Penguin
Advertising
Guidelines
2018

How we advertise

Introduction

We're proud to work with the world's greatest storytellers. To make sure we're giving them the best opportunity to tell their stories, we want to make sure we advertise them right.

We've included tips on logo placement, size and colour, exclusion zone, URLs, and what to do when there are multiple logos on one advert.

1.1 Logo Positioning

To create consistency across formats, the Penguin logo should be placed in the top right-hand corner of the layout - this is our preference. However, if design dictates it, the logo may be placed in the bottom right-hand corner.

1.2 Logo Selection

You can choose either the brand colour or black-and-white version of the Penguin logo.

Make sure not to use the Penguin Random House UK logo.

1.3 Logo Exclusion zone

To protect our logo from any competing elements like colours or text, we've created an exclusion zone.

The exclusion zone is measured by half the width of the logo all the way around.

Make sure to use the exclusion zone to avoid clutter and make sure our logo stands out.

1.4 Logo Sizing

Regular formats

Our logo should be placed in the top right-hand corner of the layout (our preference) or bottom right-hand corner if design dictates it - that means our logo will look consistent whenever it appears on an ad. The ideal logo width for landscape and portrait formats is equal to 1/12 of the shortest edge of the format.
X = 1/12 of the shortest edge

Landscape

Portrait

1.4 Logo Sizing

Irregular formats

On irregular formats, especially the very narrow ones, the logo is equal to 1/4 of the shortest edge of the format.

X = 1/4 of the shortest edge

Leaderboard

Skyscraper

1.5 URL Placement

To keep designs consistent, the relevant URL should always be positioned centre or bottom left of the layout.

The text should always be lower case, and shouldn't include "www", e.g. **penguin.co.uk/zoella**

Make sure it's always legible and stands out from the background.

The URL can be typeset in either the brand or book cover font.

1.6 Multiple logos

There will be times when our logo needs to appear alongside the logos of another company, a bookseller for example.

The other logo needs to be placed in the bottom left corner. Even when sharing the space with another logo, ours leads all communications, so it needs to appear bigger.

Landscape

Portrait

1.7 Advert Overview

! Whatever format they're in, all of our communications should look consistent.

These guidelines are here to help and inspire you to create amazing work with our brand.

We'd love to see what you make, and share it all around the world. If you have any questions or want to share your work, just shoot an email to:

rsinclair@penguinrandomhouse.co.uk
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Thank you