



F U T U R E



Connectors. Creators. Experience Makers.

The new logo positions  
Future as a global  
multi-platform media  
company delivering  
high quality content and  
leading-edge technology.

The logo is made up of a  
word mark and a 'framing'  
focus mark. The focus mark  
enables us to communicate  
expertise in anything from  
specialist sectors to the  
skills of our employees.

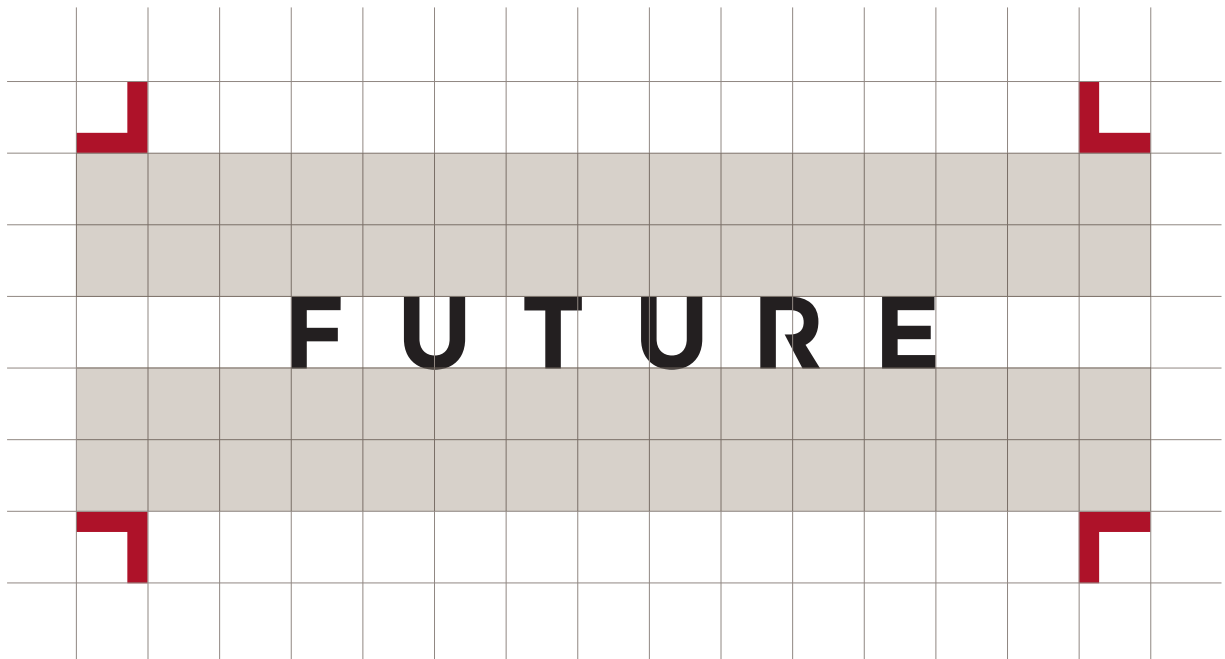
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Our Logo

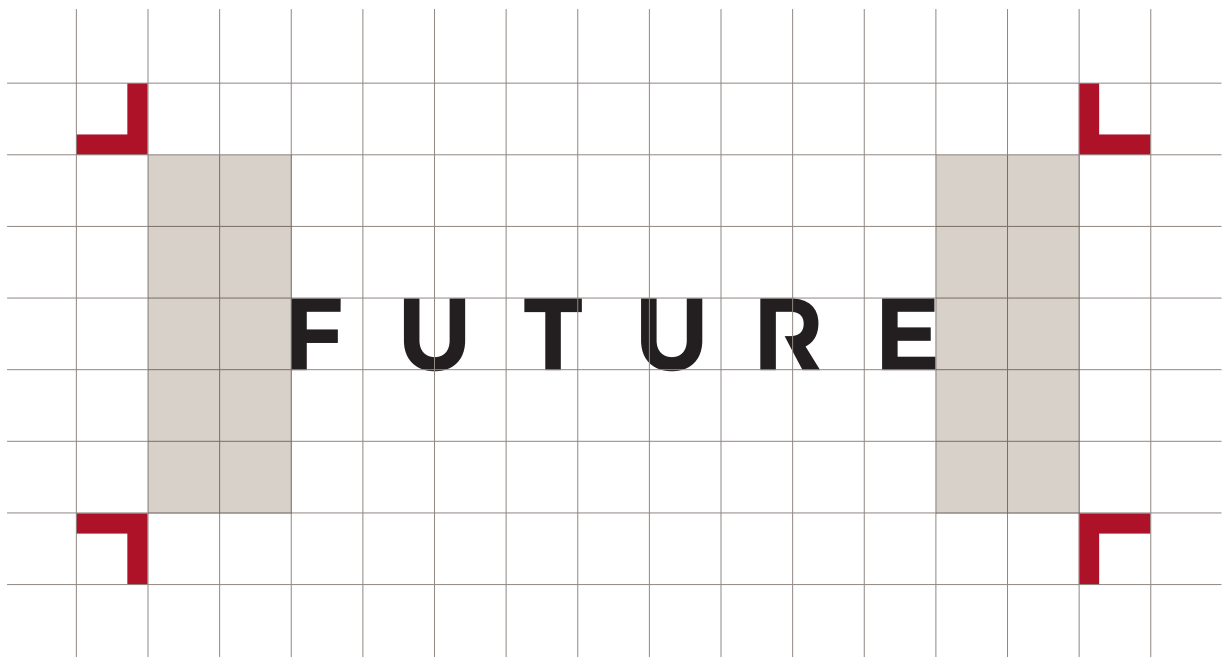


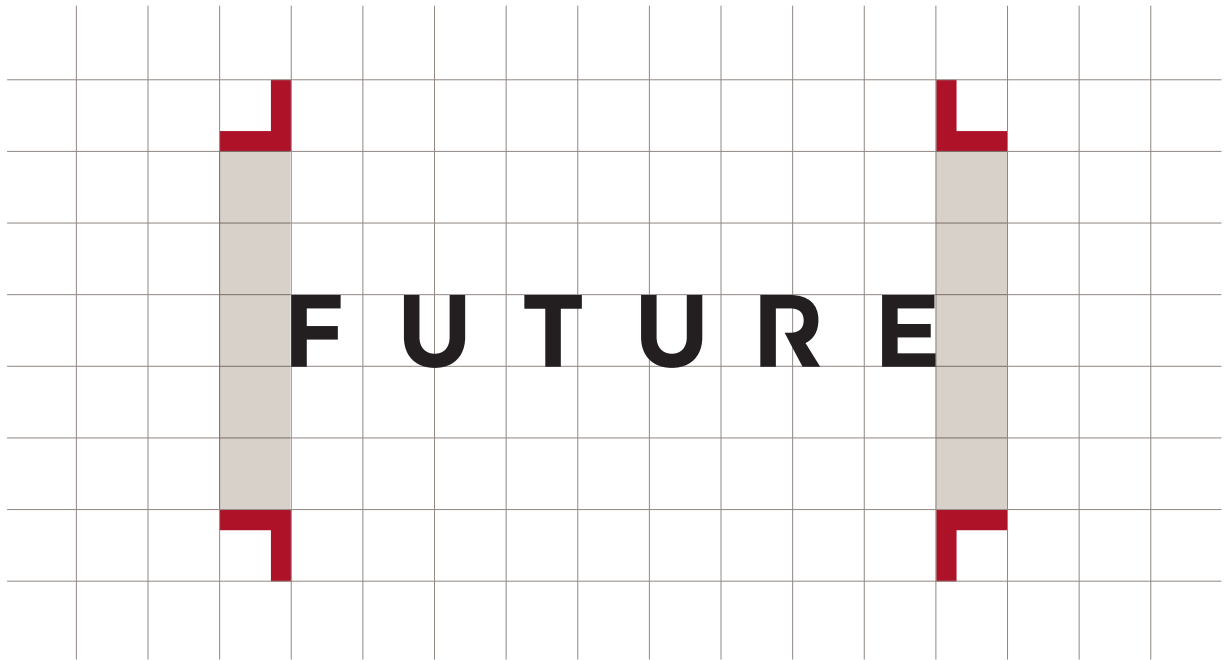


The Future logo has been designed around a 15 x 7 grid. The focus marks are fluid in nature and can move inward both horizontally and vertically to accommodate use at small scale.

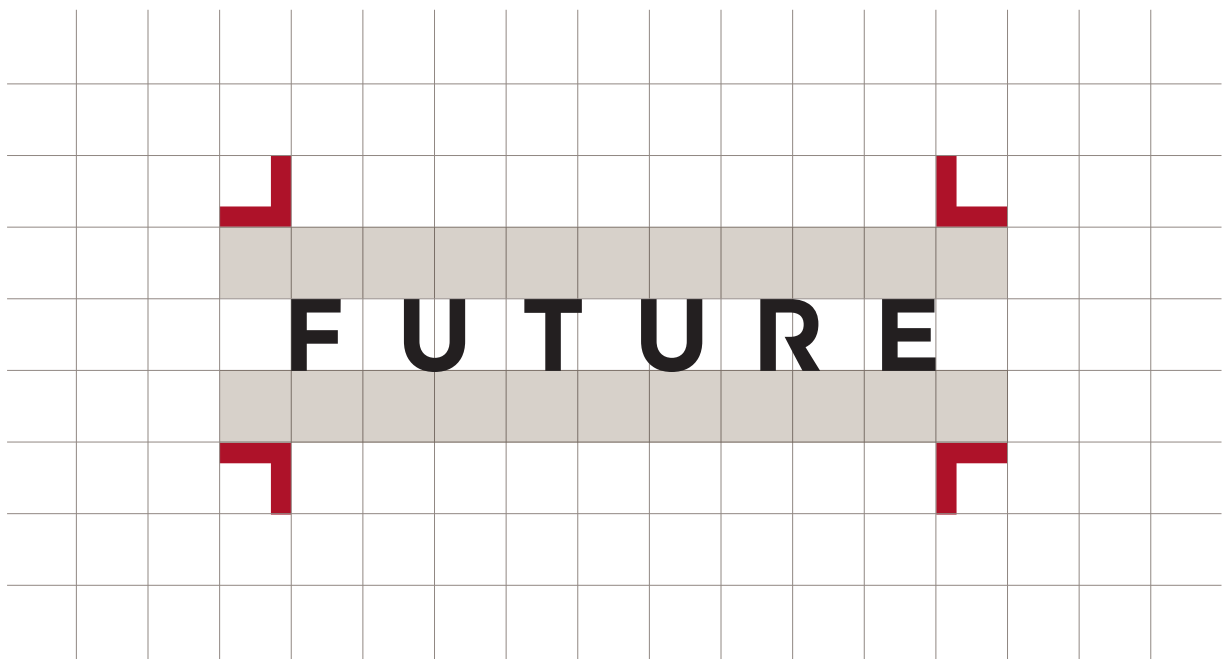


The focus marks are always positioned a maximum of two squares vertically and horizontally away from the word mark.





