THE BIG RED PLAYBOOK
DIFFERENCES THAT DELIVER CAMPAIGN
Table of Contents

3 PERSONALITY & VOICE
Introducing the new LexisNexis® campaign, Differences that Deliver.

8 CAMPAIGN ELEMENTS
Get to know the core design features that make up this campaign.

9 FEATURED CHARACTERISTICS

10 REFRESHED LOGO

14 COLOR

15 TYPOGRAPHY

16 PHOTOGRAPHY

19 ESSENTIALS

23 PRINT COLLATERAL
This section features rules and guidelines for all print collateral, including publication ads, brochure covers, direct mail, infographics and snapshots.

33 DIGITAL MEDIA
This section features rules and guidelines for all digital collateral, including Web banners, email, landing pages and presentations.

37 CONTACT
PERSONALITY & VOICE

Use the following guidelines when writing or speaking within the Big Red Campaign.
Why Big Red?

Differences that Deliver

LexisNexis® is different—different in important ways that really matter to our customers. By providing vital and often exclusive content; precise, intuitive search capabilities; and dynamic analytical tools, we’re elevating information and evolving legal research.

We enable our users to search, organize, connect, analyze—and even visualize key information in powerful, productive new ways. This campaign showcases the power and distinct advantages that LexisNexis offers our customers.

Using big, bold type treatments; assertive, yet succinct copy; and the confident, commanding use of LexisNexis Red, we’ve revitalized the brand with a fresh, strong look that echoes our overarching message to our markets:

Where and when it matters most for customers, LexisNexis offers real differences that deliver.
Campaign Voice

Having a strong, unique and consistent voice is key to projecting a successful brand across all marketing channels and audience segments. With Differences that Deliver, our tone of voice and the visual expression of the campaign have never been more tightly aligned. The distinctive ALL-CAPS headline treatment, the bold Red, the use of LexisNexis “Essentials” and other elements are a direct extension of this declarative new voice.

Yes, we are different and we’re not afraid to show it, share it or shout it.
BE BOLD, BUT BACK IT UP
The cornerstone to the Big Red Campaign is our clear competitive differences that help our customers work smarter, faster and easier. These differences can be quantitative and/or qualitative. A difference may be a proprietary piece of content or a new way of allowing our users to visualize critical information.

Our varied content and tools are brimming with reasons for customers to take notice. Our objective with Big Red is to communicate these differences—clearly and concisely.

BE CLEAR, INFORMATIVE AND ENGAGING—NEVER PEDANTIC OR TEDIOUS
Just as importantly, we must make sure our customers have a clear understanding of what those differences mean for them and their work. Give readers practical context that makes the value/benefit crystal clear. And do so in a way that is lively and engaging—never dull or plodding. Be conversational and insightful, but don’t ramble or lose focus.

BE SINCERE AND CUSTOMER-FOCUSED
Real recognizes real. Our Voice comes from an authentic desire to help our customers overcome their challenges and achieve their goals. While bold, self-assured and assertive, our voice should never be arrogant, pushy or "salesy."

All our communications should be open, honest, and reflect a sincere desire to help our customers achieve new levels of success.
## Campaign Voice Characteristics

**WHAT DIFFERENCES THAT DELIVER IS:**

- Bold and self-assured
- Clear and straightforward
- Insightful and innovative
- Sincere and authentic
- Fresh and approachable

**WHAT DIFFERENCES THAT DELIVER IS NOT:**

- Over-confident, arrogant or pushy
- Vague or ambiguous
- Pedantic or long-winded
- Misleading or disingenuous
- Cliché or trite
CAMPAIGN ELEMENTS

Use these guidelines when designing communication materials.
Featured Characteristics

A REFRESHED LOGO
- The LexisNexis logo has been reformatted to a stacked version with an updated logotype and enclosed in a tag shape.

B COLOR
- Capitalize on the recognizable LexisNexis color palette.

C TYPOGRAPHY
- Strong headlines, set in the Lato typeface, are designed to grab attention and are a main element of this campaign.

D PHOTOGRAPHY
- The Big Red nickname comes from the use of large photography overlaid with red.

