



BRAND GUIDELINES

2016 EDITION

2016 Edition. Revised November 3, 2016.

For updates and digital media, please visit itiswritten.com/branding.

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Edited and designed by Michael Prewitt.

Please send revisions, queries, and corrections to the attention of the It Is Written Creative Services Department. E-mail: creative@iiw.org.

Printed in the United States of America.

CORPORATE & GENERAL GUIDELINES

Welcome to the first edition of It Is Written's *Brand Guidelines*. This guide is for print and web designers, video editors, and other content creators.

The aim of this guide is harmony, consistency, and overall unity in our designs. It does not mean that everything must look exactly alike, nor that we want to drain our projects of creativity, diversity, and originality. These guidelines will move us towards higher quality and a more professional appearance.

We've worked hard to make these guidelines clear and easy to follow. Each section should be self-explanatory.

Additional resources, including logo graphics and color information, may be found at itiswritten.com/branding.

INTRODUCTION

Anyone authorized to use our name or logo must use them only in the designated ways. This section introduces the core elements of our brand (our name, logo, and colors), as well as supporting theme elements, and explains how to use them.

See figure "Example of Core and Supporting Elements" on page 5 for an example of usage.

Please also see the chapter "Legal" on page 13 for important information about standard legal statements and considerations.

CORE ELEMENTS

Anything representing the It Is Written brand must include the following core brand elements:

- Our name
- Our logo
- Our colors

These are explained in the sections "Name" on page 4; "Logo" on page 4; and "Colors" on page 8.

It is critical to our brand success that all guidelines about our core brand element be followed exactly.

The only exception to the guidelines for our core brand elements is when the media or context prevents one of the guidelines from being used. For example, if creating an app icon, the format could prevent our name from being used in the design.

SUPPORTING ELEMENTS

We have a package of supplemental design elements that can reinforce our brand identity:

- Slogans
- The wave
- Personalities
- Typography

These are explained in the sections "Slogan" on page 8; "The Wave" on page 9; "Personalities" on page 9; and see "Typography" on page 12.

Using these elements creates a stronger, more defined, more readily recognizable image. Brand recognition is very important, so please use these

supporting elements whenever possible in designs that strongly represent It Is Written.

Some projects require a lighter branding touch, such as product packaging where it is important to differentiate one product from another, or event branding where the goals of the event take precedence. In those cases, the core elements are still essential, but using the supporting elements is not advised.

NAME

MEANING OF THE NAME

The name It Is Written comes from the Bible, where the phrase appears numerous times, and notably in Matthew 4:4 where Jesus says, “*It is written*, ‘Man shall not live by bread alone, but by every word that proceeds from the mouth of God.’”

The name signifies that we are a *Bible-based* ministry, dedicated to sharing the truths of the Bible with the world.

USE OF THE NAME

In all formal situations (articles, product packaging, stationery, etc.), always fully spell out **It Is Written**. The first or most prominent usage should be accompanied by the ® registered trademark symbol. When referring specifically to the corporation, such as in any legal copy, use **It Is Written, Inc.**

In informal situations (letters, e-mails, social media posts, etc.), spelling out **It Is Written** is preferred, but the acronym **IIW** may also be used after the first time it is spelled out.

For our Spanish ministry, use the spelling **Escrito Está**. (On Mac computers, the accented *á* can be typed as [Option]-E, then release those keys and type the letter A.) In the guidelines that

follow, any guideline referring to “It Is Written” applies equally to using the variation “Escrito Está.”

No other name, or variation of a name, is authorized. In no case should employees create names or variations; for example, “It Is Written Media Group” would be inappropriate because it is not an official designation of any It Is Written entity.

LOGO

A NEW LOGO

It Is Written has a new logo in 2016. The team felt it was important to visually connect the new logo with the name, It Is Written.

“We needed a logo that was original and distinctive but simple and not tied to a particular technology, since technology is constantly changing.” It Is Written General Manager Dr. Jesse Johnson explained.

The designers also wanted to select a design that would work well for the Spanish ministry, Escrito Está, and would incorporate the current font of the ministry names.

