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## Disclosure
RTDNA

RTDNA is the world’s largest professional organization devoted exclusively to broadcast and digital journalism. Founded as a grassroots organization in 1946, RTDNA’s mission is to promote and protect responsible journalism. RTDNA defends the First Amendment rights of electronic journalists throughout the country, honors outstanding work in the profession through the Edward R. Murrow Awards and provides members with training to encourage ethical standards, newsroom leadership and industry innovation. Join our community of courageous news leaders and friends of the First Amendment or support our work – and local journalism across the country – with a gift that makes a difference in democracy.
In some cases, the first impression audiences will have of RTDNA is through our logo. It is the primary vessel to help others identify our organization visually. To preserve integrity of the logo, it is vital that no other logo or type interfere with its space. When a graphic is used behind the logo, make sure that both the lockup and text are clearly visible and legible.

Minimum digital size varies in dots per inch (dpi), but should be kept at ~130px width minimum.

RTDNA Logo
Minimum width: 130 px

- **Horizontal Logo**
- **Vertical Logo**
- **Horizontal Logo Stacked**

Alternate Logo Options
Consistency is key to communicate our brand values and goals to our audience. Even the slightest change in presentation can detract from our message, so it is vital to keep within clear guidelines of logo usage.

**Omission of Logo Elements**

- Disproportionate warping of logo

**Unapproved color treatment(s)**

- Style treatments to the logo

**Manipulation of logomark orientation**
How We Look - Palettes

(secondary swatches, for example).

RTDNA Gold and RTDNA Orange are
hover states throughout the website.
The RTDNA Bright Blue is used for
including headers, subheaders, and
and White are used for typography,
addition to buttons and forms. Black
blocking throughout the site, in
Blue are used for background color-
us create a unique visual identity.
Our colors are key assets that help
Palette

How We Look - Typefaces

Poppins is used occasionally for
modules.

We use Red Hat Text Regular for
typeface for all headlines.

We use Poppins Bold as our primary
subheaders and calls to action.

Color Palette

Primary Swatches

<table>
<thead>
<tr>
<th>Color</th>
<th>RGB</th>
<th>CMYK</th>
<th>Hex</th>
</tr>
</thead>
<tbody>
<tr>
<td>RTDNA Navy Blue</td>
<td>0, 68, 123</td>
<td>100, 45, 0, 52</td>
<td>#00447B</td>
</tr>
<tr>
<td>RTDNA Light Blue</td>
<td>211, 225, 234</td>
<td>10, 4, 0, 8</td>
<td>#D3E1EA</td>
</tr>
<tr>
<td>RTDNA Bright Blue</td>
<td>16, 102, 255</td>
<td>90, 60, 0, 0</td>
<td>#1066FF</td>
</tr>
<tr>
<td>RTDNA Light Grey</td>
<td>247, 248, 249</td>
<td>2, 1, 1, 0</td>
<td>#F7F7F7</td>
</tr>
<tr>
<td>RTDNA Gold</td>
<td>255, 208, 112</td>
<td>0, 18, 56, 0</td>
<td>#FFD070</td>
</tr>
<tr>
<td>RTDNA Orange</td>
<td>255, 119, 16</td>
<td>0, 53, 94, 0</td>
<td>#FF7710</td>
</tr>
</tbody>
</table>
RTDNF, a 501(c)3 educational foundation, offers education and leadership development around the country to empower journalists with the tools they need to be news leaders. The Foundation awards scholarships and fellowships to help grow and strengthen the next generation of journalists. We train and equip local journalists and journalism students to know their rights and seek and report truth ethically in support of a free and vibrant press.
RTDNF Logo

Horizontal Logo

Vertical Logo

Horizontal Logo Stacked

Alternate Logo Options

Primary Color

RTDNF Red
RGB: 212, 29, 34
Hex: #D41D22
CMYK: 11, 100, 100, 2
Disclosure

To be able to maintain a consistent brand and identity in our communities, guidelines are in place regarding use of the RTDNA and RTDNA program logos.

Trademarks, marks, logos, copyrights, intellectual property, and other proprietary information must be respected. Without RTDNA’s permission, no use or otherwise misappropriate the intellectual property of RTDNA including using the RTDNA name, marks, logo, or any registered or unregistered marks is permitted.

All personnel (including members, board members, volunteers, participants) and any outside agencies, businesses or organizations must obtain permission in writing prior to any reproducing any logo.

Logos are not to be altered or changed in any way. No other versions or renditions of the logo will be permitted to be used on digital content, printed items, or clothing without prior consent.