The focus marks are fluid in design and can move inwards to a minimum of one square distance away from the word mark both horizontally and





Note: The focus marks must never sit flush with the outer edge of the word mark.



The Future logo should always be given space to breathe. Leave at least the width of a single focus mark as a safe area.



**F U T U R E**



**F U T U R E**



Below this size the focus marks can be moved inward to create a tighter lockup.



1



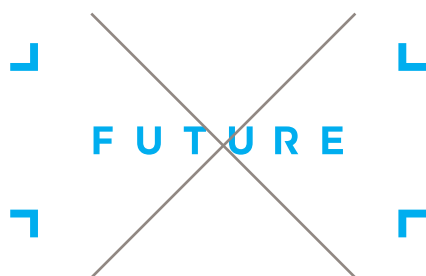
2



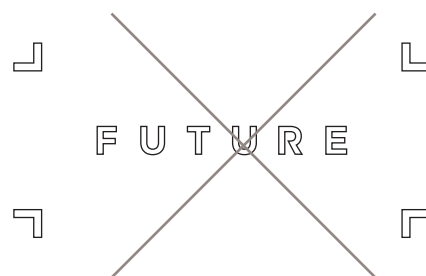
3



4



5



6

1. Do not compress the logo in any way
2. Do not stretch the logo in any way
3. Do not alter the balance and symmetry of the logo in any way
4. Do not distort the logo in any way
5. Do not change or alter the colours in any way
6. The logo should never be shown in outline

Our Tag Line



The Future tag line has been created to provide a short and inspirational summary of who Future is and what we do.

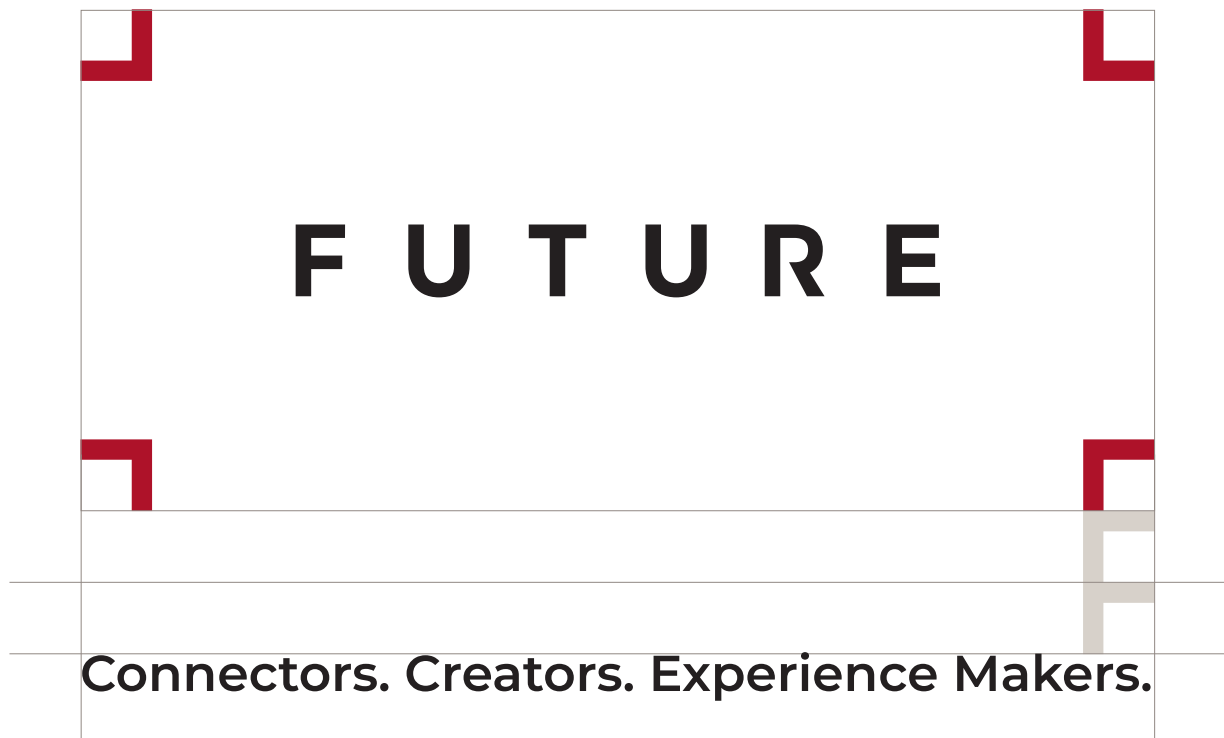
Single line

Connectors. Creators. Experience Makers.

Stacked

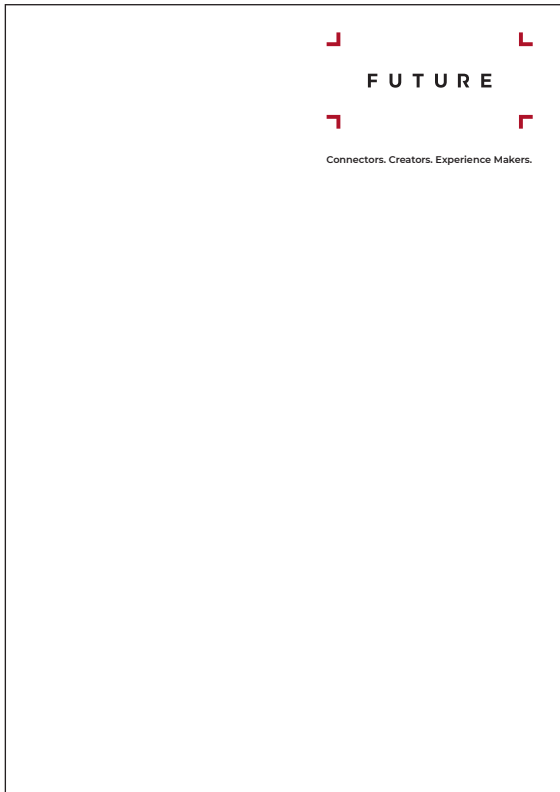
Connectors.  
Creators.  
Experience  
Makers.

Our tag line can be displayed in two ways.  
Where possible the stacked version should be used.



Our tag line can be used with the Future logo.  
Care must be taken at smaller sizes to ensure legibility.

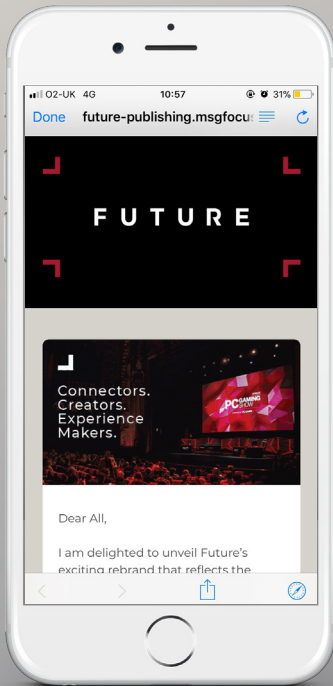
Single Line



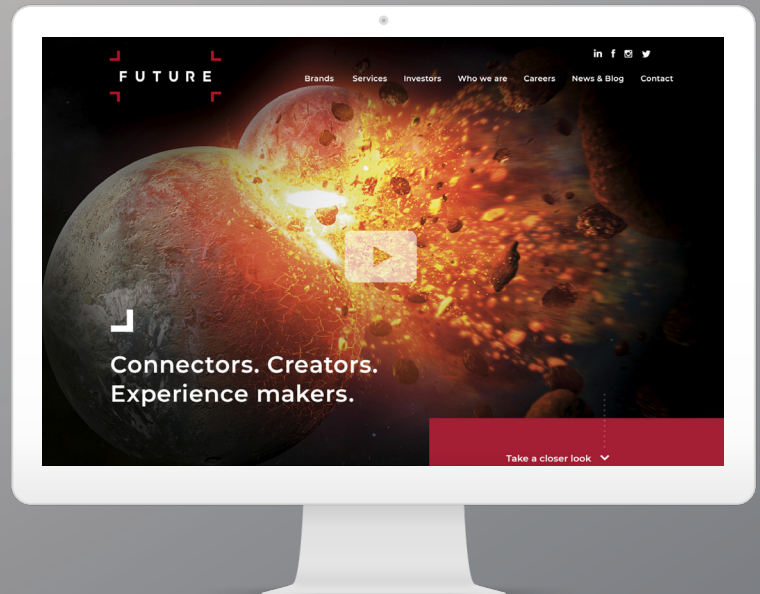
The Future tag line may be used with the logo, or separately, for example as a heading within communications. When the tag line is used as a heading, don't use it as a lock-up with the logo too.

Stacked

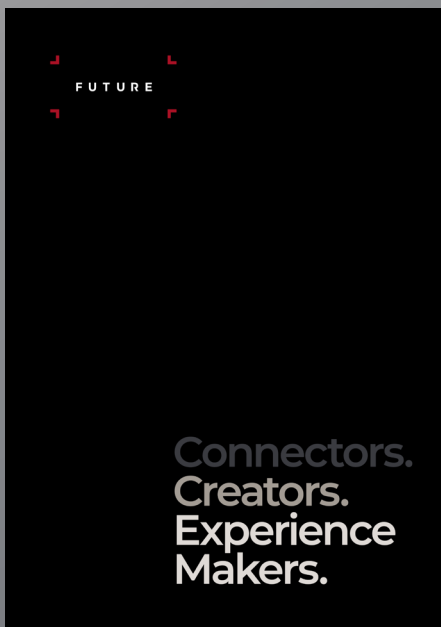




Email header



Website



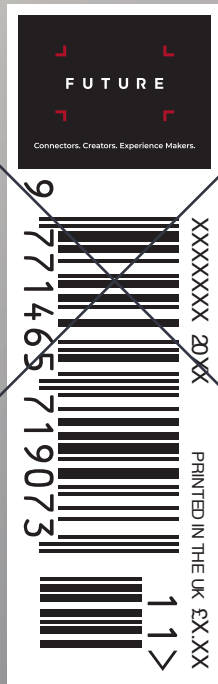
Literature



Presentation template front page

Further examples of how and where to use the Future tag line.

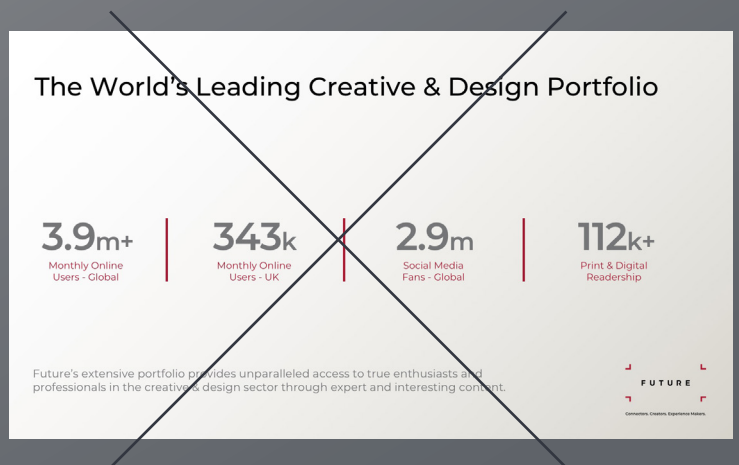
If the tag line becomes too difficult to read, or becomes lost with the information / wording around it, do not use it with the logo.



