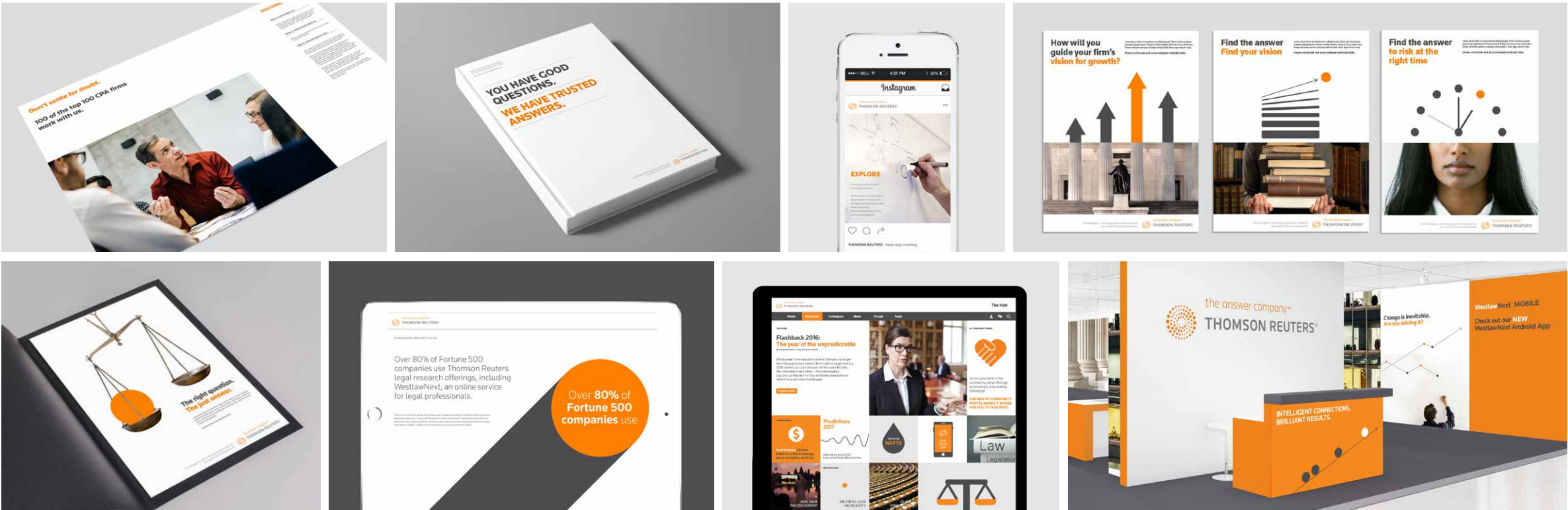


Our visual identity system

Thomson Reuters provides trusted answers. Our visual identity system is purposefully crafted and executed to communicate that idea. Every communication needs to be evaluated, from brief to final, on the idea of delivering trusted answers.

The tools within our visual identity system were defined with our brand platform in mind. This document outlines these elements and how to use them.

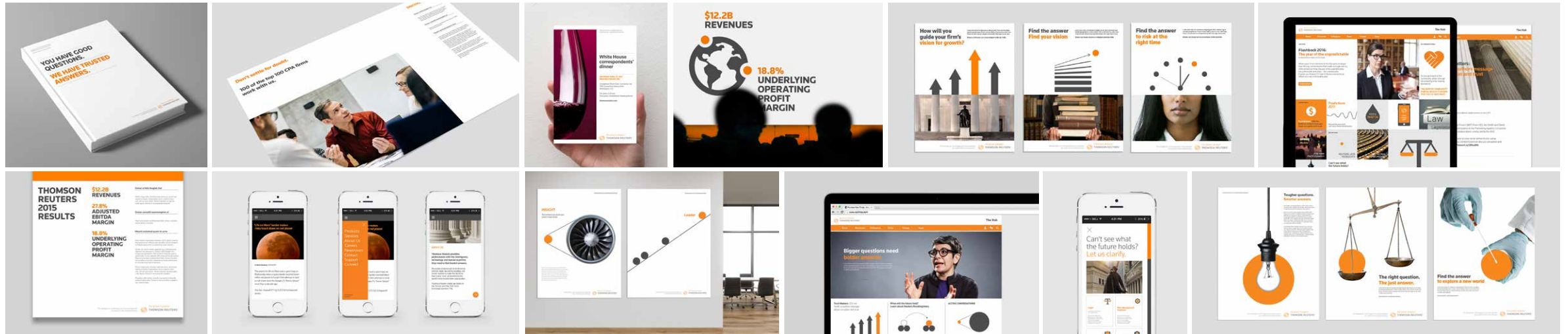


The flexibility to express any idea

- Our visual identity system needs to be able to stretch to meet the needs of all different groups and media types
- The visual identity offers a range of solutions from the simplicity of orange, the Knowledge typeface, and white space, to the expressiveness of infographics, illustration, and mixed media
- Our choice of tools depends on the brief, the creative concept, and the type of communication

Simple (Font, strong use of white space, photography)

(Infographics, illustration, mixed-media) **Expressive**



Overview: **Core and flexible tools**

- The visual identity system is divided into two segments of tools: core and flexible
- Core tools are always required on every communication, and may be used without combining any flexible elements
- Flexible tools are allowed when it fits the need of the brief or type of media
- All elements need to follow specifications in this document, but otherwise allow a high degree of creative flexibility

CORE: Required on all communications

LOGO



TYPOGRAPHY

Knowledge Light
Knowledge Regular
Knowledge Medium
Knowledge Bold
Knowledge Black

COLOR



COLOR USE

Orange is the answer.
Orange used with focus.

FLEXIBLE: May be used when needed while following specifications

PHOTOGRAPHY



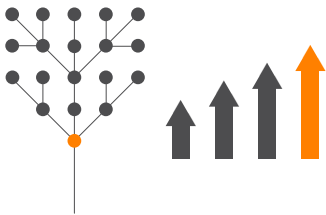
GRAPHIC "a"



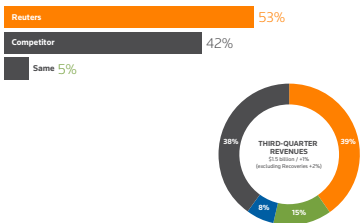
ORANGE DOT



ILLUSTRATION



INFOGRAPHIC



ICONOGRAPHY



Table of Contents

Core visual elements

The clarifying line	7
Typography	10
Color	15
Secondary color	19

Flexible visual elements

Photography	22
Illustration	35
Orange dot	39
Mixed media	45
Graphic “a”	50
Infographic	53
Iconography	57
Motion/Animation	62

Logo:

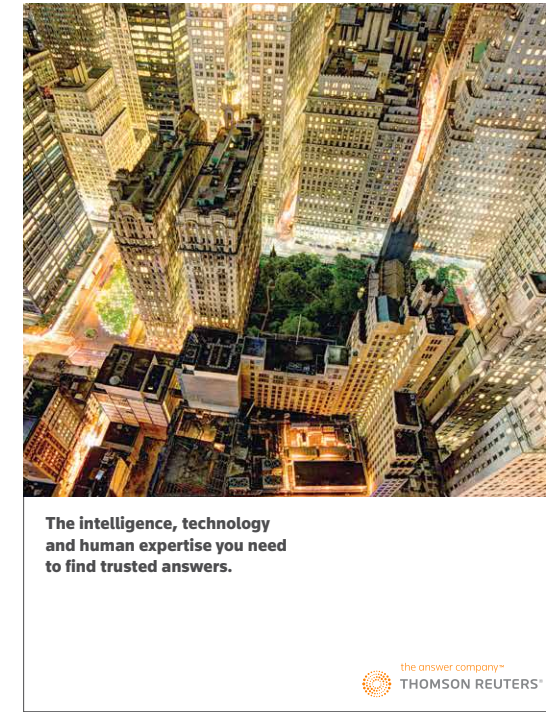
Clarifying line alternative usage

Logo: Clarifying line alternative usage

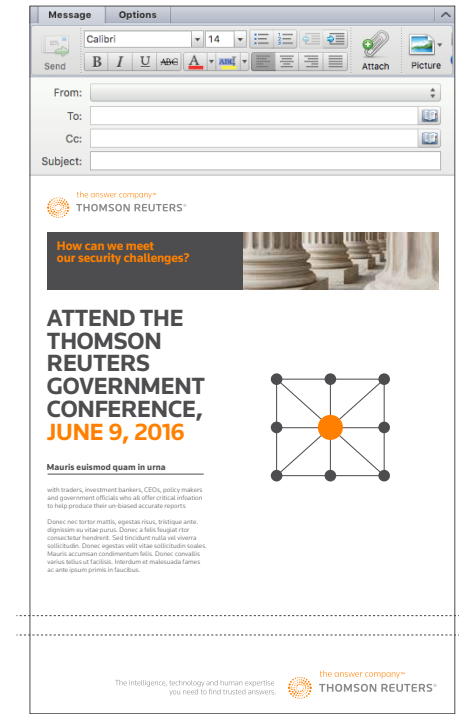
- Clarifying line is required on all customer facing communications in all but the most space-constrained environments
- The language of the clarifying line may be separated from the logo and used in headlines, subheads, or other text
- When the language of the clarifying line is used in headlines or subheads, you may use the version of the TAC logo without it

Space limited: Clarifying line used in text

Used in headline or in subhead:
Removed from logo



Email: Removed from top banner logo, but used in sign-off



Logo: Clarifying line alternative usage additional examples

Locked up to logo

Most commonly used application

THOMSON
REUTERS
2015
RESULTS

\$12.2B

REVENUES

27.8%

ADJUSTED
EBITDA
MARGIN

18.8%

UNDERLYING
OPERATING
PROFIT
MARGIN

Donec a felis feugiat rtor

Mauris accumsan condimentum felis. Donec convallis varius felis ut facilisis.

Donec convalli vauversaples ut

Mauris accumsan condimentum felis. Donec convallis varius felis ut facilisis.

Mauris euismod quam in urna

with traders, investment bankers, CEOs, policy makers and government officials who all offer critical information to help produce their on-biased accurate reports.

Donec nec turpis massa, vestibulum vitae, tristique ante. Quisque eu erat purus. Donec a odio ligula non conestetur hendrerit. Sed tristique nulla vel ornare vestibulum. Donec quisque velit erat vestibulum ornare. Mauris accumsan condimentum felis. Donec convallis varius felis ut facilisis. Donec convallis varius felis ut facilisis.

Mauris accumsan condimentum felis. Donec convallis varius felis ut facilisis. Donec convallis varius felis ut facilisis.

Phasellus odio metus, consequat non maximus blandit, phasellus odio metus. Donec in metus felis, pulvinar a met, lobortis justo

The intelligence, technology and human expertise you need to find trusted answers.

the answer company™

THOMSON REUTERS®

Used as a subhead

If the clarifying line helps support the headline concept, then it may work as a subhead and be separated from the logo

One good answer
kickstarts your future

The intelligence, technology and human expertise you need to find trusted answers.



thomsonreuters.com/trusted-answers

the answer company™

THOMSON REUTERS®

Used within headline

If the clarifying line is used within the headline, it is removed from the logo to avoid repetition



The intelligence, technology and human expertise you need to find trusted answers.

thomsonreuters.com/thomsoncompany

the answer company™

THOMSON REUTERS®

Banner or small space

In static banners where the size cannot accommodate the clarifying line, it may be omitted entirely

The right question.
The just answer.



thomsonreuters.com/trusted-answers

the answer company™

THOMSON REUTERS®

Can't see what the future holds?

the answer company™

THOMSON REUTERS®

Web banner ads

9

Thomson Reuters Visual Identity Refresh Guideline

Typography

Typography

Typography provides an immediate connection with our brand. Our corporate font is called Knowledge.

This is a customized font created exclusively for Thomson Reuters. Knowledge is based on the font Locator, which is contemporary, well-balanced, and easy to read.

Knowledge is our primary typeface and should be used for all of our marketing communications. Use variations in size, color, and weight to create a hierarchy of information.

Knowledge UltraLight

Knowledge Light

Knowledge Regular

Knowledge Medium

Knowledge Bold

Knowledge Black

Typography: **Weight**

Different weights of Knowledge pull out key messages and help create a clear and easy-to-read hierarchy of information.

Headline

Knowledge Black (preferred)

Weight projects confidence.
Best in headlines, subheads, callouts.

Find the insight
that turns no to yes

Knowledge Light and Black (mixed)

Emphasizes key message.
Best in headlines, subheads, callouts.

Find the insight
that turns no to yes

Knowledge UltraLight or Light

Relates to technology.
Best in larger size type, headlines, subheads.

Find the insight
that turns no to yes

Find the insight
that turns no to yes

Knowledge Black (uppercase)

Bold, quick read.
Best in headlines, subheads, callouts.

INSIGHTS
TURN NO TO YES

Body copy

Knowledge Regular (preferred)

Easy to read at small sizes.
Best in body copy.

Nam malesuada urna massa, rutrum feugiat quam malesuada a. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris ultricies risus eros, vel gravida urna rhoncus non. Duis feugiat leo et metus pulvinar, sit amet blandit odio convallis. Phasellus arcu turpis, consequat ut enim et, elementum semper ante. Donec vel auctor lorem. Aliquam purus tellus, viverra sit amet arcu vel, ultricies vehicula urna. Aenean elementum id tellus ut ultricies. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec vestibulum odio elit, mattis interdum quam elementum quis.

Knowledge Medium

Creates contrast.
Best in body copy in instances when extra weight is needed for legibility at small size.

Nam malesuada urna massa, rutrum feugiat quam malesuada a. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris ultricies risus eros, vel gravida urna rhoncus non. elementum quis.

Knowledge Bold

Contrast to call out key information.
Best in subhead or callout in body copy.

Find the insight that turns no to yes

Nam malesuada urna massa, rutrum feugiat quam malesuada a. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris ultricies risus eros, vel gravida urna rhoncus non.

Duis feugiat leo et metus pulvinar, sit amet blandit odio convallis ad litora torquent per.

Phasellus arcu turpis, consequat ut enim et, elementum semper ante. Donec vel auctor lorem. Aliquam purus tellus, viverra sit amet arcu vel, ultricies vehicula urna. Aenean elementum id

Mixed type

Creates hierarchy of information.
Best when using multiple subheads.

Find the insight that turns no to yes

Nam malesuada urna massa.

Arutrum feugiat quam malesuada a. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Mauris ultricies risus eros, vel gravida urna rhoncus non. Duis feugiat leo et metus pulvinar, sit amet blandit odio convallis. Phasellus arcu turpis, consequat ut enim et, elementum semper ante. Donec vel auctor lorem. Aliquam purus tellus, viverra sit amet arcu vel, ultricies vehicula urna. Aenean elementum id tellus ut ultricies. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec vestibulum odio elit, mattis

Typography: Specification

- Use Knowledge Bold or Black for headlines (preferred)
- Use Knowledge Regular for body copy (preferred)
- Use orange as a focal point, highlighting answers
- Use white backgrounds
- Simple and minimal, not complex
- Ample white space

Letter size: 8.5 x 11 in
White background

Knowledge Black

Focal point: Orange

Focal point: Orange

White space

Supportive illustration

THOMSON
REUTERS
2016
RESULTS

\$12.2B
REVENUES

27.8%
ADJUSTED
EBITDA
MARGIN

18.8%
UNDERLYING
OPERATING
PROFIT
MARGIN

Donec a felis feugiat rtor

Morbi neque odio, tincidunt sed viverra ac, accumsan
maximus ligula. Suspendisse nisi ris hererit varius
non, ultrices quis lorem. Morbi interdum at ligulasi
nulla ligula, laoreet in urna gravida vesapien.

Donec convalli vauversaples ut

Mauris accumsan condimentum felis. Donec convallis
varius tellus ut facilisis.

Mauris euismod quam in urna

with traders, investment bankers, CEOs, policy makers
and government officials who all offer critical infoation
to help produce their un-biased accurate reports
Donec nec tortor mattis, egestas risus, tristique ante.
dignissim eu vitae purus. Donec a felis feugiat rtor
consectetur hendrerit. Sed tincidunt nulla vel viverra
Mauris accumsan condimentum felis. Donec convallis
varius tellus ut facilisis. Interdum et malesuada fames
ac ante ipsum primis in faucibus.

Morbi neque odio, tincidunt sed viverra ac, accumsan
maximus ligula. Suspendisse nisi ris hererit varius
non, ultrices quis lorem. Morbi interdum at ligula atisi
nulla ligula, laoreet in urna gravida vesapien.

Phasellus odio metus, posuere non euismod blandit,
placerat vitae dolor. Donec in metus facilisis, pulvaei e
nec, lobortis ipsu

Donec a felis feugiat rtor

Morbi neque odio, tincidunt sed viverra ac, accumsan
maximus ligula. Suspendisse nisi ris hererit varius
non, ultrices quis lorem. Morbi interdum at ligulasi
nulla ligula, laoreet in urna gravida vesapien.

Donec convalli vauversaples ut

Mauris accumsan condimentum felis. Donec convallis
varius tellus ut facilisis.

Mauris euismod quam in urna

with traders, investment bankers, CEOs, policy makers
and government officials who all offer critical infoation
to help produce their un-biased accurate reports
Donec nec tortor mattis, egestas risus, tristique ante.
consectetur hendrerit. Sed tincidunt nulla vel viverra
sollicitudin. Donec egestas velit vitae sollicitudin
soales. Mauris accumsan condimentum felis. Donec
convallis ac ante ipsum primis in faucibus.

Morbi neque odio, tincidunt sed viverra ac, accumsan
maximus ligula. Suspendisse nisi ris hererit varius
non, ultrices quis lorem. Morbi interdum at ligula atisi
nulla ligula, laoreet in urna gravida vesapien.

