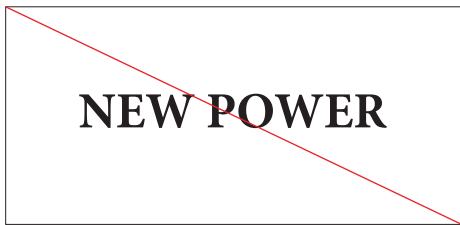# NEW POWER

Brand Guidelines

Logo

The logo has horizontal and vertical variants. While the horizontal is primary, and recommended for web and social, the secondary stacked logo works best for print.
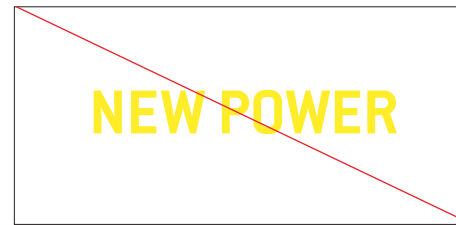
NEW POWER

NEW
POWER

Logo: Misuse

Below are examples of how not to use the logo. Please refrain from manipulating the logo in these manners.

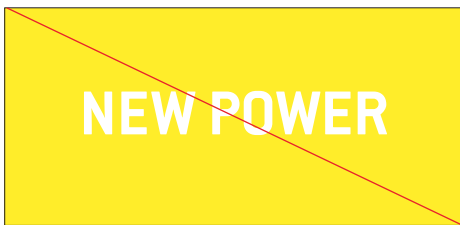NEW POWER

Do not use the logo in any typeface other than Conduit Bold.

NEW POWER

Do not use the logo on any color background than yellow.

NEW POWER

Do not use the logo in any color other than black or reversed in white.

NEW POWER

Do not use the reversed white logo anywhere other than over a photo.

Typography

These are the typefaces to be used with New Power. Conduit Bold can be found in the logo, and is the primary font. Minion Pro is used as secondary.

Nn

CONDUIT
BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nn

CONDUIT
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Nn

Minion Pro
Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
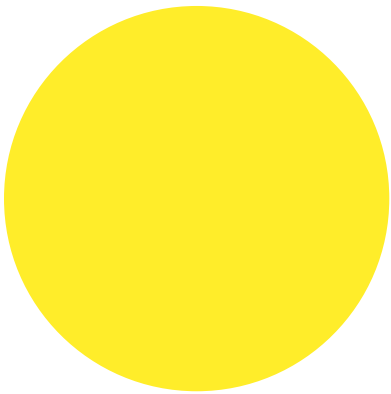abcdefghijklmnopqrstuvwxyz
1234567890

Nn

Minion Pro
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

These are the main colors associated with New Power. The yellow, orange and black are featured on the cover of the book. The blue is to be used sparingly as a necessary accent.

BRAND YELLOW

RGB: R255 G237 B42
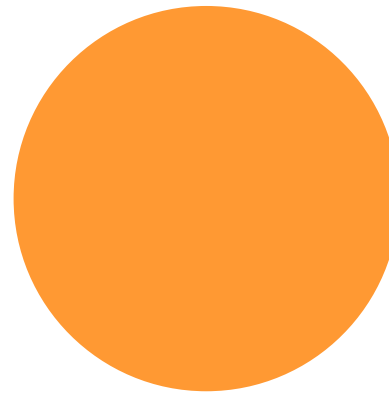
HEX: #ffed2a

CMYK: C3 M1 Y92 K0

BLACK

RGB: R0 G0 B0
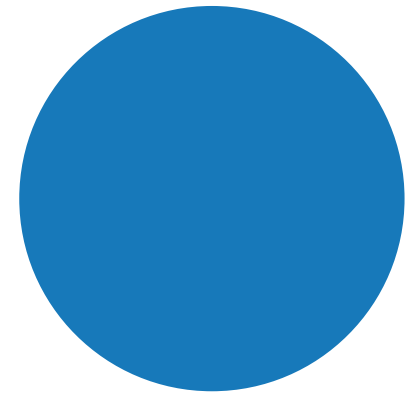
HEX: #000000

CMYK: C75 M68 Y67 K90

ACCENT ORANGE

RGB: R255 G153 B51

HEX: #ff9933

CMYK: C0 M48 Y88 K0

ACCENT BLUE

RGB: R23 G121 B186

**HEX:** #1779ba

CMYK: C85 M47 Y3 K0

Book Mockup

This is a mockup of the New Power book jacket. It is important to uphold integrity of the book, and make apparent it is a hardcover book, with a jacket.

DO

- Showcase the book front and center on collateral
- Place the book floating to either the left or right
- Keep appropriate space around the book, keeping clear margins between the book and any type or imagery