E ESSENTIALS & ICONS
- The Essentials call out product differentiators through type and icon design.
Refreshed Logo

A NEW LOOK

The LexisNexis logo has been updated with an easier-to-read logotype and a streamlined Knowledge Burst. This tag logo is introduced for the Big Red Campaign only and is not meant to replace the existing LexisNexis corporate mark on communications created outside this campaign.

The refreshed logo options should be used in all new communications to begin building consistency and brand awareness.

**TAG LOGO**

The main logo of the new campaign is the red tag stacked version. This should be used as the prime identity mark and is replaced only when absolutely necessary.

**COLOR VARIATIONS**

Color variations are available but should be used only when the red tag version has issues with legibility.

Black and white options should be used only for black and white communications.

**HORIZONTAL LOGO**

This version of the logo is used when the tag logo does not work due to size constraints. It can also be used on two-sided pieces when the tag is already present on one side.

**ONE-COLOR VARIATIONS**

Variations are available only when the full-color version has issues with legibility.

For one-color communications use the all black logo.

In situations where the logo is reversed out of a color, use the white outlined Knowledge Burst option.
Tag Logo Rules

**SIZE & SPACE**

Treating the logo with consistency is important. This attention to detail defines the LexisNexis approach to business and identity. The tag logo is the primary mark for this campaign and is always used with the Knowledge Burst and type together.

**LOGO SIZE**

In order to maintain logo consistency, the rectangle holding shape will be 1" wide for all standard sized pieces.*

*The logo may be scaled proportionately for specialty pieces: Web banners and pages or large format designs.

*The logo should be no smaller than 11% of the final area size.

**AREA OF ISOLATION**

The integrity of the logo requires a clear area; no text should crowd, overlap or merge within .125" of the mark.

**PLACEMENT**

The tag logo is always placed on the left edge of the document. A .75" margin is preferable where space allows on standard-sized communications. The logo always aligns with the top of the page.
Incorrect Logo Usage

**DON’T DO THIS**

Do not remove any pieces of the logo.
Exceptions may be made for responsive mobile sites.

Do not increase size for most digital and print pieces.
Exceptions are made for large scale pieces such as tradeshows and large banners or signage. See page 11.

Do not change the tag to an unapproved color.

Do not change the type style or size of the Knowledge Burst.

Do not fill the tag with photos or patterns.
Horizontal Logo Rules

**SIZE & SPACE**
Treating the logo with consistency is important. This attention to detail defines the LexisNexis approach to business and identity. The horizontal logo is used when the tag logo is already present for a two-sided piece or when space is limited due to tag logo guidelines and a horizontal solution is necessary.

**MINIMUM SIZE**
For legibility reasons, the horizontal logo should never be scaled below 1" wide.

**AREA OF ISOLATION**
The integrity of the logo requires a clear area; no text or image should crowd, overlap or merge with the mark. Use the Knowledge Burst as the safe area measurement.

**LATO WITH KNOWLEDGE BURST**
Do not use the Lato font with the Knowledge Burst for this Campaign; except in the tag option.

**CORPORATE SIGNATURE LOGO**
Do not use the Corporate Signature logo for this Campaign.
Color

**BIG RED & A LITTLE GRAY**

This Campaign capitalizes on the easily recognizable LexisNexis PMS 185 Red. Secondary colors have been introduced to complement the Red theme. Nearly all text is set in 85% Black; when necessary PMS Cool Gray (and its tints) can be used.

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**PMS 185**
- **RGB**: 237 28 36
- **CMYK**: 0 100 100 0
- **HEX**: #ed1c24

**PMS COOL GRAY 4**
- **RGB**: 187 188 188
- **CMYK**: 12 8 9 23
- **HEX**: #bbcbc

**85% BLACK**
- **RGB**: 77 77 79
- **CMYK**: 0 0 0 85
- **HEX**: #4d4d4f

**BLACK**
- **RGB**: 0 0 0
- **CMYK**: 100 100 100 0
- **HEX**: #000000

**SECONDARY COLORS**

A secondary color palette has been added for use in charts, graphs and infographics.

*Secondary colors have limited use.*
Typography

**FONT FAMILIES**

This Campaign relies on Lato (OpenType) as the exclusive font for the majority of communications. Lato is a versatile typeface that is easy to read in body copy while also commanding attention when used in Black, all caps for headlines. Please see Collateral sections at the back of this guide for usage examples. Nearly all text is set in 85% Black. Helvetica is used for legal copy, infographics and chart design.

