

BRAND GUIDELINE

October 2018

OVERVIEW

BRAND EVOLUTION



2013

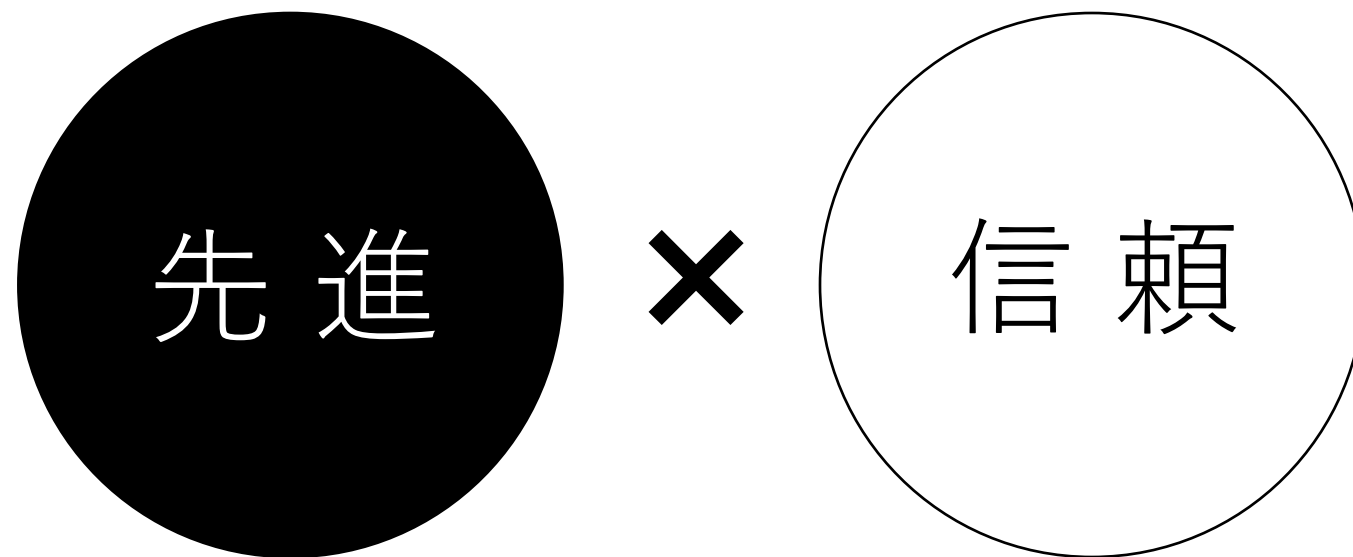


2018

HIDDEN MEANING

News is not always **black** and **white**.

BRAND CONCEPT



BRAND COLOR



#222222
K90



#FFFFFF
K0



ACCENT COLOR

※ 各サービス、サブブランドごとに規定
(策定中)

GUIDELINES

Primary Logo



MARGIN :



Secondary Logo

NEWS PICKS

MARGIN :



App Icon



MARGIN :