“As we embark on our 60th anniversary, we are dedicated to proclaiming truth and changing lives through the living Word of God,” It Is Written Speaker/Director John Bradshaw said. “Our logo may have received a facelift, but It Is Written’s commitment to fulfilling the gospel commission is as timeless as the quill itself.”

MEANING OF THE LOGO

The quill represents the pen of inspiration that inscribed the sacred Scriptures and represents the work of medieval scribes who reproduced the biblical text. It signifies a timeless message, anchored in history but relevant today.

The colors of the logo are also designed with intent. The solid, classic blue represents the dignity

EXAMPLE OF CORE AND SUPPORTING ELEMENTS



STYLE VARIATIONS OF THE LOGO



The versions below should be used *only* when the primary logo is unsuitable



SHORT

Use where the standard version is too tall



ICON ONLY

Use when only the icon can fit or initials would be too busy



INITIALS

Appropriate for very small spaces such as book spines



VERTICAL

Use when a strong centered or symmetrical arrangement is needed

and strength of It Is Written’s message. The vibrant gold adds energy and forward movement.

ELEMENTS OF THE LOGO

The It Is Written logo consists of three parts:

1. **Logo type:** The words “It Is Written” set in Berkeley Oldstyle Medium.
2. **Icon:** The quill design.
3. **Trademark notice:** The registered trademark (®) symbol. See section “Use of the Logo,” page 7, and the chapter “Legal,” page 13, for more information on when and how to use these marks.

This logo is provided as a single graphic element, and the arrangement and proportions of its parts should not be altered. The logo can be obtained in both raster (PNG) and vector (Adobe Illustrator) formats from itiswritten.com/branding, in a variety of color schemes and style variations.

LOGO VARIATIONS

Official style variations of the logo are available, including the logo with a shorter icon, the icon by itself, the icon with initials, and a stacked format with the logo centered above. See the figure “Style variations of the logo,” page 6, for examples.

There are five official color variations of the logo:

- *For light backgrounds:* (1) standard blue and gold, (2) black
- *For dark backgrounds:* (3) light blue and gold, (4) white, and (5) white and gold

See the figure “Color variations of the Logo,” page 10, for examples. Do not use any other colors. For more about colors, see “Colors” on page 8.

LOGO DOS AND DON'TS

DO:

- ✓ Always use the current logo. Materials using our old logo (pre-2016) may be used to liquidate the supplies. However, all reorders for new materials must use the new logo.
- ✓ Always include the registered trademark (®) symbol with the logo, at least once per piece. It should appear with the most prominent usage of the logo; in print applications, it should appear with the most prominent usage of the logo on the outside of the piece.
- ✓ Leave a clear space between the logo and any adjacent text or graphics (other than very simple graphics such as rule lines). The clear space should equal to the capital letter height of the logo text. See figure “Logo safe margin” page 8.
- ✓ Always use the logo at full opacity (unless it is being used as a watermark).
- ✓ You may place the *full color logo* only on a light (brightness > 80%) or dark (brightness < 20%) background, of a neutral color, preferably white or a shade of gray. It must not be a busy, clashing, or distracting background. On dark backgrounds it is usually best to use the light blue variation of the logo (see figure, “Color variations of the Logo” on page 10).
- ✓ You may use the *solid black or solid white version* of the logo when it needs to be placed on a colored background. If the brightness value is less than 80%, use the white version; otherwise, use black. See figure “Logo color and background luminosity” on page 11.

DON'T:

- ✗ Never attempt to recreate our logo, even if it is made to look the same or similar to the official one. Do not attempt to recompose it from its component parts (the icon and words). Use only



LOGO SAFE MARGIN

the official logo graphic, which can be obtained from the It Is Written Creative Services Department or from itiswritten.com/branding.

