

# mediander

know more

Style and Branding Guide 2016



# Table of Contents

- Introduction ..... 2
- Brand..... 3
  - Brand Essence ..... 3
  - Brand Attributes..... 4
- Logo + Identity ..... 6
- Colors ..... 11
- Typography ..... 15
- Photos + Images ..... 19
- Mission..... 22



# Introduction

## WHAT MEDIANDER IS

Mediander.com is a knowledge engine that powers the discovery and exploration of topics. Mediander moves beyond providing information. It entices curiosity, enhances understanding and empowers learning. With Mediander you will always know more.

## WHAT WE DO

Mediander lets you look up topics and provides a content-rich expansive view on them. You can go deep into the topic with access to over 4 million Wikipedia entries, thousands of current AP news articles, billions of YouTube videos, and a million books, intelligently connected, all in one place. Mediander's topics not only provide what you're looking for but also entertain and delight you with what you will unexpectedly find.

## WHAT WE BELIEVE

We believe we are entering the next phase of the information age — an age of knowledge enrichment through contextual relevance. We live in a world where everything is connected, and the degree to which things are connected is what gives them importance.

The same is true for topics. The value of a topic is measured by the content and topics that are connected to it. The more connections a topic has, the more interesting, illuminating and enriching it becomes as knowledge. Connections are at the heart of Mediander. For us, millions of topics mean billions of connections.

## MISSION

Mediander's mission is to enlighten and delight people everywhere through the discovery of a world of interesting and interconnected topics.

## WHAT WE OFFER

Mediander currently offers 4 key features:

- **Topics:** The place to dig deeper into your topic and see the connections among topics, relevant videos, current news and related books you can browse or buy.
- **CultureMap:** Mediander's premier original content. Each CultureMap provides an editorial perspective on cultural subjects via a unique visual presentation of topics and original writing.
- **BookShop:** Where you shop for books by topic, title or author, and can experience our unique custom BookShops, intelligently built for nearly any topic.
- **Blog:** Where users can read about Mediander's take on subjects in popular culture, business and technology — and see how they link to topics, books and Culture Maps.

# Brand Essence

## GOAL

Mediander will be the first place people go to immerse themselves in the discovery and exploration of topics. We will provide a deeply satisfying experience so that once people use Mediander, they will return again and again.

## ESSENCE (OUR CORE DNA)

Mediander makes knowledge accessible for everyone, thereby enhancing understanding and empowering learning.

## PURPOSE (OUR PROMISE)

Mediander helps you know more. Mediander makes knowledge not only accessible, but deeply enriching through an experience that opens up the world.

## DIFFERENTIATION (WHAT MAKES US UNIQUE)

Mediander shows the connections between topics, illuminating the topic's deeper value; as a result we make looking up topics more interesting, exciting and pleasantly unexpected.



# Brand Attributes

## VALUES

- Enrichment through knowledge
- Commitment to quality
- Democracy and accessibility, with a sense of humanity
- Connectedness through contextual relevance
- Delightfully relevant serendipity
- Constant improvement

## PERSONALITY

- Intelligent yet approachable
- Articulate, clean and clear
- Friendly, warm and inviting
- Delightfully surprising (a bit serendipitous) and entertaining!

## CHARACTER

If Mediander were a person it would have:

- **The heart** of Oprah Winfrey for her empathy, inspiration and advocacy for the people
- **The mind** of Charlie Rose for his intellect, elucidation and respectability
- **The spirit** of Anderson Cooper for his accessibility, approachability and charisma
- **The soul** of Fareed Zakaria for his open-mindedness, respectfulness, fairness and democratic values.

## WHO WE'RE FOR

Mediander is for knowledge-seeking individuals ("knowledge seekers") living in a super-connected world who want to get deeply acquainted with a topic in a manageable way.

## WHO ARE KNOWLEDGE SEEKERS?

Knowledge seekers believe that by knowing more, they achieve something. Knowledge seekers are a combination of curious-minded, goal-driven and task-oriented individuals who are looking to be enriched by knowledge. They share common emotional values—knowledge enriches them, inspires them and makes them more relevant. They all have common functional needs—an appreciation of an all-in-one solution, the desire for search returns to be highly relevant and for the content to be of a rich quality containing an array of media formats.

