MIAMI HERALD MEDIA COMPANY STYLE GUIDELINES

The consistency of the Miami Herald Media Company brand and the individual brands of all our products is extremely important. In editorial copy, marketing material, advertisements and written communications, please follow these guidelines.

MIAMI HERALD

The Miami Herald should be referred to as “the Miami Herald.”
The “the” is only capitalized at the start of a sentence.

In editorial copy, “the Herald” may be used in subsequent references after the first reference to “the Miami Herald.”

CORRECT: This event is being sponsored by the Miami Herald.
CORRECT: The Miami Herald is located in the city of Doral, Florida.
INCORRECT: The story was first reported in The Miami Herald.
INCORRECT: The story was first reported in The Herald.

Our website should be written as MiamiHerald.com if the context is referring to our brand. If the website is being used in the context of a URL, it should be written miamiherald.com.

CORRECT: MiamiHerald.com is the leading news website in South Florida.
CORRECT: LAlvarez@miamiherald.com
CORRECT: For complete details, visit miamiherald.com.
INCORRECT: More readers visit miamiherald.com than any other local news site.
INCORRECT: For home delivery, visit MiamiHerald.com/subscribe.

EL NUEVO HERALD

El Nuevo Herald should be referred to as “el Nuevo Herald.” The “el” is only capitalized at the start of a sentence. Its website should be written as elNuevoHerald.com if referring to the brand, and as elnuevoherald.com when referred to as a URL (see Miami Herald examples above).

MIAMI HERALD MEDIA COMPANY

The Miami Herald Media Company (MHMC) should be referred to in copy as “the Miami Herald Media Company.” The “the” is only capitalized at the start of a sentence. “Miami Herald Media Company” may be used in titles (as above).

CORRECT: The Miami Herald and el Nuevo Herald are published by the Miami Herald Media Company.
INCORRECT: At The Miami Herald Media Company, we are dedicated to serving our community.
CORRECT: The Miami Herald Media Company publishes two daily newspapers.
INCORRECT: Doral, Florida is home to Miami Herald Media Company.

For questions or art files, please contact the MHMC marketing team at Marketing@miamiherald.com.
USAGE OF MHMC LOGOS
The Super H and all MHMC logos herein are registered trademarks of the Miami Herald Media Company.

- Please do not use the Super H logo next to or in conjunction with any MHMC logo
- Do not modify, stretch or distort the logos in any way.
- Do not create new messaging or logo lockups with existing logos.

COLORS
- The PMS blue color for all logos is 300. It is preferred that logos be in blue whenever possible.
- Logos must be blue or black, or reversed (white) on a black or dark background.
- In four-color printing, the logos are 100% cyan, 60% magenta, 0% yellow and 0% black (100/60/0/0).
- Online RGB values: R=0, G=120 and B=193.
- Note: MHMC blue in CCI/Newsroom only is 100C, 60M.
LOGOS IN COLOR

Miami Herald

MIAMI HERALD MEDIA COMPANY

Miami Herald

MIAMIHERALD.COM

el Nuevo Herald

ELNUEVOHERALD.COM

Miami Herald

el Nuevo Herald

Miami Herald  el Nuevo Herald
LOGOS IN BLACK & WHITE

Miami Herald
MEDIA COMPANY

Miami Herald
MIAMIHERALD.COM

el Nuevo Herald
ELNUEVOHERALD.COM

Miami Herald
el Nuevo Herald

Miami Herald  el Nuevo Herald
LOGOS IN REVERSE

Miami Herald
MEDIA COMPANY

Miami Herald
MIAMIHERALD.COM

el Nuevo Herald
ELNUEVOHERALD.COM

Miami Herald
el Nuevo Herald

Miami Herald  el Nuevo Herald
USE OF SUPER H LOGO

The Super H logo may be used as icon, primarily in digital applications, to represent MHMC and its brands. Some examples:

**iPhone app icon.** As a mobile application icon.

**Miami Herald Facebook page.** As a profile icon or avatar in social media.

Use of the Super H logo outside these categories must be approved by the MHMC marketing department. For questions, please email marketing@miamiherald.com.
INCORRECT LOGO USAGE

"MIAMIHERALD.COM" should appear in all caps and flush left under the Miami Herald logo.

INCORRECT

CORRECT

"el Nuevo Herald" should never appear in grayscale on the two-color version.

INCORRECT

CORRECT

The vertical combo logo should not have a line that separates the logos.

INCORRECT

CORRECT

"The Herald" should never be used as a logo.

INCORRECT

CORRECT

For questions or art files, please contact the MHMC marketing/AdLab team at Marketing@miamiherald.com.
OTHER MHMC APPROVED LOGOS

INDULGE

Miami.com

FLASHBACK MIAMI
Miami Herald

FL KEYS NEWS