dealsaver® Style Guide

Use of the dealsaver® and dealsaver.com logos

The dealsaver logo should be considered an inviolable piece of artwork, each element forming a whole that cannot be altered (modified, rearranged, or disassembled) in any way. When scaling the size, maintain the exact aspect ratio of the original. Do not apply a stroke or drop shadow to the logo, instead use a solid color box behind it to help it stand out from a dark background. (See color options below) For logo assets and usage questions: dealsaver@mcclatchyinteractive.com.

Never capitalize any part of the word dealsaver.
The dealsaver logo must always be accompanied by the registered trademark ® except when it is written with the .com.
If using the word dealsaver as plain text in a document, the registered trademark ® must be added after the first use in each document.
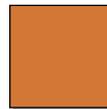
The dealsaver font is **Jaeger Daily News**.

Always use only authorized artwork. This is essential in reflecting our high standards of excellence. Through its careful use, we communicate the same clarity and attention to detail we bring to the products and services we offer our customers. Furthermore, an easily identifiable logo adds value to any branded components.

Color Guidelines

The dealsaver logo can be used in color or grayscale, black or white. The grays may need to be adjusted to work with different printers. Use black and white only when grayscale won't work.

Color Codes

C14 M62 Y90 K2
R210 G119 B56
#D37738
Pantone 7412 C

C19 M85 Y99 K9
R186 G70 B39
#BB4627
Pantone 1675 C

Grayscale Codes

C35 M28 Y28 K0
R170 G170 B170
#AAAAAA
Pantone Cool Gray 6 C

C64 M56 Y55 K31
R85 G85 B85
#555555
Pantone 425 C

The dealsaver logo can only be placed on a white, black, or pale green or orange background. The logo can be reversed out on a black or white background for print when the color or grayscale options do not work. Use these color codes for color backgrounds.

C5 M5 Y11 K0
R241 G235 B224
#F1EBE0
Pantone 1675 C screened to 10%

C7 M1 Y6 K0
R234 G241 B237
#EAF1ED
Pantone 576 C screened to 10%

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Minimum Sizes and Isolation Area
These are best practice rules to ensure the integrity of the logo graphic.

Minimum Online Size: Do not use the logo less than 14 pixels high

14 pixels high   dealsaver®   dealsaver.com

Minimum Print Size: Do not use the logo less than 1/2 inch high

1/2 inch high   dealsaver®

Co-branded logo: using the guides at right, keep your market logo small and within the horizontal guides shown.

1/2 inch high   sacbee.com dealsaver®

Isolation Area - Other page elements should not encroach into the logo area. It must always be surrounded by a minimum expanse of open space, as shown at right. Use this diagram when aligning other graphics around the logo.

See inset at right for a detailed view. The gray e's are showing the spacing required for the isolation area. Using the same size e that is in the logo gives them an accurate measurement no matter what the size is of the logo.

Type, graphics, illustrations, headlines, or the edge of the printed piece must not enter the area illustrated as the white area; it should remain clean and uncluttered. This allows for a legible, easily identifiable logo, crucial in maintaining the full visual impact and branding desired.

Although in some instances exceptions can be made (e.g. property logos, online banners, event signage, etc.), such exceptions **must** have approval from McClatchy Interactive's dealsaver team.

dealsaver®
finding deals ❀ saving money

Variations: The dealsaver logo can be placed within a small square as shown below. Do not resize any one part of the logo to try to make it fit in the space. Standard Brand Guidelines apply. A tagline or logo can be added but must maintain the isolation area restrictions.

Good for Twitter and Facebook
*remember that this will be reduced in size for conversation icons

dealsaver®   dealsaver.com

Good for buttons for email signature files

d DEALS   d DEALS

Good for buttons on websites

SET-UP
great daily deals!
dealsaver®
newsobserver.com

RESULTS
great daily deals!
dealsaver®
newsobserver.com

SET-UP
finding deals
saving money
newsobserver.com
dealsaver.com

RESULTS
finding deals
saving money
newsobserver.com
dealsaver.com