NOTICIERO
MÓVIL™

Noticiero Móvil Style Guide

¡Bienvenidos!

"Noticiero Móvil is a multimedia outlet that provides news in Spanish and English for residents in Northern Nevada. Our team is dedicated to working with the Latino community to provide unbiased, accessible, and relevant coverage and content about our diverse community. We also strive to involve and engage with our community on the issues of today via local events and dialogues."
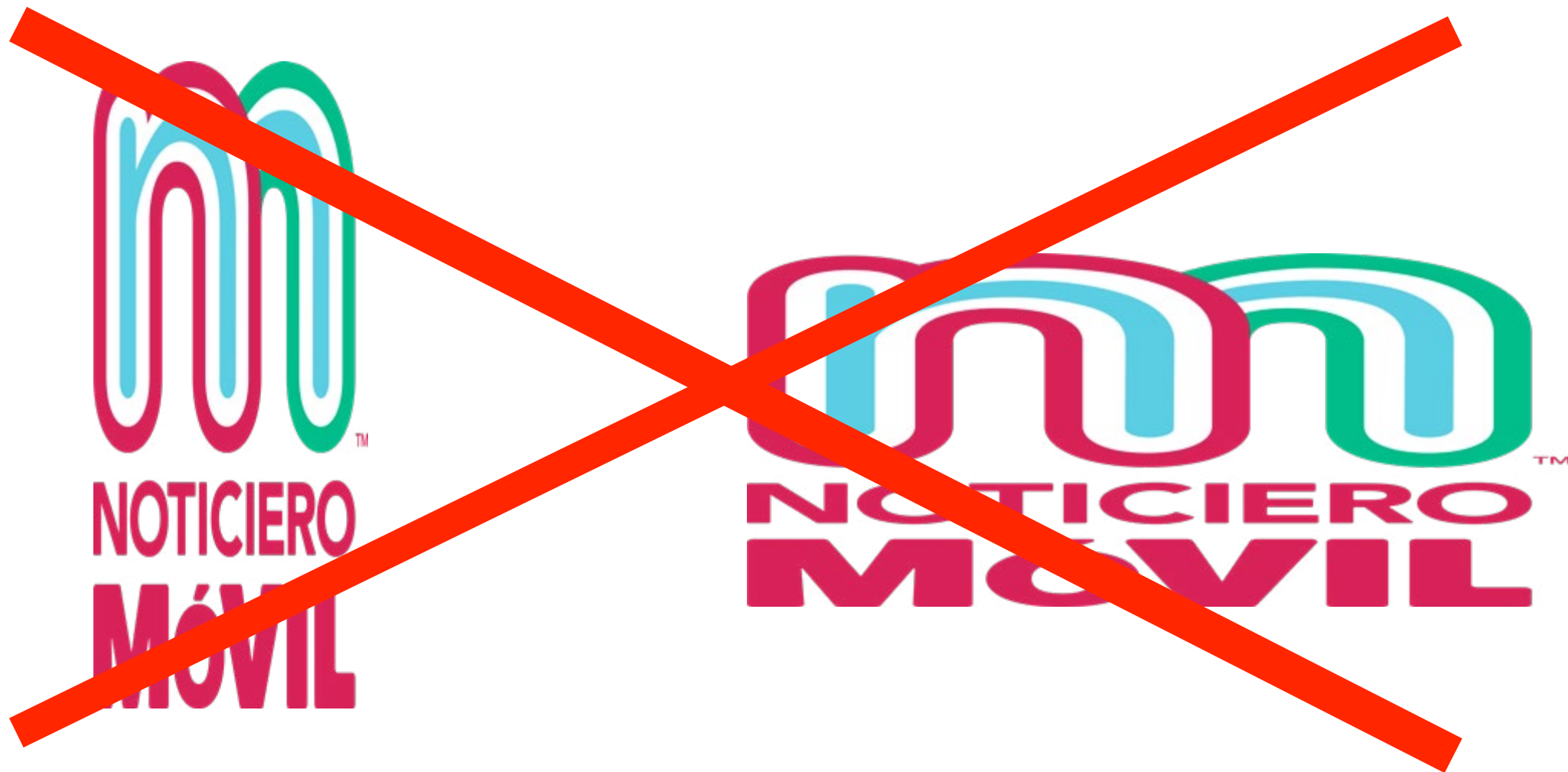
Logos

Choose whichever layout and color best suits each project. There are a few versions with either the regular colors, white, or a mix of both.