## OUR THREE PERSONAS ARE:

- **Life-Long Learners** are curious knowledge seekers. They are enriched and inspired by knowledge. Knowing more makes their lives more meaningful and their awareness more relevant.
- **Mission Explorers** are goal-driven knowledge seekers. They are looking to acquire greater expertise. Knowing more enriches them by enabling them to better accomplish their goals.
- **Moms-on-a-Mission** are task-driven knowledge seekers. Knowledge helps them stay current and provides status among their family

**Branding positioning statement:** Mediander is a knowledge engine that powers the discovery of topics. In this highly connected and evolving world there's always more to discover, and with Mediander there's always more to know.

## TAG LINE

Know more.

# LOGO + IDENTITY

**mediander**  
know more

# Logo + Identity

## NAME

The word "Mediander" in a sentence should use an uppercase M. In our logo we use a lowercase m. The lowercase m in our logo evokes a sense that we are a democratic and contemporary brand. All logos have a Pantone™ color scheme and corresponding CMYK and RGB schemes as well which need to be adhered to.

## LOGO

At present we have a text logo, which uses the font Museo Sans 700. The logo may be presented in any of our brand's **primary** colors. Exceptions can be made for use in secondary colors (see: colors section of this guide) only when a primary color is not suitable or secondary color just works better in any given situation. It is also permissible to use our favicon as a logo.

### Acceptable Logo Colors:

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← Pantone 173 UP  
See: Colors section for corresponding CMYK/RGB/Hex schemes.

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← Pantone P173-16 U  
See: Colors section for corresponding CMYK/RGB/Hex schemes.

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← Pantone Process Black UP  
See: Colors section for corresponding CMYK/RGB/Hex schemes.

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← Pantone Cool Gray 7 U  
See: Colors section for corresponding CMYK/RGB/Hex schemes.

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← Pantone 5395 UP  
See: Colors section for corresponding CMYK/RGB/Hex schemes.

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← Pantone 450 U  
See: Colors section for corresponding CMYK/RGB/Hex schemes.

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← Pantone 534 UP  
See: Colors section for corresponding CMYK/RGB/Hex schemes.

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← Pantone Process Black UP  
See: Colors section for corresponding CMYK/RGB/Hex schemes.

# Logo + Identity

## CLEAR SPACE

Logo should always have a clear space surrounding it. A no man's land where nothing comes too close to, competes with or overwhelms the logotype. While the area surrounding the logotype can be extended as needed, it should be no less than the vertical "k" in the "know more" tag line at any respective size. Logo should always appear on a white background, or on a respective brand color (it's okay to mix logo and background colors, but only in a tasteful way; no harsh contrasts with clear space accounted for at all times.



## RULES OF TRANSPARENCIES WITH LOGO

Logotype should never be ghosted or made transparent in any way. For video, print and web instances when a transparency would be optimal or create the right effect, then it is okay to make the background/clear space somewhat transparent. Opacity should never go below 90% for any color. Blending modes are to be used sparingly, but in some cases are acceptable. Instances of using blend modes will apply to the "multiply" mode only and only for darker brand colors. Logotype will NEVER be made transparent! Utilize sparingly.



Logotype is at 100% opacity, while the lock-up background is at 90%.



Logotype at 100% opacity, lock-up background in "multiply" mode/opacity@100%.



# Logo + Identity

## CLEAR SPACE FOR LOGO LOCK UP

Logo should also be in lockup formation with its corresponding back plate and it too should always retain clear space distance from the next nearest object to ensure its status, place and legibility; i.e. Text/text boxes, images and other graphic content should always retain

a certain distance from all other items or content. The clear space should be the distance of one "K" ("K" in the tag line determines the distance, no matter the size or output) from logotype bounding box, or a two "K" distance from the logotype itself, as illustrated below.



