

TRUST MARK GUIDANCE



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TRUST IN JOURNALISM MARK

We award a trust in journalism mark to news publishers who meet our standards.

The trust mark is available in both square and rectangle formats, to best fit an application.

SQUARE



RECTANGLE



TRUST MARK MONOCHROME

Both versions of the trust mark can be used in either black or white to best fit the application it is applied to.



TRUST MARK- AREA OF ISOLATION AND MINIMUM SIZE

It is important to give the trust mark room to breath, to ensure this use the height of the 'T' as a guide.



Minimum size

To maintain legibility of the trust mark it is important not to reduce it below the minimum size.



TRUST MARK MISUSE

Incorrect usage

Please do not...

- 01 Stretch or distort
- 02 Remove the box
- 03 Colour the logo
- 04 Add a stroke to the logo
- 05 Use an alternative typeface
- 06 Change or replace the mark

01



02



03



04



05



06



TRUST MARK ON COLOURED BACKGROUNDS

✓ Correct usage



The black trust mark can be placed on coloured backgrounds that provide good contrast.



For dark backgrounds the white version of the trust mark should be used to maintain legibility.



The trust mark can sit on photos which provide a good contrast.

✗ Incorrect usage



Please do not place the white out version on a pale background.



Please do not place the trust mark into a white box. In this instance a white out version should have been used.



Please do not place the trust mark over a busy background as it reduces legibility.

TRUST MARK ALONGSIDE TEXT STYLING

Examples of how the trust mark can be locked up with IMPRESS details.



**Regulated by IMPRESS:
The Independent Monitor
for the Press CIC**

IMPRESS, 16-18 New Bridge Street,
London, EC4V 6AG

T 020 3325 4288

E complaints@impress.press

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TRUST MARK IN WEBSITE FOOTER EXAMPLE 1

The trust mark should be visibly placed on a website. It is best situated in the footer. It is recommended that the impress details are positioned close to the trust mark. (Please see previous page to see examples of how this can be styled).

EXAMPLE FOOTER OF MEMBERS WEBSITE

About us
Contact us
Help

Advertising
Corrections
Follow us

Privacy and cookie policy
Syndication
Terms and Conditions



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TRUST MARK IN WEBSITE FOOTER EXAMPLE 2


EXAMPLE FOOTER OF MEMBERS WEBSITE

[About us](#) [Advertising](#) [Privacy and cookie policy](#) [Complaints](#)

[Contact us](#) [Corrections](#) [Syndication](#)

[Help](#) [Follow us](#) [Terms and Conditions](#)

Dam fuga. Ut omniendam idis eostio qui abori dolorehent et asim imagnam rem



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