When resizing a logo, make sure to resize proportionally.

*Some programs hold shift (or another key, depending on what program is being used) to resize the logo proportionally.

Do not stretch or squeeze!

Logos are named based on the color of the words, and the placement of the large "m" and "Noticiero Móvil."

NM Pink Vertical

NM All White Vertical

NM Pink Horizontal

Acceptable NM Logos

The NM logo with pink can be used over lighter colors. Keep in mind:

Busy backgrounds will make the logo hard to see.

Put the logo in an area that is clearly visible, but is not too distracting or obtrusive of other information.

NM Pink Vertical

NM Pink Horizontal

When placing the logo over a dark and/or cool toned color, use one of the logos with NM White.

NM All White Vertical

NM All White Horizontal

NM Color + White Vertical

NM Color + White Horizontal

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UNR/RSJ Logos

The same rules apply here. Please refer to UNR's style guide for more information as well as UNR color codes:
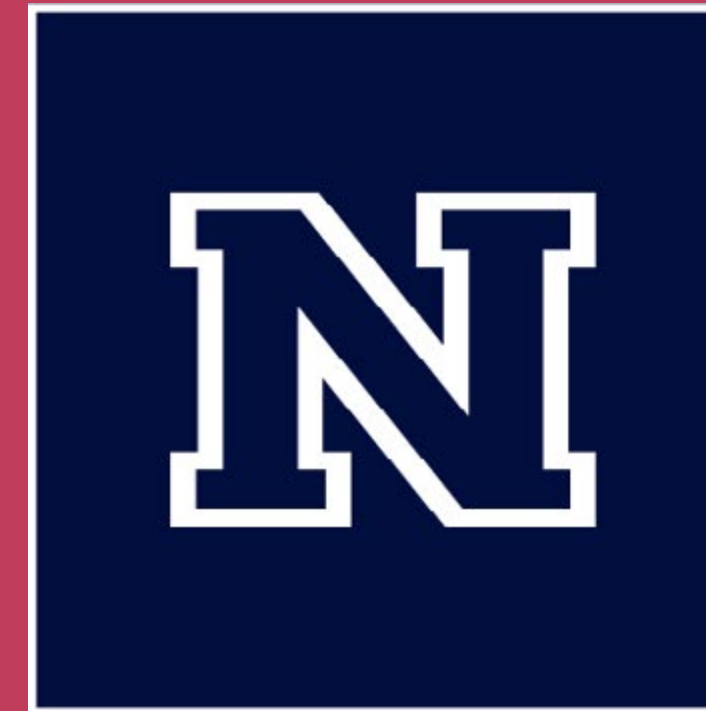
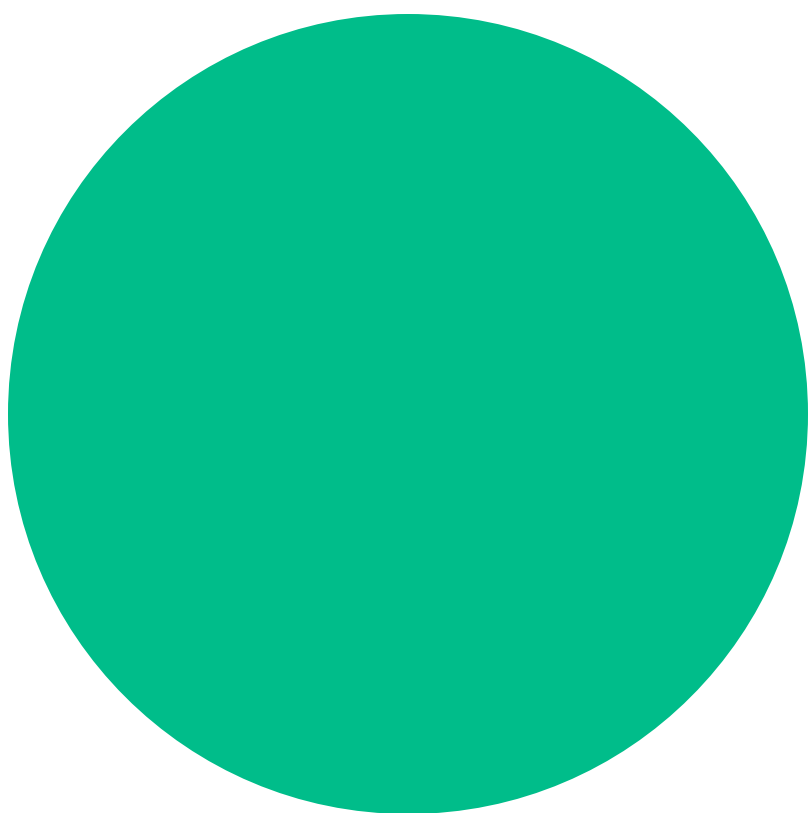**https://www.unr.edu/brand/visual-identity**

