

Guidelines

The Daily” logo should be used in lockup with the New York Times wordmark, both in NYT Karnak, both in white.

“Weekdays at 10 a.m.” should be set in NYT Franklin semi-bold, white. When placed below “The Daily” lockup, it requires adequate breathing room. When placed “in the opposite corner from “The Daily” lockup, make sure it is top aligned. For banners, please pad the edges.

When using “The Daily” gradient at different scales, always represent the full spectrum of colors.

300 x 600



300 x 250



600 x 150



728 x 90



885 x 500



1024 x 512

