FINANCIAL TIMES
REPUBLISHING GUIDELINES 2019
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These instructions should be read in conjunction with your republishing contract. Your contract specifies what rights you have been granted to use the FT Trademarks and logos in your publications and/or marketing. If you do not have these rights then you are not permitted to use the FT Trademarks and logos in these ways.

These instructions explain the technical specifications necessary when using the FT brand together with the various opportunities that are available to FT Republishing customers. It is important that the FT logos and the ‘Articles republished from Financial Times’ logo are always represented accurately in order to protect the value and association with the brand. Your account manager can provide you with guidance on the costs associated with these various options and provide you with examples.

The options are:

**Attribution**

You have the option of formatting FT journalism in the FT style (font and colour). Text attribution must be used when republishing all FT content on all mediums. It is optional to include the FT logo along with the attribution text as shown in the attribution sections of these guidelines.

**Branded page in print**

The definition of a branded page in print is a page made up of only FT articles that are republished in a client’s print publication. The articles must be attributed to the FT. The top of the page must contain the ‘Article republished from Financial Times’ logo. Branded pages cannot be the title, cover or back page of the publication.

**Branded page in digital**

The definition of a branded page on digital is a section of a website made up of only FT articles that are republished online on a client's digital publication. The articles must be attributed to the FT. The top of the web page must contain the ‘Article republished from Financial Times’ logo. Branded pages cannot be the homepage of the digital publication.

**Marketing**

**In product marketing**

There is the option to reference on the front of your publication that FT content is included within and that you have a republishing arrangement with the FT. There is an FT logo and wording lock up that can be provided.

**Out of product marketing**

This option allows you to refer to your publication republishing FT content and that you have a republishing arrangement with the FT in your promotional literature which is quite separate from your publication.

<table>
<thead>
<tr>
<th></th>
<th>Is royalty owed to the FT for this?</th>
<th>Are you required to use FT style?</th>
<th>Which logo should you use?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Attribution of FT content, just using logo</td>
<td>No</td>
<td>Optional</td>
<td>FT corporate logo (see page 21)</td>
</tr>
<tr>
<td>FT-branded page</td>
<td>Yes</td>
<td>Mandatory</td>
<td>Articles republished from Financial Times logo (see page 18)</td>
</tr>
<tr>
<td>Marketing of FT content</td>
<td>Yes</td>
<td>Optional</td>
<td>Articles republished from logo lock up (see page 18)</td>
</tr>
</tbody>
</table>
1. ATTRIBUTION – PRINT
Headlines Financier Display
medium 28pt/30pt leading

AUTHOR COPY IS METRIC SEMIBOLD 7.5PT

Body copy Financier Text regular 10pt on 12pt leading justified with last line aligned left, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dapibus nisi ut ipsum consequat ultrices. Nullam vitae lacus velit, nec fringilla massa. Ut bibendum euismod massa, sit amet interdum ligula dapibus ac.


1 ATTRIBUTION PRINT

Headlines Financier Display medium 28pt/30pt leading

Copyright Metric Regular 7pt on 8pt leading.
Copyright second line Metric Regular 7pt on 8pt leading, space after 1mm.
Copyright third line Metric Regular 7pt on 8pt leading, space after 1mm.
Translation statement Metric Regular 7pt on 8.5pt leading, space after 1mm.

AUTHOR COPY IS METRIC SEMIBOLD 7.5PT

Body copy Financier Text regular 10pt on 12pt leading justified with last line aligned left.


1.2 ATTRIBUTION USING FT LOGO
FOR PRINT (COLOUR) – TECHNICAL GUIDELINES A4 AND SIMILAR SIZES

If reproducing FT content within a printed colour publication please ensure it is reproduced as per the example shown.

Copyright wording must align with the baseline of the ‘FT’ letters in the logo.

The copyright and translation wording should not extend beyond the width of the pink copy panel.
Headlines Financier Display medium 28pt/30pt leading

Copyright Metric Regular 7pt on 8pt leading.
Copyright second line Metric Regular 7pt on 8pt leading.
Copyright third line Metric Regular 7pt on 8pt leading, space after 1mm.
Translation statement Metric Regular 7pt on 8.5pt leading.
Translation statement second line Metric Regular 7pt on 8.5pt leading.