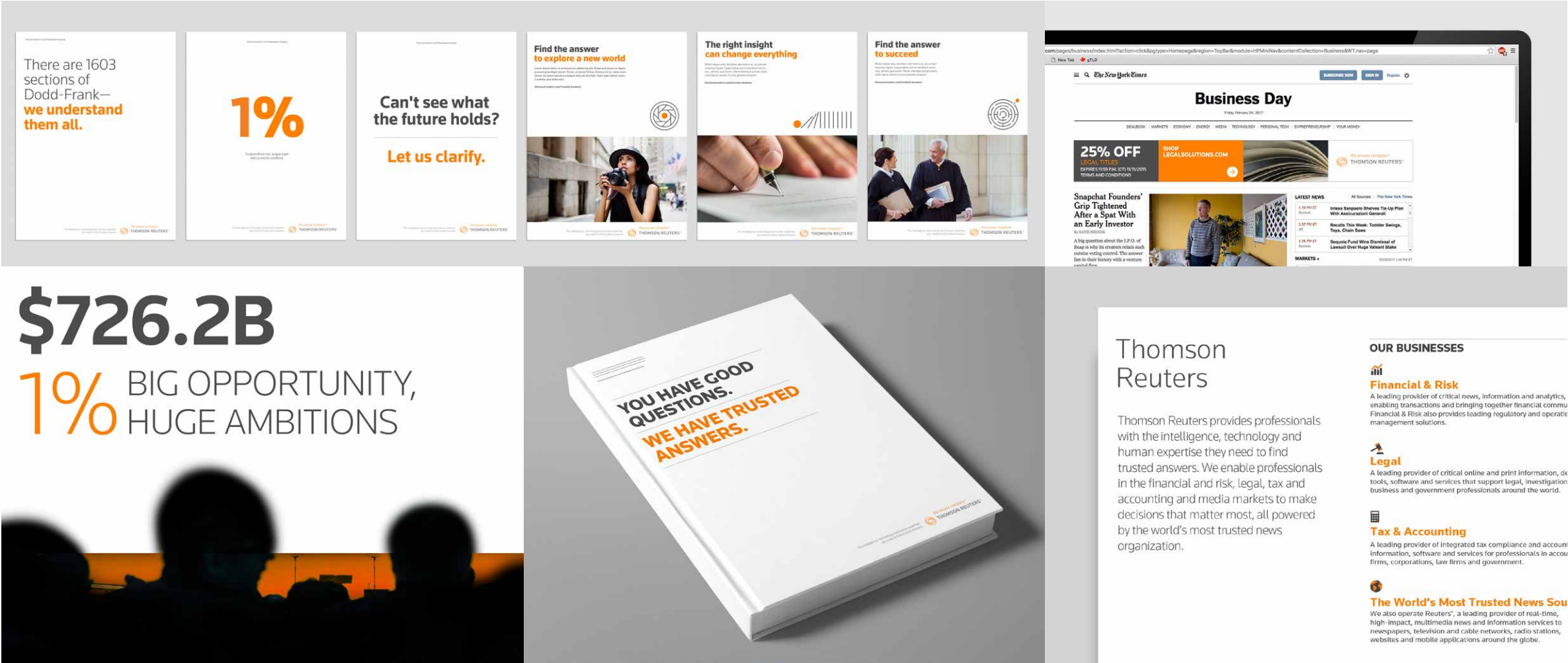
18

13

Thomson Reuters Visual Identity Refresh Guideline

Typography: **Examples**

Our typeface allows a range of creative flexibility, meeting the needs of different media types.



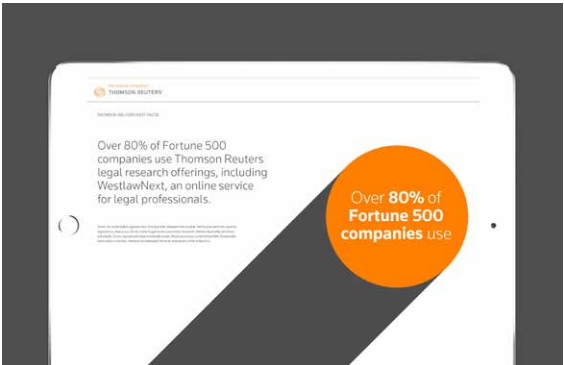
Color

Color: **Using orange with purpose**

- The color orange is one of the foundational Thomson Reuters brand elements
- To build consistent recognition into our communications, it's essential that we use our core elements as widely as possible
- Orange is used confidently to highlight a key message, point, or focus, to reinforce the connection between Thomson Reuters and trusted answers

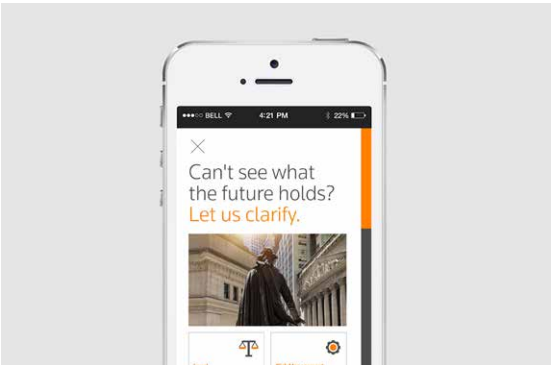
Highlight key information

Use orange to call out key details or numbers to draw the eye



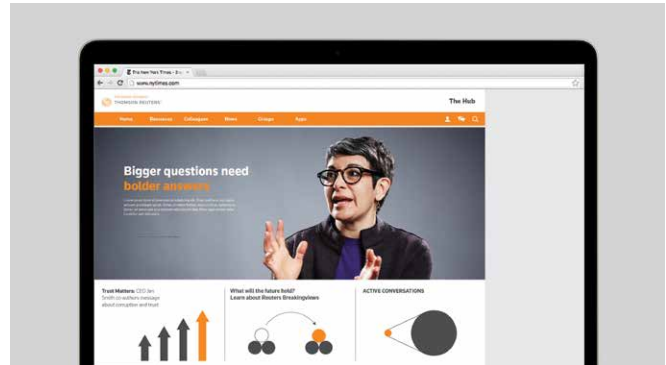
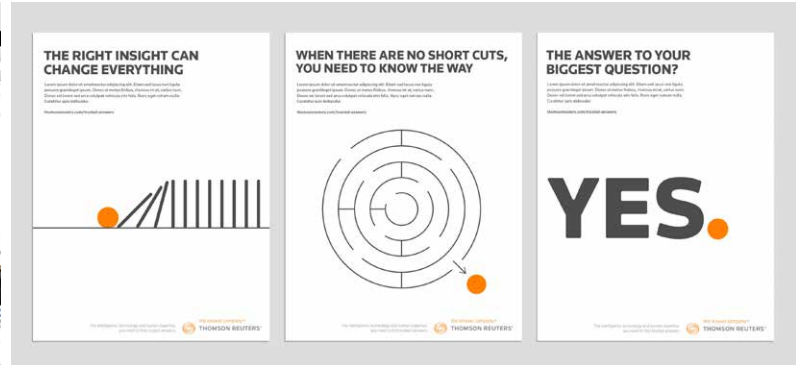
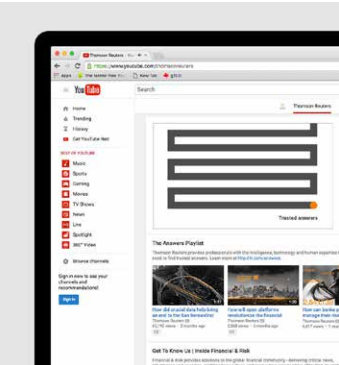
Focal point of text

Use mix of gray and orange within headline, using orange to call out the key point



Focal point of an illustration

Use the orange dot or an orange point of focus in illustration to reinforce the concept of the illustration and tie it back to the headline, the clarifying line, and our logo



Color: **Using orange in typography**

- Use orange to highlight the key message
- In headlines, orange can be used within body copy or call-outs to draw attention to key points

Focal point: **Orange**

Headline

**Find the insight
that turns no to yes**

Nam malesuada urna massa.

Arutrum feugiat quam malesuada a. Class aptent taciti sociosq ad litora torquent per conubia nostra, per inceptos himenaeos. Maris ultricies risus eros, vel gravida urna rhoncus non. Duis feugiat le et metus pulvinar, sit amet blandit odio convallis. Phasellus arcu turpis, consequat ut enim et, elementum semper ante. Donec vel auctor lorem. Aliquam purus tellus, viverra sit amet arcu vel, ultricies vehla urna. Aenean elementum id tellus ut ultricies. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec vestibulum odio elit, mattis interdum quam elementum uis. ultricies risus eros, vel gravida urna rhoncus non. Duis feugiat leo et metus pulvinar, sit amet blandit odio convallis. Phasellus arcu tupis, consequat ut enim et, elementum semper ante. Donec vel auctor lorem. Aliquam purus tellus, viverra sit amet arcu vel, ultricie urna. Aenean elementum id tellus ut ultricies. Orci varius natoque petius et magnis dis parturient montes, nascetur ridiculus mus.

Body copy

Machine learning is changing the industry. How can you stay competitive?

Nam malesuada urna massa.

Arutrum feugiat quam malesuada a. Class aptent taciti sociosq ad litora torquent per conubia nostra, per inceptos himenaeos. Maris ultricies risus eros, vel gravida urna rhoncus non. Duis feugiat le et metus pulvinar, sit amet blandit odio convallis. Phasellus arcu turpis, consequat ut enim et, elementum semper ante. Donec vel auctor lorem. Aliquam purus tellus, viverra sit amet arcu vel, ultricies vehla urna. Aenean elementum id tellus ut ultricies. Orci varius natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec vestibulum odio elit, mattis interdum quam elementum uis.

Ultricies risus eros, vel gravida urna rhoncus non. Duis feugiat leo et metus pulvinar, sit amet blandit odio convallis. Phasellus arcu tupis, consequat ut enim et, elementum semper ante. Donec vel auctor lorem. Aliquam purus tellus, viverra sit amet arcu vel, ultricie urna. Aenean elementum id tellus ut ultricies. Orci varius natoque petius et magnis dis parturient montes, nascetur ridiculus mus.

Quote

“We work together— with each other, our customers, and industry partners—to deliver exceptional results.”

Ultricies risus eros, vel gravida urna rhoncus non. Duis feugiat leo et metus pulvinar, sit amet blandit odio convallis. Phasellus arcu tupis, consequat ut enim et, elementum semper ante. Donec vel auctor lorem. Aliquam purus tellus, viverra sit amet arcu vel, ultricie urna. Aenean elementum id tellus ut ultricies. Orci varius natoque petius et magnis dis parturient montes, nascetur ridiculus mus.

Color: **Maintaining white backgrounds**

White background

- White is another core element of our brand
- Using white helps orange highlights pop out
- White creates a staging area for our headlines and photography

Light/dark gray or orange background:
For use in digital media and video

- These backgrounds may be used in limited digital media such as web banner ads, animations, or video transitions
- Because digital media require a higher degree of background contrast and change of background environment, dark backgrounds may be used more frequently

Primary: White background

**ACT ON IT
EIKON FINANCIAL
NEWS COVERAGE**

Public coverage is determined by manually checking Reuters coverage on Eikon and coverage in the leading newspaper using the company's web editions available for public use at the New York Public Library and Reuters Library. Thomson Reuters estimates received 100 companies from each company market cap as a sample, which allowed Thomson Reuters to make a high level comparison by manually conducting the audit. Initial findings suggest that this is a result of Reuters having less back coverage.

**HOW THOMSON REUTERS EIKON™ COMPARES TO
KEY COMPETITOR**

Reuters Eikon provides 100 small cap companies (SIC 281-289) in the U.S. and Germany - Q1 2015

U.S. SMALL CAP	Reuters	Competitor	Saves
	53%	42%	5%

GERMANY SMALL CAP	Reuters	Competitor	Saves
	51%	40%	9%

More than half the time, Reuters Editorial had more articles on a company than the key competitor

TRUSTED AND ACTIONABLE INSIGHT

- Thomson Reuters Eikon **6,000+** global & regional sources cover it all
- Includes **400+** news wires, Reuters news and analysis, and over 3rd party sources
- Reuters reaches **one billion** people every day with insight that can move markets

WINNING AWARDS

Best News Provider, 2015
Investment Research and News Provider Data

2015 Pulitzer Prize Finalist
For Reporting and Commentary Reporting

Best Business Reporting
Reuters Eikon in the Top 10 of News Services, 2014 (Overseas Press Club)

2014 Winner
For Investment Reporting



**FIND THE ANSWER
TO EXPLORE A NEW WORLD**

Learn from the world's most trusted sources. Eikon and Eikon now Eikon, powered by Reuters Eikon. Eikon is the world's most trusted source for news, data, and analysis. Eikon is the world's most trusted source for news, data, and analysis. Eikon is the world's most trusted source for news, data, and analysis.

thomsonreuters.com/trusted-answers



The intelligence, technology and human expertise you need to find trusted answers. **the answer company™** THOMSON REUTERS®

**THE ANSWER TO YOUR
BIGGEST QUESTION?**

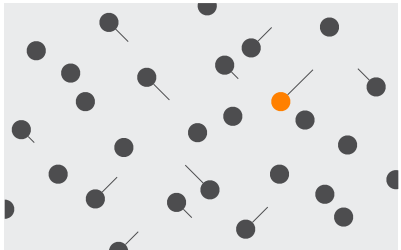
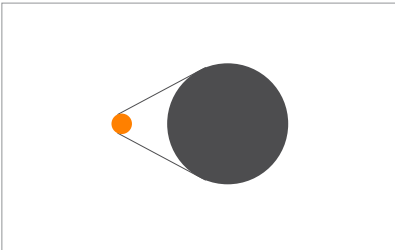
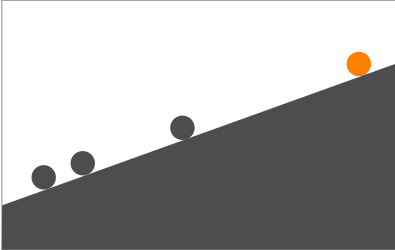
Learn from the world's most trusted sources. Eikon and Eikon now Eikon, powered by Reuters Eikon. Eikon is the world's most trusted source for news, data, and analysis. Eikon is the world's most trusted source for news, data, and analysis. Eikon is the world's most trusted source for news, data, and analysis.

thomsonreuters.com/trusted-answers

YES.

The intelligence, technology and human expertise you need to find trusted answers. **the answer company™** THOMSON REUTERS®

Mixed : White, light gray, dark gray (digital media)



**How will you
guide your firm's
vision for growth?**



thomsonreuters.com/trusted-answers **the answer company™** THOMSON REUTERS®

**"Thomson Reuters Eikon EIM is able to
connect with Yahoo!, MSN, AOL, and others.
Such open architecture enables broader
adoption, given the plethora of messaging
platforms that already exist in the workplace"**

– William Jan, VP & Lead Analyst Outsell

**What does a hurricane in the Irish Sea
mean for commodities trading in Tokyo?**



thomsonreuters.com/trusted-answers **the answer company™** THOMSON REUTERS®

Color: **Secondary color usage**

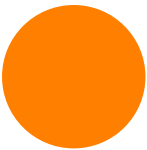
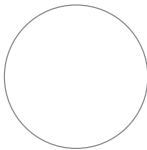
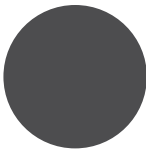
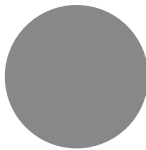
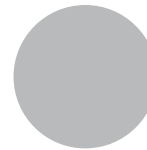
- The overall color impression in any composition should be white, orange, and gray
- The secondary palette should be used strategically for emphasis (ex: UI buttons or links, infographics, wayfinding) in support of the primary palette, never on its own



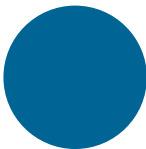
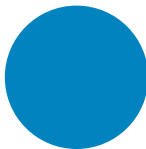
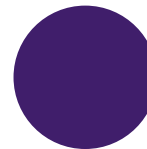
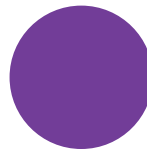
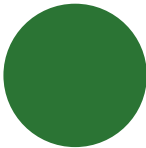
Color: Specifications

- Orange is always used as the focal point to reinforce the concept of the composition
- A range of grays create a staging area for orange as the focal point, while adding a sense of sophistication
- Secondary palette is used strategically for emphasis in support of the primary palette, never on its own

Primary colors

	Orange Spot PMS 158 CMYK 0/56/100/0 RGB 255/128/0 HEX FF8000		White Spot NA CMYK 0/0/0/0 RGB 255/255/255 HEX FFFFFFFF		Dark Gray Spot PMS Cool Gray 11 CMYK 0/0/0/85 RGB 77/77/77 HEX 4D4D4D		Medium Gray Spot PMS Cool Gray 9 CMYK 0/0/0/57 RGB 102/102/102 HEX 666666		Light Gray Spot PMS Cool Gray 6 CMYK 0/0/0/32 RGB 175/175/175 HEX AFAFAF		Muted Gray Spot PMS Cool Gray 2 CMYK 0/0/0/15 RGB 208/208/208 HEX D0D0D0
--	---	---	--	--	--	---	--	---	---	---	---

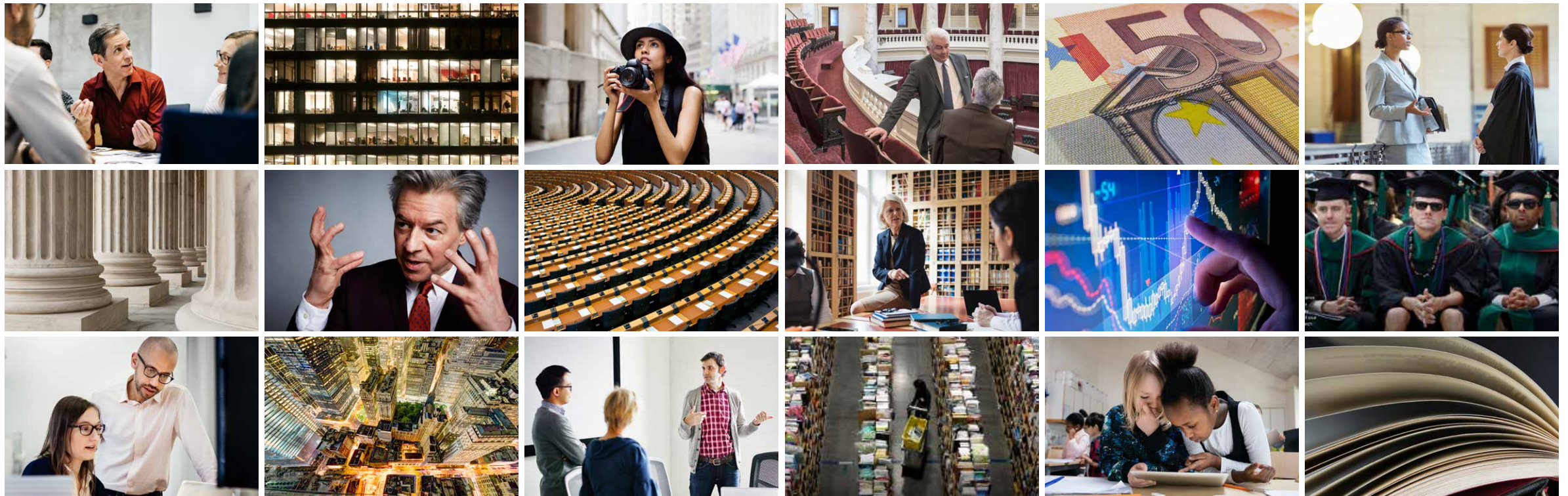
Secondary colors

	Dark Orange Spot PMS 166 CMYK 0/70/100/0 RGB 255/89/0 HEX FF5900		Light Orange Spot PMS 2011 C CMYK 0/43/100/0 RGB 255/161/0 HEX FFA100		Dark Blue Spot PMS 3025 CMYK 100/20/0/40 RGB 0/93/162 HEX 005DA2		Light Blue Spot PMS 307 CMYK 100/20/0/15 RGB 0/153/196 HEX 0099C4		Dark Purple Spot PMS 269 CMYK 80/95/0/35 RGB 98/31/149 HEX 621F95		Light Purple Spot PMS 2593 CMYK 67/91/0/0 RGB 110/58/183 HEX 6E3AB7
	Dark Red Spot PMS 1807 CMYK 0/95/65/37 RGB 160/0/0 HEX A00000		Light Red Spot PMS 193 CMYK 0/100/64/10 RGB 220/10/10 HEX DC0A0A		Dark Green Spot PMS 364 CMYK 73/9/94/39 RGB 56/124/43 HEX 387C2B		Light Green Spot PMS 377 CMYK 51/5/98/23 RGB 119/162/45 HEX 77A22D				

Photography

Photography: Overview

- Our photography should reflect a documentary, journalistic style, and always connect closely to the main point of the composition
- This means the images should always be focused, clear, and natural
- Imagery should reflect realistic, everyday scenarios
- Imagery should be candid, as if a reporter were on the scene capturing a real moment
- Imagery must directly support the message being delivered, either literally or conceptually
- Retouching should be kept to a minimum and never be obvious. Reuters photography should never be retouched



Photography: Categories

Our photography usually falls into one of four categories.