Don't use the logo with tag line on magazine barcodes



Don't use the logo with tag line on email signatures

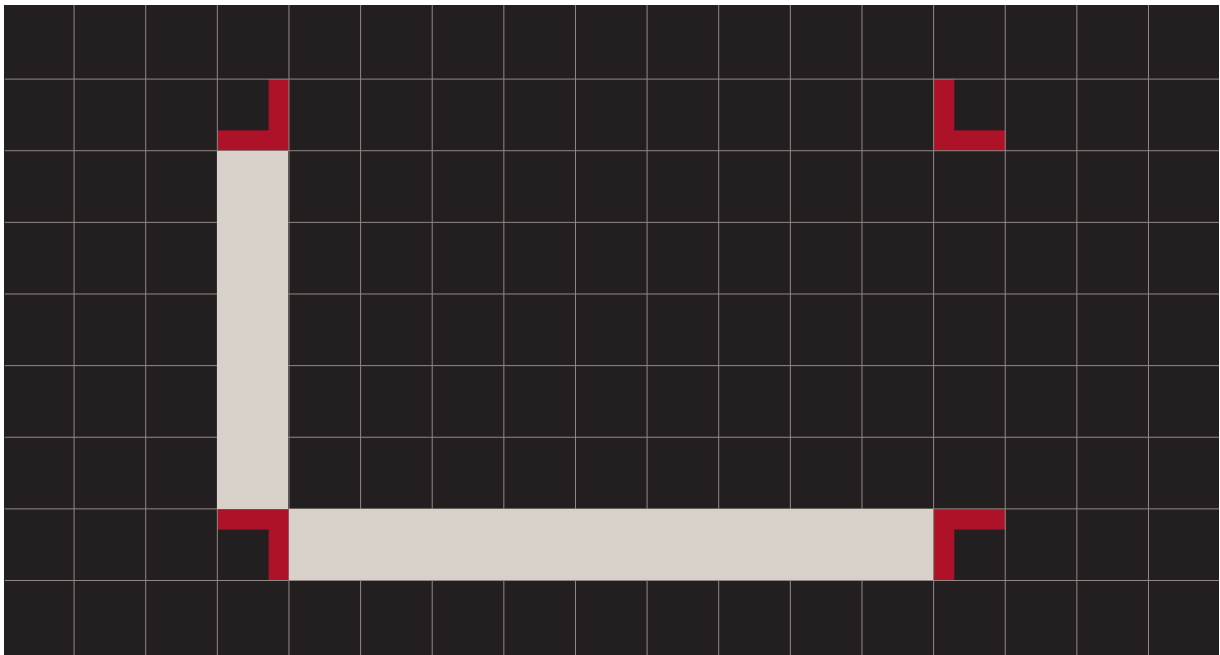


Don't use the logo with tag line within an internal presentation template, with the exception of the front page.

Our Brands

The focus mark is used to give Future ownership of our sub-brands.

Care should be taken to use the correct grid spacing for the size and orientation of your logo.

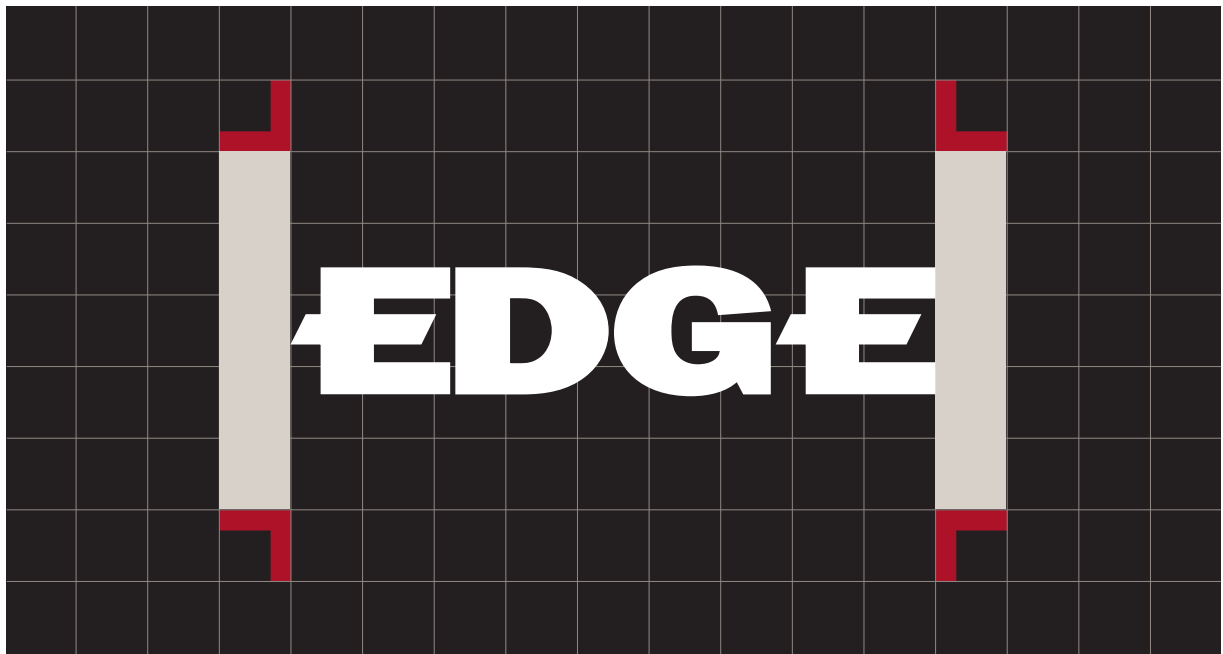


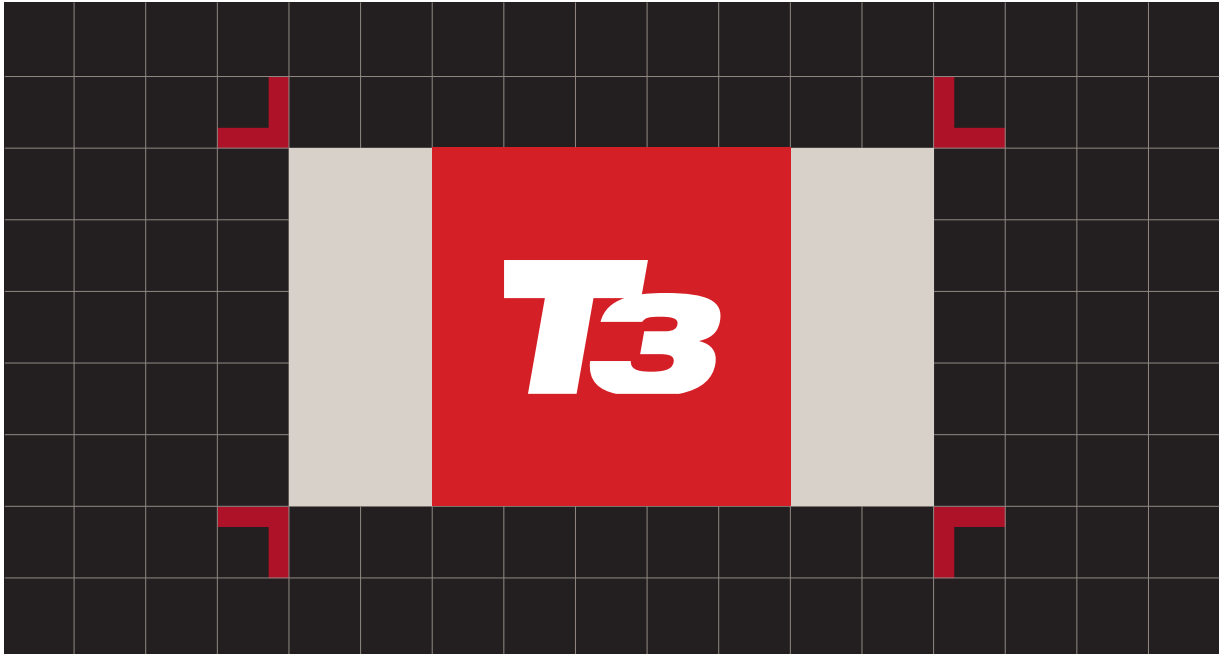
Brand logos should sit within a 9x5 grid. The focus marks spacing should be consistent across all brands.