# Logo + Identity

## LOGO SIZE

Logos can be shown or printed at any larger size needed, no limits. Logo is created in vector form so it is infinitely scaleable. All sizes are achievable in a consistent and workable manner. There is, however, a minimum size that should be adhered to for legibility purposes. The minimum size for logo, with respective and corresponding background included, should not go below 75 pixel width x 28 pixel height at lowest resolution of 72dpi. This sizing leaves the logotype at approximately 64 pixels wide x 18 pixels high.

**Also note:** The tag line, "know more," has also been extended out to the end of the second "d" in "mediander" to aid with legibility at such a small size. This is only done for the smallest of sizes and is allowed when needed to aid legibility below a certain threshold.

Logo artwork may only be reproduced directly from a digital file. It should never be reproduced from previously printed materials, produced in any other capacity than that of the original digital file.

Minimum Size - 75 pixels X 28 pixels:



Logotype Size - Approx: 64 pixels X 18 pixels:



## LOGO USAGE DON'TS

Never use effects on logo and/or logotype! Effects such as: glow, drop shadow, bevel/emboss, stroke, et al. are not permitted. Logo should only be shown as-is. With one exception: if logo is being used in conceptual manner to be manipulated in a photo or blended as part of the scenery than logo manipulation may be permitted. This is very limited and only permitted in rare cases and for conceptual purposes only. One example would be: illustration or rendering of a building cornerstone with the Mediander logo to appear as if it was the wording engraved on the cornerstone. These exceptions will generally not be public facing and are for conceptual purposes only; not to be practiced or utilized in any other form or fashion. If conceptual artwork is public-facing, always include the proper branding and logo along with it.



No outlines or strokes on logotype or logo lock up.



No bevel/emboss on logotype or logo lock up.



No glow effects on logotype or logo lock up.



No pattern overlays on logotype or logo lock up.



No gradient effects on logotype or logo lock up.



No drop shadow on logotype or logo lock up.



No skewing of sizings on logotype or logo lock up.



No Photoshop filter effect on logotype/ logo lock up.



No blurring effects on logotype or logo lock up.

# COLOR PALETTE

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# Color Palette

## BRAND COLORS

Mediander's color palette is composed of 7 dominant colors and 5 extended colors or secondary colors. Dominant colors are blue, orange and gray as well as an earthy green tone, which are also used to designate our products. Mediander's colors have a Pantone™ to RGB scheme and hierarchy and should be strictly adhered to in all mediums: web, print and video.

If doing a one color print project it is okay to use tones or percentages of a branded Mediander Pantone™ color to elements within that project, but not to already established and branded subjects. In other words: This does NOT apply to the logo. Logo must stay at 100% of Pantone™ color at all times as established.

### Primary Colors



PMS: 5395 UP  
CMYK: C=98 M=69 Y=32 K=45  
RGB: R=0 G=54 B=85  
Hex: #003655



PMS: 173 UP  
CMYK: C=0 M=71 Y=94 K=4  
RGB: R=232 G=105 B=41  
Hex: #e86929



PMS: 534 UP  
CMYK: C=81 M=58 Y=20 K=13  
RGB: R=61 G=97 B=139  
Hex: #3d618b



PMS: 450 U  
CMYK: C=47 M=44 Y=67 K=16  
RGB: R=129 G=119 B=89  
Hex: #817759



PMS: Process Black UP  
CMYK: C=0 M=0 Y=0 K=100  
RGB: R=35 G=31 B=32  
Hex: #231f20



PMS: Pantone P 173-16 U  
CMYK: C=62 M=53 Y=42 K=52  
RGB: R=65 G=67 B=76  
Hex: #41434c



PMS: Pantone Cool Gray 7U  
CMYK: C=41 M=34 Y=32 K=1  
RGB: R=157 G=157 B=160  
Hex: #9d9da0

# Color Palette

## BRAND COLORS - EXTENDED COLORS

There are five secondary or extended colors in Mediander's color palette. Mediander's corporate palette has been expanded to include the use of both dynamic and neutral colors that complement each other and can be used in any combination as long as the integrity of the brand is not diminished and no stark contrasts, or lack of contrasts, are occurring.