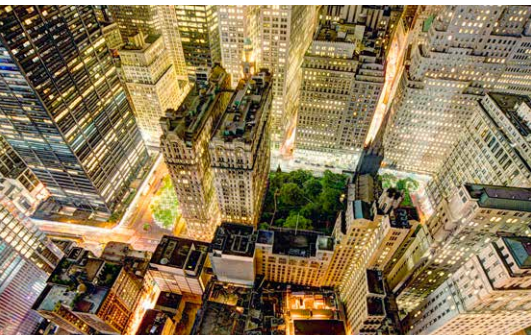
Employees or customers

Capture themes of partnership and taking action on insights. The subject is close up, always either engaged with others or with a specific focal point in an environment that ties to our customers' businesses



Environment

May represent our customers' businesses, or a common metaphor that ties to ideas such as growth, answers in complexity, information, or technology



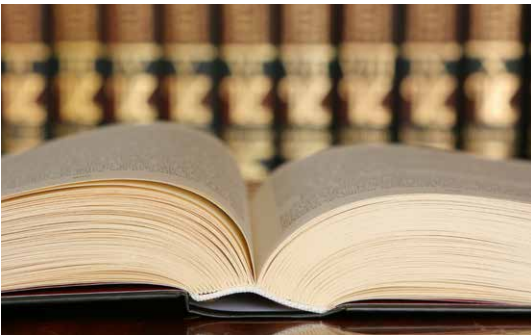
Editorial

Real life, of-the-moment subjects that are related to current events relevant to customers' needs and challenges



Close up

Easily understood subjects or objects that represent our customers' needs and challenges



Photography: **Employees or customers**

If you need to represent employees or customers, use photography that represents these people as groups engaged in discussions, or individuals focused on finding solutions.

Subject is close up, cropped in close to create a more engaging composition



Subject is always engaged with others or a specific focal point in the photo frame



Background may be out of focus, but enough detail to understand environment



Subject may be engaged with others or with their own work



Avoid photos with lens flares



Avoid photos that lack a main focus



Avoid photos with backgrounds and foregrounds that are too similar or lack contrast



Avoid photos that feel cluttered, or effects that get in the way of the subject



Photography: **Portraits (Employee and customers)**

Photography representing employees or customers should project the confidence and success that result from our trusted answers. We use two styles of portrait photography.

Confident style: Looking into camera

Looking into camera in a warm but professional, confident manner. The white background works best when combining with illustration, though some context in the background is allowed, as long as it does not distract from the person.



Avoid photos of timid people, too large smiles or overly expressive



Interview or presentation style: Captured moment (natural background)

A still of a larger conversation, discussion, or debate. Showing some context in the background is allowed, as long as not distracting from person.



Avoid showing people at full frame or within non-natural lighting settings



Photography: **Environments**

We can use photography that shows customer business or industry settings, indoor and outdoor, to build metaphors that tie back to the communication’s concept or main point.

Environment: Customer

Shots are pulled back to show wide angle lens of subject area



Environment: Customer

Shots may use tight cropping for a distinct perspective



Environment: Metaphor

Should be an environment that is recognizable

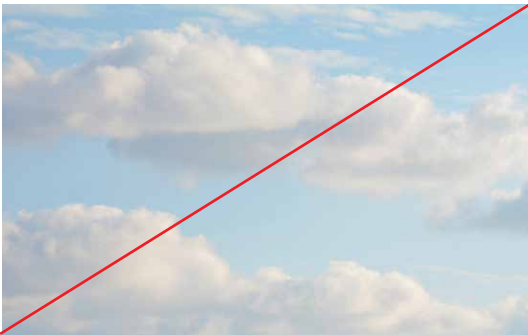


Environment: Metaphor

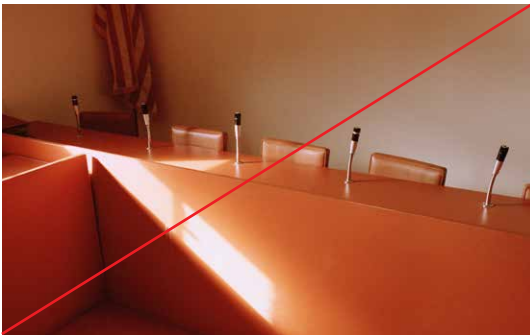
Should be universally understood and relate to trusted answers



Avoid photos that lack a story: think beyond a “pretty picture” and how it ties to the headline and overall creative concept



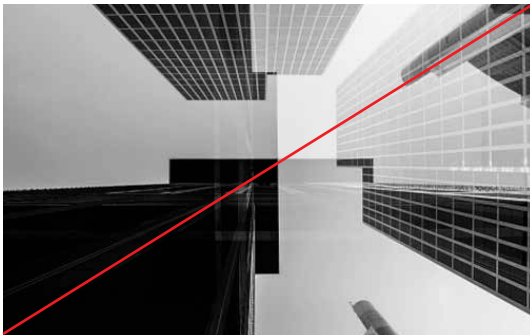
Avoid photos that are not artistically interesting. Although the content can be correct, the style or angle of the photo may lack drama



Avoid photos that lack strong color contrast, becoming flat due to monotone



Avoid photos that are too busy or contain confusing metaphors



Photography: **Current topics**

We also use photography that shows real-life moments that are relevant to current events and connected to the communication's main point or concept. If available, use Reuters photography for this category. Below are a range of examples, but as current events and topics change, so should our library.



Photography: Close-up

Photography of objects can be used to create an easily understood metaphor for the main point or concept of the communication. To maintain ease of understanding and create unique perspective, we use tight cropping and have limited depth.

Paper currency and court pillars are common metaphors for subjects like economics and justice, but showing at an angle with a close crop creates a distinct perspective



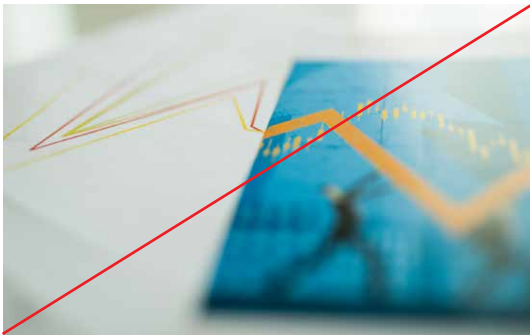
Legal books and documents are common metaphors, but a tight close up with a touch of orange is a new and distinctive way to capture a subject and establishes an ownable look



Avoid static images that seem generic



Avoid photos that are too blurry, lacking a subject focal point



Avoid photos that lack color contrast, creating a monotone look with background and main subject of the image



Avoid using metaphors that are generic and cliché

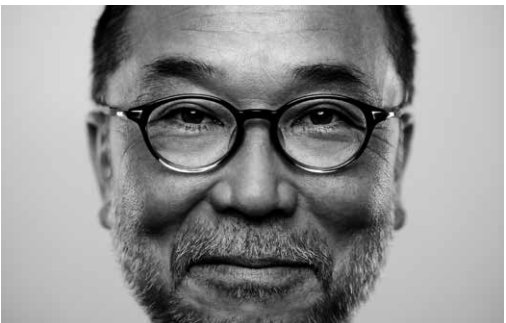


Photography: Black and white

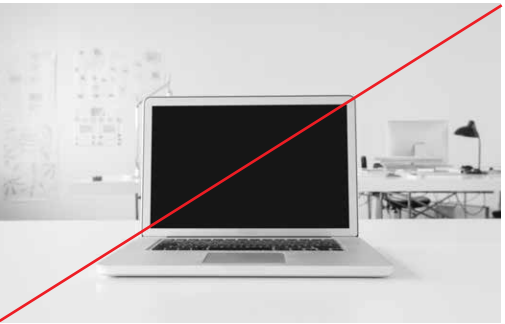
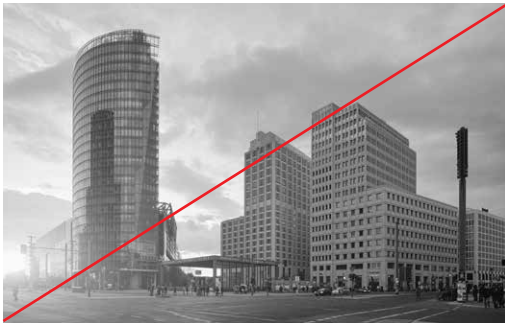
Black and white photography may be used within specific campaigns or communications reflecting a premium product or event. Use requires brand team approval.

Color tone:

A black and white treatment should reflect similar tones as the dark gray in our color palette.



Do not use images that have blown out white backgrounds or don't match the dark gray of our color palette.



Photography: **Isolated subject**

Overlaying graphics into photos can add complexity to the visual. Images where the subject or focus has been isolated, and the background has been removed, may be used in combination with the orange dot and illustration to help make the message clear and easy to understand.

Color tone:

A low-contrast treatment with pops of color creates harmony between the imagery and our light gray and white brand colors.

Isolated photography examples



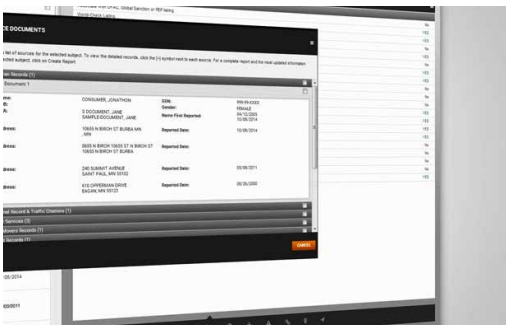
Avoid special effects becoming the lead of the image subject, and avoid unnatural lighting with overuse of white hot spots, or concepts that are seen as generic



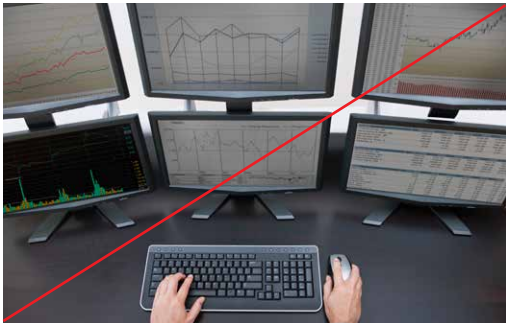
Photography: **Product**

When focusing on a product itself, rather than the benefits it provides our customers, we can show images of our products in use.

Usage:
A wide range of product display is possible; the choice of image (in-situation or graphical) depends on the type of communication or media.



Do not use product photos that seem cluttered or lack proper screen contrast. The screens should be in well-lit, uncluttered work environments.



Photography: Style

Some photos may capture the right content, but not the right style. Below are some styles to consider.

Rich in color tones:

Allow a range of color tones, from deep blacks to bright whites, to provide warmth



Natural lighting:

Natural shadows reflect a real moment in time, and add a perception of depth within the image



Depth of field:

Blurry or out-of-focus backgrounds can help emphasize the subject

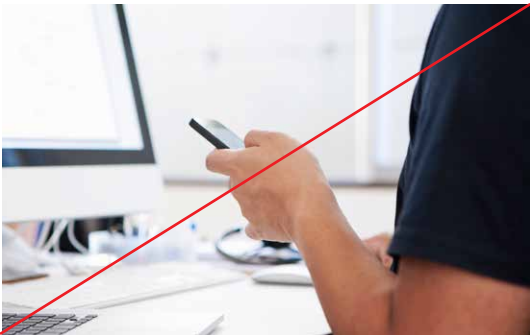


Keep background setting for context:

The environment helps stage the image and provides strong contrast with our use of white backgrounds



Avoid light, flat, or pale images



Avoid images with unnatural lighting



Avoid images that lack a central focus

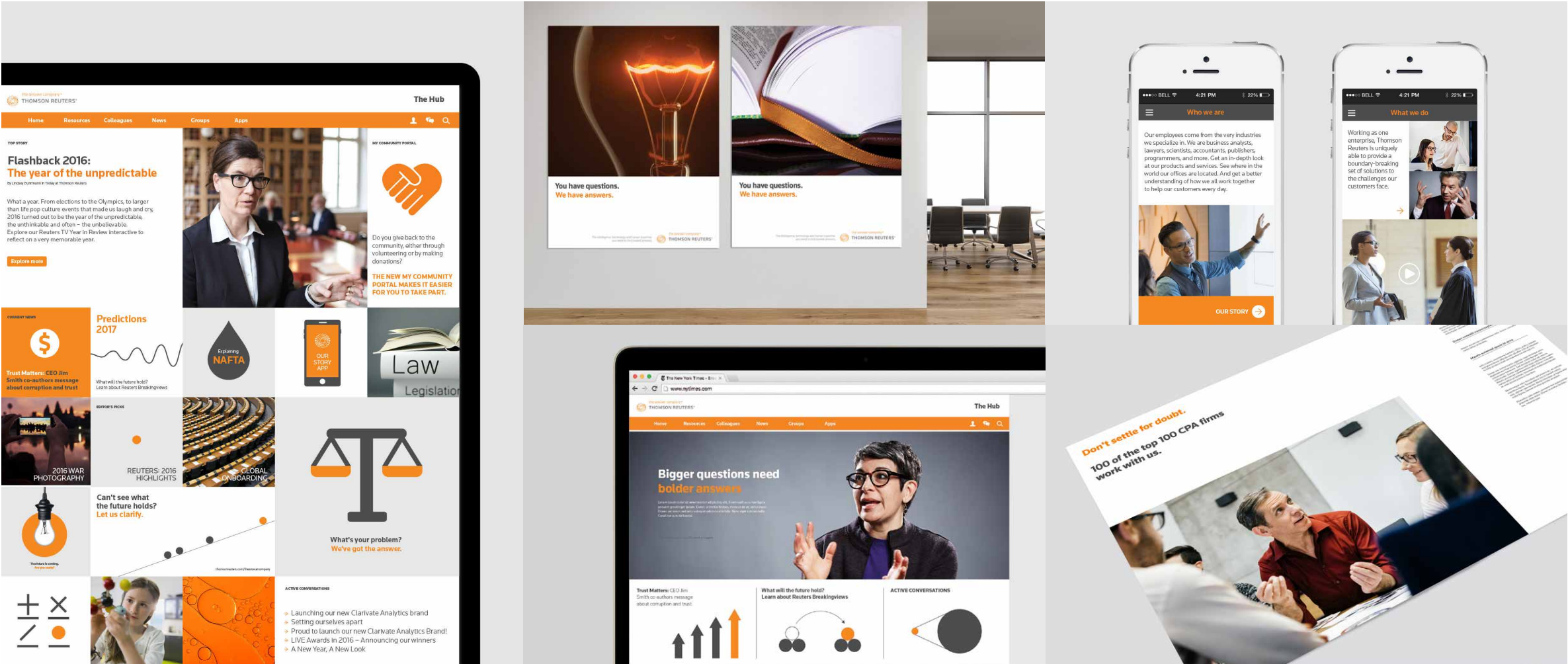


Avoid images with blurred out edges



Photography: Examples of photography in use

Photography may be used as a primary or supporting element in communications.



Illustration

Our illustration style is a flexible system used to visualize how Thomson Reuters provides the trusted answers our clients need. It uses simple and easily understood business-related metaphors to showcase the clear answers our clients rely on.

Using the system:

- Style based on circle from kinesis and the line of the graphic “a”
- Start with orange dot highlighting the key point
- Add gray dots, line forms and arrows as necessary
- Stay simple, adding only necessary elements
- Always use flat forms (Z-space in video ok)
- Maintain ample white space

Do not

use special effects, complex subjects, shadows, 2.5D or 3D, clip art, or cartoon illustration.

Base illustration tools to start with:



Small and mid-size gray dots



Large orange dot

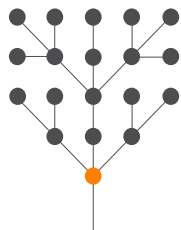


Thin rules
Thick rules



Thin arrows
Thick arrows

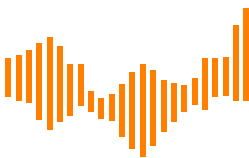
Examples: metaphors for specific answers, customers taking action, key insights, or business related



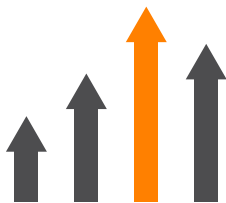
Network / Connection



Key answers



Data



Solution



Illustration: **Structure**

Simple steps to create dot illustration.

Step 1.

Open a letter-size document (8.5x11)
Draw an orange dot as a focal point

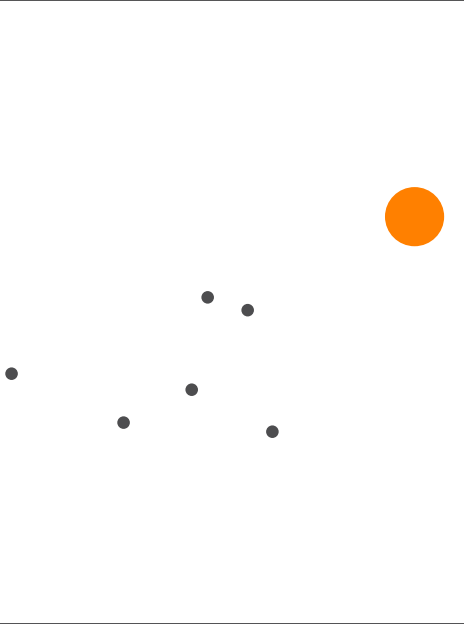


Letter size: 8.5 x 11 in
White background



Step 2.

Use dark gray supportive dots

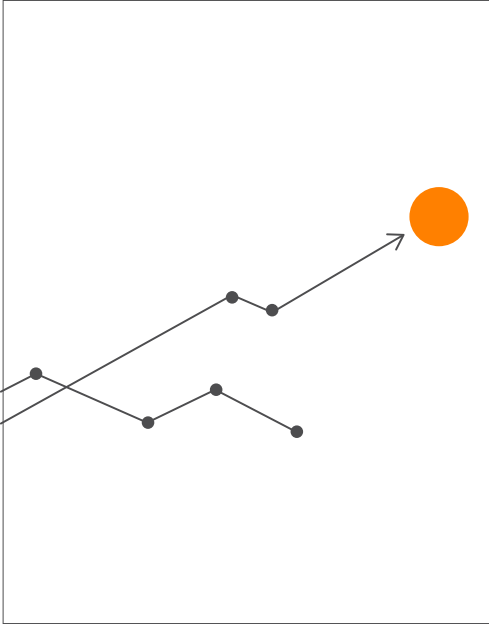


Step 3.