**LATO FONT FAMILY**

*Available here:* [www.latofonts.com/lato-free-fonts/#download](http://www.latofonts.com/lato-free-fonts/#download)

**Light**
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

**Regular**
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

**Italic**
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

**Black**
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

**HELVETICA**


**Light Condensed**
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

**Light Condensed Oblique**
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

**Bold Condensed**
   ABCDEFGHIJKLMNOPQRSTUVWXYZ
   abcdefghijklmnopqrstuvwxyz
   1234567890

**Arial**

*Arial is used as an alternate font.*

All weights for each typeface are available for use, although the preferred styles are listed. Please uncheck Ligatures in all design programs.
Photography

**BACKGROUNDS & IMAGERY**

Photography is an important element of the campaign. Large background photos help to illustrate powerful headlines that are the focus of our communications. All photos should be selected carefully to creatively enhance the text. Lifestyle shots are not recommended. Once the photos are chosen, a red overlay is applied.

**FULL RED**

For most print and digital executions, a full photo with the red overlay is used. See following page for guidelines.

**HALF RED**

When necessary, the red overlay can cover just half the photo.
Rules for the Red

**CREATING THE OVERLAY**

When building the red overlay effect for photography, please use these guidelines.

Use the overlay to fully cover an image or as a half split where the red is on the left side. The red color is created using these values: CMYK: \texttt{CMYK 0 100 100 0}.

Discretion should be used when creating each piece. The overlay should never appear on the right side only.

**FULL RED**

Change photo to grayscale or manipulate the saturation in Photoshop.

Apply two red (\texttt{CMYK 0 100 100 0}) shapes to overlay the photo. One shape is 100% multiply, second shape is 70% opacity.

Darken top left corner if necessary to help the tag logo stand out.

**HALF RED**

Red overlay always appears on the left when used with a full-color image.

Photo may need to be darkened to allow for text legibility. Create two red (\texttt{CMYK 0 100 100 0}) shapes to overlay the photo. One shape is 100% multiply, second shape is 70% opacity.

Some Photoshop work may be required for text eligibility and photo clarity.
Incorrect Photo Usage

**DON’T DO THIS**

- Do not zoom in or use close crops of people. Avoid lifestyle and staged imagery.
- Do not use silhouetted people similar to the previous campaign.
- Do not use illustrations as background imagery.
- Do not change the overlay color.
Essentials

**ICONS & TYPE**

A unique feature of this Campaign is the addition of the Essentials. These illustrative icons advertise key facts about the products in a straightforward but creative way, allowing more freedom for the headline messaging to make a clear statement. The Essentials include quantitative differentiators as well as specific product information.

**A QUANTITY**
- Essentials should be used in groups of four—a group of three may be used for space constraints or if product differentiators are limited. Never use less than three.

**B ORDER**
- For best results, alternate between icon and numeral solutions.

**C SPACE**
- There should be 3.5" between the first and last circles.

**D PLACEMENT**
- Essentials appear at the bottom right of print pieces.
- Align the circle of the first essential to the center measurement of the document.
- Visually align Essentials between the first and last circle.
- Keep margins even on right and left sides.

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**EXAMPLES**

- **EXCLUSIVE MEDICAL IMAGES**
  - 

- **VERDICTS & SETTLEMENTS**
  - 1M+

- **PEER-AWARD WINNING**
  - 

- **EXPERT WITNESS DATA**
  - 350K

- **PUBLIC RECORDS**
  - 45B+

- **FEDERAL AGENCY DOCUMENTS**
  - 239 MILLION UNIQUE NUMBERS

- **29-STEP EDITORIAL PROCESS**
  - 2.5M

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*Call to action: LEXISNEXIS.COM/CALLTOACTION*
Essentials Design