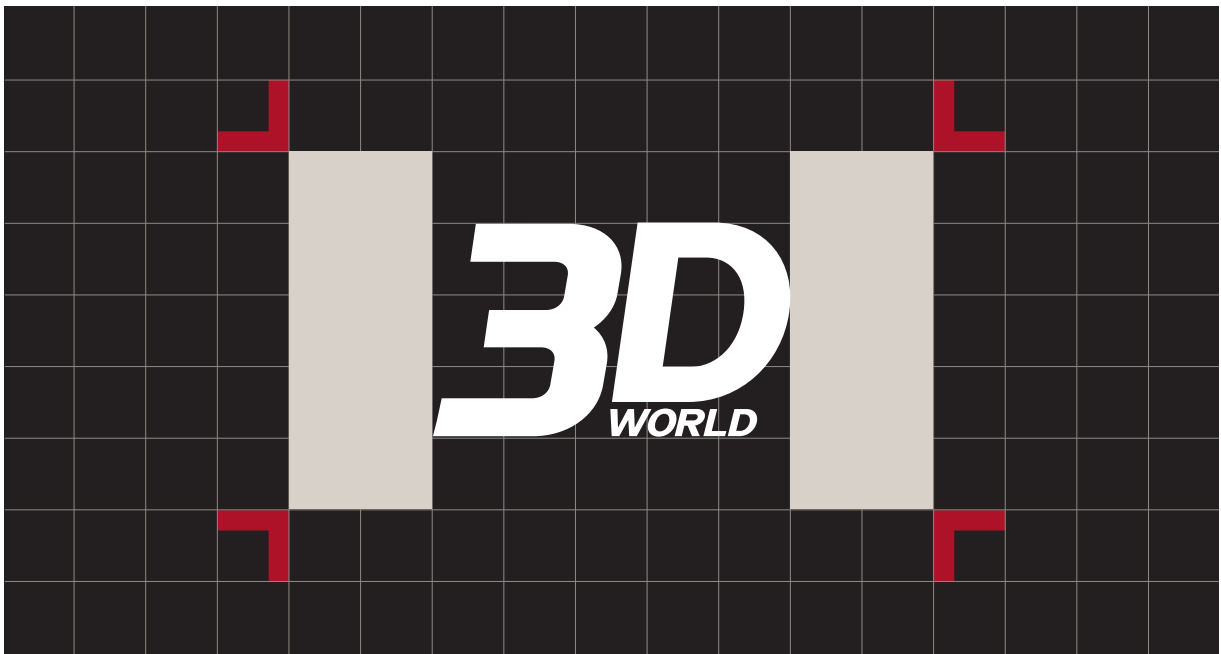


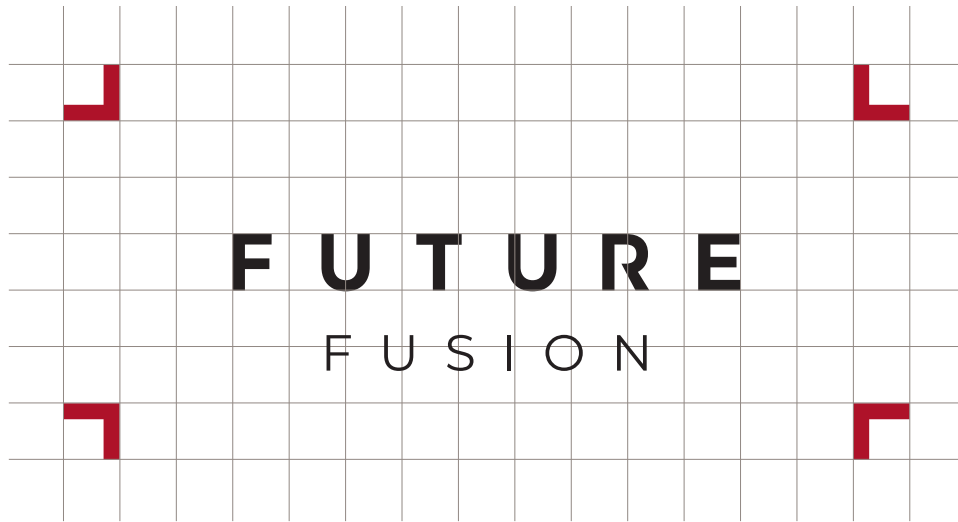
Landscape logos sit flush with the focus marks.



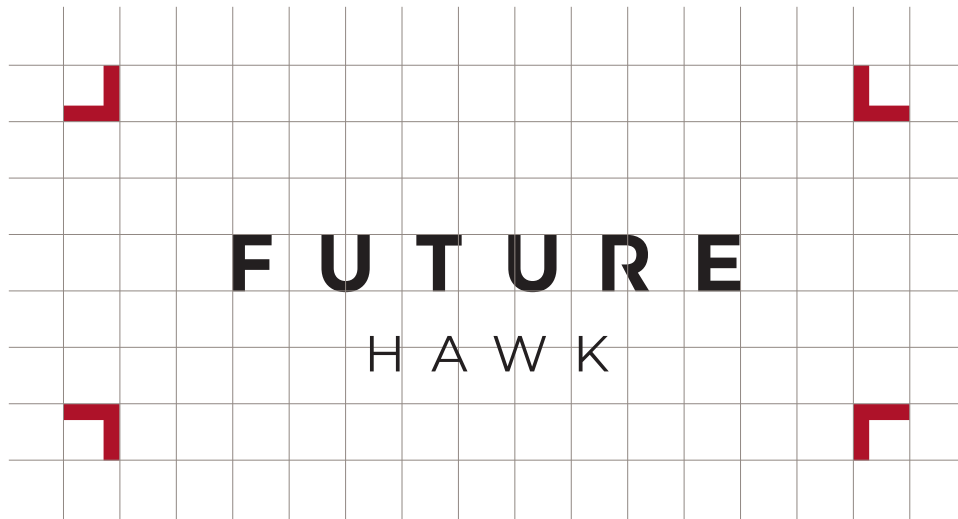


Square logos sit two squares within the focus marks.

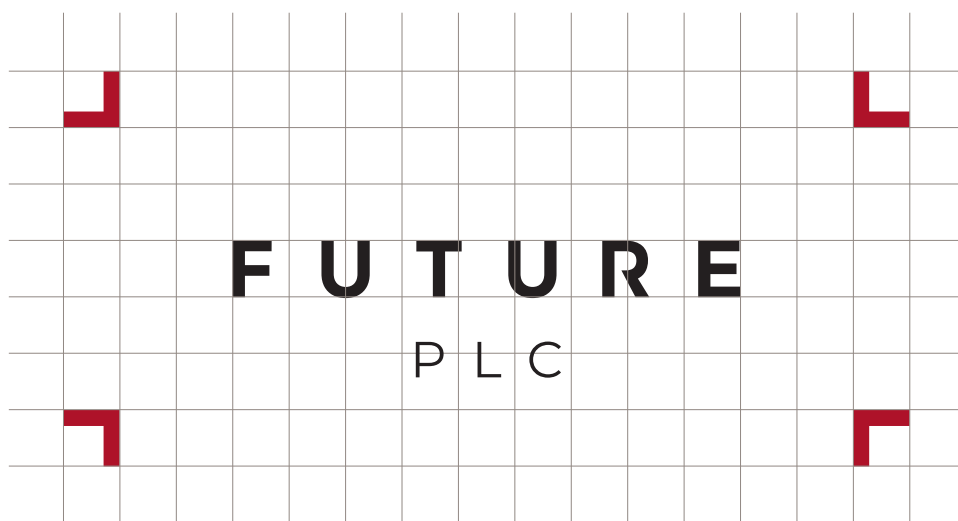




Our brands can be added under the future logo.



We achieve brand consistency and ownership.



The treatment is flexible and can be used to refer to Future PLC.

When the logo size is below 55mm the focus marks can be moved inward to create a tighter lockup. See 'Our Logo' section.

Our Colour

#### Primary Colour Palette

The correct colour balance and usage should be adhered to across all communications.

White and black are our core colours.

White space lets our content breathe and gives us a considered visual feel.

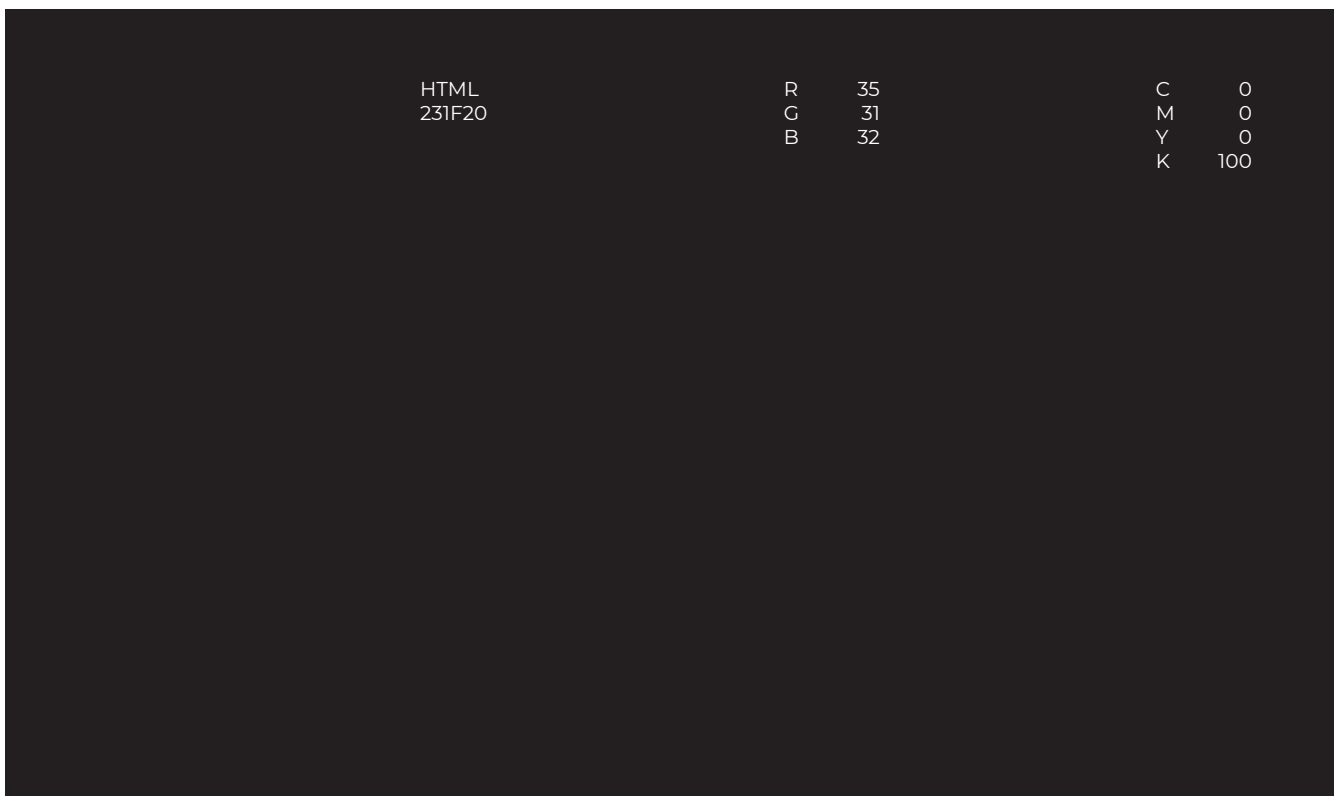
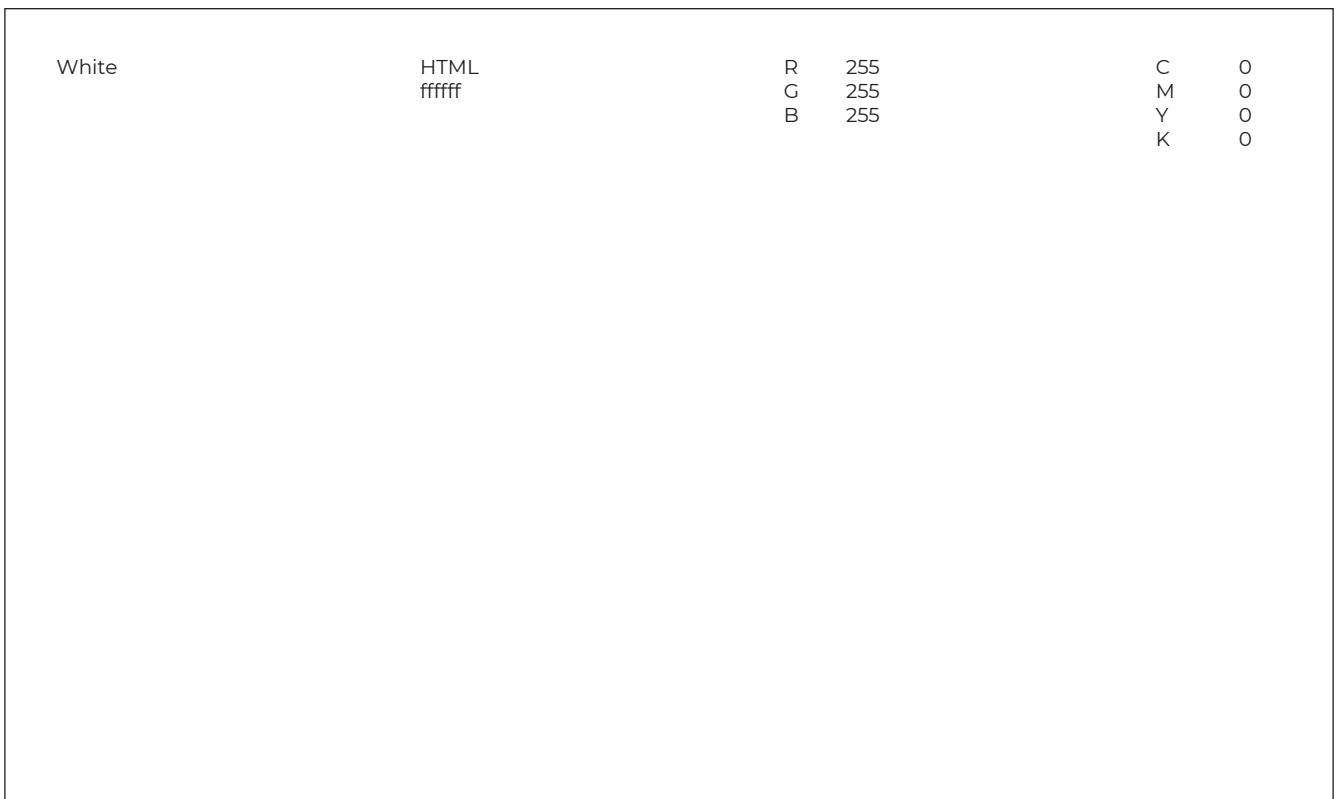
Future red should only be used sparingly.