- ✘ Do not alter the logo in any way. Do not alter its shape or the composition of its parts. Do not change the font or alter the lettering.
- ✘ Do not rotate the logo.
- ✘ Do not crop the logo.
- ✘ Do not display the logo at sizes that are too small. The minimum width for the full name version is 0.75 inches (19 mm) in print. The minimum width for the icon-only version is 0.38 inches (10 mm) in print.
- ✘ Do not use unauthorized colors or any gradients on the logo.
- ✘ Do not outline the logo in any color.
- ✘ Never stretch or squish the logo. Be sure that the logo remains perfectly proportional (for example, if you increase its width to 148% of the original size, increase the height to 148% too).
- ✘ Do not put images inside the logo.
- ✘ Do not use the logo as a background (unless it is being used as a watermark).
- ✘ Do not blur the logo.
- ✘ Do not create a “read-through” header with the logo.

Only those with graphic design positions are authorized to apply any special effects to the logo for limited novelty applications. Generally speaking all effects should give the logo a blue, black, or

white appearance. However, in general all special effects that alter the look of the logo should be avoided.

COLORS

COLORS

The official It Is Written colors are detailed in the table, “Official Colors” on page 10. It defines the colors in CMYK, RGB, and PANTONE Matching System (PMS) formulas. The PMS Coated and PMS Uncoated values should be used for coated (smooth or glossy) paper finishes and uncoated (matte) paper finishes, respectively.

It Is Written Navy and It Is Written Gold are the colors used in the standard logo. When not printed in full color, the logo should be It Is Written Navy, black, or white. See the feature, “Logo color and background luminosity” on page 11, to help in deciding whether to use black or white for the logo.

SUPPORTING ELEMENTS

SLOGAN

On materials oriented towards our supporters, It Is Written has a slogan, **Proclaiming Truth, Changing Lives**. There is a graphic of this slogan,

but it can also be set in regular type. It is usually set in the same font as the logo, Berkeley Oldstyle. (See the section “Typography” on page 12, for more details about type.)

THE WAVE

The wave graphic is a general purpose design element that can be combined with the logo for a more dynamic effect. For example, see the figure “Example of Core and Supporting Elements” on page 5.

The wave should be colored one of the standard It Is Written colors, or any shade of gray.

PERSONALITIES

It Is Written is a ministry with a human face. We want to keep our ministry anchored in a warm, personal style. Images of people are often more engaging and easier to relate to than merely decorative imagery or technical illustrations or photos. For this reason it is important to include photos of people whenever possible, provided the photos support the message.

- **Speaker/Directors:** We especially want to show the speakers of It Is Written, since they are the faces that people identify with. Our current lineup of speakers are Pastors John Bradshaw, Robert Costa, and Eric Flickinger. See figure “It Is Written Speakers” on page 9. It Is Written maintains a library of current photos of our speakers. These are available in digital format from our Development Department as part of our public relations library of assets. Available shots include both portrait and action shots (speaking, etc.), and include shots that are cut out on a transparent background for easy layering on various backgrounds.
- **It Is Written staff:** It is also appropriate to show other It Is Written staff when relevant to the content. For example, we might include a picture of a call center staff near a call-out box to contact us. These should always be professional photos, preferably chosen from the official library of staff