**CREATING NEW ESSENTIALS**

**A CIRCLE**
- Circle size is .425"
- Circle color is PMS 185

**B ICON DESIGN**
- Most icons are available through the Essentials database, new icons may be designed as needed
- To create text based icons use Lato Black, 11.5 pt., and Lato Light, 11.5 pt. centered within the circle
- To create icon shadow, use these steps in Illustrator:
  1. Change text to outlines, copy icon and text
  2. Go to Effect>Distort & Transform>Transform
  3. Change the Move Horizontal and Vertical settings to .0001, set Copies to 150
  4. Expand shape and then choose Add in the pathfinder palette
  5. Change color to a PMS 185 to black gradient, multiply and set the transparency to 20%
  6. Paste original icon in place

**C DESCRIPTOR TEXT**
- .062" between icon and text
- Text is 85% Black
- Descriptor text is centered in two lines beneath the circle.
  - **FIRST LINE:** Lato Black, 6 pt., 7.5 pt. leading, 100 pt. kerning
  - **SECOND LINE:** Lato Regular, 6 pt., 7.5 pt. leading, 100 pt. kerning
Incorrect Essentials Usage

**MAINTAIN CONSISTENCY**

**DO NOT**

A. Do not change the size of the icons within the circles.

B. Do not change the size of the text within the circles.

C. Do not change the color of the circle.

D. Do not change the typeface or type size of any text.

E. Do not change the angle of the drop shadow.

F. Do not stack or overcrowd type in the circle.

G. Do not change the color of the icon.

H. Do not change the location of the type.

I. Do not use less than three in a row
Iconography

INFOGRAPHIC ICONS

Illustrations may also be used outside the Essentials as necessary for charts and infographics. These icons can appear in any of the approved color options.

New icons may be designed as needed.
PRINT COLLATERAL

Use the following templates and guidelines for all print pieces.
Publication Ads

**SPECIFICATIONS**

**A LOGO**
- Tag logo placed .75” from left edge

**B IDENTIFIER**
- Product name placed .125” from tag
- Text: Lato Black 12 pt., 50 pt. tracking

**C HEADLINE**
- Headline begins 1” from bottom of tag
- Type is aligned with right edge of tag
- Type is centered between margins on both sides
- Type size can change to emphasize specific words and to fit within the justified restrictions
- .125” spacing between lines

**D BACKGROUND**
- Apply red overlay
- See page 13 for rules.

**E CALL TO ACTION & CONTACT INFO**
- CTA: Lato Italic 15 pt., 14 pt. leading, 10 pt. tracking
- Contact: Lato Black 8 pt., 100 pt. tracking

**F ESSENTIALS**
- Align the circle of the first essential to the center measurement of the document
- See page 19 for rules.

**G LEGAL**
- Right justified; align with right margin

**H MARGIN**
- .25” margin around entire ad
Brochure Cover

SPECIFICATIONS

A LOGO
- Tag logo placed .75” from left edge

B IDENTIFIER
- Product name placed .125” from tag
- Text: Lato Black 12 pt., 50 pt. tracking

C HEADLINE
- Headline begins 1” from bottom of tag
- Type is aligned with left edge of tag
- Type size can change to emphasize specific words and to fit within the justified restrictions
- .125” spacing between lines
- Justified and centered in red overlay

D SUBHEAD & COVER COPY
- Subhead: Lato Black 8 pt., 100 pt. tracking
- .25” spacing between lines
- Cover copy: Lato Regular, 12 pt., 18 pt. leading

E RED OVERLAY
- 4” wide red overlay
  (overlay is always sized to half the image)
- See page 17 for additional rules.

F BACKGROUND
- Full-color photography

G MARGIN
- .25” margin around entire document

H CALL TO ACTION & CONTACT INFO
- CTA: Lato Italic 15 pt., 14 pt. leading, 10 pt. tracking
- Contact: Lato Black 8 pt., 100 pt. tracking

I ESSENTIALS
- Align the circle of the first essential to the center measurement of the document
- See page 19 for rules.
**SPECIFICATIONS**

**A  RED MARGIN BAR**
- 25” wide PMS 185 red bar to bring more color to interior pages

**B  MARGINS & COLUMNS**
- 1.75” left and right margins for a one column grid
- 1.75” left margin and .5” right margins for a two column grid

**C  HEADLINES**
- Lato light 20 pt.

**D  SUBHEAD & BODY COPY**
- Body copy: Lato Regular 10 pt., 14 pt. leading
- Subhead: Lato Black 8 pt., 12 pt. leading

**E  QUOTES**
- Quote text: Lato Italic 10 pt., 16 pt. leading
- Attribution text: Lato Black 6 pt., 16 pt. leading, 100 pt. tracking