#### Secondary Colour Palette



A range of four secondary colours are available to complement the primary colours.



PANTONE  
COOL GRAY 11

HTML  
32363F

R 50  
G 54  
B 63

C 44  
M 34  
Y 22  
K 78

PANTONE  
COOL GRAY 9

HTML  
5E6167

R 94  
G 97  
B 103

C 30  
M 23  
Y 17  
K 58

PANTONE  
WARM GRAY 6

HTML  
948A85

R 148  
G 138  
B 133

C 14  
M 19  
Y 21  
K 38

PANTONE  
WARM GRAY 2

HTML  
D5D2CA

R 213  
G 210  
B 202

C 6  
M 7  
Y 9  
K 11

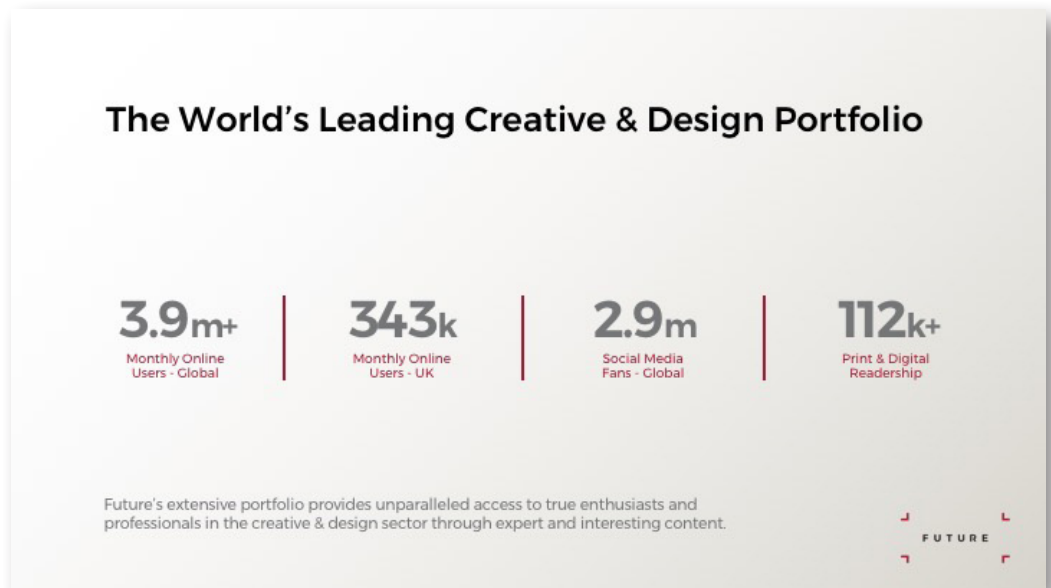
To achieve a contemporary look and feel, colour gradients can be used.  
Care should be taken to make sure the colours complement each other.





Only two colours should be used to create gradients. Choose colours that complement each other and create a smooth overall colour fill.

Colours used



Our Typography

Montserrat  
SemiBold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#£%&"()

Montserrat  
Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#£%&"()

Montserrat  
Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#£%&"()

In eu arcu rutrum elit facilisis efficitur. Proin dignissim odio augue, in tempus neque sagittis eget. Ut fermentum nisi massa, ultrices luctus massa tincidunt non nam pharetra dolor vitae dui molestie, sed semper nunc pellentesque. Phasellus commodo elit in quam luctus scelerisque. Vivamus gravida vulputate lectus vitae molestie. In at nunc et mi egestas fermentum. Quisque vitae lobortis magnasuspendisse eget luctus dui, consectetur euismod risus. Nulla vehicula interdum ultrices. Aenean vehicula ipsum sit amet ultrices

Montserrat  
Light

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#£%&"()

In eu arcu rutrum elit facilisis efficitur. Proin dignissim odio augue, in tempus neque sagittis eget. Ut fermentum nisi massa, ultrices luctus massa tincidunt non nam pharetra dolor vitae dui molestie, sed semper nunc pellentesque. Phasellus commodo elit in quam luctus scelerisque. Vivamus gravida vulputate lectus vitae molestie. In at nunc et mi egestas fermentum. Quisque vitae lobortis magnasuspendisse eget luctus dui, consectetur euismod risus. Nulla vehicula interdum ultrices. Aenean vehicula ipsum sit amet ultrices porttitor

#### Primary Alignment

Primary alignment is always to the left and should be used on all communications where possible.

We build  
unique and  
lucrative  
partnerships

Our data-driven insight and technological expertise sets us apart when it comes to connecting our partners with their audiences

#### Secondary Alignment

Secondary alignment is always centred and should only be used when the primary alignment doesn't work visually.

We build  
unique and  
lucrative  
partnerships

Our data-driven insight and technological expertise sets us apart when it comes to connecting our partners with their audiences

Our typography is always considered and achieves a clear messaging hierarchy.

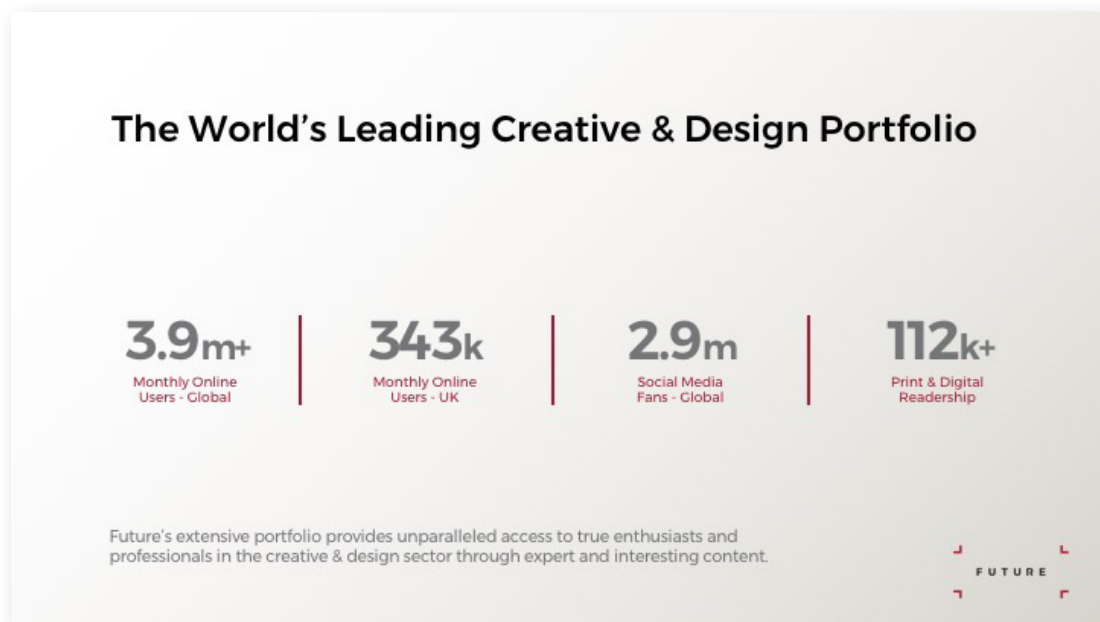
For lengthy headlines and messaging it is recommended to use upper and lower-case typography.

Ensure the spacing between characters is consistent throughout the headline for leading and kerning.

# We build unique and lucrative partnerships

Our data-driven insight and technological expertise sets us apart when it comes to connecting our partners with their audiences

Example



Our typography is always considered and achieves a clear messaging hierarchy.

We can use upper case but only sparingly within short headlines and sub-headlines.

# ENGAGING EXPERIENCES

Our talent for storytelling brings content to life, creating truly engaging experiences.

Example



Our Imagery



Future imagery should be bold and confident in both its nature and visual appearance.

The use of dramatic content and composition should always be paramount when communicating Future.

Our dramatic imagery aims to capture the



Use dark backgrounds to create drama and focus.



Capture vibrant colour.



Use motion to create energy.



Use dramatic crops to create focus.



Use contrast and saturation to create dynamic imagery.