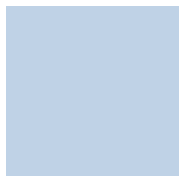
One example of what not to do is: never put the dark blue (PMS

5395 UP) logo on top of black or vice versa. Better judgement should always prevail and colors should be mixed, matched and utilized to their fullest potential while not smothering each other or blocking each other out.

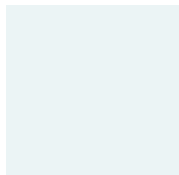
Secondary colors may be used as highlights and as enhancers. In some cases, where it may be called for, secondary colors can be used in the forefront of design projects - used sparingly.

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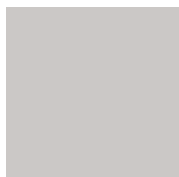
### Extended/Secondary Colors



← PMS: 643 U  
CMYK: C=23 M=10 Y=4 K=0  
RGB: R=191 G=210 B=229  
Hex: #bfd2e5



← PMS: 7541 UP  
CMYK: C=7 M=1 Y=3 K=0  
RGB: R=234 G=243 B=243  
Hex: #eaf3f3



← PMS: Pantone Cool Gray 2U  
CMYK: C=20 M=16 Y=18 K=0  
RGB: R=204 G=201 B=199  
Hex: #ccc9c7



← PMS: 7410 U  
CMYK: C=0 M=45 Y=60 K=0  
RGB: R=255 G=161 B=107  
Hex: #ffa16b



← PMS: 5777 U  
CMYK: C=37 M=25 Y=60 K=1  
RGB: R=167 G=169 B=123  
Hex: #a7a97b

# Color Palette

## BRAND COLORS

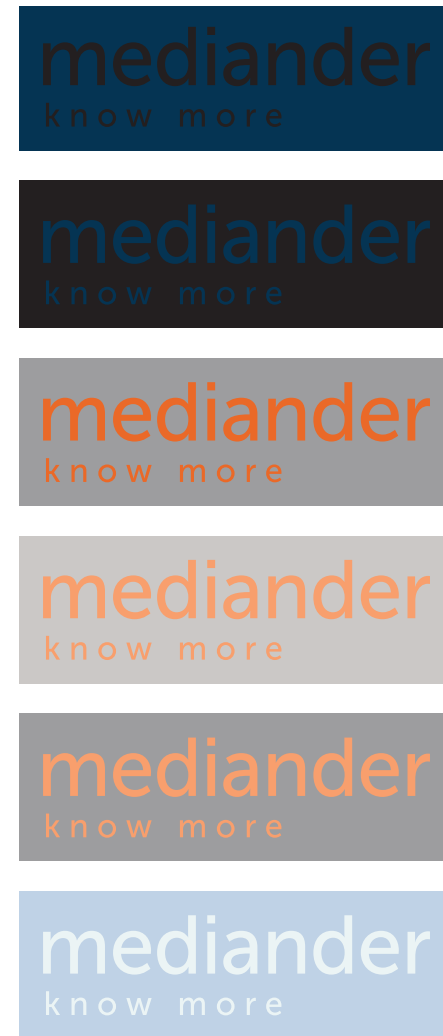
The following are some examples of 'dos and don'ts' when it comes to Mediander's primary and secondary color groups. Used

### Primary and Secondary Color - Dos



below are logotype and lockup, the same rules apply to all uses and color combinations anywhere they may exist or occur.

### Primary and Secondary Color - Don'ts



# TYPOGRAPHY

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# Typography

## TYPEFACE/FONTS

Mediander's primary typeface is Museo Sans. For PowerPoint decks we use Helvetica Neue if on a Mac, or Calibri if on a PC. On the website, body copy we will use Museo Sans (Size: 100 or 300, generally) whenever possible, subheaders and headers will generally use Museo Sans (Size: **500**, **700**, and **900**) whenever it's workable. All printed materials should use Museo Sans and all web system

fonts should be set to 'sans serif' - Helvetica, Arial, Verdana - as systems permit. If web fonts are to be utilized and called from server, they should be Museo Sans with "sans-serif (Helvetica, Arial, Verdana) as back-ups.