Use thin, dark gray lines



1 PT



Step 4.

Apply to layout

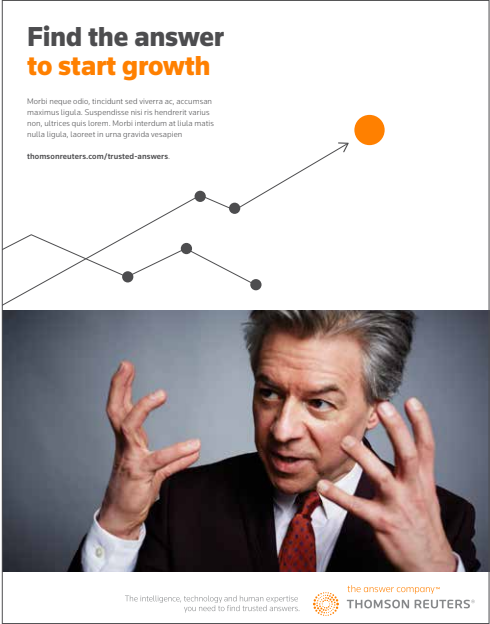
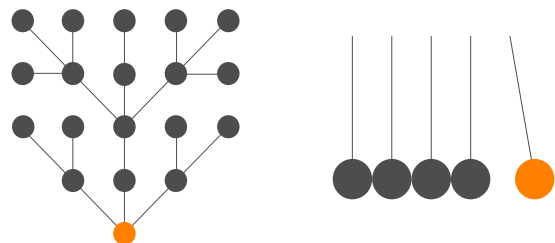


Illustration: Lines

We use three different styles of lines for different purposes and in various media. Below is a starting point for developing illustrations using these lines.

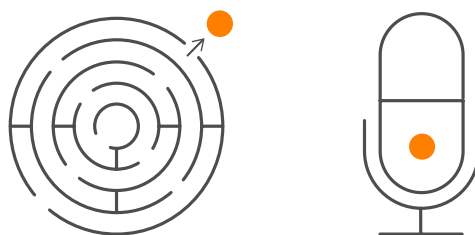
Supportive lines for abstract illustration

Suggested starting size: 8.5 x 11 in
Default line weight: 1 pt



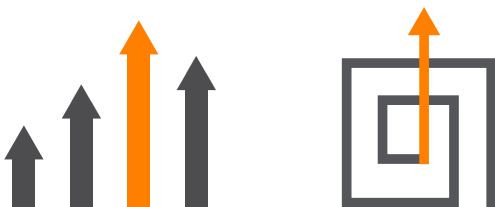
Use 5 pt for expressive illustration

Suggested starting size: 8.5 x 11 in
Default line weight: 5 pt

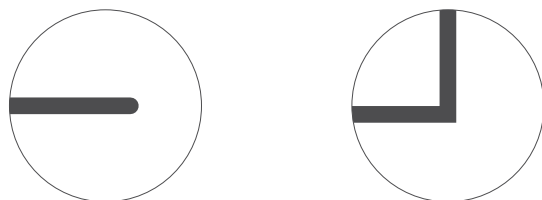


Additional themes (e.g., Complexity, Data)

Thick lines may be used to create focus.
Maintain white space and clean lines



Use rounded or sharp ends and corners



Can be used with arrows in triangular shapes with sharp corners

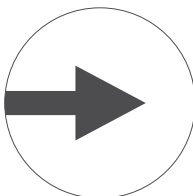


Illustration: Orange dot

The orange dot highlights or represents the key point or insight of the communication.

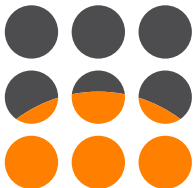
Can be used alone or with other elements



Should be used as focal point only



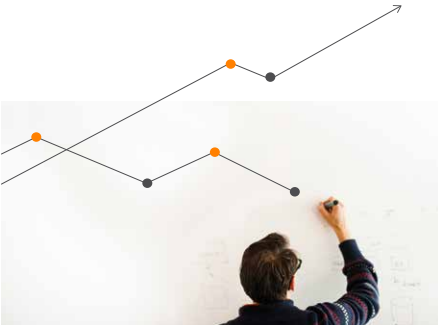
Can appear within or behind other elements



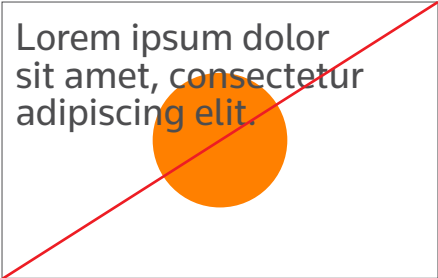
Can be used with isolated photography



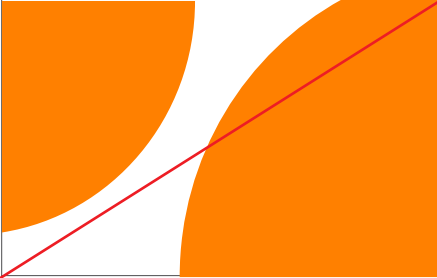
Can be used with images



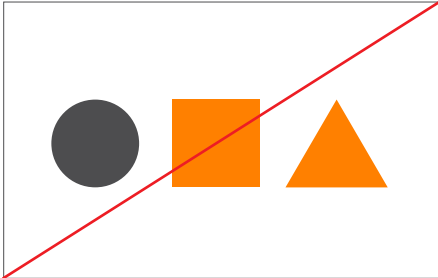
Always use the orange dot to reflect an idea or with a function (like holding type), not merely as a decoration



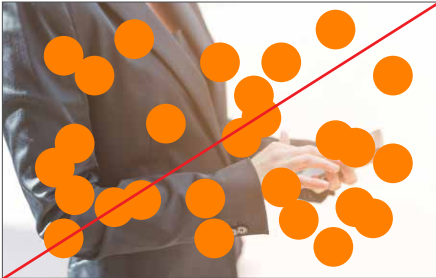
Avoid cropping the dot so much that it no longer looks like a circle, creating odd abstract shapes



If using other shapes, make them gray or have the orange dot be the lead visual within the concept



Avoid using the orange dot as a distraction from an image or copy. Always tie to a concept or use with purpose, not as decoration



Avoid orange dots in a decorative manner; always have a sense of direction to help tell the story of the concept

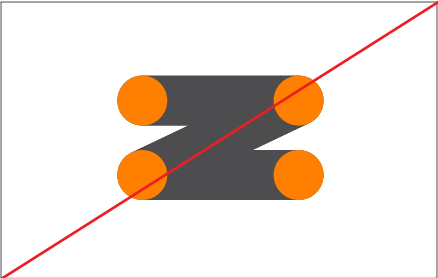
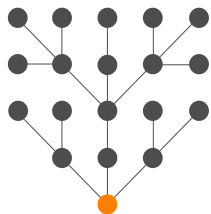


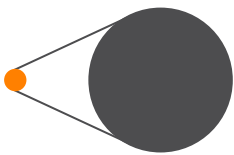
Illustration: **Examples**

These illustrations use easily understood business-related metaphors to convey an insight. We have three different styles for various uses and media.

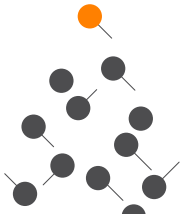
Abstract



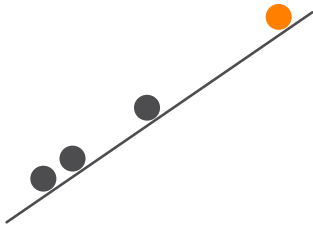
Connection



Growth



Leader



Leader

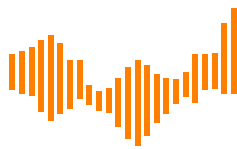


Network

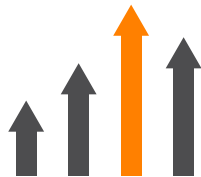


Starting point

Functional



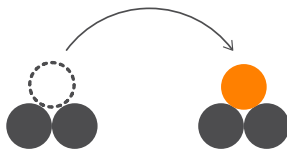
Data



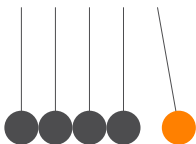
Answer



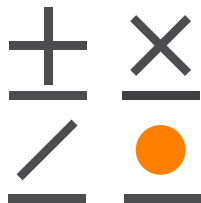
Solution



Solution



Take action

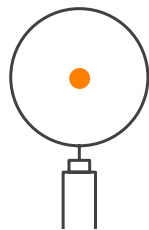


Answer

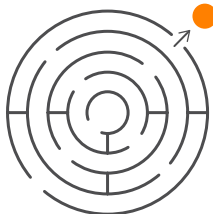
Expressive



Security



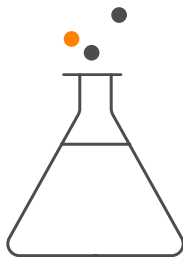
Explore



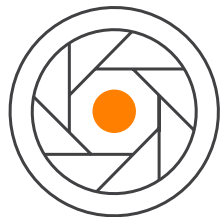
Solution



Share



Answer



Focus

Illustration: **Specification**

- Orange is a focal point, highlighting an answer
- Use a clear, easy-to-understand metaphor
- Use flat, modern graphics in a new, fresh way
- Simple and minimal, not complex
- Ample white space
- Create a warm, human tone
- Thin supporting lines communicate technology, precision

Letter size: 8.5 x 11 in
White background



White space

Illustration: Supportive

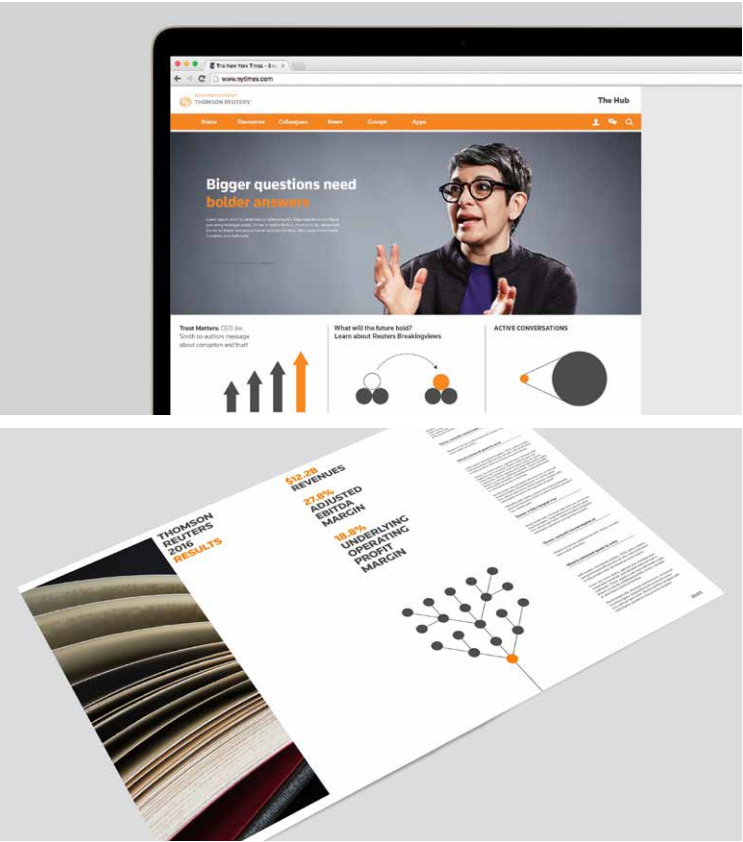
Orange dot is the focal point
Dark gray thin lines
Concept relates to photography
and headline

Photography: Key visual

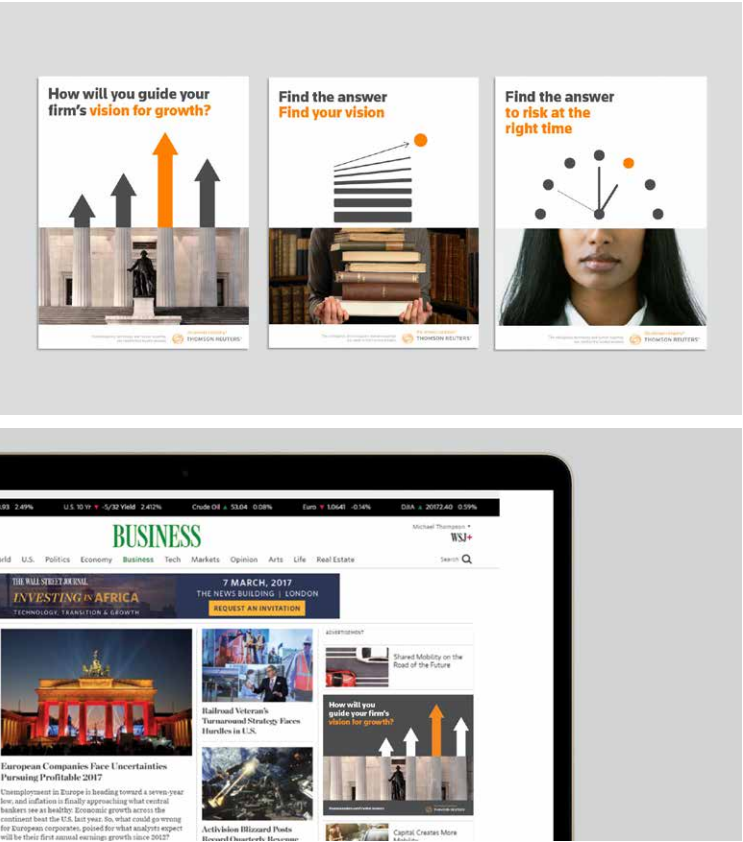
Relates to headline, illustration

Illustration: Examples

Supportive illustration
Used to highlight a relevant detail to add visual variety in a communication



Mixed media (See mixed media section)
Works as a unit with a photograph to communicate a connection to trusted answers



Primary visual
Relates to the concept through a clear, simple, business-related metaphor