**F  SCREENGRABS**
- Place image and apply a .5 stroke, stroke color is 20% Cool Gray 4
- Use these numbers to create the drop shadow:
  - Color: 8% black
  - Distance: 0.0575
  - X: 0.0407 Y: 0.0407
  - Angle: 135°

**G  ICONS**
- Place icons in left margin
- Use PMS 185 for icon color
- Icons should be similar in size and distance from each other

**H  FOOTER**
- Page #: Lato Black 6 pt.; right aligned
Brochure Back Cover

**SPECIFICATIONS**

**A HEADLINE**
- Lato Light 20 pt., PMS 185

**B TEXT**
- Body copy: Lato Regular 10 pt., 14 pt. leading, 85% Black

**C CALL TO ACTION & CONTACT INFO**
- CTA: Lato Italic 15 pt., 14 pt. leading, 10 pt. tracking
- Contact: Lato Black 8 pt., 100 pt. tracking

**D DISCLAIMER**
- Helvetica Condensed Light 10 pt., 11 pt. leading

**E LEGAL**

**F HORIZONTAL LOGO**
- Use the horizontal LexisNexis logo when the tag logo is already present
- See page 13 for rules.

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**Closing statements**

Illegitimi non carborundum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore velit esse quoque doloremque laudantium, totam rem aperiam.

Genius! Qui autem qui quod quisquam aut magnas nunc non est, aut fugit officiis vero delisimus discipisci.

**Start your free trial today message**

LEXISNEXIS.COM/CALLTOACTION

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[Printing and Collateral] 28
Direct Mail

SPECIFICATIONS

A LOGO
- Tag logo placed .75” from left edge

B IDENTIFIER
- Product name placed .125” from tag
- Text: Lato Black 12 pt., 50 pt. tracking

C HEADLINE
- Headline begins 1” from bottom of tag
- Type is aligned with left edge of tag
- Type size can change to emphasize specific words and to fit within the justified restrictions
- .125” spacing between lines
- Justified and centered in red overlay

D SUBHEAD & COVER COPY
- Subhead: Lato Black 8 pt., 12 pt. leading, 100 pt. tracking
- Body: Lato Light 10 pt., 14 pt. leading

E RED OVERLAY
- 5.25” wide red overlay
- See page 17 for additional rules.

F BACKGROUND
- Full-color photography

G MARGIN
- .25” margin around entire document

H TEXT HIGHLIGHT
- Lato Bold 6 pt., 60 pt. tracking
- Box color: PMS Cool Gray 4 at 50%

I SUBHEAD & BODY COPY
- Subhead: Lato Black 8 pt., 12 pt. leading, 100 pt. tracking
- Body: Lato Light 10 pt., 14 pt. leading

J CALL TO ACTION & CONTACT INFO
- CTA: Lato Italic 15 pt., 14 pt. leading, 10 pt. tracking
- Contact: Lato Black 8 pt., 100 pt. tracking

K LEGAL
- Helvetica Condensed Light 6 pt., 6.5 pt. leading, -15 pt. tracking

L HORIZONTAL LOGO
- Use the horizontal LexisNexis logo when the tag logo is already present
- See page 13 for rules.

If applicable, Essentials may be used on direct mail. Follow rules on page 19.
Snapshots are sales tools unique to the Big Red campaign. They are quick, hard-hitting, competitive product one-sheets. They clearly, concisely and, whenever possible, graphically (through iconography, simple infographics, screenshots, etc.) communicate critical product differences.

The Snapshot front page quickly establishes customer benefits, utilizing use-case content, stacked headline treatment, a single, central image and product-specific “Essentials.” The back page further conveys other compelling differentiators in these simple, scannable, yet highly persuasive pieces.
Snapshot Cover

**SPECIFICATIONS**

**A LOGO**
- Tag logo placed .75” from left edge

**B IDENTIFIER**
- Product name placed .125” from tag
- Text: Lato Black 12 pt., 50 pt. tracking

**C HEADLINE**
- Headline begins 1” from the bottom of tag
- Type is aligned with left edge of tag
- Type is centered between margins of overlay
- Type size can change to emphasize specific words and to fit within the justified restrictions
- .125” spacing between lines

**D SUBHEAD & COVER COPY**
- Subhead: Lato Black all caps 8 pt., 100 pt. tracking
- Cover copy: Lato Regular, 12 pt., 18 pt. leading
- .25” spacing between lines

**E RED OVERLAY**
- 4” wide red overlay
  - (overlay is always sized to half the image)
- See page 17 for additional rules.

