



WHAT IS JUST ASK?

- **Just Ask** is a campaign to encourage magazine readers to order magazines through their local newsagent via Shop Save or Home News Delivery (HND)
- **Just Ask** aims to increase awareness among consumers that any magazine can be ordered from any local newsagent, even if it is not stocked on their shelves
- **Just Ask** establishes a common brand for the promotion of magazine ordering services
- **Just Ask** uses retailers' stores and magazine pages to promote the initiative to readers

STATISTICS

- 1 in every £7 spent at retail is delivered to people's doors.
- 1.8 million households have a newspaper or magazine delivered
- 26% of national newspaper sales are home delivered
- 5% of magazine sales are home delivered
- There are 18,000 HND retailers

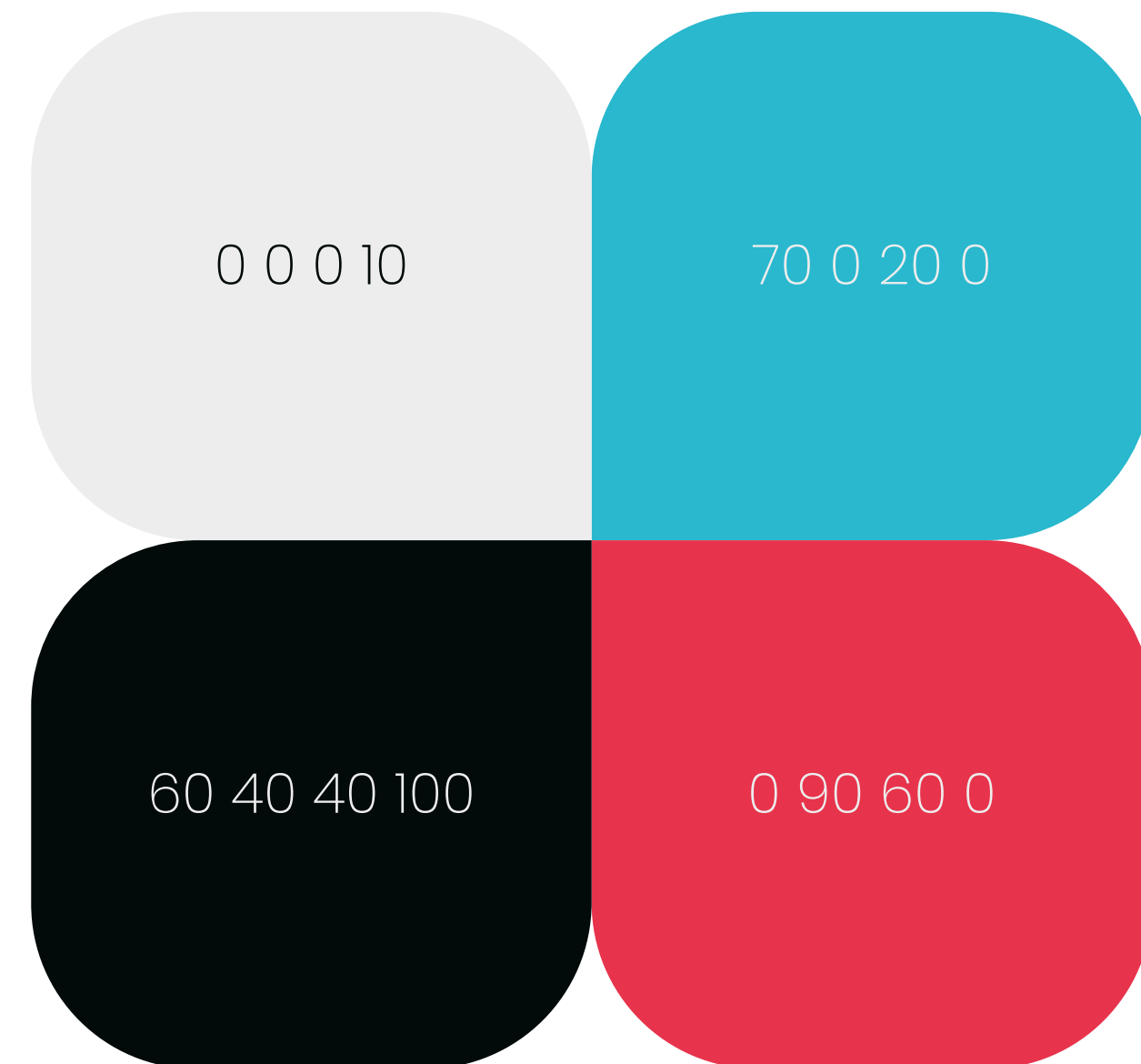
LOGO

How to combine the logo and colours.