Body copy Financier Text regular 10pt on 12pt leading justified with last line aligned left, Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus dapibus nisi ut ipsum consequat ultrices. Nullam vitae lacus velit, nec fringilla massa. Ut bibendum euismod massa, sit amet interdum ligula dapibus ac.


2. ATTRIBUTION – DIGITAL
For placement of copyright wording, it is preferable for it to be placed directly underneath either the headline or the standfirst of any FT content. This is to ensure that attribution is clear, and the premium nature of the content is front and centre. Ideally this should follow the format in the example shown and include the FT content publication date as follows:

© The Financial Times Limited [year]. All Rights Reserved. FT and Financial Times are trademarks of the Financial Times Ltd. Not to be redistributed, copied or modified in any way.

If there are limitations on the placement of the copyright wording to be placed at the top of the article, it is acceptable for it to be placed at the base of the article. If this is the case, the format should be followed as above, but with the FT logo to the left of the copyright text.

If an article is translated by the client the following statement needs to be included under the copyright wording:

(The client) is solely responsible for providing this translation and the Financial Times Limited does not accept any liability for the accuracy or quality of the translation.

The first copyright line should serve as a hyperlink to www.ft.com.

Article date and author’s name must be stated above the main article content.

Using the FT logo is optional here.
Key events to watch in markets in June

Articles republished from the Financial Times

If you are displaying FT headlines and excerpts in a location separate from the republished article itself, you have the option of including the FT logo with the wording ‘Articles republished from the Financial Times’ to further promote the content as being from the FT. Please ensure it is reproduced as per the example shown. A vector file can be supplied (see page 18).

Please ensure FT logo and wording is placed below any FT headline. This should ideally follow the format in the example shown. In certain circumstances where this is not suitable, the logo and wording can be moved above or alongside the headline, as long as it remains visibly linked.
3. BRANDED PAGE
– FOR USE WITHIN PRINT AND DIGITAL
If reproducing FT content within a branded page the ‘Articles republished from Financial Times’ logo must be used and articles laid out in FT style as per the example. ‘Articles republished from Financial Times’ logo is to be used when producing FT branded pages only.

Please also ensure the copyright wording is placed under the FT black rule at the start of FT content. This should follow the format in the example shown and include the FT content publication date as follows:

© The Financial Times Limited [year]. All Rights Reserved.

Not to be redistributed, copied or modified in anyway.

If articles are translated by the client the following statement needs to be included under the copyright wording:

(The client) is solely responsible for providing these translated articles and the Financial Times Limited does not accept any liability for the accuracy or quality of the translation.

All articles within the branded page(s) must be FT articles. Any advertisements placed within a branded page must be clearly labelled indicating that the advertisements have been placed by the media owner/publisher using the wording:

This advertisement has been placed by (Media owner name)

Use of the FT Trade Marks must be accompanied by a suitable trade mark acknowledgement in the form of a footnote stating that “FT and Financial Times are trademarks of the Financial Times Limited”. Any photographs or graphical material needs to be attributed to the appropriate copyright owner.

Please also ensure the copyright wording is under the FT black rule at the start of FT content.

These guidelines are based on a broadsheet format. If you require guidance for additional newspaper sizes please contact your FT representative. Please note that Branded pages cannot be the title, cover or back pages of the publication.
Articles republished from

FINANCIAL TIMES

Headline Financier Display regular 59/71pt

Subheading Financier Display regular 33/40pt

Headline Financier Display medium 33/40pt

Financier Display medium 33/40pt

3.2 BRANDED PAGE – MONO AND TECHNICAL GUIDES

If reproducing FT content within a branded page the ‘Articles republished from Financial Times’ logo must be used and articles laid out in FT style as per the example. ‘Articles republished from Financial Times’ logo is to be used when producing FT branded pages only.

Please also ensure the copyright wording is placed under the FT black rule at the start of FT content. This should follow the format in the example shown and include the FT content publication date as follows:

© The Financial Times Limited [year]. All Rights Reserved.
Not to be redistributed, copied or modified in anyway.

If articles are translated by the client the following statement needs to be included under the copyright wording:

(The client) is solely responsible for providing these translated articles and the Financial Times Limited does not accept any liability for the accuracy or quality of the translation.