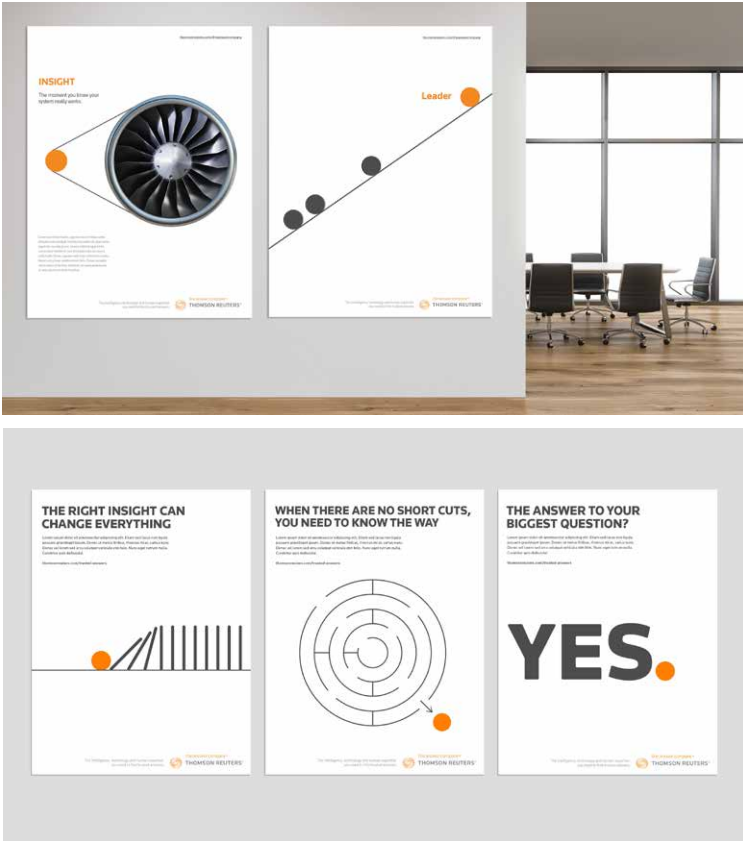


Illustration: Orange dot examples 1

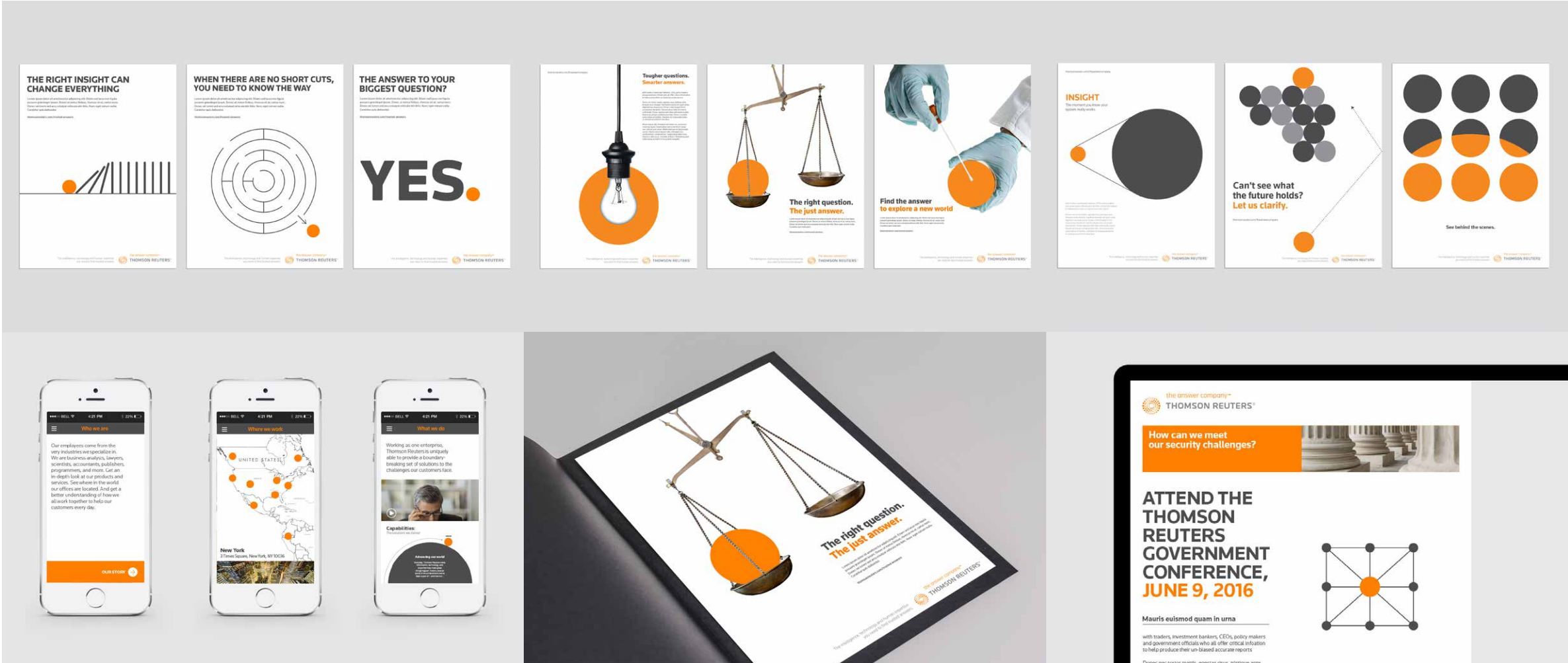
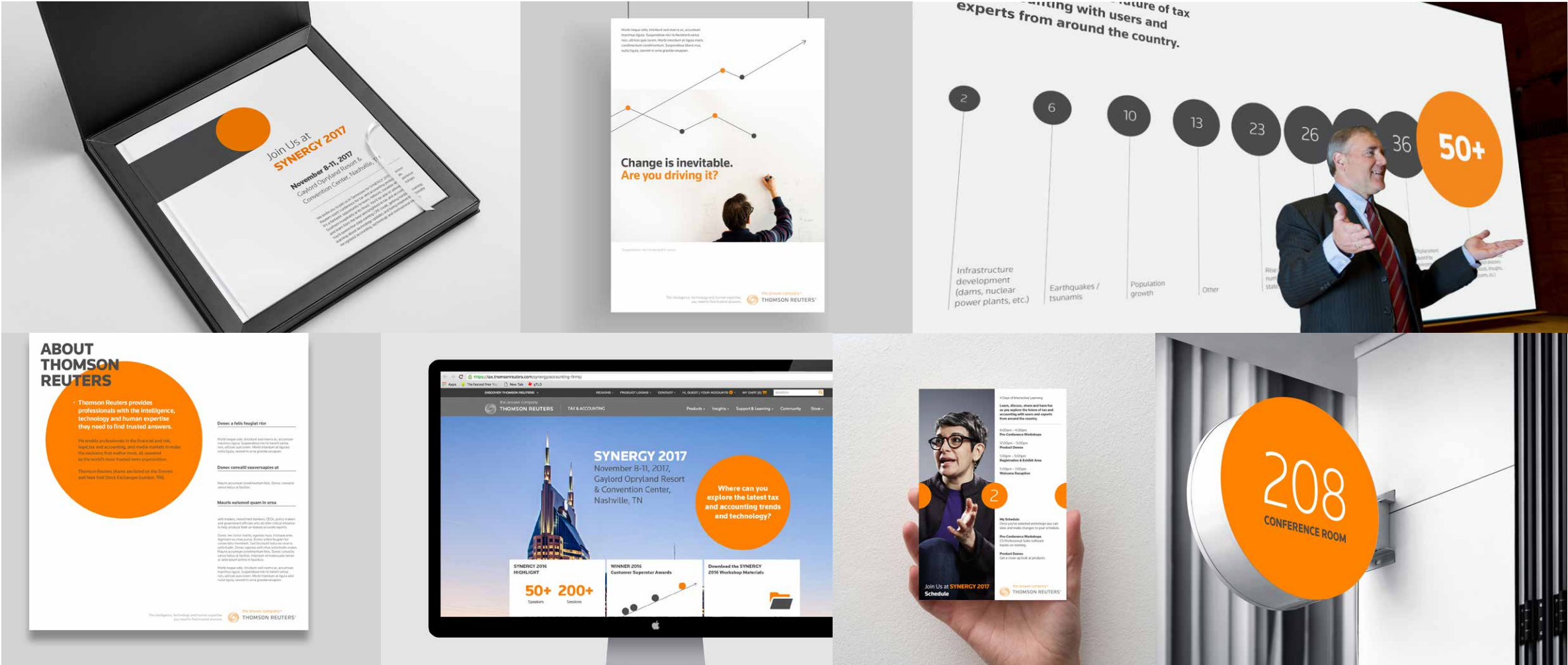


Illustration: Orange dot examples 2



Mixed media

Mixed media

A mixed media approach ties copy, photography, and illustration together to express an idea in a way that is unique to us.

The Headline

Leads the communication by grabbing attention and setting up the main point

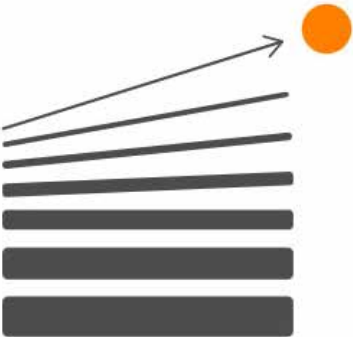
Find the answer
Find your vision

Lorem ipsum dolor sit amet consectetur adipiscing elit. Etiam sed lacus ligula posuere gravida ipsum. Donec ut malesuada finibus, rhoncus mi at, varius nunc. Donec vel lorem sed arcu volutpat vehicula felis. Nunc eget rutrum nulla. Donec vel lorem sed arcu volutpat vehicula felis.

The Illustration

Harmonization between forms in photo and illustrated elements

The orange dot may be used to represent an insight



The Photograph

Provides a concrete subject, reflective of something the audience is experiencing in the form of a question, cultural reference, or a specific use case. The photo should never be less than 1/4 the height of the layout



The intelligence, technology and human expertise you need to find trusted answers.



the answer company™
THOMSON REUTERS®

Mixed media: Principles for use

Create a tonal harmony between photography, white/light background, headline, and illustration.
Balance the warmth and humanity of photography with the technology and precision of illustrations.

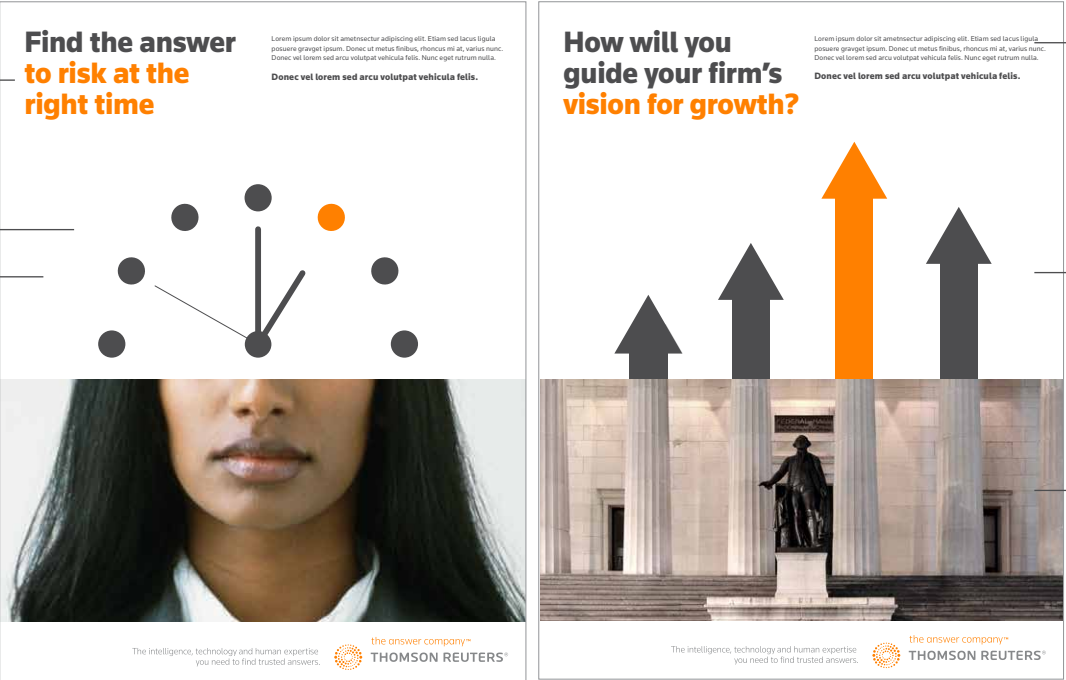
Print: White/light background

Simple headline using
Knowledge Black

White space

Supportive illustration

Photography no less
than 1/4 the height of
the layout



Keep white/light background

Supportive illustration
With simple, flat and iconic
graphic language

Use color photography or
use rich black and white
photography

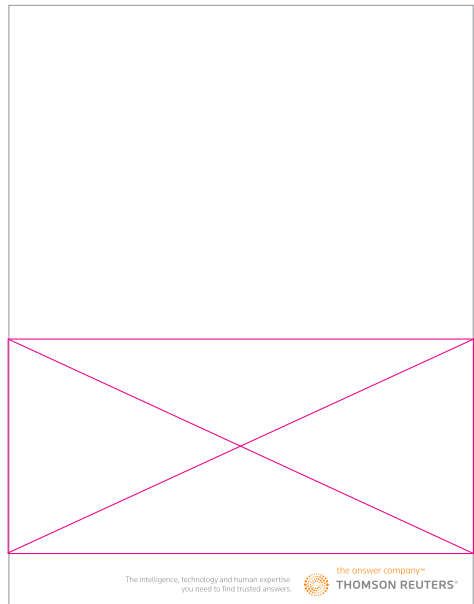
Digital: Dark gray background



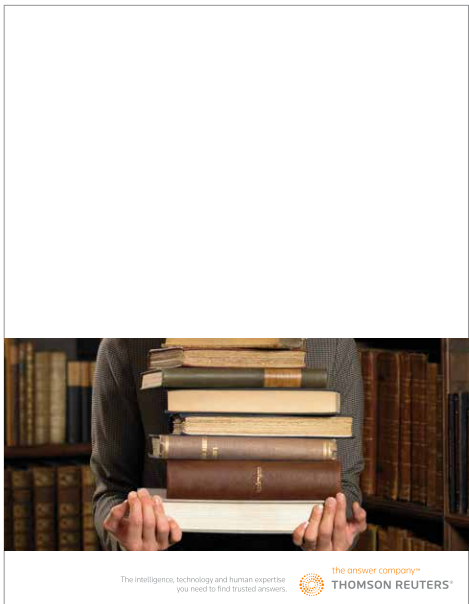
Use dark gray background
for digital media only

Mixed media: **Building an exhibit**

1. Grid



2. Photo



– Image is at least 1/4 the height of the composition

3. Illustration

STEP 1

STEP 2

Find the answer
Find your vision

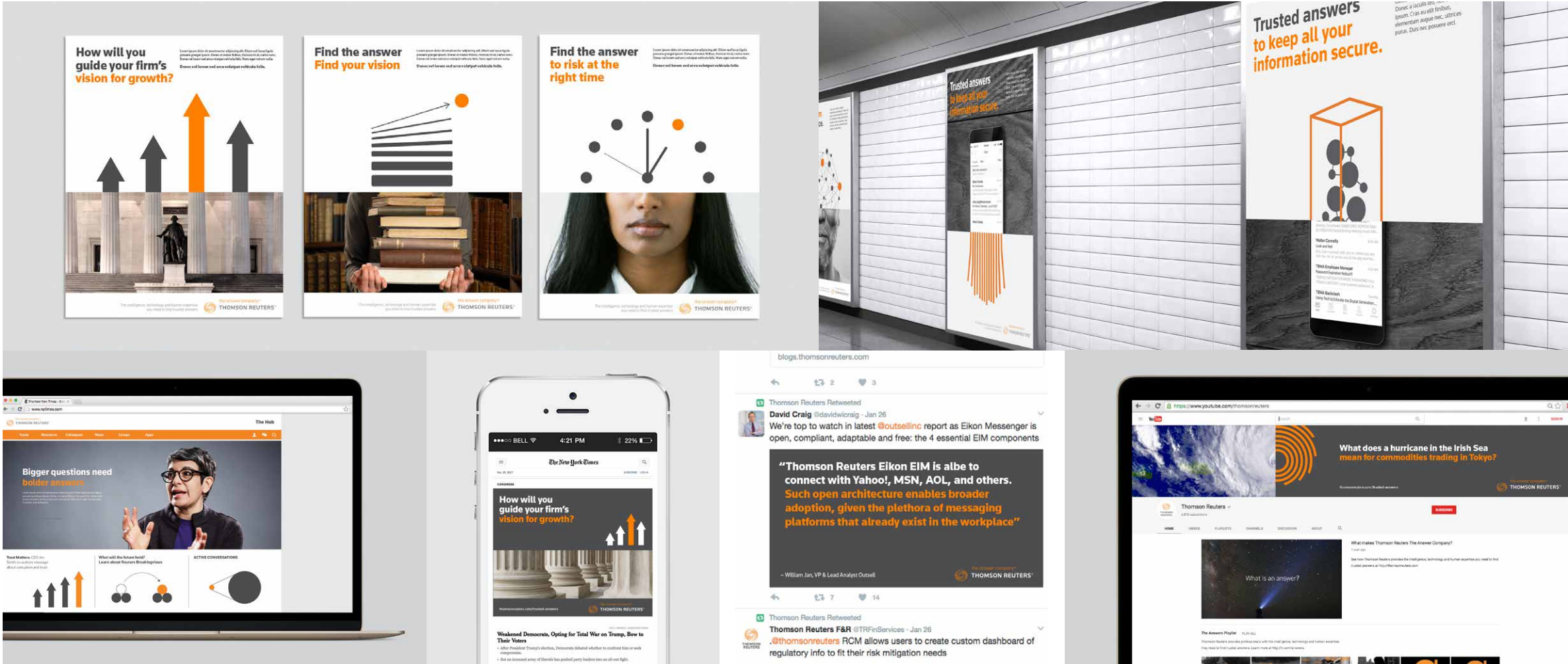
the answer company™
THOMSON REUTERS®

How will you
guide your firm's
vision for growth?

the answer company™
THOMSON REUTERS®

– Use orange dot with intention
– Use orange in headline and illustration

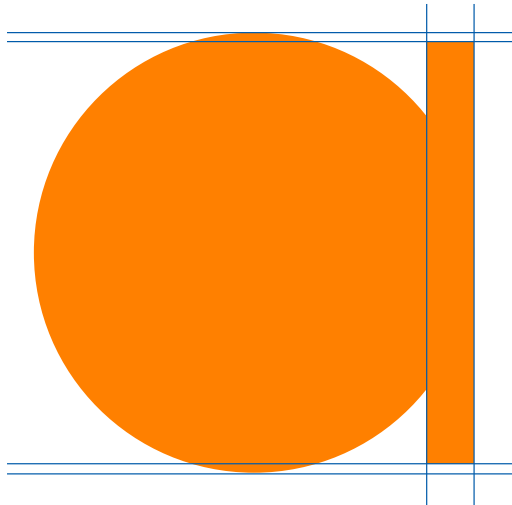
Mixed media: Examples



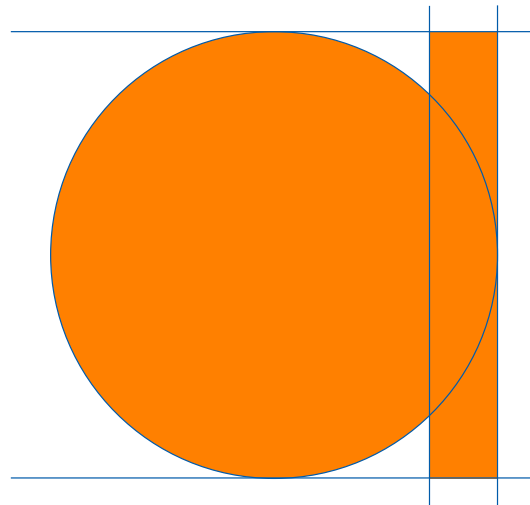
Graphic “a”

Graphic “a” refinement

We’ve refined the graphic “a” with a more circular form and thicker stem to more closely resemble the letter “a”.



Previous



Revised



Graphic “a” usage

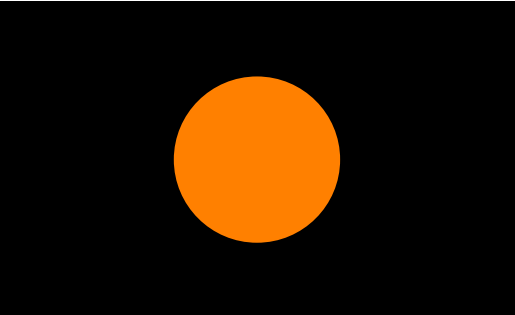
The graphic “a” is an optional element. The graphic “a” is best used when we’re talking generally about Thomson Reuters or our position as The Answer Company, rather than delivering highly detailed or product-specific information.

When used, it should be immediately obvious to our audiences that the graphic “a” stands in for “answers”. This means that The Answer Company, trusted answers, a question, or a question mark, should be closely and prominently associated with the graphic “a”.

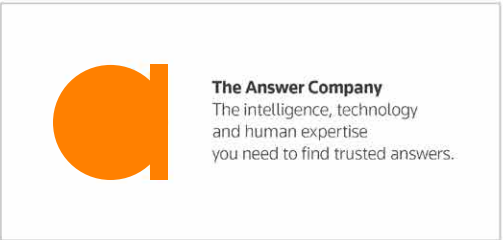
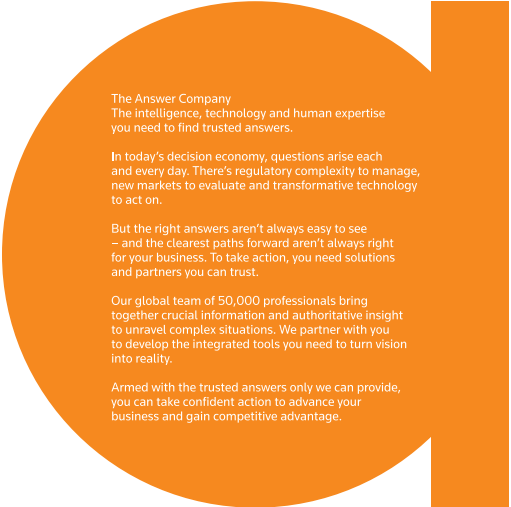
Appropriate uses can include: Containing Answer Company messages within a series of communications, openings in videos (particularly as a build from an orange dot or question mark), animated banner ads, or as a stand-alone environmental graphic.

The graphic “a” should never be used as a component of an icon, infographic or illustration.

Video/ animation



Banner signs



Infographic

Infographic

We have two styles of infographics.

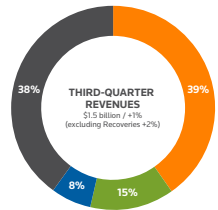
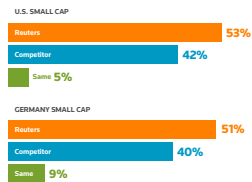
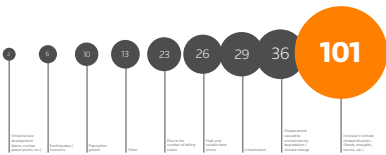
- Expressive infographics are inspired by the dot and based on our illustration style; they work well with high-impact data that tells a story.
- Functional infographics are refined and informational; they work alongside expressive infographics when simple representation of information is needed.