DO NOT

- Use the book on any background other than white or yellow
- Alter the book cover in any way
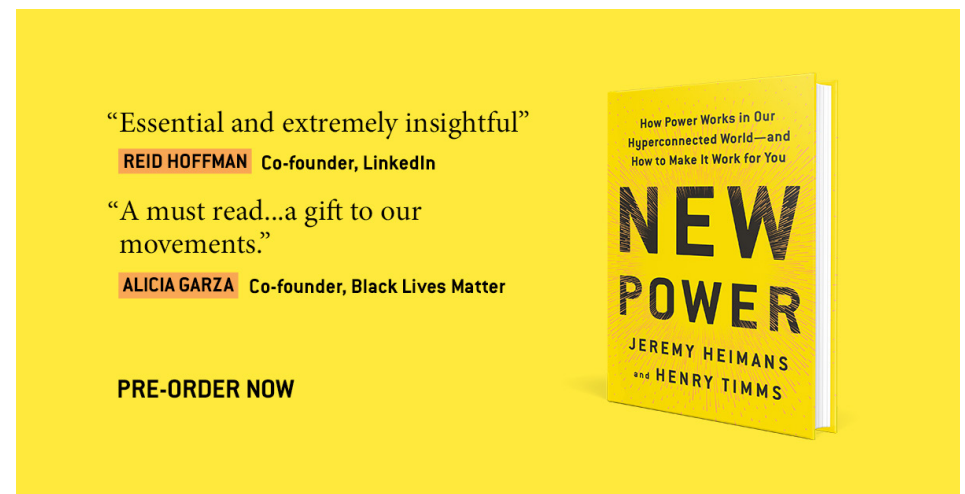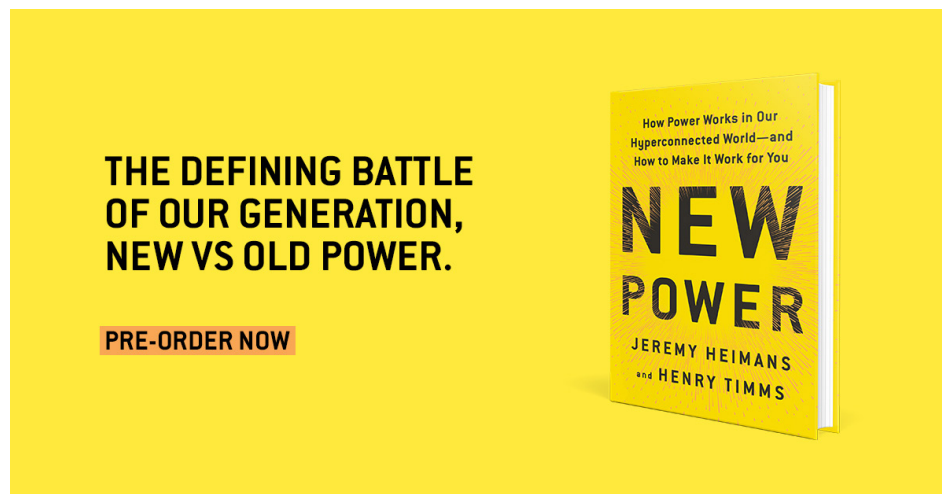- Adjust the perspective/dimension of the book to create a different angle
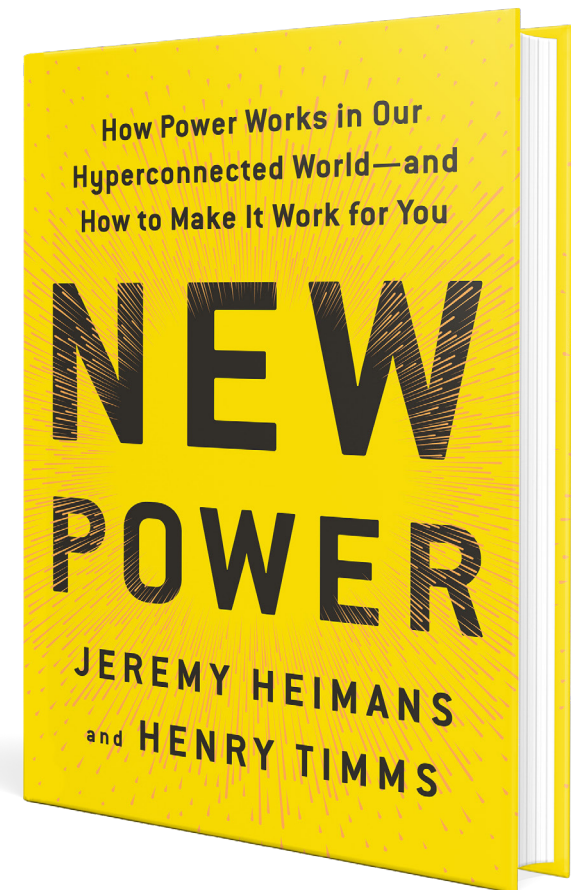
Social Media

Below are examples of social media ads, and share graphics. The goal of social graphics is to be bold, generate pre-orders, and get users involved and engaged with new power.

DO

- Feature quotes in a 'movie poster' style
- Use bold, key messaging paired with a call-to-action
- Make use of the main brand colors, and book mockup often

DO NOT

- Use the burst combined with 'movie poster' style quotes
- Feature more than three quotes at a time
- Use an accent color as a background color

THE DEFINING BATTLE OF OUR GENERATION, NEW VS OLD POWER.

PRE-ORDER NOW

How Power Works in Our Hyperconnected World—and How to Make It Work for You

NEW POWER

JEREMY HEIMANS and HENRY TIMMS

"Essential and extremely insightful"

REID HOFFMAN Co-founder, LinkedIn

"A must read...a gift to our movements."

ALICIA GARZA Co-founder, Black Lives Matter

PRE-ORDER NOW

How Power Works in Our Hyperconnected World—and How to Make It Work for You

NEW POWER

JEREMY HEIMANS and HENRY TIMMS

Burst

The burst is a design accent piece, used on the front cover of the book.

DO

- The burst is reserved for digital assets, excluding the website.
- It should be used as an accent treatment, and follow a 60/40 ratio.
- Use the burst sparingly, and solely in persistent assets, not timely content.

DO NOT

- Use the burst on assets conveying important information or text
- Allow the burst to show all four sides of the inner circle
- Change the color of the burst