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789  
abcdefghijklmnopqrstuvwxyz 123456789

- 7  
|  
— — Museo Sans 100  
|  
- 7

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789  
abcdefghijklmnopqrstuvwxyz 123456789

- 7  
|  
— — Museo Sans 300  
|  
- 7

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 123456789  
abcdefghijklmnopqrstuvwxyz 123456789

- 7  
|  
— — Museo Sans 500  
|  
- 7



# Typography

## TYPEFACE/FONTS

Museo in its bolder/larger sizes (Size: **500**, **700**, and **900**) should generally be used for headers and subheaders in all Mediander communications and projects.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789  
abcdefghijklmnopqrstuvwxyz 123456789

Museo Sans 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789  
abcdefghijklmnopqrstuvwxyz 123456789

Museo Sans 900

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789  
abcdefghijklmnopqrstuvwxyz 123456789

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789  
abcdefghijklmnopqrstuvwxyz 123456789

Calibri Bold

# Typography

## SYSTEM FONTS (POWERPOINT, PRESENTATIONS, WEB)

The typefaces shown below are primarily for web use and for PowerPoint use. Verdana is strictly for web assigned fonts as it falls into the category of sans-serif font assignment. These fonts are ubiquitous on 99% of all operating systems, thus the reason for use

on the web and in PowerPoint as fonts/typefaces are dependent on what an individual user may, or may not, have loaded on their systems.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxy 123456789*  
*abcdefghijklmnopqrstuvwxy 123456789*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxy 123456789*  
*abcdefghijklmnopqrstuvwxy 123456789*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

*abcdefghijklmnopqrstuvwxy 123456789*  
*abcdefghijklmnopqrstuvwxy 123456789*

- 7  
|  
- — Helvetica Neue

- 7  
|  
- — Arial

- 7  
|  
- — Verdana

# PHOTOS / IMAGES

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# Photos / Images

## PHOTO THEME

Images that display a range of subjects reinforce the breadth, depth and relevance of the information on the site. Consumers appreciate seeing a diversity of pictures that shows the range of what consumers can learn about —geography, science, music, art, etc.— and which illustrates the benefit of using Mediander. Moreover, images that suggest openness (such as a playful image of Einstein)

convey to the user that on Mediander all knowledge is accessible and that the site experience is fun. The collage image on the home page is a successful execution of this strategy. Without being overly utilized, a collage or grouped image approach should be explored further where appropriate. Graphs, charts, maps, illustrations, paintings, Black & White photos, color photos are all acceptable.



# Photos / Images

## PHOTO THEME

More examples of photos we like to use and the widerange of interests, subject matter, and knowledge they represent. Preferred are iconic images as well as images that represent a whole field or

topic. Such as Rembrandt representing art, or a planet representing the universe, etc. Or in some cases, simply the iconic image to represent widely known and discussed subjects.



# MISSION

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# Mission

## OBJECTIVE OVERVIEW

Consumers desire clarity around the fact that the site is first and foremost about knowledge and information. When presenting books and our bookshop, we must be authentic and transparent in communicating that while books are for sale, the BookShop is offered in order to expand users' learning and knowledge opportunities.

Otherwise the BookShop will be at odds with how users think about the purpose of the site, and they may question Mediander's credibility as an information site, thinking we are a site that has a hidden agenda of really just trying to sell them something.

## PRODUCTS

Product names always begin with an initial cap. "CultureMap," "CultureMaps," "BookShop" and "BookShops" are always presented as one word, with the capitalized central M and S.

## WEBSITE

Our website can be found at: [www.mediander.com](http://www.mediander.com).

Our Facebook page can be found at:

<https://www.facebook.com/mediander>.

Our twitter name is: [mediander\\_com](https://twitter.com/mediander_com) and our Twitter page can be found here: [https://twitter.com/mediander\\_com](https://twitter.com/mediander_com).

We do not currently have a mobile app.