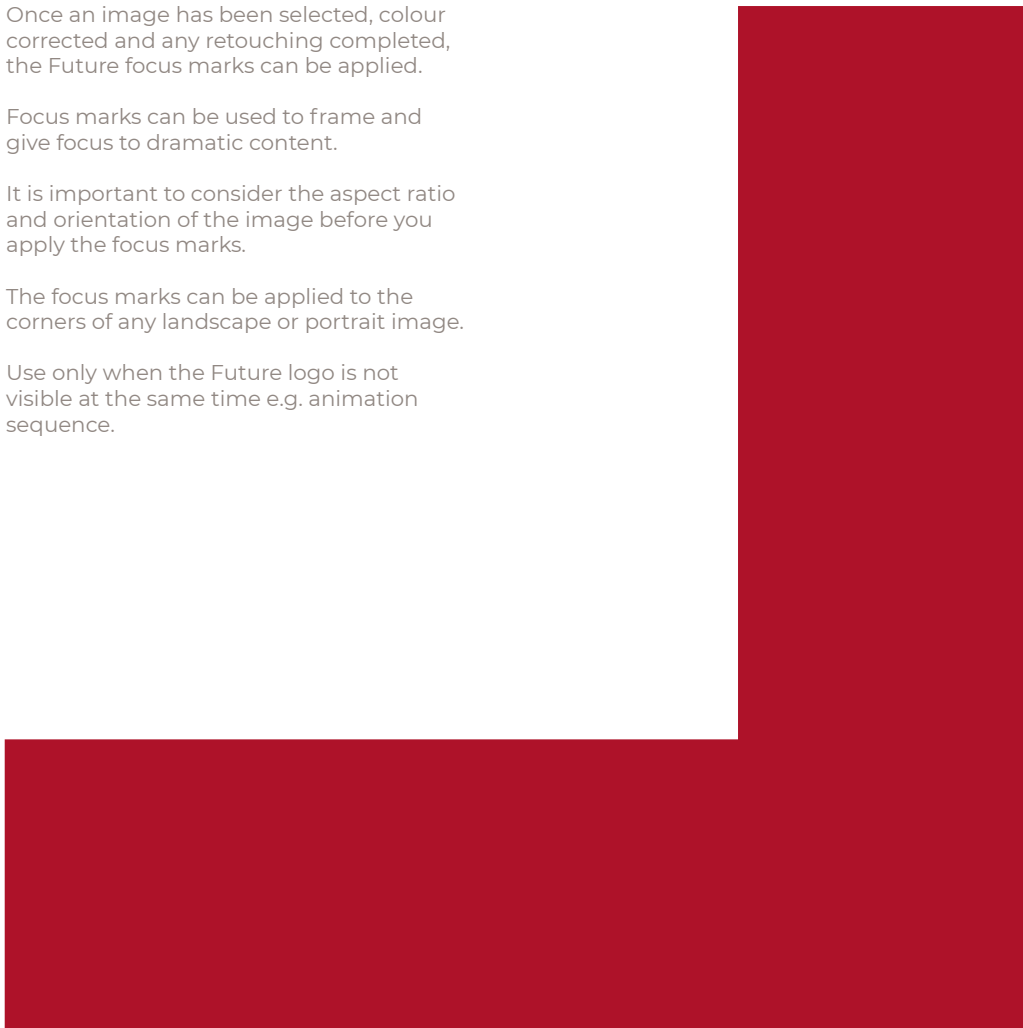
Once an image has been selected, colour corrected and any retouching completed, the Future focus marks can be applied.

Focus marks can be used to frame and give focus to dramatic content.

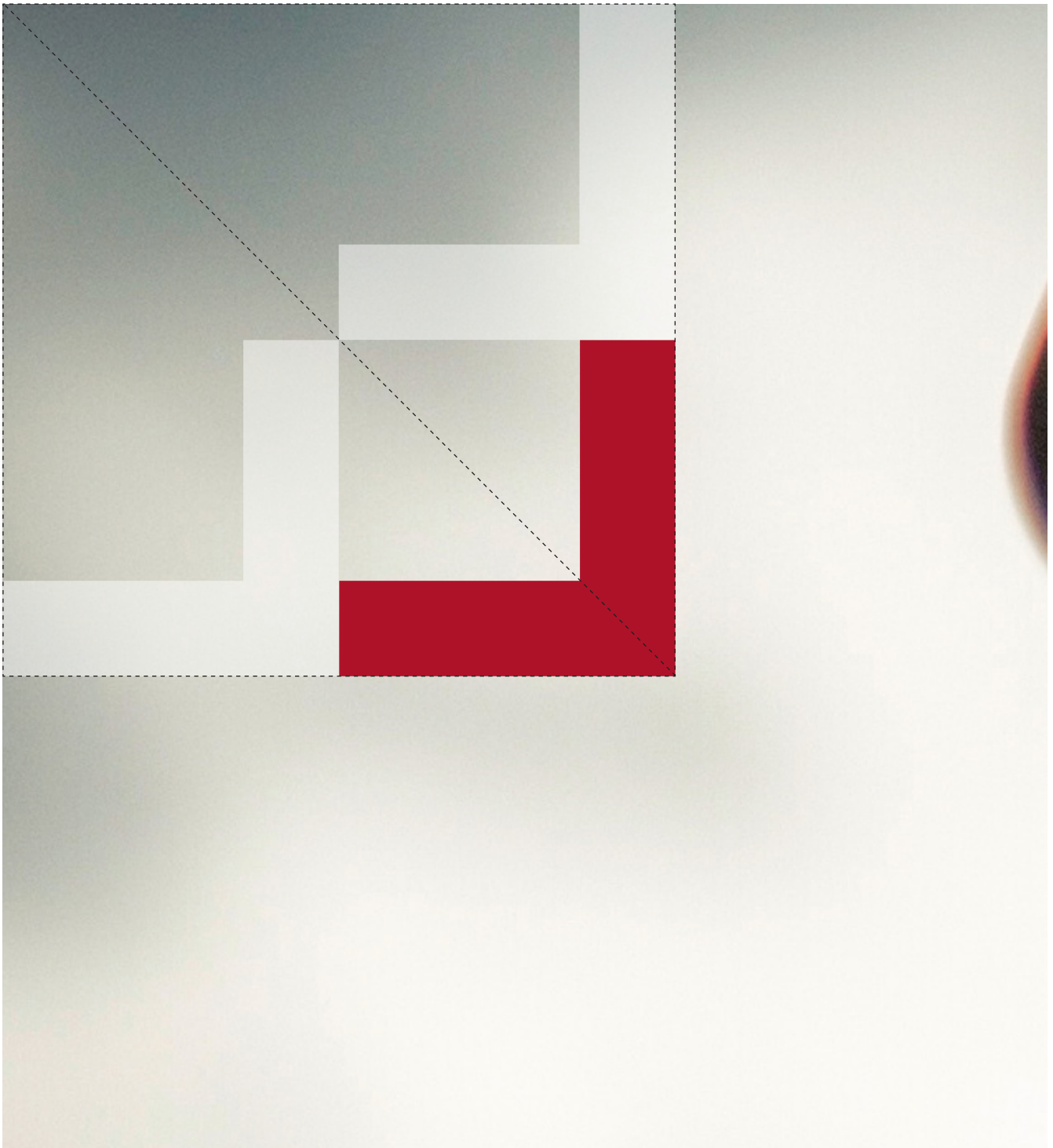
It is important to consider the aspect ratio and orientation of the image before you apply the focus marks.

The focus marks can be applied to the corners of any landscape or portrait image.

Use only when the Future logo is not visible at the same time e.g. animation sequence.



After determining the correct sizing the focus mark should be placed one full focus mark away from the edge of the image, both vertically and horizontally.





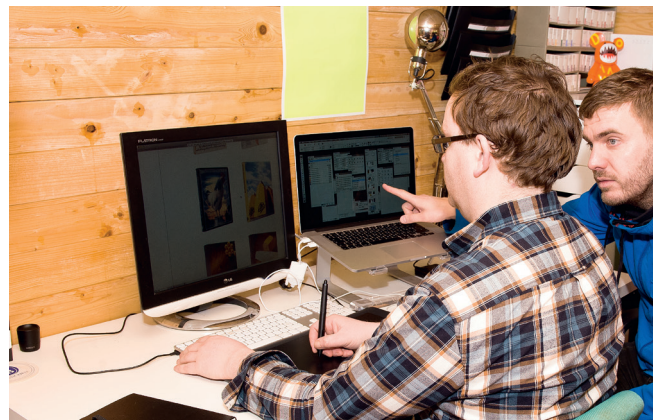
The focus of the image should be slightly off centre to create a more interesting visual.







✗ Do not use generic flat lighting. Our image lighting should be bold and dramatic.

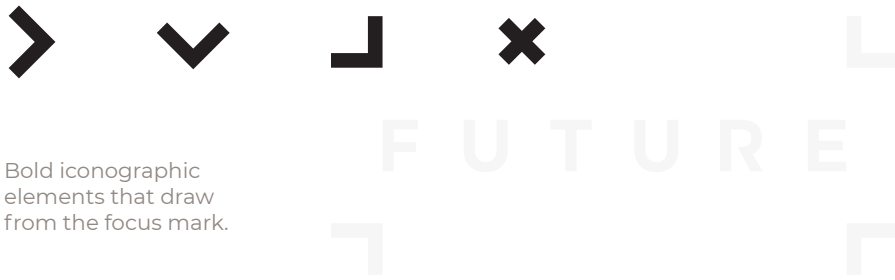


✗ Do not use static imagery that lacks energy and dynamism.



✗ Do not use generic stock imagery that doesn't represent our unique brand.

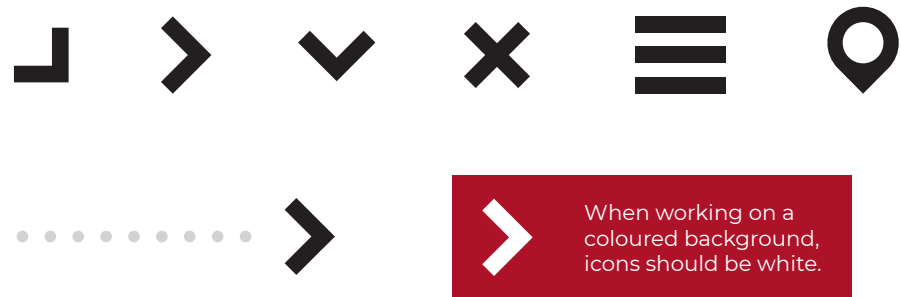
## Our Iconography & UI



Social Icons



Web Icons &



Buttons & Links



Web Elements





Our Tone of Voice

## **The way we talk about Future**

The tone of voice we use is a powerful way to express our brand identity and the people behind the brand. It should always reflect our brand values:

- We are part of the audience and their community
- We are proud of our past and excited about our future
- We all row the boat
- Let's do this
- It's the people in the boat that matter
- Results matter – success feels good

These guidelines will help internal and external stakeholders to speak to our audiences, keeping these values in mind across all audiences and all communications.

## Speaking to our key audience groups

Future has three main audience groups. While we always want to remain authentic and true to our brand values, we may adjust our language in subtle ways to suit these different audiences.

Target Audience	What they want	How we speak to them
<b>Investors:</b>  Investment firms Analysts Individual investors	The best return on their investment for their firm, their clients or themselves.  Analysts want to easily find and understand the information they need to advise their clients.	With authority and confidence; focused on our expertise, passion for what we do, ambition and success.  With honesty and transparency; investors need to feel that we are trustworthy.  Professional without being verbose or overly formal – we are people selling to people.
<b>Commercial partners:</b>  Advertisers Technology partners (licensing) eCommerce buyers	The best revenue for their brand; the best technology platform for their business.  A partnership that makes business easy and rewarding.	With confidence and passion; focused on our innovation, influence and specialist expertise.  Positioning Future as a trusted partner and collaborator who can deliver results.  The right balance of informal and informative.
<b>Talent:</b>  Current employees Potential new talent	Current employees want to feel proud of Future, part of the team, and confident they can achieve their personal career goals. Candidates want to know that Future is a good place to advance their career, and a fun place to work.	With energy and enthusiasm; focused on teamwork, opportunity, and passion for what we do.  People-focused, informal, relaxed and fun.

### Our overall tone of voice

- ✓ Confident, bold, ambitious, respectful, warm, people-focused, energetic, trustworthy, enthusiastic, inspiring, pioneering, passionate, fun
- × Pretentious, overly formal/corporate, arrogant, shouty, verbose, patronising, jokey

## Our key brand vocabulary

Here are some examples of words and phrases we like to us to describe who we are and we think and behave – plus a few we're not so keen on.