IT IS WRITTEN SPEAKERS

Left to right: Robert Costa, John Bradshaw, Eric Flickinger



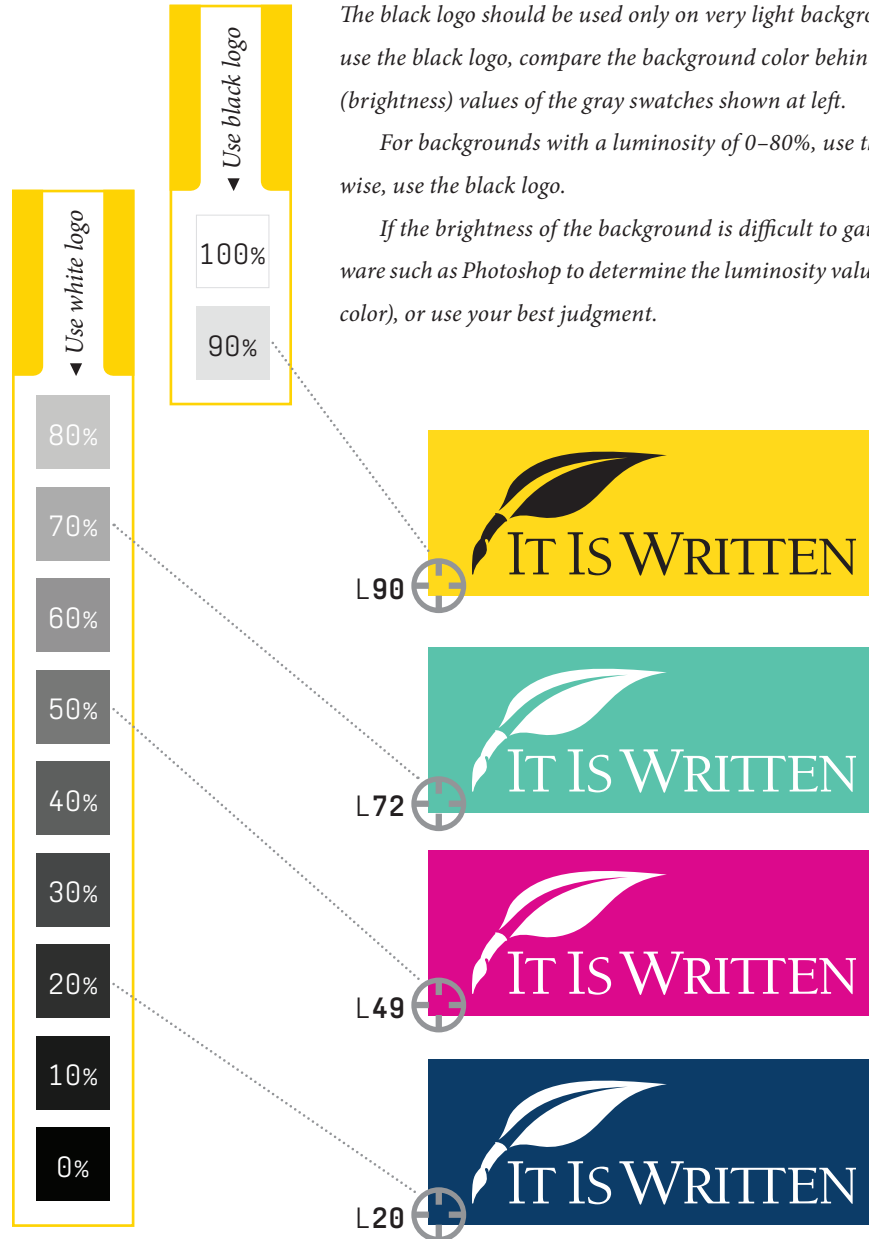
Color control is a very important part of consistent visual branding. The guides on this page will help you use the correct colors for our logo and for other artwork that needs to use the official company colors.

Because colors vary between printers and screens, always make decisions by the numbers whenever possible, and not by mere appearance.

OFFICIAL COLORS		
CMYK & RGB	PMS COATED	PMS UNCOATED
 IT IS WRITTEN NAVY 100 48 0 41 # 00 4b 80	 2955 C	 301 U
 IT IS WRITTEN GOLD 0 38 100 0 # fb aa 19	 130 C	 129 U
 IT IS WRITTEN LT BLUE 48 16 0 0 # 7e b6 e3	 292 C	 291 U
 IT IS WRITTEN GRAY 0 0 0 50 # 78 78 78	 430 C at 85%	 430 U at 85%

COLOR VARIATIONS OF THE LOGO	
 	  
LIGHT BACKGROUNDS	DARK BACKGROUNDS

LOGO COLOR AND BACKGROUND LUMINOSITY



The black logo should be used only on very light backgrounds. If you want to use the black logo, compare the background color behind it to the luminosity (brightness) values of the gray swatches shown at left.

For backgrounds with a luminosity of 0–80%, use the white logo. Otherwise, use the black logo.

If the brightness of the background is difficult to gauge visually, use software such as Photoshop to determine the luminosity value (the 'L' value in Lab color), or use your best judgment.

photos, and in harmony with our culture and aesthetics.