All articles within the branded page(s) must be FT articles. Any advertisements placed within a branded page must be clearly labelled indicating that the advertisements have been placed by the media owner/publisher using the wording:

This advertisement has been placed by (Media owner name)

Use of the FT Trade Marks must be accompanied by a suitable trade mark acknowledgement in the form of a footnote stating that “FT and Financial Times are trademarks of the Financial Times Limited”. Any photographs or graphical material needs to be attributed to the appropriate copyright owner.

Please also ensure the copyright wording is under the FT black rule at the start of FT content.

These guidelines are based on a broadsheet format. If you require guidance for additional newspaper sizes please contact your FT representative. Please note that Branded pages cannot be the title, cover or back pages of the publication.
As an alternative to 3.1 the FT logo can be positioned at the end of each article.
The example opposite is a branded page showing the possible inclusion of a publication logo or product name.

In these instances the ‘Articles republished from Financial Times’ with publication logo must be used as per the example.
If reproducing FT content digitally within a branded section, the ‘Articles republished from Financial Times’ logo must be used and articles laid out in FT style as per the example.

Please also ensure the copyright wording is placed under the FT black rule at the start of FT content. This should follow the format in the example shown and include the FT content publication date as follows:

© The Financial Times Limited [year]. All Rights Reserved. Not to be redistributed, copied or modified in any way.

If articles are translated by the client the following statement needs to be included under the copyright wording:

(The client) is solely responsible for providing these translated articles and the Financial Times Limited does not accept any liability for the accuracy or quality of the translation.

If the client has agreed limited access to FT articles, and has syndication rights to certain FT content, this should be outlined on the branded section as follows:

(The client) has hosting rights to certain limited Financial Times articles. This is not a live feed of Financial Times content.

All articles within the branded section(s) must be FT articles.

Any advertisements placed within a branded section must be clearly labelled indicating that the advertisements have been placed by the media owner/publisher using the wording: This advertisement has been placed by (Media owner name).

Use of the FT Trade Marks must be accompanied by a suitable trade mark acknowledgement in the form of a footnote stating that “FT and Financial Times are trademarks of the Financial Times Limited”.

Any photographs or graphical material needs to be attributed to the appropriate copyright owner. Please also ensure the copyright wording is under the FT black rule at the start of FT content.
4. MARKETING

USE OF BRAND FOR IN PRODUCT MARKETING

Approval is needed for each specific use of the FT Brand in marketing
Approval is required for each specific use of the FT Trademarks or FT logos in Marketing.

a) in product marketing e.g. on the front page or homepage of a publication
b) out of product marketing e.g. promotional material

For both of these categories the wording: ‘Articles republished from’ plus FT logo must be used.

Either logo shown can be used depending on the background colour. The logo must be used a minimum size of 20mm width.

In all instances the client publication brand must always be the prominent brand. Vector files for these lockups can be supplied; to access them, email brand@ft.com
The example opposite shows how the FT logo and ‘Articles republished from’ lock up is used in the context of a publication front page.

The FT logo and ‘Articles republished from’ lock up should always appear at the top of the articles not in the middle or beneath copy, and must not be part of the masthead.
5. BASIC FT IDENTITY ELEMENTS
The main FT corporate logo is made up of three elements: the FT square, the FT letters and the FT’s full name. The colours used are FT pink and FT grey.

**Exclusion zone**

It is important to ensure that the corporate logo is clearly reproduced – for this reason an exclusion zone has been created in which no other graphics or text should appear. This helps to ensure clarity and maximise the impact of the corporate logo.

The exclusion zone is defined here by the red keyline box. The distance between the letters FT and the top of the pink box is $X$. The space above the pink box, and to the top of the exclusion zone is $X$ multiplied by 1.5.

**Minimum usage size**

The example, shown here, is the minimum size in which the corporate logo should ever appear. The corporate logo must never be reproduced any smaller than 11mm wide in print and 46 pixels wide in digital.
In exceptional circumstances where the full FT corporate logo is unsuitable and the Financial Times wording is not legible (for example on small promotional items) the FT square and FT lettering may be used, subject to approval from the Brand Team. The colours used are FT pink and FT grey.

**Exclusion Zone**

It is important to ensure that the corporate logo is clearly reproduced – for this reason an exclusion zone has been created in which no other graphics or text should appear. This helps to ensure clarity and maximise the impact of the corporate logo.

The exclusion zone is defined here by the red keyline box. The distance between the letters FT and the top of the pink box is X. The space above the pink box, and to the top of the exclusion zone is X multiplied by 1.5.