**F CALL TO ACTION & CONTACT INFO**
- CTA: Lato Italic 15 pt., 14 pt. leading, 10 pt. tracking
- Contact: Lato Black 8 pt., 100 pt. tracking

**G ESSENTIALS**
- Align the circle of the first essential to the center measurement of the document
- See page 19 for rules.

**H MARGIN**
- .25” margin around entire document

**I BACKGROUND**
- Full-color photography
Snapshot Back

SPECIFICATIONS

A HEADLINE
- Lato Light, 25pt., 30 pt. leading

B SUBHEAD
- Lato Light, 10 pt., 14 pt. leading

C GRAY BOXES
- 20% Cool Gray 4

D COLUMN HEADERS
- Lato Black 20 pt., 20 pt. leading, 100 pt. tracking

E COLUMN SUBHEADS
- Lato Black 8 pt., 100 pt. tracking
- Use icons if necessary

F BODY/BULLET COPY
- Lato Regular 7 pt., 9 pt. leading
- Lato Black 7 pt., 9 pt. leading

G COLUMN DIVIDER LINES
- Horizontal: .25 pt. dashed stroke, Cool Gray 4
- Vertical: .25 pt. solid stroke, 85% Black

H NUMBER CALLOUTS
- Symbols: Lato Bold 8 pt.
- Bold text: Lato Black 9 pt, 9.5 pt. leading
- Condensed text: Helvetica Condensed Light, 8 pt.

I SECTION DIVIDER
- Lato Black 8 pt., 100 pt. tracking
- In some situations, it may be necessary to change box color to PMS 185 to further divide sections

K LEGAL
- Helvetica Condensed Light 6 pt., 6.5 pt. leading, -15 pt. tracking

L HORIZONTAL LOGO
- Use the horizontal LexisNexis logo when the tag logo is already present
- See page 13 for rules.
DIGITAL MEDIA

Use the following templates for all digital pieces.
Web Banners

**SPECIFICATIONS**

A **728 X 90 PIXEL WEB BANNER**
- Tag logo sized and left aligned
- Background image with red overlay
- Lato Black type sized to fit space
- See page 17 for additional rules.

B **300 X 250 PIXEL WEB BANNER**
- Horizontal logo used when size restraints dictate
- Background image with red overlay
- Lato Black type sized and stacked to fit space
- See page 17 for additional rules.

C **300 X 600 PIXEL WEB BANNER**
- Tag logo sized and left aligned
- Lato Black type sized to fit space
- Headline aligns with left edge of tag logo
- Background image with red overlay
- See page 17 for additional rules.
Infographics are a way to share information in a visually interesting way through both print and digital communications. Infographics should be clear, easy-to-follow and informative. The following are some general guidelines to consider when creating infographics.

A CHARTS AND GRAPHS
- Charts and graphs are a good way to communicate information quickly. Bar charts, pie charts and line graphs are examples.

B DIVIDING HEADLINES
- Organize information into sections by creating dividing headlines.

C SUBHEADS
- Create hierarchy with headlines and subheads. Make use of the secondary typeface, Helvetica, to create a noticeable difference between sections.

D ICONS
- Icons are an important part of infographics; use a combination of numbers and icons to help explain content.

E COPY
- Create resting breaks throughout the infographic by allowing for space for body copy. Body copy should follow the brand and be set in Lato. Size and weight can vary depending on infographic needs.
A PowerPoint® template has been created for any Big Red presentation need. The template includes master pages for title pages, section headers and various standard body copy pages. Sections have been added to include colors from the campaign palette to provide additional options when creating presentations.

The font has been changed to Arial for consistency between presentations. Black and Regular weights are used.

Design examples are just a sampling of pages available for presentation within the template.
THANK YOU

Contact jon.georgopulos@lexisnexis.com for any questions about how to use the brand.