- **Stock people:** In general, designs that show people interacting with our products and services, or with the reader/audience, are more engaging than those that don't. Any stock photos of people must meet our core standards, and we need to show diversity. Currently we aim for a 50/50 mix of male and female, a variety of ages, and an ethnic mix that mirrors the current (2010) U.S. census breakdown of race in America: 63% White, 13% Hispanic, 12% Black, 5% Asian, and 7% mixed or other race. We also aim to show people with disabilities—with wheelchairs, service pets, walkers, etc.

TYPOGRAPHY

The font used in the primary logo is ITC Berkeley Oldstyle Medium. This is *not* a font that most computers have by default, and due to licensing restrictions we cannot share it freely within the company nor with third parties. However, you do *not* need the font to use the logo or to print PDF documents obtained from It Is Written.

For anyone creating designs for It Is Written on a regular basis, we offer the following guidelines:

- Consider licensing the Berkeley Oldstyle font family, such as from MyFonts.com (the “ITC Berkeley Old Style *Pro*” set is recommended, instead of “ITC Berkeley Old Style *Std*”).
- As a companion font for body text and other content, we recommend Minion Pro (included with Adobe software) or ITC Legacy Serif (can be purchased online). Berkeley Oldstyle is *not* recommended for body text, but may be used for display type such as headlines, titles, etc.
- For contrasting sans serif type, we recommend Lato, available for free from **www.**

latofonts.com or **www.google.com/fonts**, or Myriad Pro (included with Adobe software), or Helvetica Neue.

The above guidelines are recommendations for materials designed around the It Is Written corporate look. (For example, this publication is based on Minion Pro and Lato for all body content.) These guidelines provide a good framework for starting any project, but for creative designs such as product design, any font that matches the It Is Written aesthetic is acceptable.

BRANDED BUSINESS SYSTEMS

STATIONERY

Matching stationery—including letterhead, envelopes (#9 and #10), and business cards—are available for authorized persons. Letterhead is available both as preprinted stationery and as Microsoft Word templates for printing on plain paper.

LEGAL GUIDELINES

This section covers various legal concerns. As a nonprofit ministry committed to Christian values, strict adherence to all legal requirements and conventions is critical.

LEGAL NAME

The legal name is **It Is Written, Inc.** That is the form that should appear in copyrights, trademark notices, legal notices, and other legal, business, or government documents.

COPYRIGHTS AND TRADEMARKS OVERVIEW

Here are the basics:

- **Copyrights** protect *content*: the words, design, photography, artwork, code, audio, and video.
- **Trademarks and service marks** protect *identity*: our brand names and logos.

The purpose of copyrights, trademarks, and service marks is to protect us and our audience from unauthorized use of our content, names, and logos by third parties. Examples of unauthorized use might be persons or organizations pretended to be affiliated with It Is Written, or third parties selling products in our name without our permission.

Every publication, communication (including e-mail, etc.), broadcast, and product should contain both copyright and trademark notices — even if the item is free, and even if it is meant for people

to duplicate and share. A copyright is a statement of *ownership* (with various implied restrictions), not a statement of *policy*.

Through inadequate diligence on our part—especially in the case of trademarks—we can lose our rights to our branding assets. For this reason it is critical to use these notices consistently.

It is critical that we *require* third parties to use our copyright statement when using our content, and our trademark notices when using our logos.

COPYRIGHTS

Every original creative work created at It Is Written—including advertising, periodicals, product packaging, and websites—should contain a copyright statement. This is our claim to ownership of the work. Please use this format: **Copyright © 2016, It Is Written, Inc. All rights reserved.** Be sure to include both the word “Copyright” and the symbol “©”, followed by the current year.

For Spanish materials, use **Derechos Reservados © 2016, Escrito Está.**

The statement for works created over multiple years can be formatted as **Copyright © 2015, 2017** (separated by commas) or **Copyright © 2015–2017** (using an en-dash).