Colors

Any of the three Noticiero Móvil colors can be used, though the pink has been mostly used as the dominant color of the group. The UNR blue is preffered to black in most designs in order to tie the two organizations together.
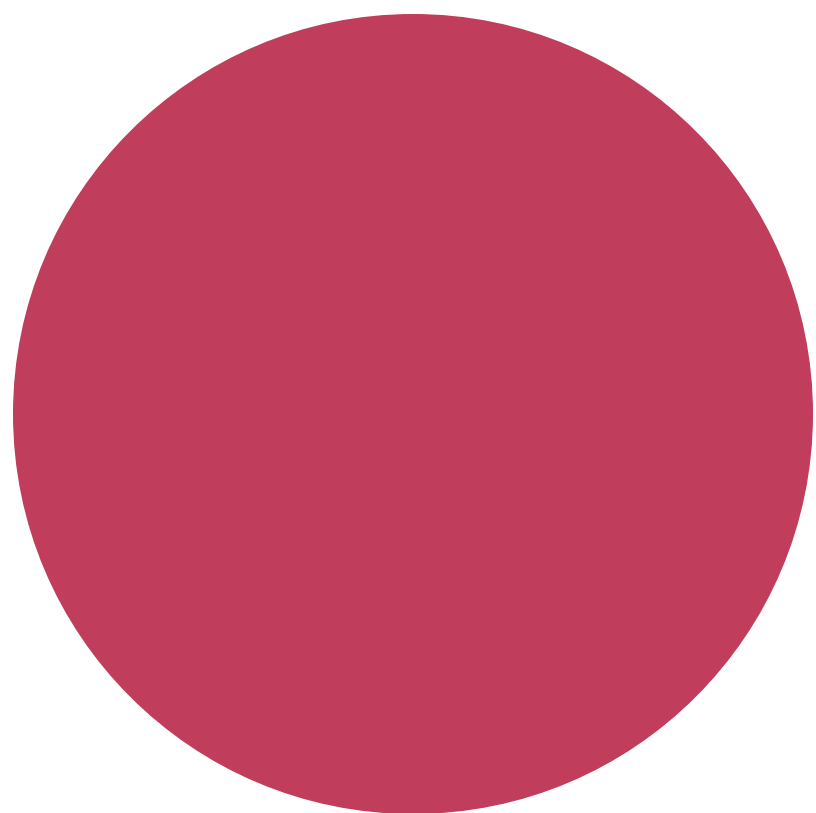
HEX: BF345C