Future's key brand vocabulary		
Global/Global reach/scale	Pioneer	Connect
Multi-platform	Confident	Specialist
Marketplace	Bold	Trusted
Proprietary technology	Ambitious	Respected
Lean philosophy	Straight-talking	Create/creativity/create
Leading-edge	Entertaining	Pivot
People-driven	Relentless	Dynamic
Results-focused	Restless	Authority
Fast-moving	Desire	Positivity
Disrupters	Thrive	Passionate/passion
Entrepreneurial	Adapt	Driven
Pushing boundaries	Change	Partnerships
Fast-growing	Agile	Loyal communities
Leaders	Nimble	Fans of our brands
Innovative	Energy	
Storytellers/storytelling	Action	<b>Words to avoid</b>
Collaborative	Experience	Experts
Action-biased	Expertise	Humility
		Publishing/publisher

## **A few do's and don'ts**

### **Do:**

Talk in the first person wherever possible, i.e. use 'we' and 'us'

Keep paragraphs short, especially when writing long copy and web content. Subheadings are our friends.

Use contractions (we're, it's, you're, that's) to help sentences flow and feel more friendly (but avoid the ugly ones like it'll, should've, they'd)

Inject energy and momentum with short, punchy sentences.

Test what you've written against our brand values and key vocabulary

### **Don't:**

Use several paragraphs when one will do – less is more

Be overly formal – it makes for a dull read that no-one remembers

Use words or phrases that are grandiloquent or periphrastic – say what you mean

Be afraid to start a sentence with 'And'. It helps copy feel more conversational. And yes, it's OK.

Be shouty, jokey, or use explanation marks if you can help it! (this also applies to social media - try to keep the same tone of voice where possible)

## Previous messaging to talent audiences

Future plc is an international publishing and media group, and a leading digital business. From our beginnings in 1985 with one magazine, today we operate out of the UK, US and Australia creating over 200 print publications, apps, websites and events.

We're all about consumer technology, games, entertainment, music and photography, with 57 million online visitors each month, 16 million followers across social media, and 250,000 digital subscribers globally.

Behind all of this is a team of world-class journalists, designers, developers and editors whose passion is to connect, inspire and entertain our audiences. Alongside them are business specialists who support every aspect of Future's operation. Collectively we love to innovate and improve what we do, ultimately to deliver the best content as well as great commercial opportunities for our advertising partners.

Future people are passionate about their business area, and live and breathe what they do. Working alongside others with a similar mindset creates a dynamic and enjoyable place to come to work each day. After all, it's not every business that allows you to combine your passions and interests with the job you do.

If you're enthusiastic, energetic and entrepreneurial you'll fit in perfectly at Future – so why not get in touch?

## New messaging to talent audiences

We are Future, a global multi-platform media company with big ambitions and the talent to bring them to life. Together, we connect people to their passions through the high-quality content we create and the innovative technology we pioneer.

We're the name behind award-winning brands in specialist sectors like technology, gaming & entertainment, music, creative & photography, field sports, knowledge and home interest. Specialists in our field and passionate about what we do, every year we attract millions of consumers to our websites, magazines, events and social spaces.

We're dedicated to creating loyal fans of our brands, and the number is growing all the time. But that's not enough – we're continually adding to our portfolio, building on our technology and investing in our people. Everything we do is born from our desire to innovate and influence and we restlessly look to improve. We hire people we can learn from and we work together to push the boundaries of what can be done.

Together, we're exceeding the expectations of everyone we exist for – our audiences, clients and shareholders. We reap the rewards too, of course, with a fun and creative place to work and the kind of personal development that makes every day even more enjoyable and challenging.

Every kind of talent is celebrated and nurtured here. We believe in teamwork that transcends location, which means we don't have a Future headquarters. Across our offices in London, Bath, New York, Sydney, Bournemouth, Bromsgrove and San Francisco, each and every one of us is playing a part in driving our business forward.

## Some examples

Let's use the "Goldilocks' porridge" approach to show some examples of how to use our tone of voice.

Too cold	Just right	Too hot
Future is a global multi-platform media company. We are highly successful in our industry, employing many experienced professionals across our business.	We are Future, a global multi-platform media company with big ambitions and the talent to bring them to life.	Future is here! We're a global multi-platform media company that's taking the world by storm. Our people are awesome!
Future employees are dedicated to developing the company's portfolio and technology.	We're not ones to sit still. We're adding to our portfolio and technology offering all the time.	Everyone see us as truly innovative, thanks to our massive portfolio and amazing technology.
Future believes in being disruptive, so we are continually seeking new opportunities to meet our business goals.	When we see an opportunity to disrupt our industry, we're quick to take it.	We are the disruptors, seizing every opportunity that comes our way – and more!
Future is continually striving to improve. We recruit people who can help our business grow and we encourage everyone to go over and above to achieve success.	We restlessly look to improve. We hire people we can learn from. And we work together to push the boundaries of what can be done.	When it comes to expanding our business, we've really got ants in our pants! Teamwork makes the dream work, so we all pull together (again, a bit like ants).
Working at Future plc is extremely rewarding, challenging, and fun.	It's a challenging and fun place to work, and the rewards are there for the taking.	It's fab here! Every day is brilliant and everyone feels the love.

## Example messaging

The following examples can be used as a guide on how we speak to our key audiences. You'll find longer versions in the appendix.

### Key messaging: Investors

Future plc is a global multi-platform media company with big ambitions. We're the name behind award-winning brands in specialist sectors connecting our audiences with their passions; technology, gaming & entertainment, music, creative & photography, field sports, knowledge and home interest. We love what we do, we're proud of our portfolio, and we're continually pushing the boundaries to grow and diversify.

When we see an opportunity to innovate, we're quick to take it. That's why we're leading in data-driven insight and have turned the 'consumer to merchant' journey on its head through our proprietary eCommerce technology. Creative, agile and commercially focused, we deliver significant revenue streams for our partners and brands, as well as return on investment for our shareholders.

### Key messaging: Commercial partners

We are Future – a global multi-platform media company delivering quality content and leading-edge technology. We know our audiences better than anyone. And we create loyal fans of our brands by giving people a place where they want to spend their time. This unique relationship enables us to make valuable connections for our partners in a number of ways including advertising, creative solutions, events, licensing, content marketing and audience insight. We push boundaries, seize opportunities and exceed expectations.

Future is the name behind award-winning brands in specialist sectors; technology, gaming & entertainment, music, creative & photography, field sports, knowledge and home interest. We bring some of the world's most popular titles to market. But it's about more than capturing attention and stirring emotions. It's our data-driven insight and technological expertise that sets us apart when it comes to connecting our partners with their customers. This is what helps us to deliver innovative ideas and considerable revenue for our partners all around the world.

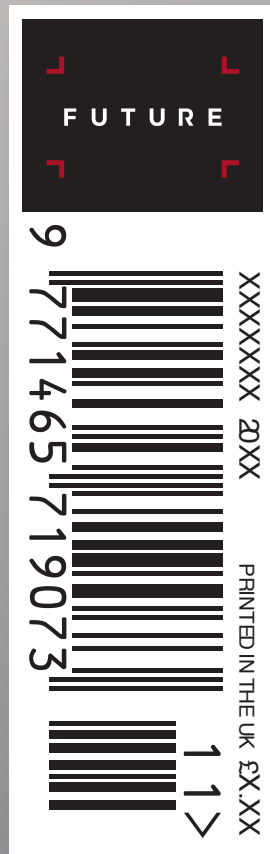
### Key messaging: Employees/new talent

We are Future, a global multi-platform media company with big ambitions and the talent to bring them to life. Through our innovative and pioneering technology and the specialist content we create, we connect people everywhere with the things they're most passionate about. It's fair to say we're proud of our heritage and our brands, and we're also excited about where we're headed.

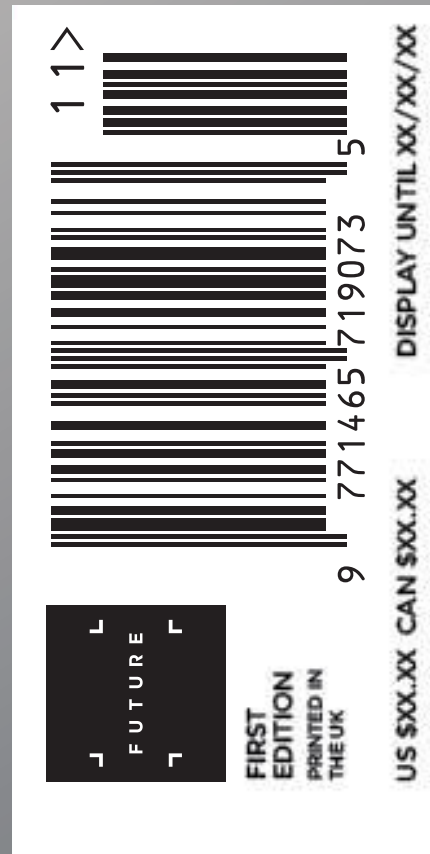
Our people are the driving force behind our award-winning brands in specialist sectors like technology, gaming & entertainment, music, creative & photography, field sports, knowledge and home interest. We're not ones to sit still. We're adding to our portfolio and technology offering all the time. Everything we do is driven by our desire to innovate, and this is achieved through our truly agile way of working. Each and every one of us plays a part in pushing the business forward. It's a challenging and fun place to work, and the rewards are there for the taking.



Our brand in action



Magazine



Bookazines



Magazine

Future. Home to leading brands including...