On Mac computers, the “©” symbol can be typed with the keystroke **[option]+G**. On Windows computers, hold down the **[alt]** key and type

0169. Depending on the typeface used, the size or position may need manual adjustment.

For works that contain copyrighted audio, it is traditional to include the symbol “©” (phonorecord copyright). Items that contain original audio content should have this statement: **Copyright © & © 2015, It Is Written, Inc.** (Some fonts may not contain the © symbol. Use one that does, such as Arial, Helvetica Neue, Lato, Lucida Grande, Proxima Nova, Source Sans, etc.) There is no keyboard shortcut, but the Unicode name is “Sound Recording Copyright,” glyph U+2117, or HTML entity #8471. It can be accessed visually using tools such as the Windows Character Viewer app, the Mac Character Viewer (under “Letterlike Symbols”), InDesign’s Glyph palette, and through third-party character browsing apps.

OUR TRADEMARKS

Anything with a name we want to protect is a trademark (or service mark) asset. In that case we use the trademark (™), service mark (SM), or registered trademark (®) symbol. Trademarks are intended for products, whereas service marks are for intangible services (broadcasts, etc.). If the trademark or service mark has been registered with the USPTO office, we use the ® sign.

Our name and the It Is Written logo, as well as our various networks and their logos, and certain other asset names including names of original series, are trademarks belonging to It Is Written. In order to secure our trademark, we are required by law to designate it as a trademark in every publication, product, website, and business communication where it is used.

For a list of current trademarks owned by us, see the table, “It Is Written Trademarks” on page 15.

TRADEMARK NOTICES

On the first use in any work (and on first use on the front and back cover, if applicable), It Is Written’s *registered* trademarks should always be shown with the ® symbol next to them. Other It Is Written trademarks should be followed by ™.

Additionally, our standard trademark notice must be included. The full version is: **It Is Written, IIW, Line Upon Line, My Place With Jesus, SALT, and Soul-Winning and Leadership Training are registered trademarks and/or service marks of It Is Written, Inc. Escrito Está, Every Word, Eyes for India, and Una Mejor Manera De Vivir are trademarks and/or service marks of It Is Written, Inc.**

It is not necessary to include trademark notices for ministry assets that are not represented in the work. For example, in most cases we only need: **It Is Written is a registered service mark of It Is Written, Inc.**

On Mac computers, the ® symbol can be typed with the keystroke [option]+R; for the ™ symbol, use the keystroke [option]+2. On Windows computers, to make the ® symbol hold down the [alt] key and type 0174; to make the ™ symbol, hold down the [alt] key and type 0153. Depending on the typeface used, the size or position may need manual adjustment.

Note that the most recent versions of our network logos contain the registered copyright symbol on a separate layer; it is possible to deactivate this layer when placing the artwork in InDesign documents, using the Import Options. In this way you only need to use the one artwork file, instead of separate versions with and without the symbol.

THIRD PARTY TRADEMARKS

Trademarks owned by third parties, such as Apple’s App Store name and logo, require trademark notices in our publication. The wording of

TRADEMARK	NAME REGISTERED	LOGO REGISTERED
It Is Written	✓	✓ (QUILL)
IIW	✓	✗
Escrito Está	✗	✓ (QUILL)
Every Word	✗	✗
Eyes for India	✗	✗
Line Upon Line	✓	✗
My Place With Jesus	✓	✗
SALT	✓	✗
Soul-Winning and Leadership Training	✓	N/A
Una Mejor Manera De Vivir	✗	✗

All of the above are It Is Written trademarks, **even if not registered**.

There are also some additional, defunct trademarks registered by us in the past that are not included in this list.

IT IS WRITTEN TRADEMARKS

the notice is usually provided by the trademark owner. For a list of approved trademark notices for various companies and services, please request access to the shared online document “Trademark Notices for Third Parties” from the Creative Services Department.

TRADEMARK RESEARCH

For a complete list of It Is Written’s registered trademarks, please visit tess2.uspto.gov, choose Basic Word Search, and search for “It Is Written,” with “Owner Name and Address” for the field option, and “The Exact Search Phrase” for the results option. Results with a number in the “Reg. Number” column are registered trademarks; the others are pending.