R: 191 G: 52 B: 92
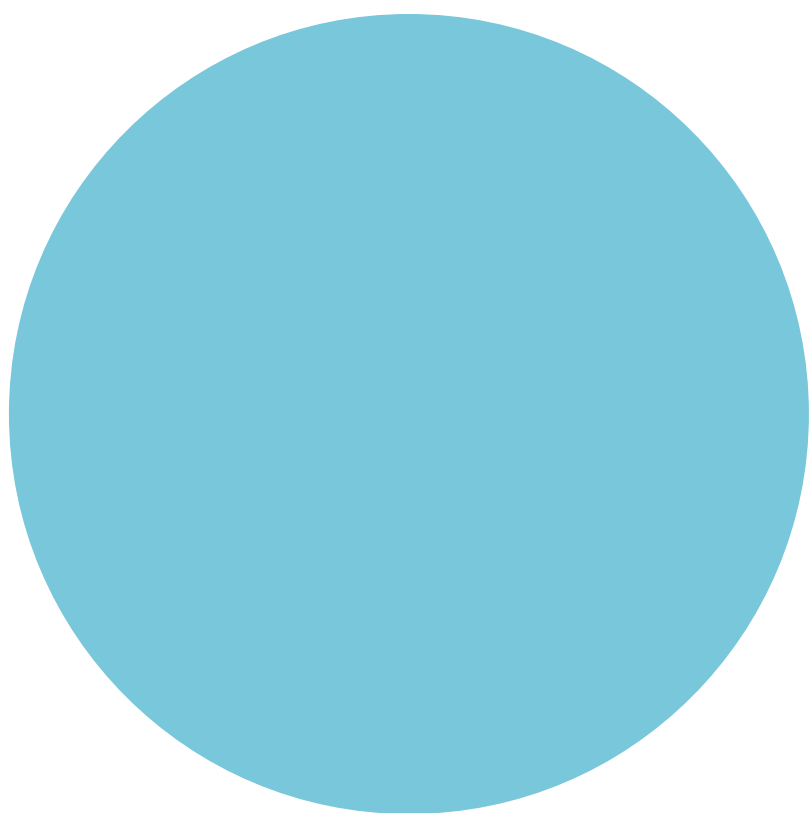
C: 0   Y: 52
M: 73   K: 25

HEX: 00C08A
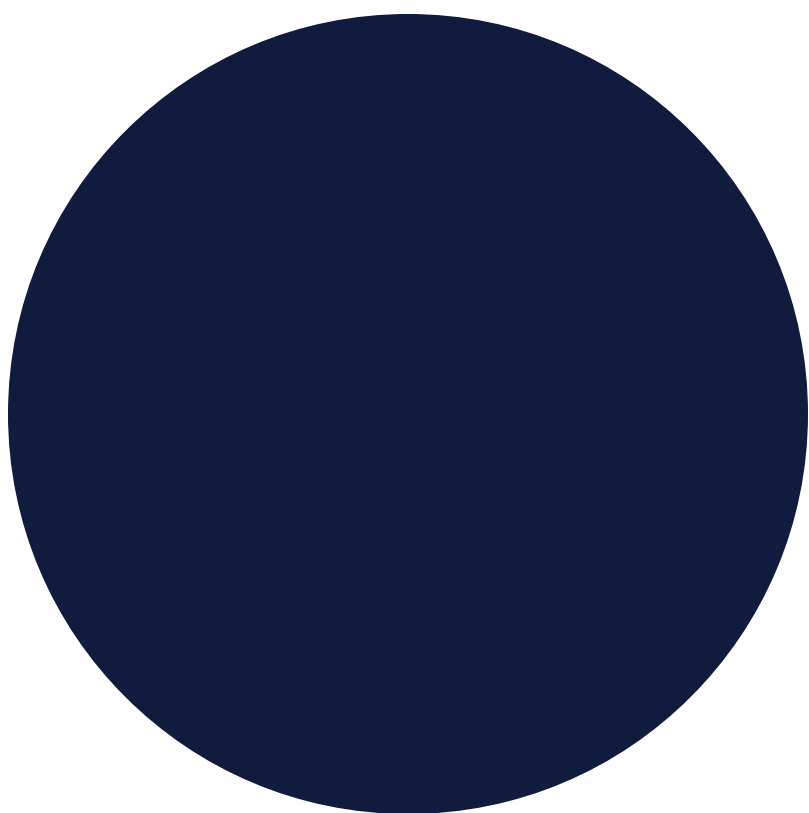
R: 0 G: 192 B: 139

C: 100   Y: 28
M: 0   K: 25

HEX: 7CC8DB

R: 124 G: 200 B: 219

C: 43   Y: 0
M: 9   K: 14

HEX: 10193D

R: 16 G: 25 B: 61

C: 74   Y: 0
M: 59   K: 76

Fonts/Typography

Noticiero Móvil typically goes with sans serif fonts to match the look of the font from the logo.

Fonts that have been used in the past:

Example:

Arial regular and bold

Bold- Aa Bb Cc Noticiero Móvil
Regular- Aa Bb Cc Noticiero Móvil

DIN Alternate bold

Aa Bb Cc Noticiero Móvil

Futura medium and bold

Bold- Aa Bb Cc Noticiero Móvil
Medium- Aa Bb Cc Noticiero Móvil

Salamat regular (for fancy cursive)

Aa Bb Cc Noticiero Móvil

Design Elements

In order to maintain a consistent style, Noticiero Móvil has been using the same colors and similar design elements. Polka dots, both big and small, are one element that has been used frequently.