Expressive

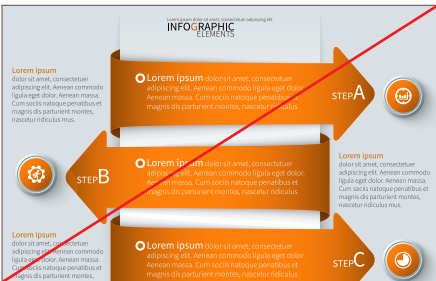
Brings data and key numbers to life with simple and clean forms based on our illustration style and orange dot

Functional

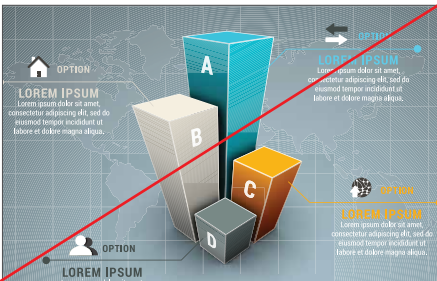
Traditional, content-heavy infographics used with orange and gray and supported by our secondary accent colors



Do not use effects that get in the way of the information



Do not use 3D charts or diagrams



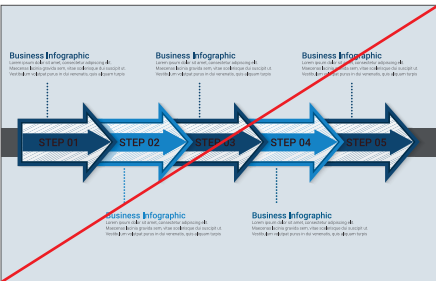
Avoid mixing images with infographics when they become a distraction to the information



Do not use cartoon or hand-drawn styles

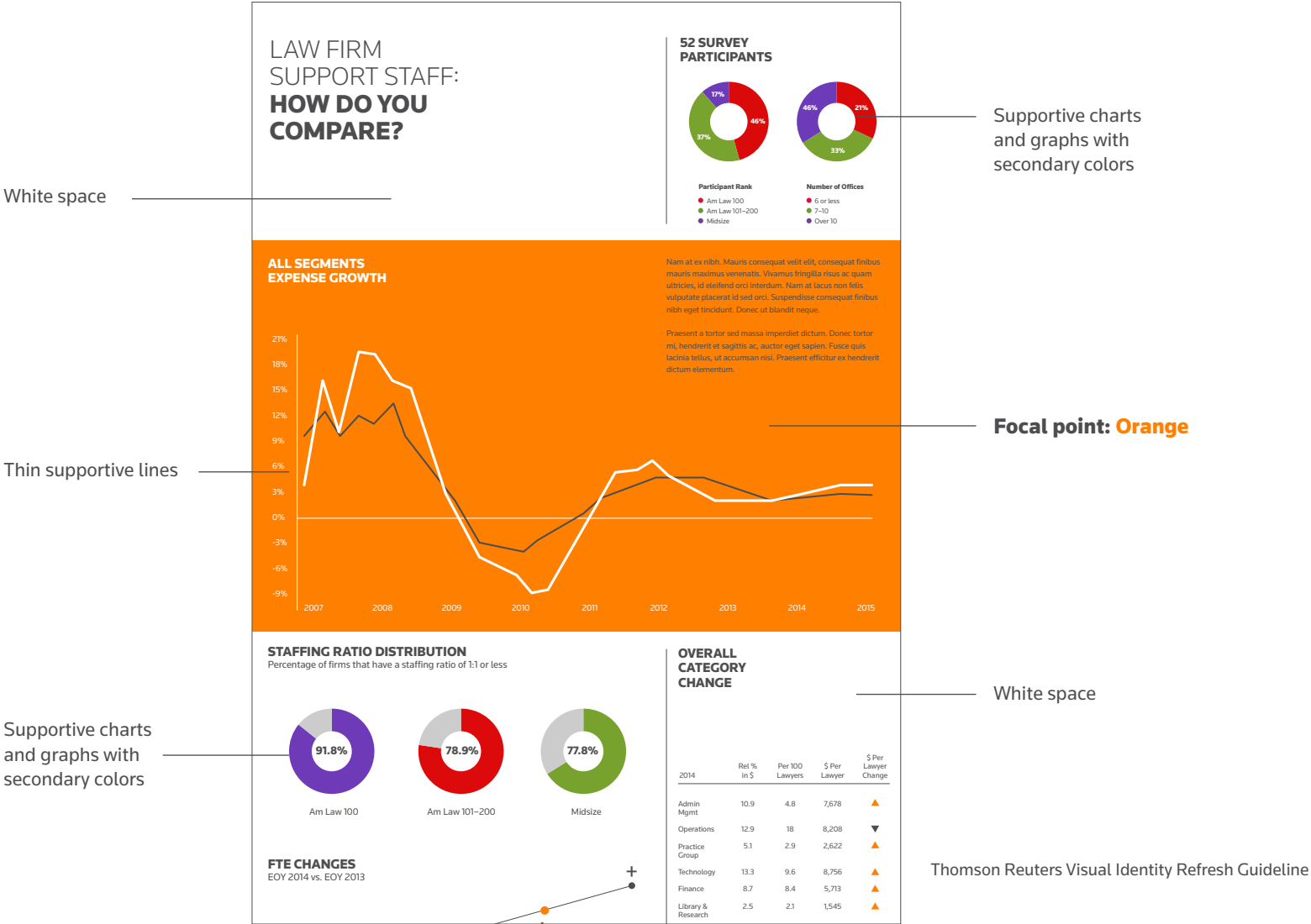


Do not use secondary colors alone without use of primary colors in the communication



Infographic: Specification

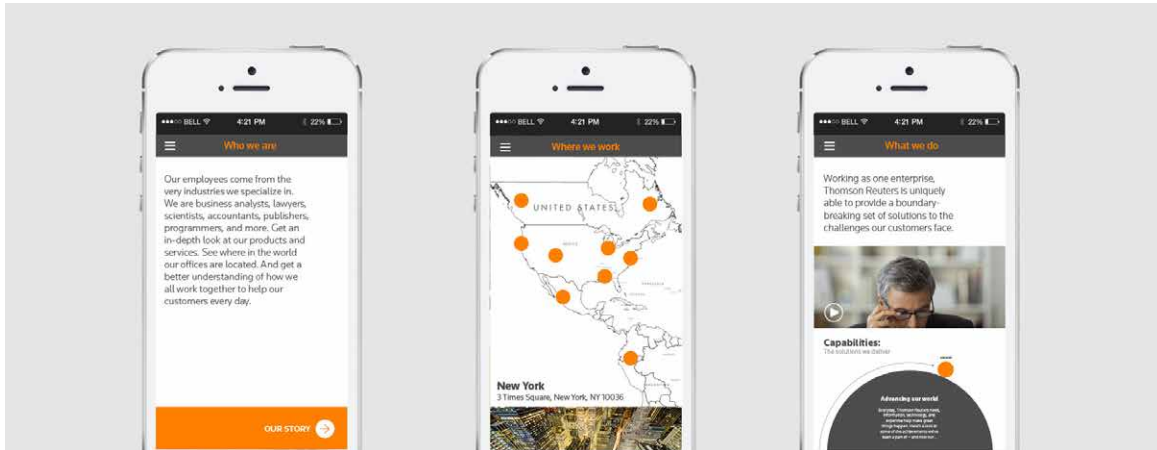
- Orange is a focal point, highlighting key information
- Use flat and modern graphics in a new, fresh way
- Simple and minimal, not complex
- Ample white space
- Thin supportive lines communicate technology and precision



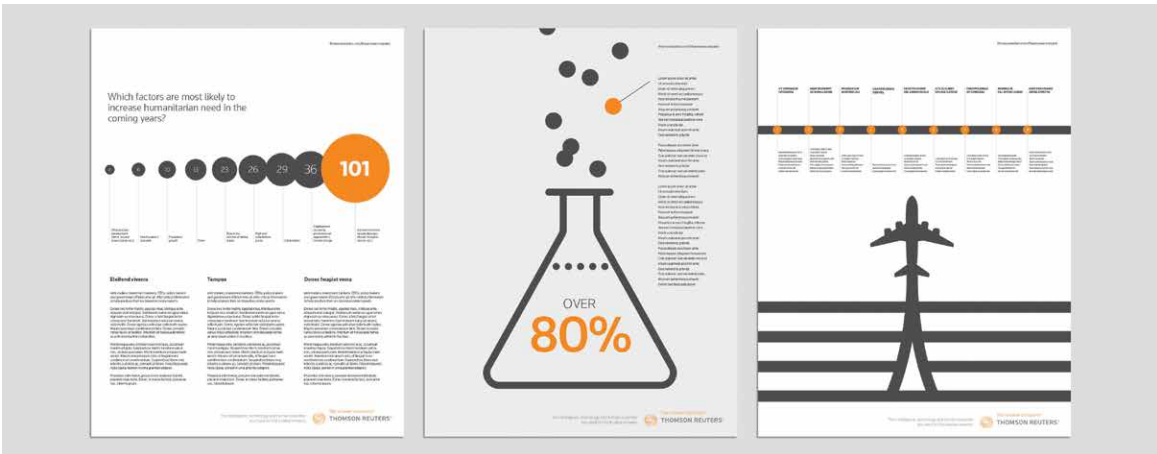
Infographic: Examples

Expressive

Mix infographics with body copy and photography for visual variety.
Use simple line work, and use white backgrounds to maintain a sophisticated look.

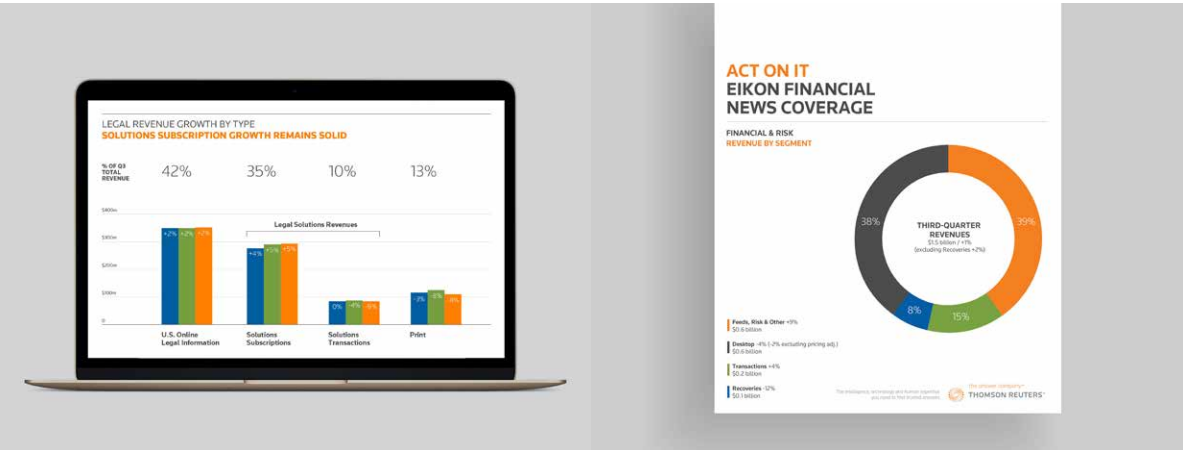


Use expressive infographics to help key content lead.
Because our infographics and illustrations share similar tools, they may be mixed to emphasize key data in unique ways.



Functional

Use simple, clean forms to allow quick understanding of data.
Functional infographics may be used as primary visuals.
Allow for large white space.



Functional infographics work well to add supporting data to a communication without competing with or overpowering the main point.



Iconography

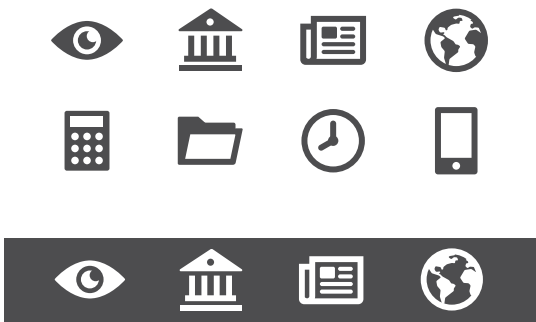
Iconography

We have three different icon styles for different types of usage and media formats: Functional, Expressive, and Mobile app icons. All share a similar style, but have slight design differences and requirements based on the media in which they need to work.

Functional icons

Used for navigation and/or buttons (Example: App navigation)
May represent a tool (calculator) or action (arrow)
They are also simple and direct, never overly complicated
Legibility at small size is key. Reduce to only necessary information

To be used in small scale only
Use 1 color only
Never use for complex subjects

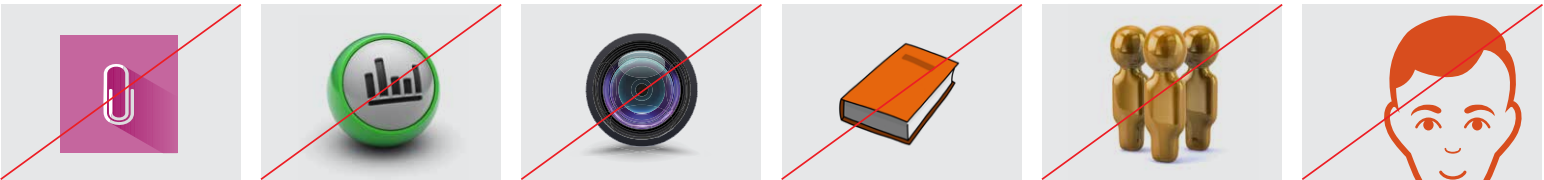


Do not use special effects, shadows, 2.5D or 3D, clip art, or cartoon icons.

Expressive icons

Used larger as primary, supportive, or callout visuals for a subject
May be used within illustration or infographics
Larger size allows additional detail
Able to represent more complex or abstract subjects

Always incorporate an orange item or dot
Should not be used as or replace a functional icon



Mobile app icons

Used to represent an app on a mobile device
Used at specific size and within a confined app badge

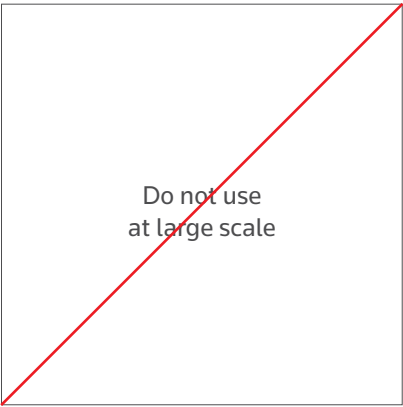
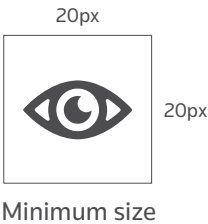
Always incorporate an orange item or dot
Should not be used as or replace a functional icon



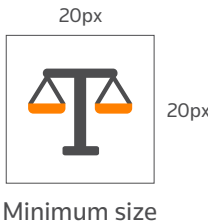
Iconography: Specifications

We recommend a minimum size of 20px by 20px for all icons.
Expressive icons may be used at larger sizes when used as the primary visual within a communication.

Functional icons

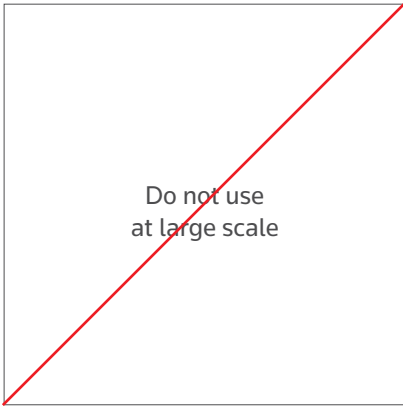
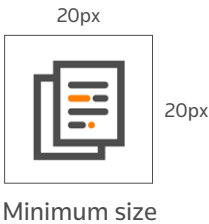


Expressive icons



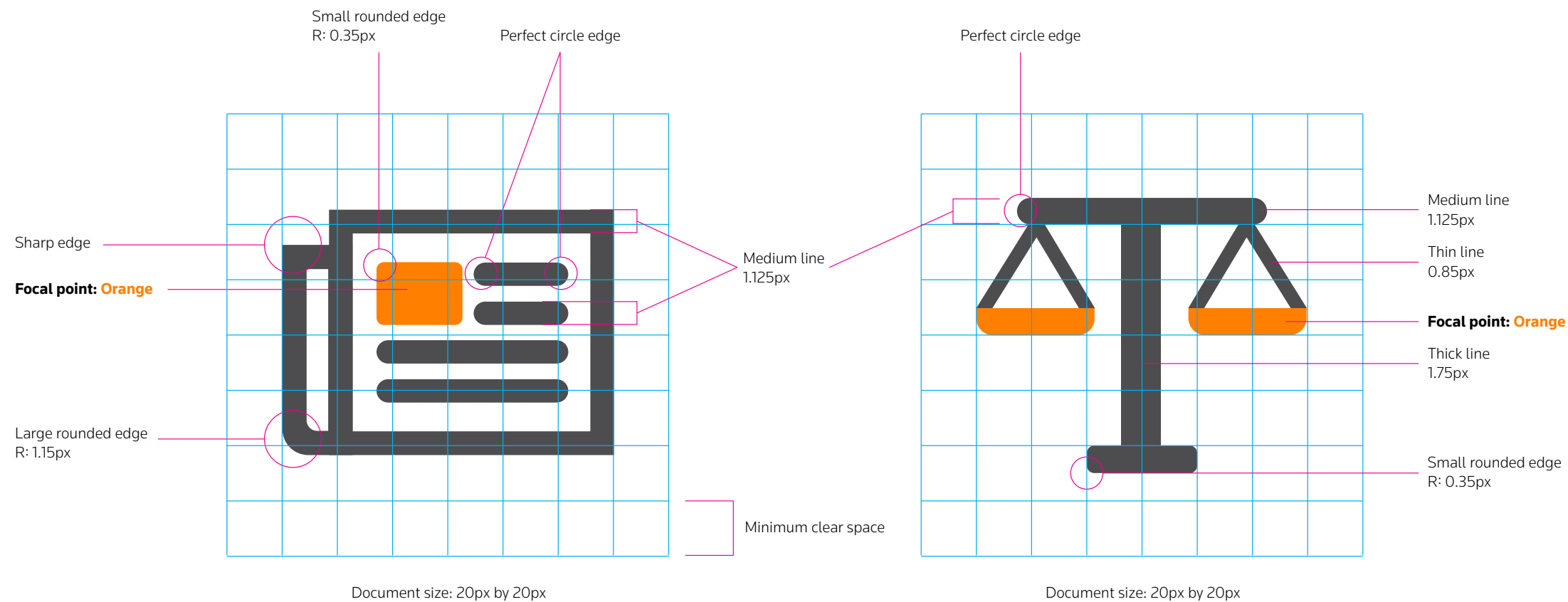
Maximum size
(Based on media requirements)

Mobile app icons



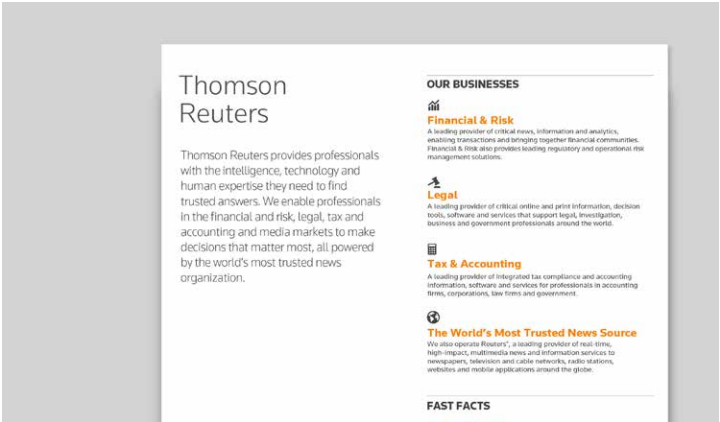
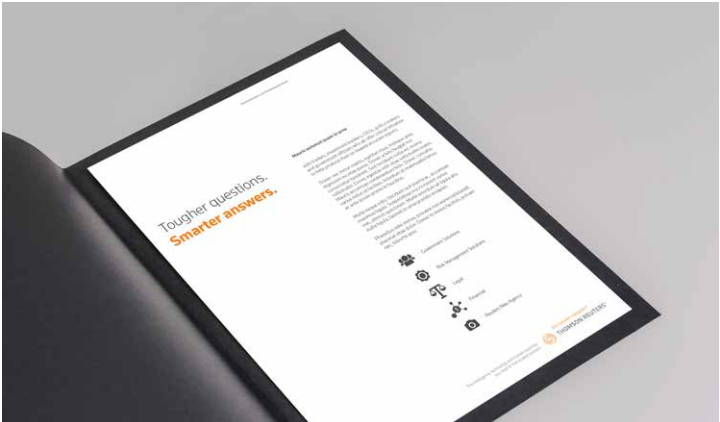
Iconography: Specifications

When creating icons, round forms should be prominent because they match our overall style. Right angles may be used if they provide a better translation of the object. Use dark gray as the base color, while using orange to highlight key features in the icon.