**Minimum usage size**

The example, shown here, is the minimum size in which the corporate logo should ever appear. The corporate logo must never be reproduced any smaller than 10mm wide in print and 42 pixels in digital (these measurements are slightly smaller than the main FT corporate logo due to the absence of the Financial Times wording).
When using the FT corporate logo on colour backgrounds, the FT square should always be fully visible, and the Financial Times name must have sufficient contrast to be clearly readable.

For white backgrounds the main FT corporate logo (FT pink and FT grey) should be used. This option may also be applied to backgrounds with sufficient contrast to ensure clear legibility of the FT logo.

Where the background colour is FT pink, a reversed out (FT grey) can be used.

If your background colour does not provide sufficient contrast, or clashes with FT pink, the version consisting of FT grey square and FT pink ‘FT’ letters should be used.
On all FT newspaper advertising formats the FT corporate logo should appear reversed out black.

For use on non FT pink backgrounds or backgrounds that clash with FT pink the mono versions are to be used accordingly so that the colour of the background does not show through the ‘FT’ lettering.

This rule also applies to image backgrounds. For reasons of legibility the FT corporate logo should never appear in reversed out FT pink or in reversed out on a background of FT pink.
When using the FT corporate logo on photographic backgrounds, the shape of the FT square and the Financial Times name must be clearly legible. Never use a background with the same tonal value as the FT square.

If there is any doubt about legibility, a more appropriate background colour should be selected.
The FT corporate logo should **never** be altered.

**Example 1:**
The FT logo should **NEVER** be distorted

**Example 2:**
**NEVER** change the colour

**Example 3:**
**NEVER** change the shape

**Example 4:**
**NEVER** add a keyline around the FT square

**Example 5:**
Nothing should be altered or added

**Example 6:**
Never respecify the FT lettering to become transparent to the background colour on which it is placed.
The FT masthead is the identity mark used at the top of the FT weekday newspaper and FT.com. It has been created using the FT's custom typeface 'Financier', and is occasionally used for branding purposes where the main FT corporate logo is not suitable or where there is a direct line into editorial content. It is NOT the corporate logo.

The FT masthead has been created as an Illustrator eps file. DO NOT try to alter the construction by adjusting the positions, proportions or typefaces.

**Exclusion Zone**

It is important to ensure that the FT Masthead is clearly reproduced – for this reason an exclusion zone has been created in which no other graphics or text should appear. It helps to ensure clarity and maximise the impact of the FT Masthead.

The exclusion zone is defined here by the red keyline box. The cap height of the FT Masthead is defined by X, and the space between the FT Masthead and the exclusion zone is X multiplied by 1.5.

**Minimum usage size**

The example, shown here, is the minimum size in which the FT masthead should ever appear.
Financier Display Medium
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Financier Display Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Financier Text Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Headlines

Financier Display Medium
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Financier Display Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Financier Text Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Body copy

Financier Text Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Copyright wording

Metric Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!O@&>

Author

Metric Semibold
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!O@&>

Metric Semibold is used for displaying the author of an article and Metric Regular is used for copyright wording underneath an article.

If the above fonts are not available in the language required please contact brandanddesign@ft.com
Georgia Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Arial Bold
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Ariel Regular
abcdefghijklmnopqrstuvwxyz
1234567890<%£$!()?@&>

Georgia Regular should be used for headlines, and main body copy.

Arial bold is used for displaying the topic set of an article and Arial Regular is used for the standfirst and author.

These are standard digital fonts however should the fonts not be available in the language required please contact brandanddesign@ft.com
The primary FT brand colours are FT pink, FT grey, black, and white.

The examples on this page show the recommended ink mixes and breakdowns for process colour, special/spot colour, desktop RGB and hexadecimal colour.

Process colour breakdowns for FT pink and grey are approved custom breakdowns resulting from a series of press proofing tests on coated, uncoated, newsprint and pink newsprint stocks.

FT Pink paper is used as a background for the republishing of FT.com articles.

The colours shown on this page and throughout these guidelines are not intended to match the “PANTONE” Colour Standard.

“PANTONE” is the property of Pantone, Inc.
On request, author headshots can be used alongside their article – we will take this on a case by case basis.

For further information please contact: brandanddesign@ft.com
Contact

If you have any queries please contact:
brand@ft.com