Other trademarks can be researched in a similar fashion.

LOGO REQUESTS

Those authorized to use our name and logo are asked to follow the guidelines contained in this *Brand Guidelines* publication, especially those guidelines about the use of our logo and icon, and inclusion of appropriate legal notices such as our trademark and/or copyright. Unauthorized use of It Is Written’s name, logo, or likeness is prohibited.

Logo requests from third parties must be carefully considered. We do not want our logo associated with activities or messages that our contrary to our values.

Generally speaking, logo requests from affiliates (downlink stations, etc.) and partner companies (cable and Internet services, etc.) are always honored.

Requests from other parties need to be carefully screened: How will they use the logo? Where will it be used? How long will it be used? Who will have access to the artwork? In almost all cases, we

request a mockup of the piece in which our logo will be used prior to authorizing it.

Third parties may not use our logo icon as an independent graphic accent without special permission and approval of the design by us.

CORE STANDARDS

How we present our brand in all of its facets is very important. Consistency is essential to a strong brand. That means our video branding needs to work with our print branding, and everything we do should have a common voice.

A previous chapter, “Corporate & General Guidelines,” page 3, covers standards specific to our company brand—the It Is Written corporate look. That includes use of our logo, as well as the package of colors, type, and other graphics that are used to represent our company.

This chapter covers a broader set of graphics standards for It Is Written projects. These include general principles that relate to all printed collateral, merchandise, video packaging, websites, and more. For example, you might need to design a music CD package. It will have its own colors, photos, graphics, and fonts in addition to the It Is Written company branding such as the logo. This chapter explains our core standards for the artistic elements outside the It Is Written brand.

UNITY & DIVERSITY

Most designs will branch out from the basic corporate look in several directions. Although many projects have a unique creative aspect, our core standards are important to keeping the quality and experience that we want.

Please note that branding guidelines for specific sub-brands, campaigns, and productions may

override or extend some of the points presented here.

Some projects may call for exceptions to these core brand standards—especially designs for specific series and products. Please consult your department head for guidance.

DESIGN

Our general design theme is a fresh, contemporary look. This means a preference for:

- Strong accent colors with neutral supporting colors
- Bold geometric-inspired shapes
- Subtle gradients
- Smooth curves
- Large, border-less photos (when used)
- Sans serif or slab serif type for accents
- Wide margins and generous spacing between elements

Unless the nature of the project calls for it, we want to avoid other graphic styles, such as styles that are flowery or Victorian, grungy or distressed, funky or comical, excessively modernistic (i.e., stark or cold), etc.

Designs should not be overly boxy or compartmentalized. Try to make everything flow and blend together smoothly, and don't be afraid to bleed colors and shapes off the edge of the image area.

On the other hand, the design should not appear busy. Too many colors or objects can reduce the clarity and elegance of the design.

If using drop shadows, make sure they are not too dark.

COLORS

Whenever possible, aim for bright instead of dark. Bright designs suggest the hopeful, energetic, enthusiastic, fresh, clean, and engaging ideals that are important to our mission.

In designs with lots of color, aim for a positive, inviting appearance. In general we use warm, vibrant, rich colors—sometimes known as royal colors. These convey the warmth, dignity, joy, and other values that are part of our brand. Drab colors (such as khaki green) and flamboyant colors (such as fluorescent pink) should be avoided, especially in dominant positions such as key graphic elements, or in large areas such as backgrounds.

PHOTOGRAPHY

We want people to identify in a personal way with our designs. Therefore, imagery of people should hold a prominent place in our designs and compositions.

Photos enrich designs greatly, and especially photos of people. However, there is an art to finding quality photos. We also have standards, which restrict the photos we can accept. Please observe the following guidelines in selecting photos:

Color and lighting:

- ✓ Preserve warm skin tones.
- ✓ Avoid unrealistic color effects in photos of people, such as duotones.

Composition:

- ✓ Poses should appear natural and authentic. Avoid overly styled poses.