Social Media Specs

Instagram Post: 1080x1080 pixels

Instagram Story: 1080x1920 pixels
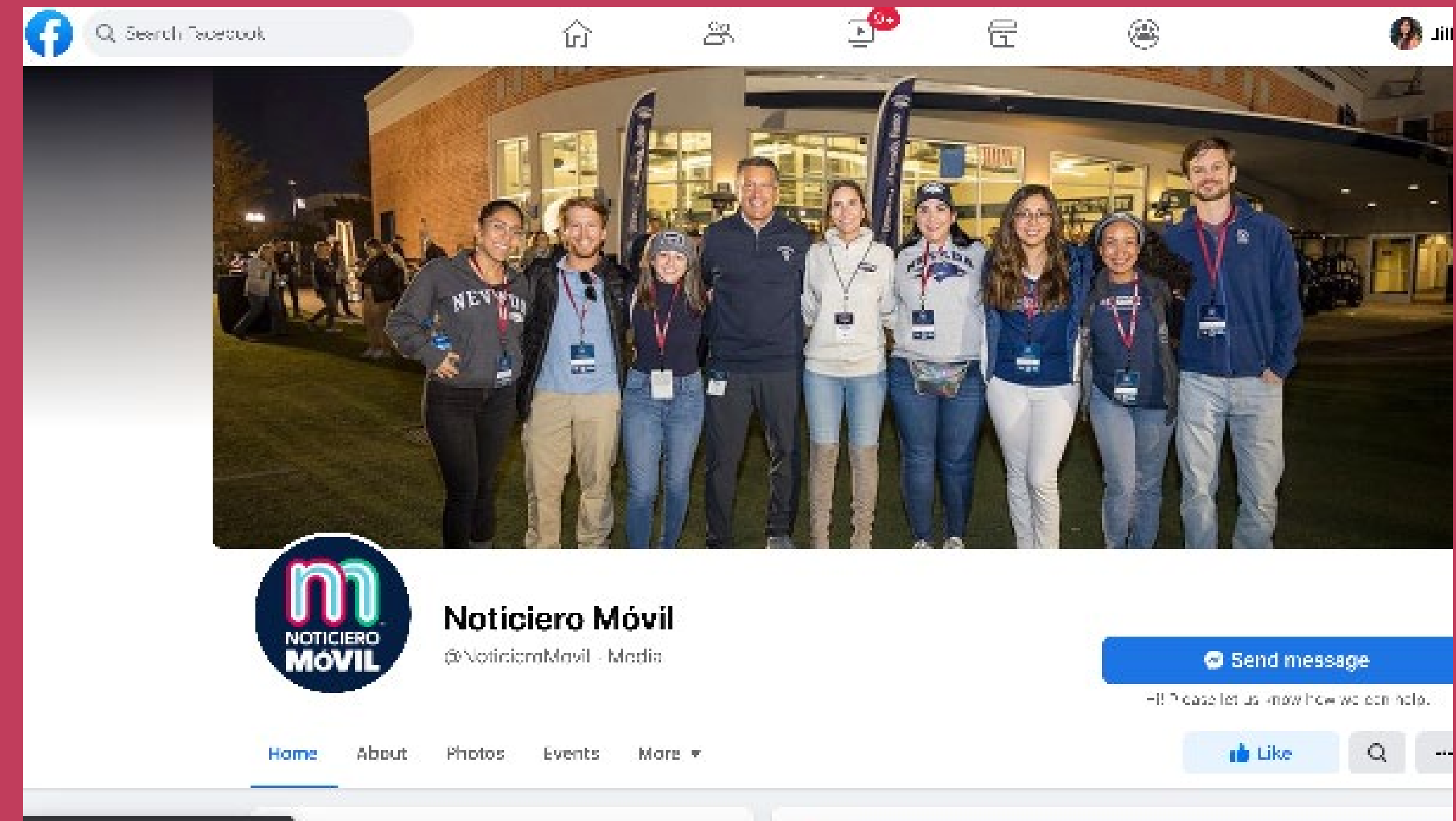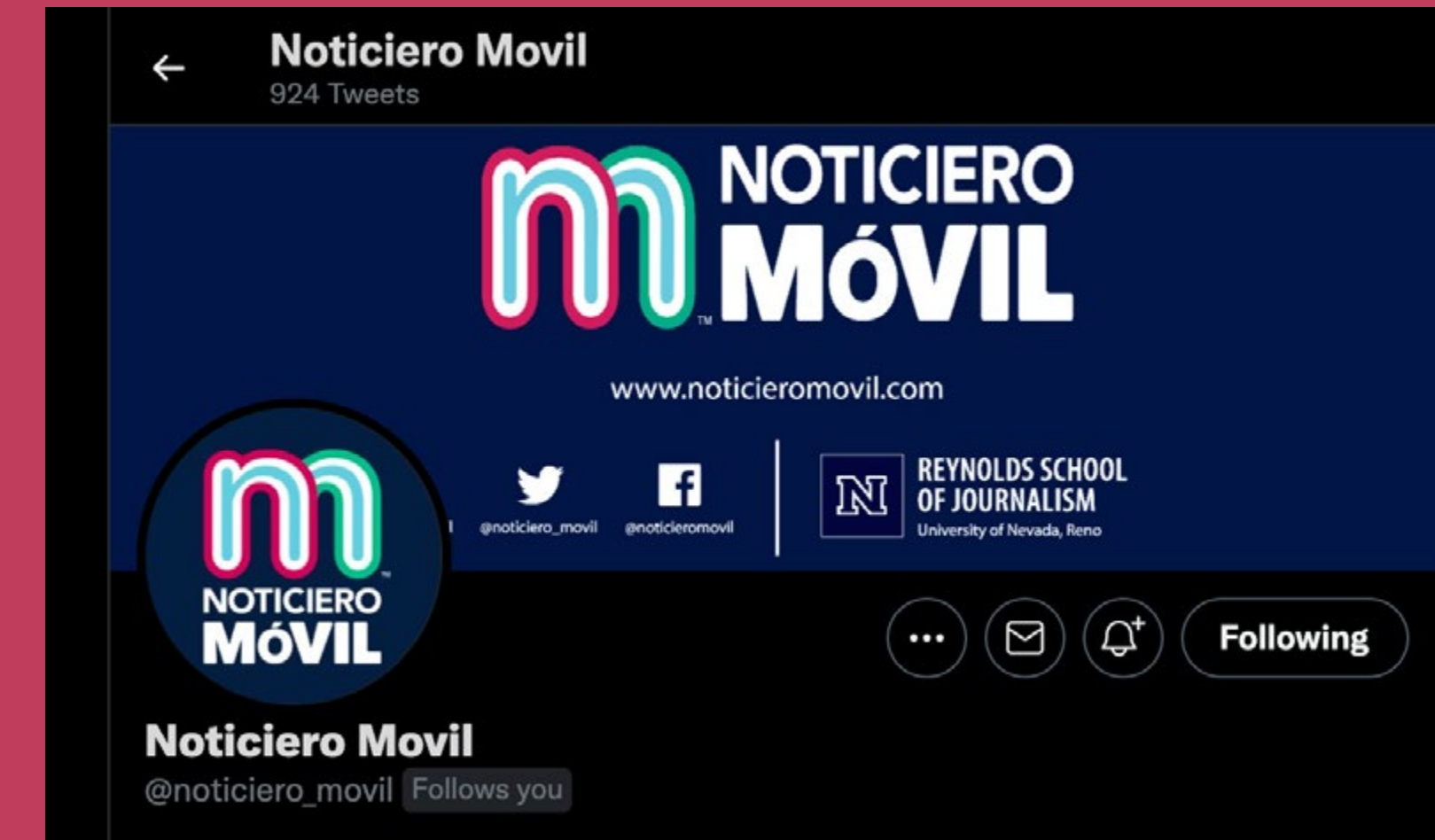
Facebook Post: 1200x630 pixels