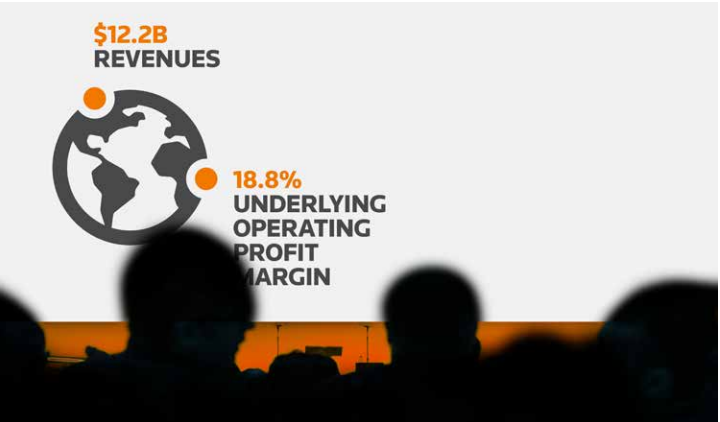
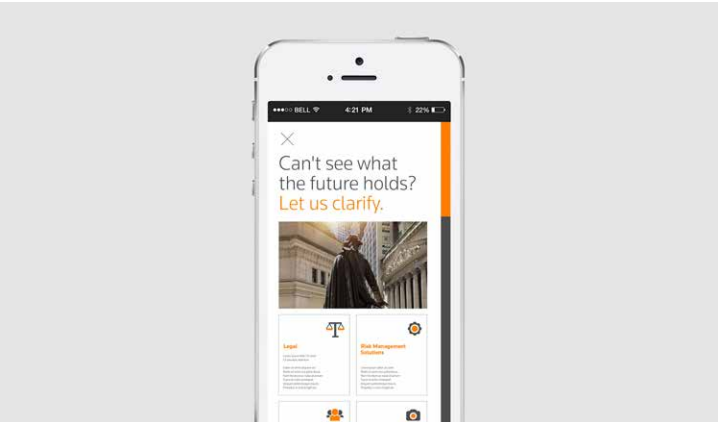


Iconography: **Examples**

Functional icons



Expressive icons



Mobile app icons



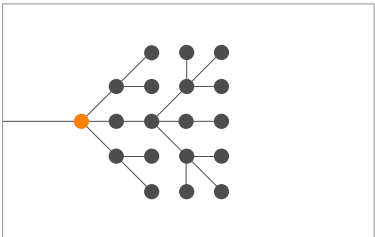
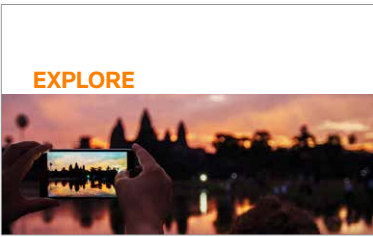
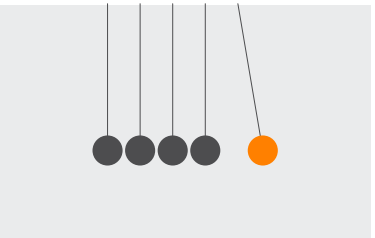
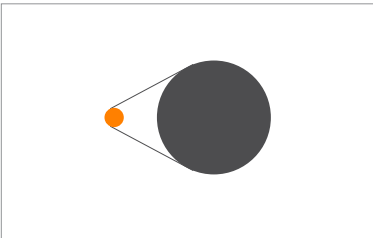
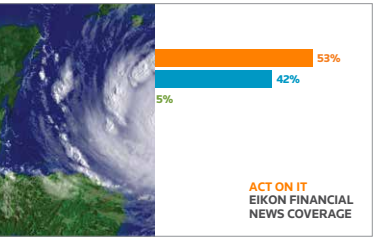
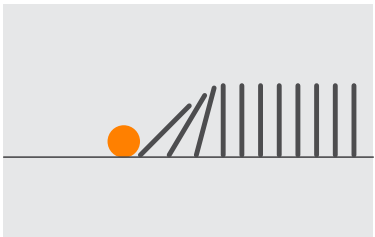
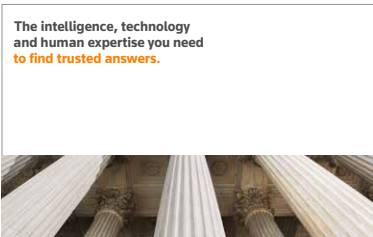
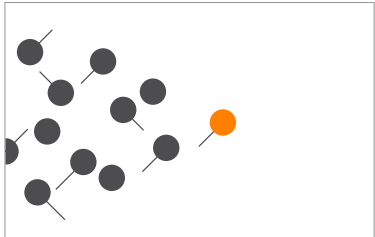
Motion/Animation

Motion: Style

Motion is key to the story and expression of The Answer Company. The way our elements move demonstrates a sense of purpose: they arrive on screen in a manner that reflects the clear direction and confidence that we give our customers through trusted answers.

Orange: Used with purpose

As in all other media, orange must be used to highlight a key message, point, or focus, to represent the trusted answers we provide.

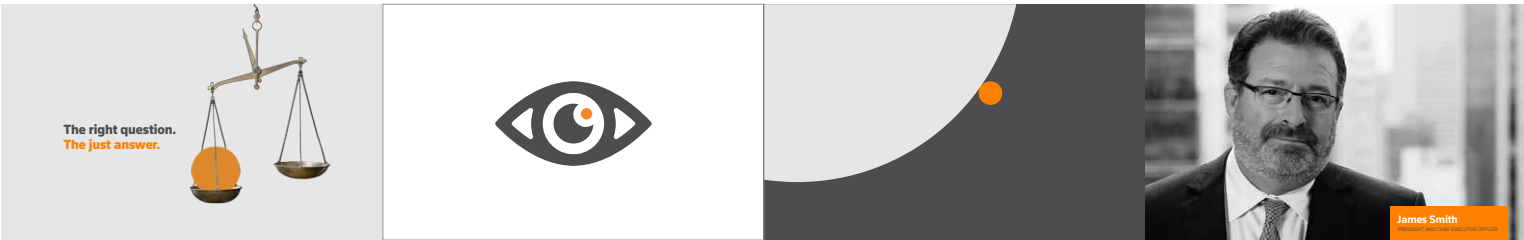


Motion: Elements

All guidelines regarding colors, type, photography, and illustration style still apply in motion graphics.

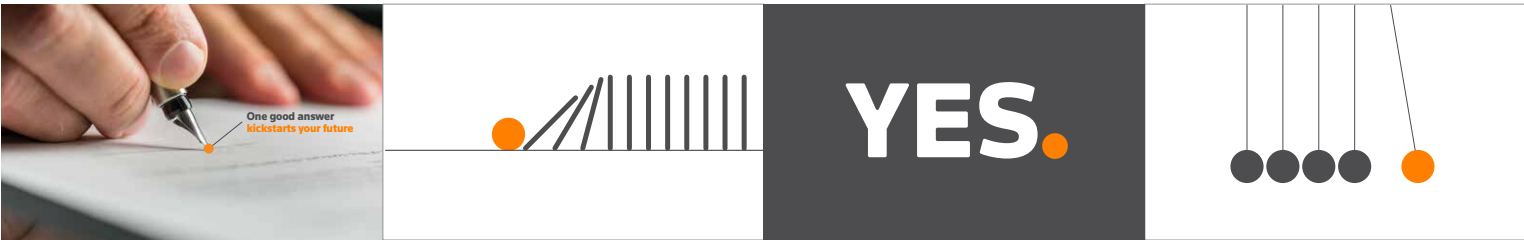
Use of orange:

- Highlights a key message, point, or focus
- Can link content throughout a video



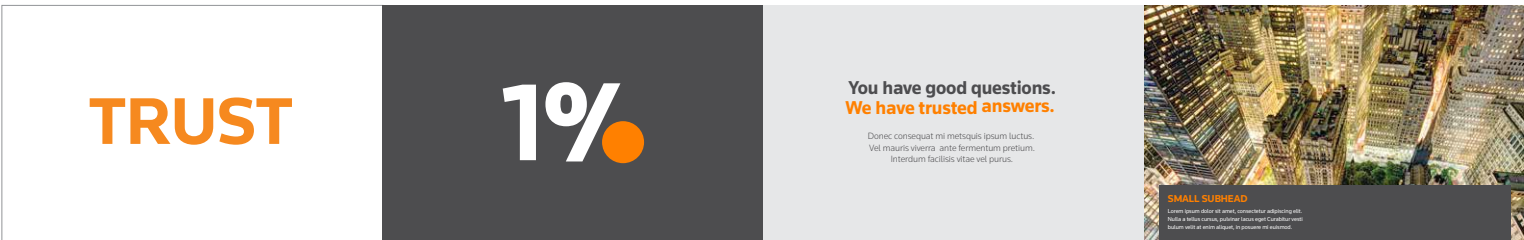
Orange dot:

- Follows the same specifications as other media
- May be a vehicle to hold type, highlight key content, or in transitions



Typography:

- Follows the same type specifications as other media
- Centered type is allowed when using short headlines



Live action:

- Follows the same specifications as still photography
- Black and white video is allowed



Motion: Elements

All guidelines regarding colors, type, photography, and illustration style still apply in motion graphics.

Background colors:

- Use of white and a range of gray backgrounds are allowed
- Motion may use more gray backgrounds than static compositions for appropriate contrast



Secondary colors:

- Always in support of the primary palette, never on their own (e.g., Infographics, UI buttons, links)

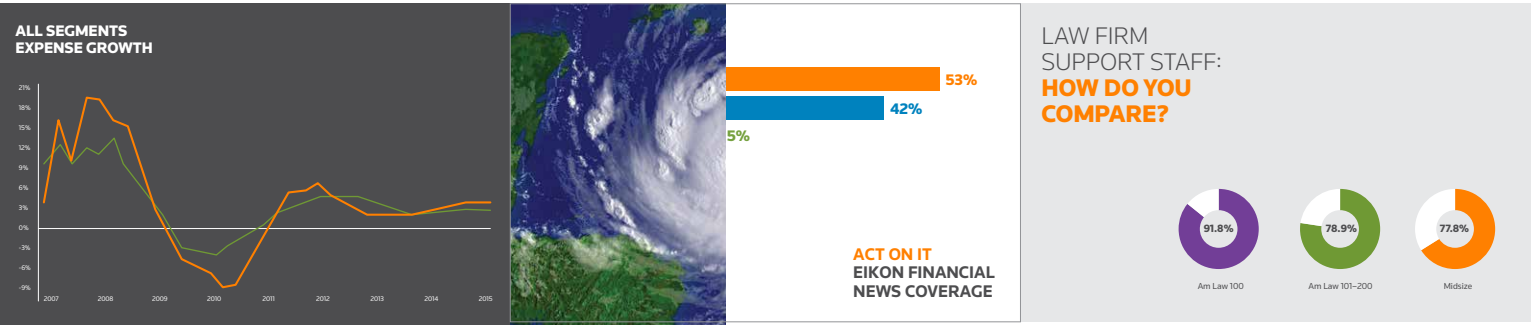
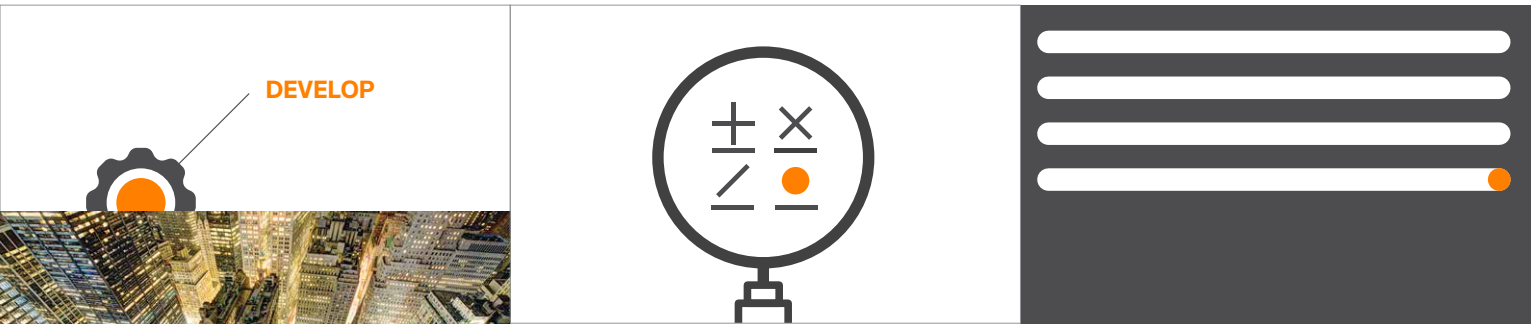


Illustration and iconography:

- Follows same specification as other media
- May be used as a device to lead viewer within motion from chapter to chapter
- May overlay illustration and/or iconography over live action or stills



Motion: Magnet style

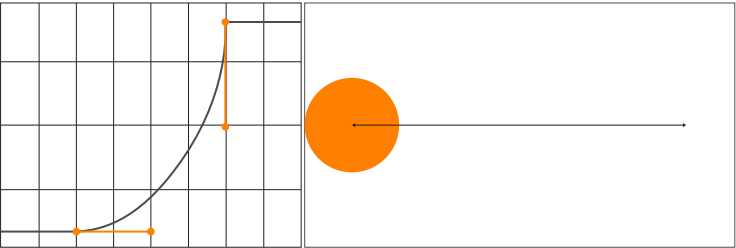
One potential motion style to consider is a movement that acts like a magnet. Elements are drawn in with authority, locking into position, bringing definitive answers to light for the viewer.

The magnet:

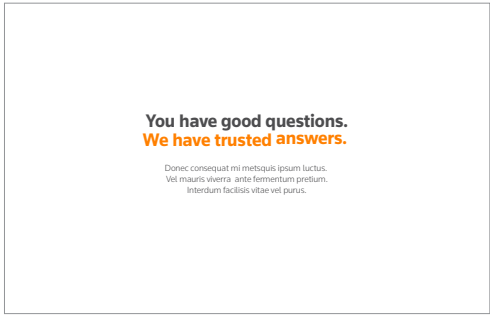
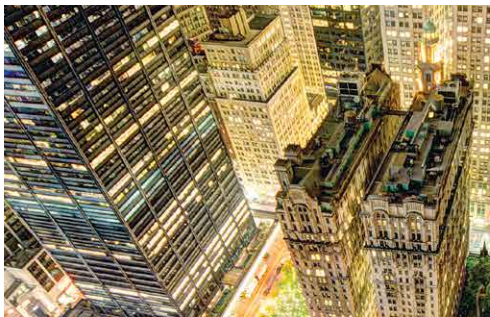
- A magnet attracts an object slowly at first, then quickly grasps the object fully and pulls it into position with a decisive snap
- Always follows a direct path to its eventual position
- Any moving element (type, video, color, illustration, etc.) behaves in this fashion
- Can move left to right, up or down

<https://app.frame.io/f/lXt4V3B4>

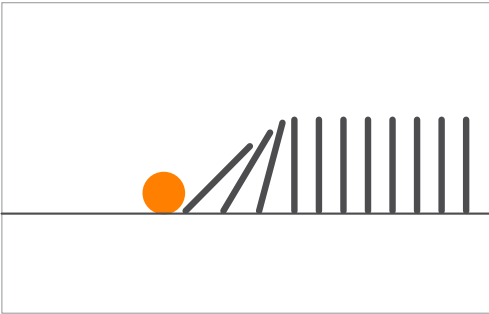
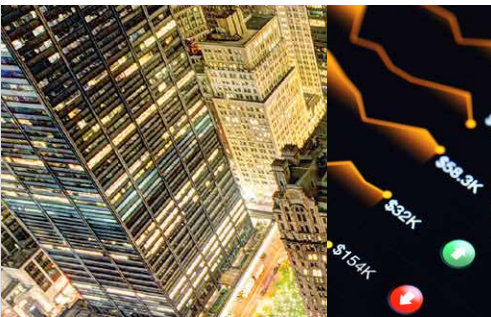
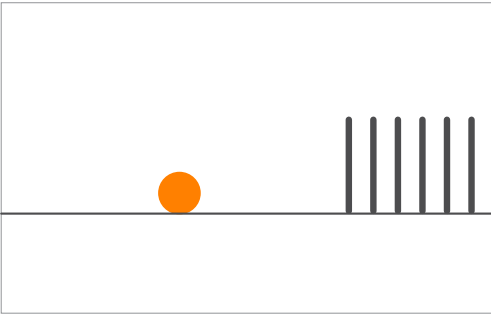
How movement is built in Adobe After Effects