- ✓ Avoid extreme camera angles, such as exaggerated perspective and fish-eye lens effects.

Editing:

- ✓ Mild editing to reduce wrinkles, spots, and other blemishes is acceptable. However, do not over-edit to create an unrealistic, plastic appearance. Everyone has wrinkles and imperfections, and these are what make a photo look authentic.
- ✓ If extracting a person from a background, make sure the edge is realistic, not too hard and not too soft. Use special caution with hair, which is difficult to cut out, and requires a high skill level in photo editing.

Subjects:

- ✓ Brightly-lit photos of well-dressed people are preferred.
- ✓ Use non-distracting, non-busy backgrounds.
- ✓ In promotional pieces, the people should look intelligent, cultured, happy, and engaged.
- ✓ The target audience of the piece plays a large role in determining the best subjects for photos: What are the ages, races, genders, incomes, cultures, and locations being targeted? If the project is not focused on a particular demographic, our default choice for people is middle class North Americans. This aligns with the style of our presenters, the look of our sets, etc.
- ✓ Use family photos whenever possible, if in line with the target audience.
- ✓ Use a variety of ages, races, and genders whenever possible, if in line with the target audience.
- ✓ Avoid all provocative, flirty, or sexy poses and clothing styles.
- ✓ Do not show revealing styles of dress, including those that show cleavage, dresses with slits above the knee, exposed shoulders (such as wide sweater necks that hang down off one

shoulder), bare chests or bellies, tight clothing, and swimwear in general.

- ✓ Do not use photos of people with tattoos or jewelry, including necklaces, earrings, and rings (a simple wedding band is okay). Photos may be edited to remove tattoos and jewelry.
- ✓ Avoid gaudy clothing, accessories, makeup, and hair styles.
- ✓ Avoid grungy clothing, makeup, and hair styles, such as excessively ripped clothing or goth styles.
- ✓ Product shots should either be isolated (with the background removed) or should clearly show the product on a non-distracting background.

TYPOGRAPHY

For most print and web projects, written content is king. Type is also very important in video, whether it's a title, name super, credits, or something else.

Typeface (font) selection:

- ✓ Make sure the typeface is appropriate to the subject. In keeping with our modern appearance, elegant transitional or modern roman typefaces, nice slab-serifs, modern sans serifs, and modern script fonts work well. Avoid fonts that reflect historical, geographic, or other styles unrelated to your project, such as Old West, Roman era, Victorian, art deco, 1950s, art nouveau, high-tech/sci-fi, etc.
- ✓ Avoid freeware fonts that are not from major foundries; they are often poorly designed or contain font bugs. Professionally designed OpenType fonts are the best.
- ✓ Avoid highly stylized typefaces, especially ones that are clichés.

Formatting:

- ✓ As a general rule, leading should be loose (130–150% of type point size). This will give

a more open, modern look to the text, and increase readability.

- ✓ Avoid excessive rotation of text (usually not more than 15°).
- ✓ Ensure contrast between fonts, if using more than one. Avoiding using fonts together if they are similar in style (for example, two roman typefaces, or two scripts) or similar in weight or width (both heavy, or both thin).

Legibility:

- ✓ All type should be clear and easy to read.
- ✓ Ensure text is readable against its background. Black or dark text should not have a background above 15% luminosity. If the background contains a pattern or texture with a high degree of contrast (more than 15% or so), and especially if the details in the pattern or texture are similar to the point size of the type, additional blurring or reducing opacity may be needed to reduce visual interference.

Composition:

- ✓ All copy, no matter how short, should be written by someone with strong skills in spelling, grammar, and punctuation.



BUSINESS HOURS

Mon- Thu, 8:30 a.m. - 6:00 p.m. Eastern Time

CONTACT INFORMATION

P.O. Box 6, Chattanooga, TN 37401-0006

423-362-5800

itiswritten.com

SOCIAL MEDIA

facebook.com/itiswritten

instagram.com/itiswrittenmedia

pinterest.com/itiswritten

plus.google.com/+ItsWrittenInc

twitter.com/itiswritten

youtube.com/ItsWrittenInc