Facebook Cover: 820x312 pixels

Twitter Post: 1200x675 pixels

Twitter Header: 1500x500 pixels

Youtube Video: 3840x2160 pixels
or 16:9 ratio

*Always use at least 72 ppi!

Exporting

For digital use:
- **-In RGB mode**
- **-Best format is JPEG (photos),**
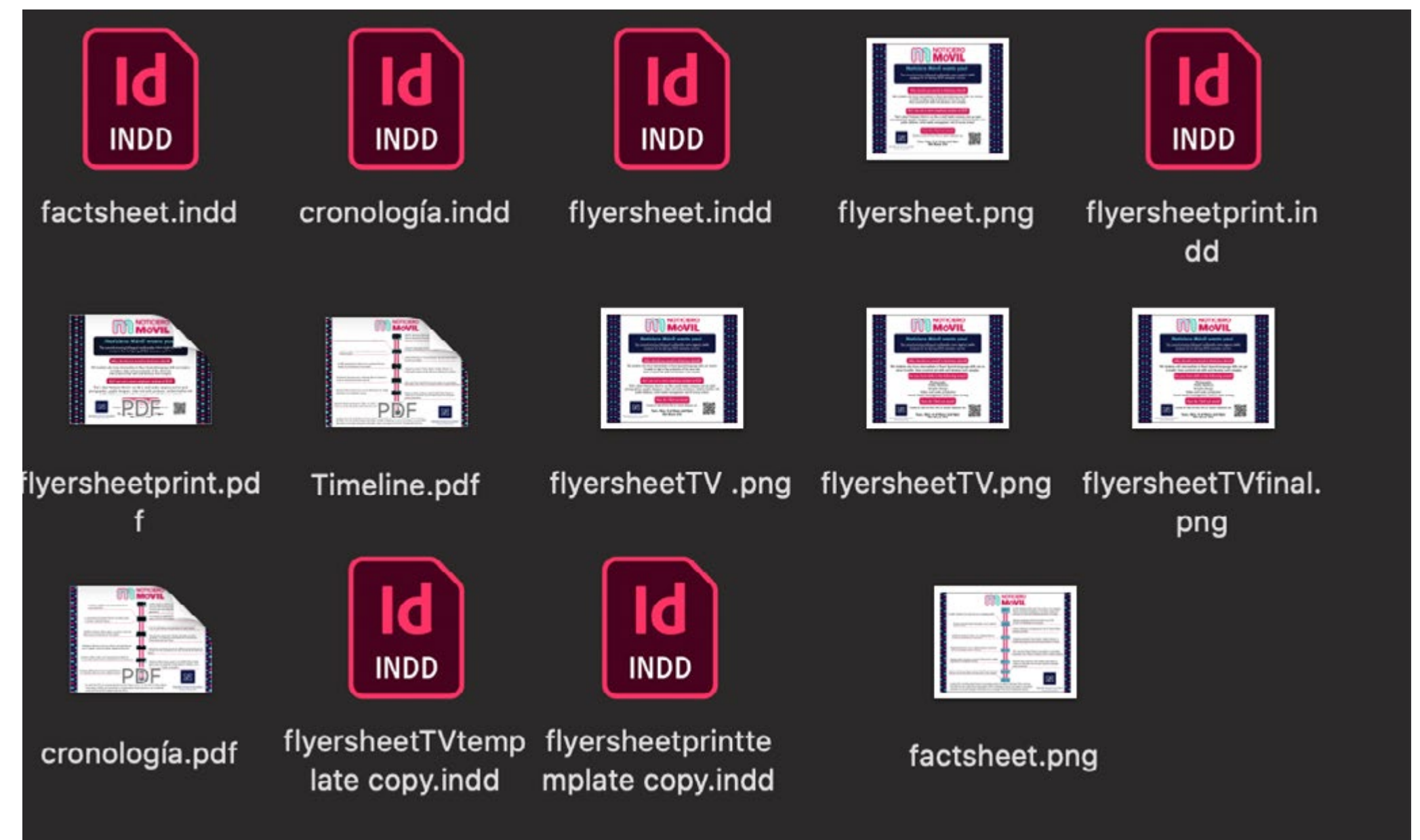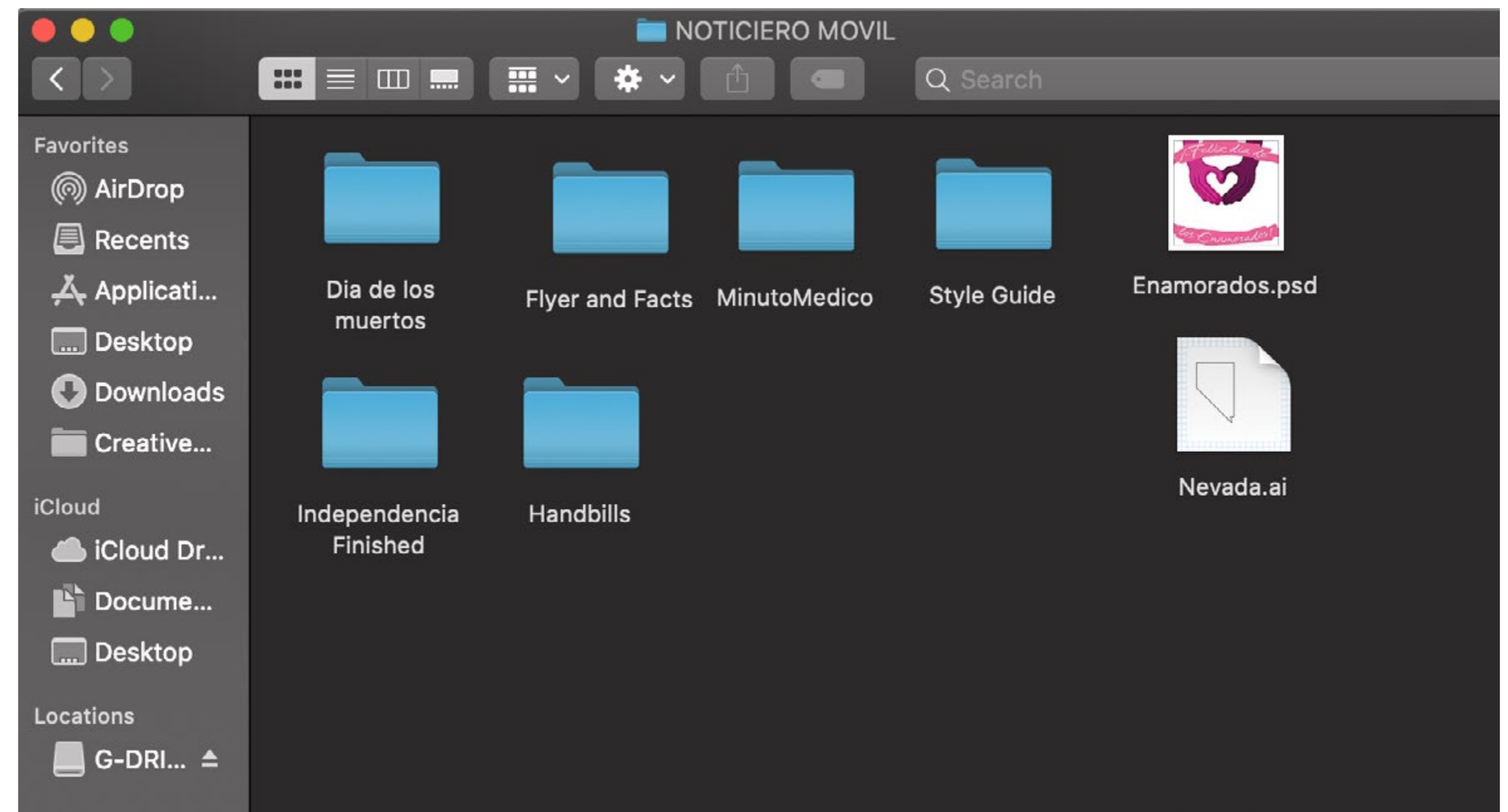- **PNG (logos/simple illustrations), TIFF**

For print:
- **-In CMYK mode**
- **-Best format is PDF, PNG, TIFF, JPEG**

When necessary, consult with the internet for the file format and resolution that best fits your needs.

*Always keep a saved version of the Photoshop, Illustrator, Indesign, etc. file as well.

Stay on top of organizing and naming your files, layers, and folders correctly.

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QR Codes

The QR codes link to the linktree for all of Noticiero's pages: https://linktr.ee/noticieromovil

To make a new QR code, use QR Code Monkey.

Similar to the rules for the logo, do not place over too busy of a background so that it is easy to see. Additionally, to ensure the codes work, make sure the size is at least 1 inch x 1 inch.

*Make sure to select the 'remove background behind logo' box before you generate the code.