Start: Slow motion



End: Fast motion



Motion: User interface

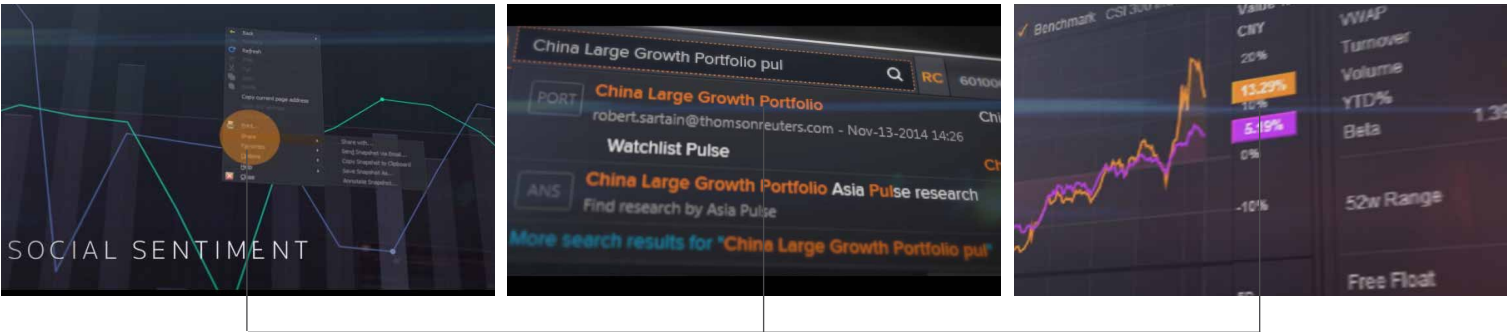
- The color orange is one of the foundational Thomson Reuters brand elements
- Orange must be used confidently to highlight a key message, point, or focus, to reinforce the connection between Thomson Reuters and trusted answers

<http://video-review.gcs.thomsonreuters.com/162862593>

<http://video-review.gcs.thomsonreuters.com/204544884>

Product interface:

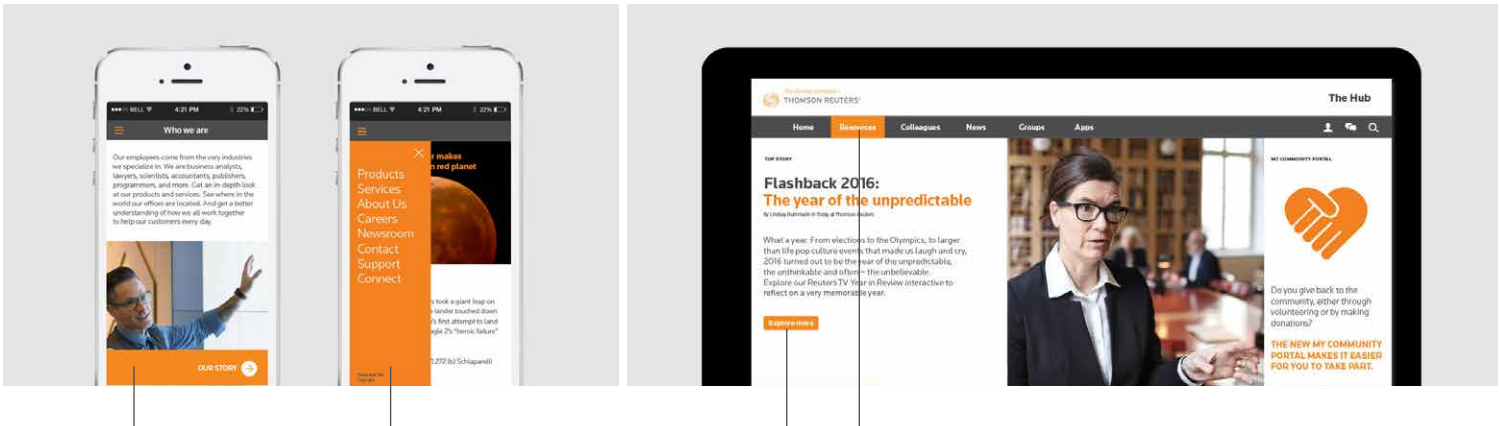
- Use the orange dot or an orange point of focus in product interface or 3D environment
- Use orange to call out key details



Highlight key information: Orange

Mouse click style

- Use the orange link buttons or pop-up menu for mouse rollover to highlight key information



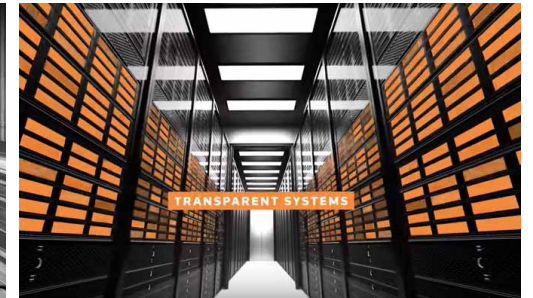
Mouse rollover or link buttons: Orange

Motion: Additional styles

Z-Space: Orange dot, Illustration and infographics

- Showing depth using the orange dot, illustrations, and infographics is allowed
- If overlapping with live action or stills, follow real perspective and avoid distortion
- Make sure the elements are not distorted
- Don't let the illustration become a distraction: keep things simple
- Don't use drop shadows

<https://blogs.thomsonreuters.com/answerson/can-data-eradicate-the-billion-dollar-slavery-business/>
<https://www.youtube.com/watch?v=tanaU2Vnfys>



3D: Creation of renderings

- Renderings and recreation of objects or environments is allowed
- Follow photography guidelines when creating editorial, photorealistic renderings
- Avoid cartoons or unrealistic styles

<http://video-review.gcs.thomsonreuters.com/203298364>
<http://video-review.gcs.thomsonreuters.com/186263890>
<http://video-review.gcs.thomsonreuters.com/184672675>



Motion: **Templates**

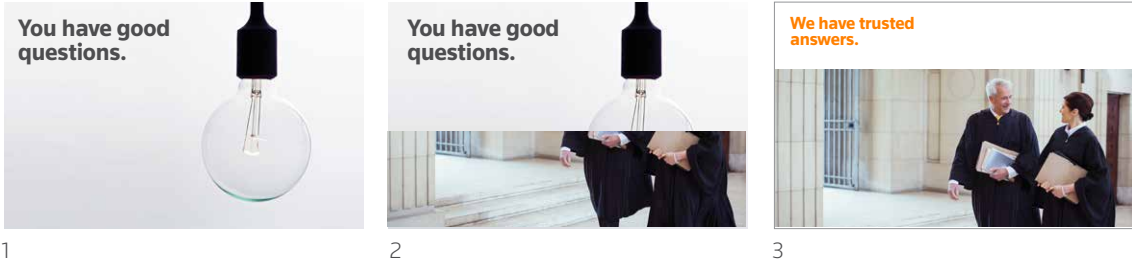
We can use a variety of elements to create interesting motion graphics.

Title Animation

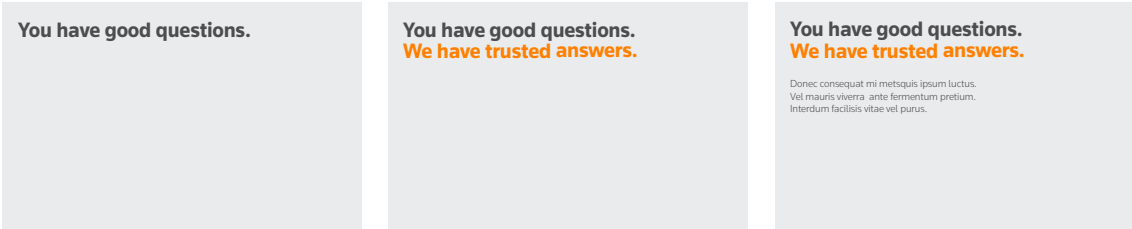
Text over color



Text over an image



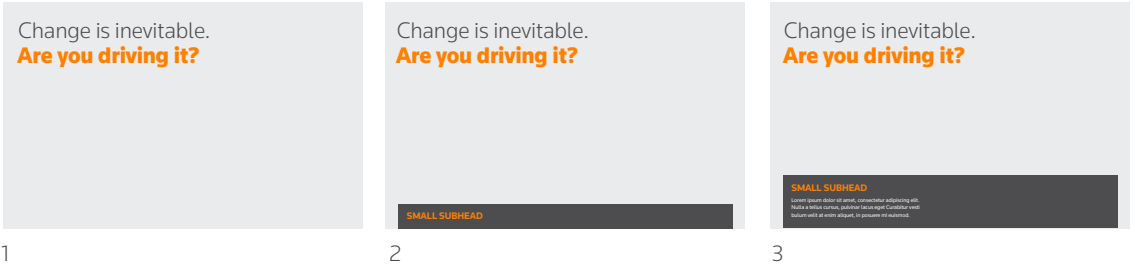
Text on screen with a short subhead



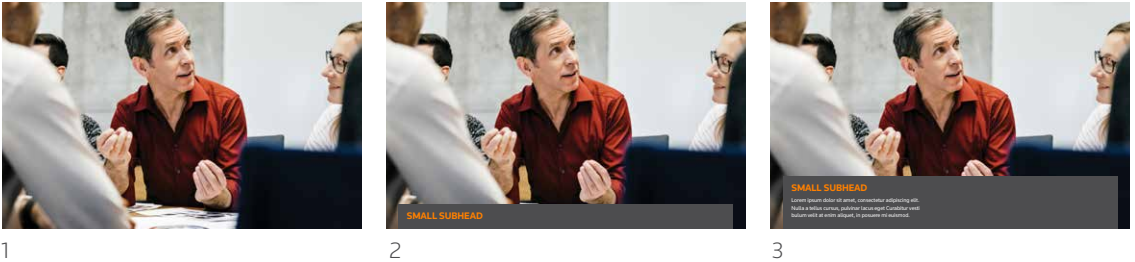
Captions

<https://app.frame.io/f/lB9uEhOa>
<https://app.frame.io/v/OU3aZLPm>

Juxtaposition of large and small text



Text overlaying image



Captions to identify a speaker

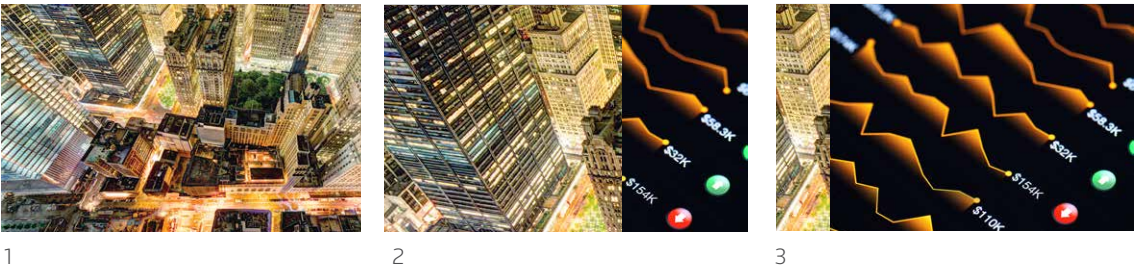


Motion: **Templates**

We can use a variety of elements to create interesting motion graphics.

Transitions

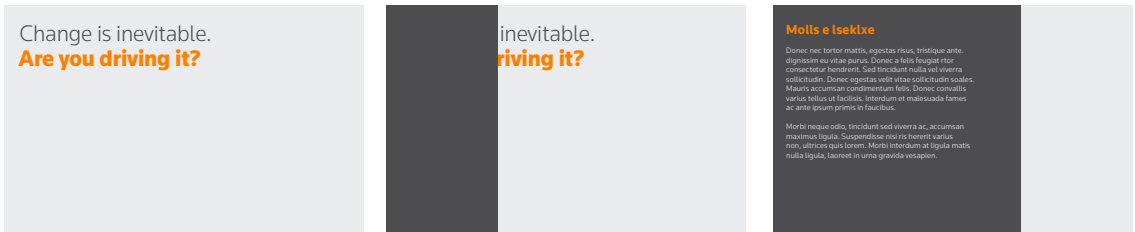
From live action to illustration



From live action to color field with text



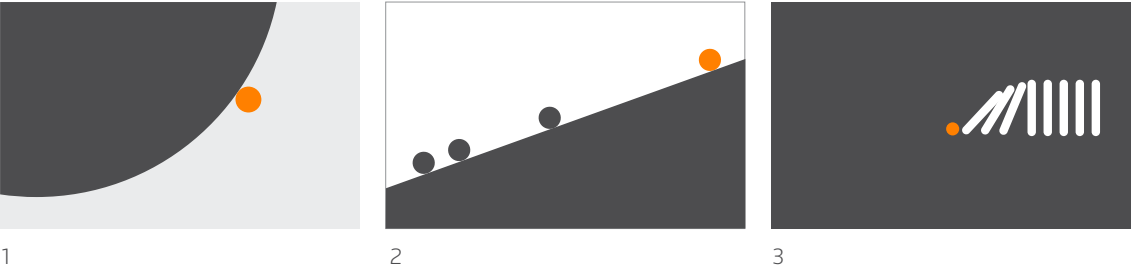
Text on screen with short subhead



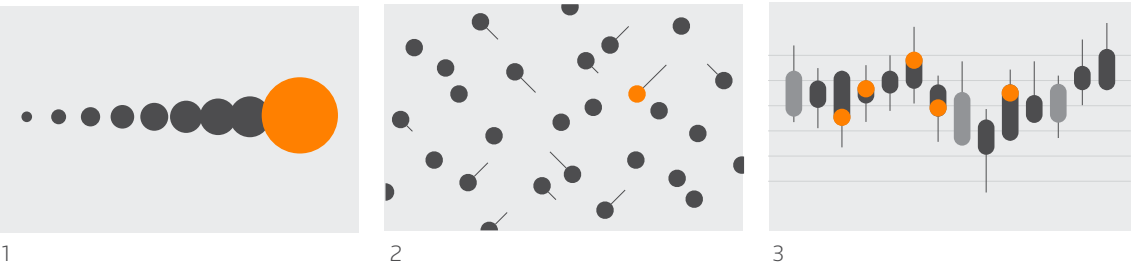
Illustration, infographic, icon motion

<https://app.frame.io/v/PtYcEQxW>

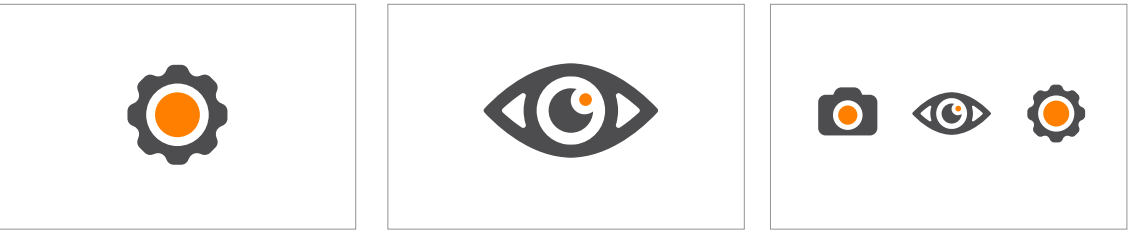
Illustration



Infographic



Icon



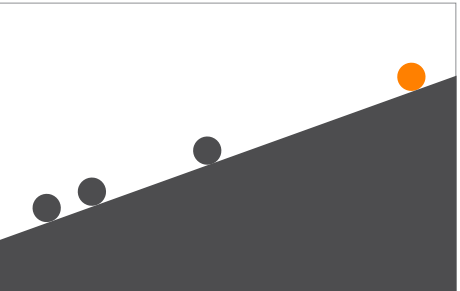
Motion: **Illustration inspiration**



1



2



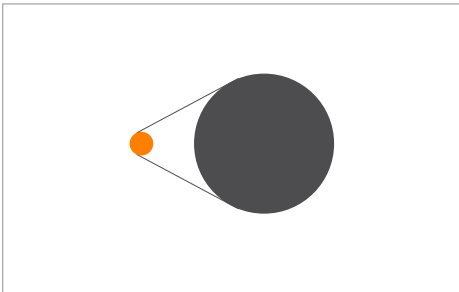
3



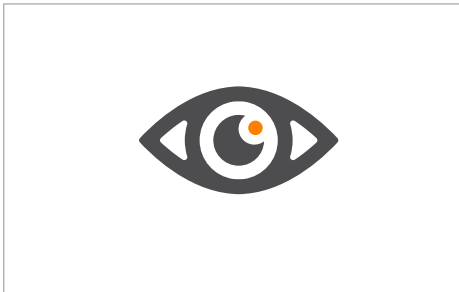
4



5



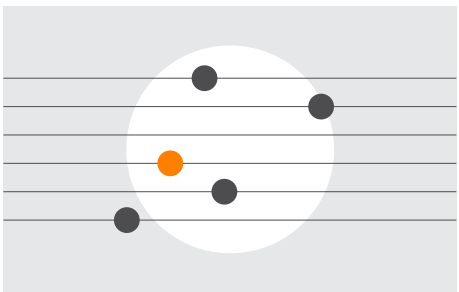
6



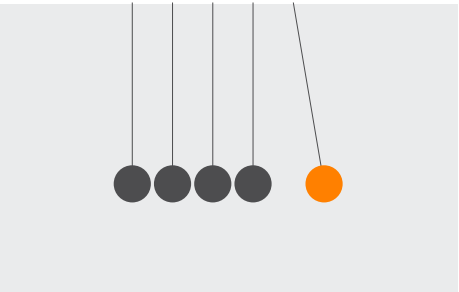
7



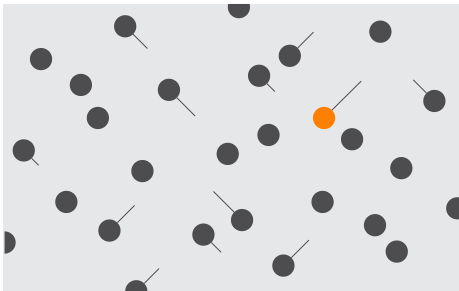
8



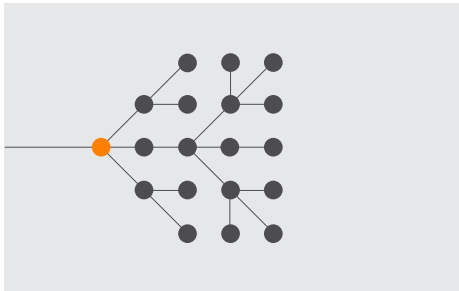
9



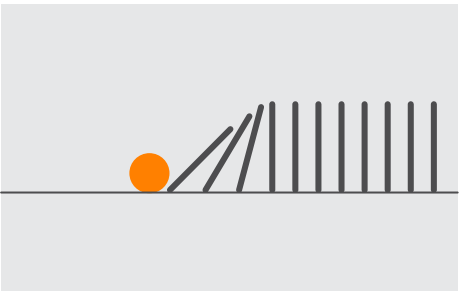
10



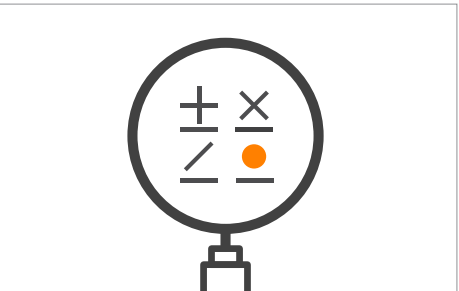
11



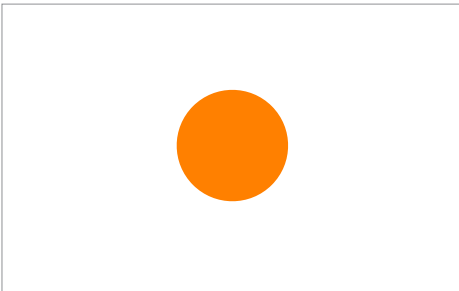
12



13



14



14

Thank you.