**techradar.**

**PC GAMER**

**gamesradar+**

**musicradar.**

**CB CREATIVE BLOQ**

**Digital Camera**

**Real HOMES**

**T3**

**Claire MacLellan**  
Managing Director -  
Media Services, People & Culture



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**W** [futureplc.com](http://futureplc.com)

**Future** Units 1 - 3 Sugar Brook Court, Aston Road,  
Bromsgrove B60 3EX, United Kingdom

**Connectors. Creators. Experience Makers.**

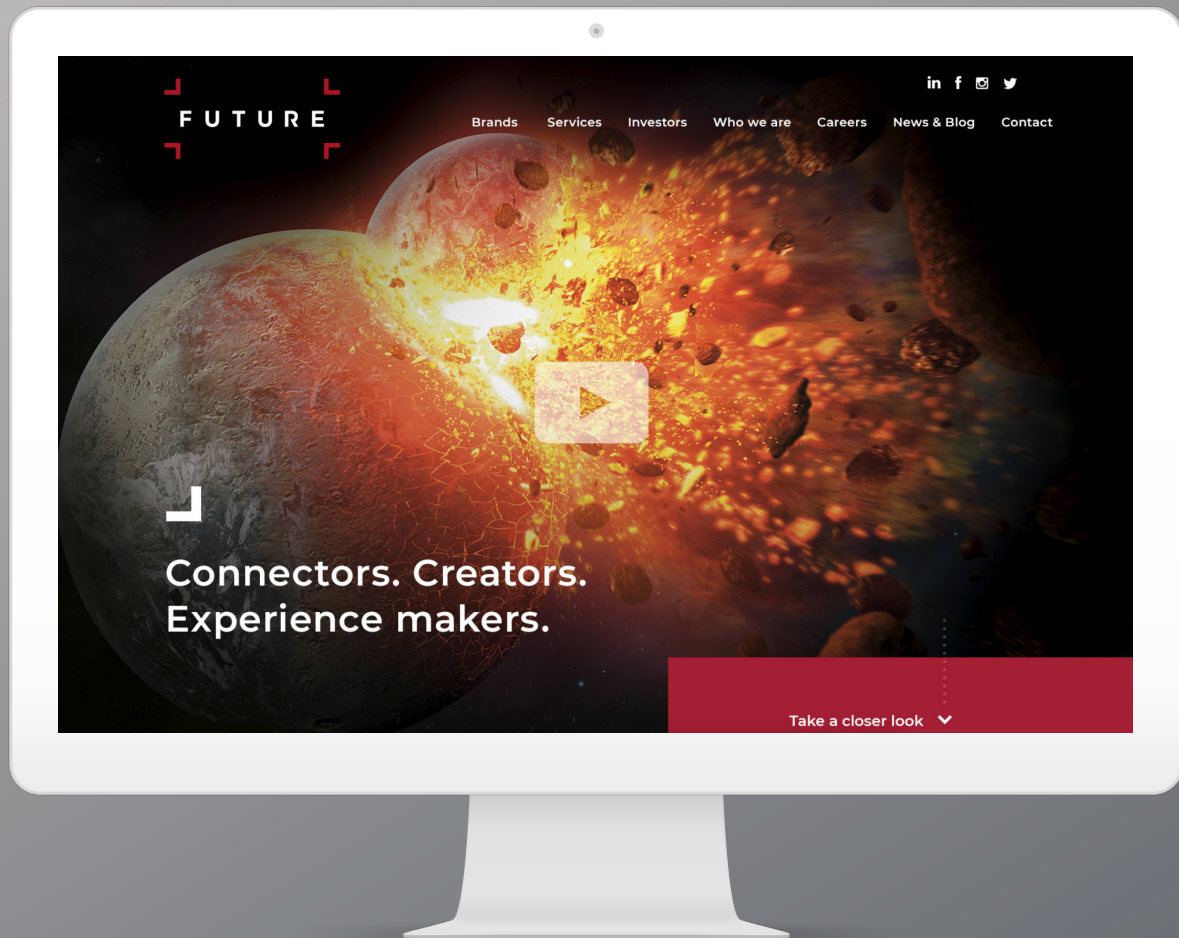


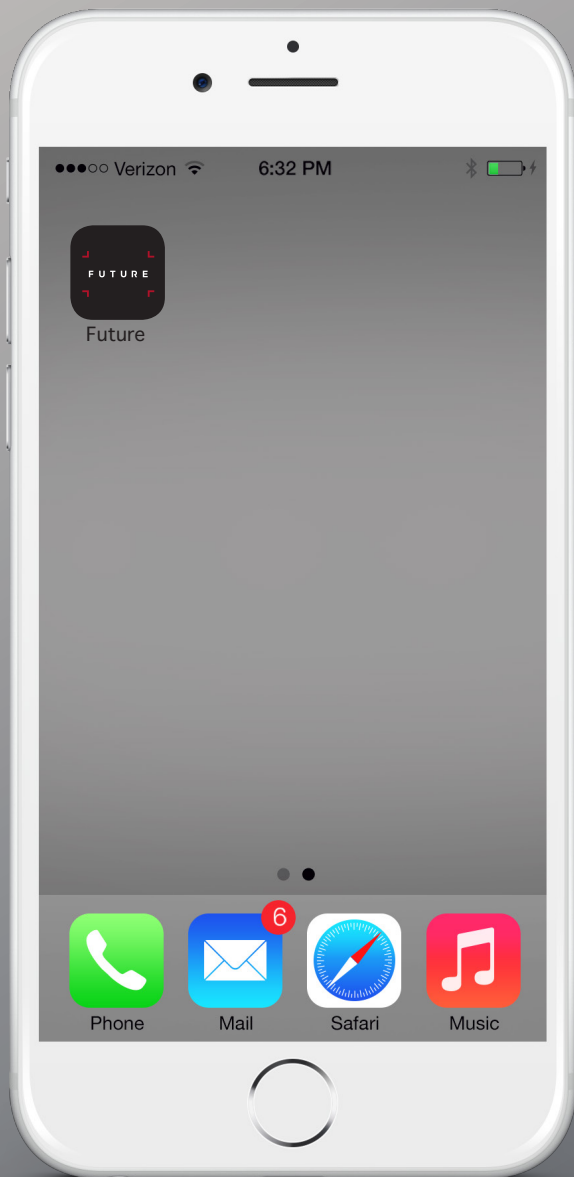
**Future**  
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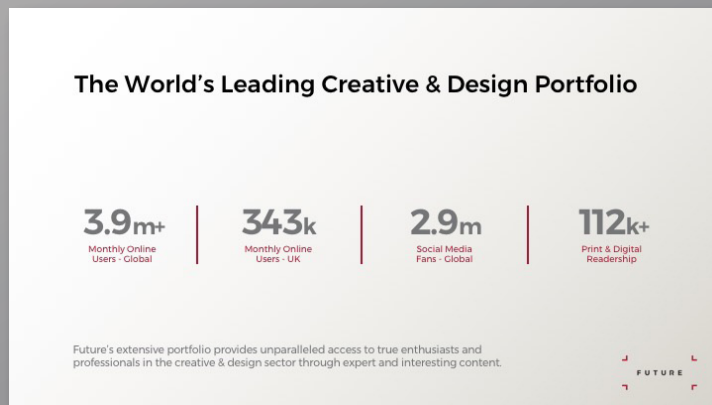




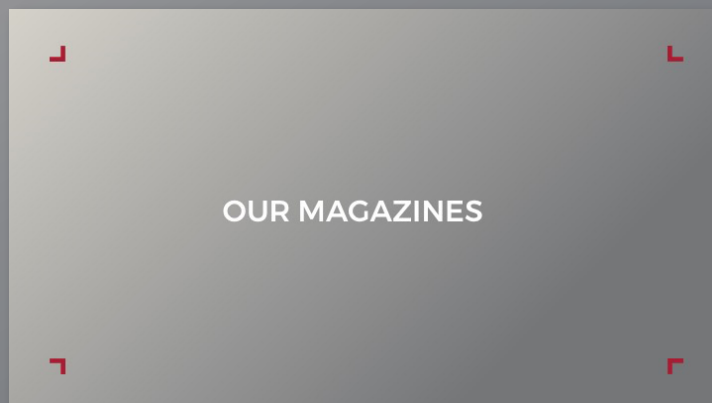




Cover slide



Content



Section slide



Content

PowerPoint layouts should be simple, clean and impactful. The information should be displayed using elegant use of space, colour, font weight and imagery.

## Appendix

**Key messaging: Investors – longer copy example**

Future plc is a global multi-platform media company leading the way in technology that connects audiences with the content and products they're looking for.

We successfully create and grow award-winning brands in specialist sectors; technology, gaming & entertainment, music, creative & photography, field sports, knowledge and home interest. Every year we attract millions of consumers to our brands' websites, magazines, events and social spaces while constantly adding to our portfolio across the media and magazine divisions, expanding our global reach and loyal communities.

We're quick to innovate within the industry we're passionate about, continually seeking ways to diversify our monetisation models. It's our proprietary technology – and the way we're using and developing it – that's really giving us the edge over our competitors. Through our eCommerce platform we're transforming the 'consumer to merchant' journey, offering cutting-edge comparison tools to connect people with the best deals on the market. Our data-driven insight enables our portfolio to achieve an average search term ranking that consistently places us ahead of our competitors.

Through the high-quality content we create, the technology we pioneer and the lean philosophy we embrace, we're delivering significant revenue streams for our brands and partners across the world – all the while creating value for our shareholders.

**Key messaging: Commercial partners – longer copy example**

We are Future – a global multi-platform media company delivering quality content and leading-edge technology that connects consumers to market-leading products and brands.

Future is the name behind award-winning brands in specialist sectors; technology, gaming & entertainment, music, creative & photography, field sports, knowledge and home interest. Every year we attract millions of consumers to our brands' websites, magazines, events and social spaces while constantly adding to our portfolio across the media and magazine divisions, expanding our global reach and loyal communities.

We know our audiences better than anyone. And, and we create loyal fans of our brands by giving people a place where they want to spend their time. This unique relationship enables us to make valuable connections for our partners in a number of ways, including advertising, creative solutions, events, licensing, content marketing and audience insight. Our talent for storytelling turns content into truly engaging experiences. Our collaborative and agile way of working helps us seize every opportunity. And the partnerships we build play a huge role in how we shape and grow our business.

At Future, it's about more than capturing attention and stirring emotions through expert content, although we do that too. It's our data-driven insight and technological expertise that truly sets us apart when it comes to connecting our partners with their customers. We persistently outperform our competitors in our portfolio's average search term rankings, and we lead the way in product-comparison tools through our proprietary eCommerce technology. This means we can consistently create an effortless and profitable 'consumer to merchant' journey for all of our partners.

Through the high-quality content we create, the platforms we pioneer and the lean philosophy we embrace, we're delivering innovative ideas and considerable revenue streams for our partners all around the world.

**Key messaging: Employees/new talent – longer copy example**

We are Future, a global multi-platform media company with big ambitions and the talent to bring them to life. Together, we connect people to their passions through the high-quality content we create and the innovative technology we pioneer.

We're the name behind award-winning brands in specialist sectors like technology, gaming & entertainment, music, creative & photography, field sports, knowledge and home interest. Specialists in our field and passionate about what we do, every year we attract millions of consumers to our websites, magazines, events and social spaces. We're dedicated to creating loyal fans of our brands, and the number is growing all the time.

But that's not enough – we're continually adding to our portfolio, building on our technology and investing in our people. Everything we do is born from our desire to innovate and influence, from our search ranking position and unique eCommerce technology platform to our truly agile way of working. We restlessly look to improve. We hire people we can learn from. And we work together to push the boundaries of what can be done.

Together, we're exceeding the expectations of everyone we exist for – our audiences, clients and shareholders. We reap the rewards too, of course, with a fun and creative place to work and the kind of personal development that makes every day even more enjoyable and challenging.

Every kind of talent is celebrated and nurtured here. Our business spans multiple divisions; Content & Marketing, Consumer Revenues, Commercial Sales, Product & Technology, Finance & Operations and HR & Communications. We believe in teamwork that transcends location, which means we don't have a Future headquarters. Across our offices in London, Bath, New York, Sydney, Bournemouth, Bromsgrove and San Francisco, each and every one of us is playing a part in driving our business forward.

## Contact

If you require further information  
or access to wider Future brand  
material please contact

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