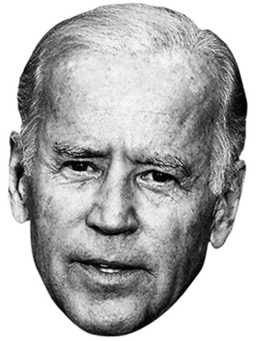
Beijing

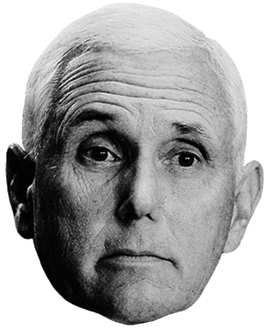
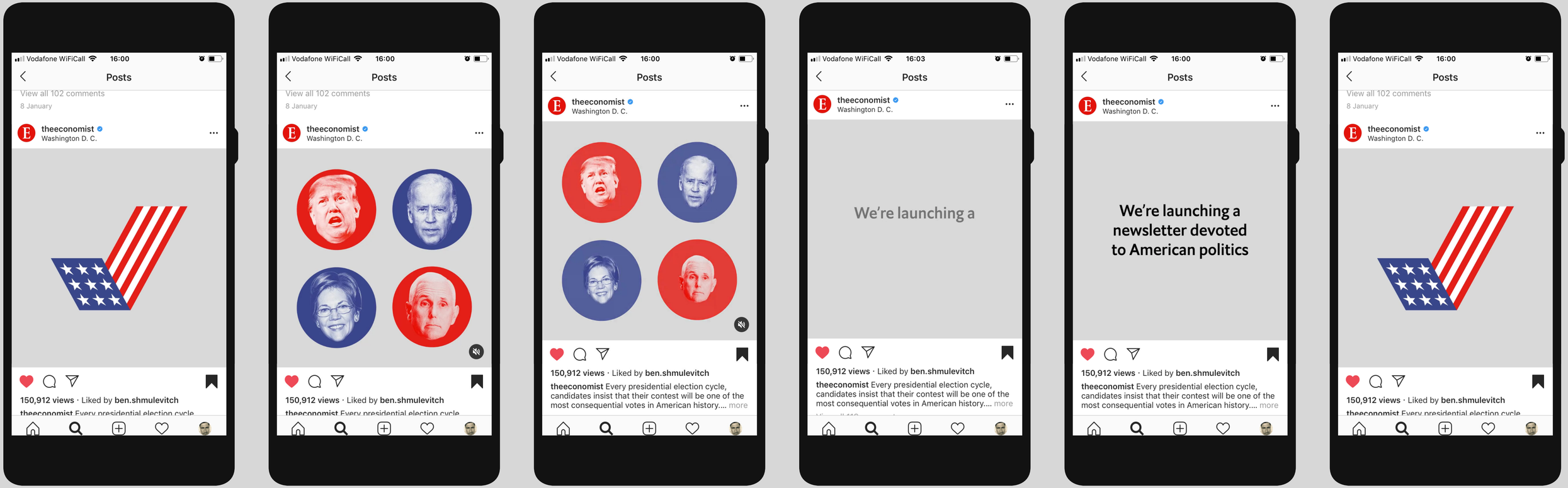
Hex #121212

RGB 18, 18, 18

US election 2020:
image treatments
File: https://drive.google.com/drive/u/0/folders/1BWKufmnyP1zc1l_E2BSLjxADIVfbJOl2







US election coverage 2020: social media