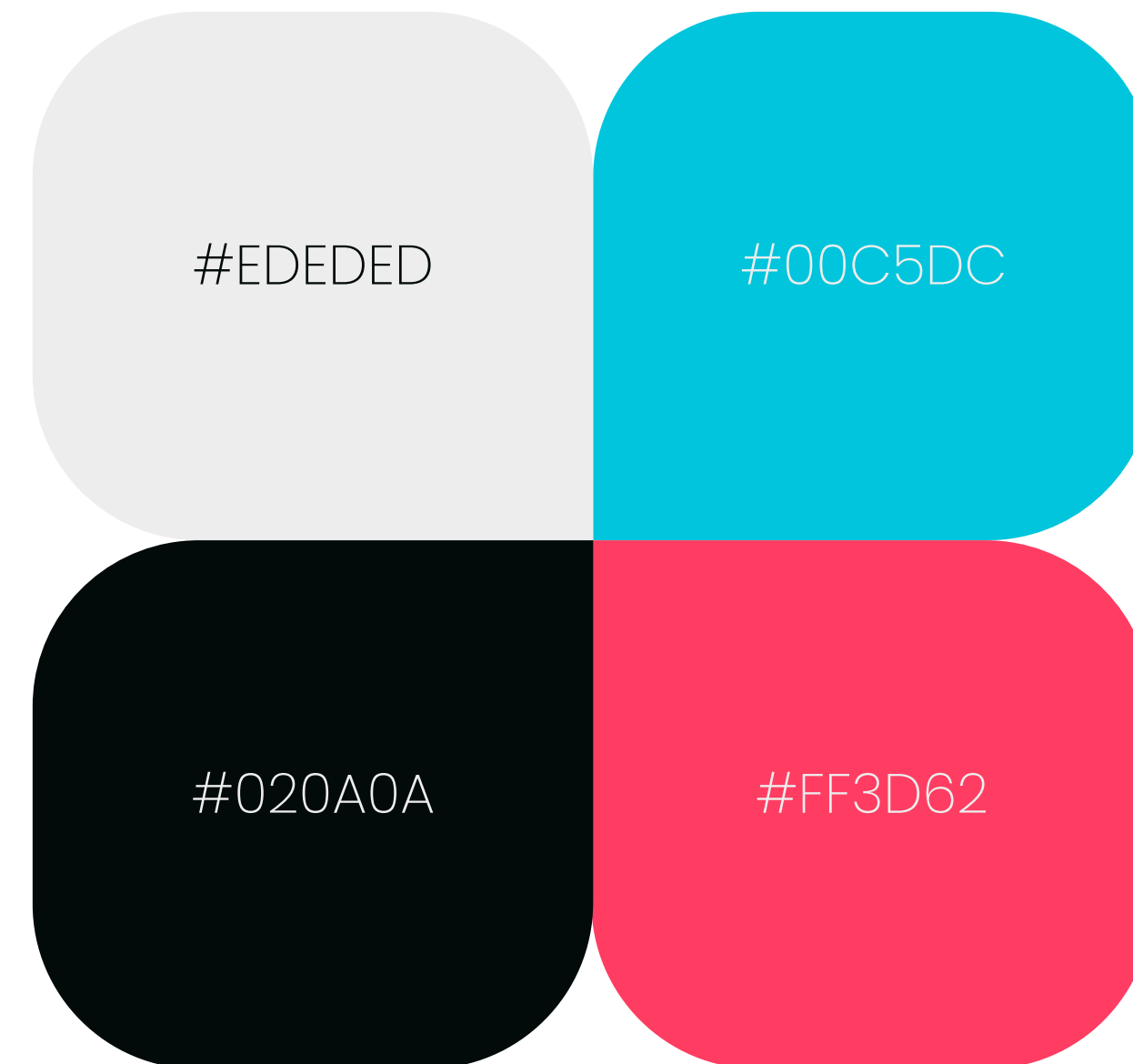


COLOURS

CMYK – PRINT



RGB – WEB



FONT

Poppins Medium

QWERTYUIOPASDFGHJKL
ZXCVBNM
qwertyuiopasdfghjklzxc
vbn
1234567890!@£\$%^&*()

Ad

To be used for Headers,
all headers must be in ALL CAPS

Poppins Italic

*QWERTYUIOPASDFGHJKL
ZXCVBNM
qwertyuiopasdfghjklzxc
vbn
1234567890!@£\$%^&*()*

Ad

To be used for Highlights and
Body Copy. If utilised within
header copy, please use ALL
CAPS and Italics

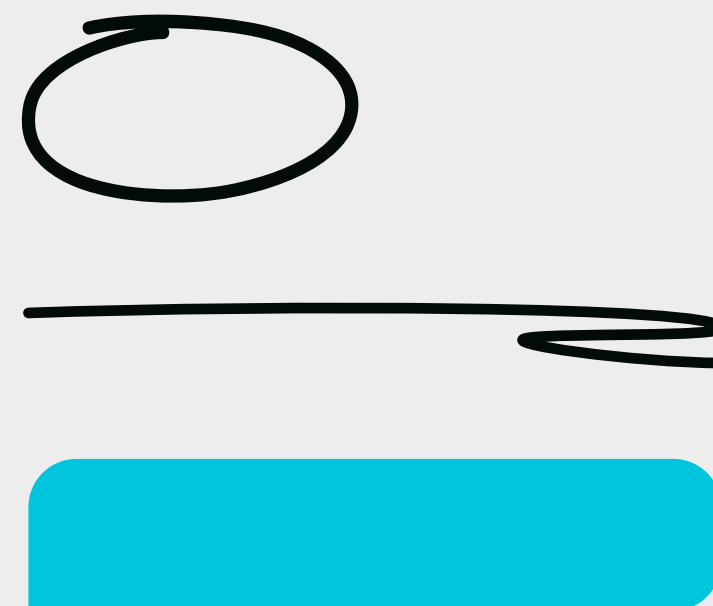
CALLOUTS

Assets can be used as callouts on headlines to highlight key words.

Headline 1 callouts are *ITALIC* body copy

Headline 2 callouts are **ITALIC** body copy

Body copy uses medium



EXAMPLE (Headline 1)

THE **NO. 1 REASON** FOR A **LOST** MAGAZINE
PURCHASE IS BECAUSE CONSUMERS
CAN'T FIND WHAT THEY'RE LOOKING FOR.

Example (Headline 2)

Got a question? **Just ask us!**

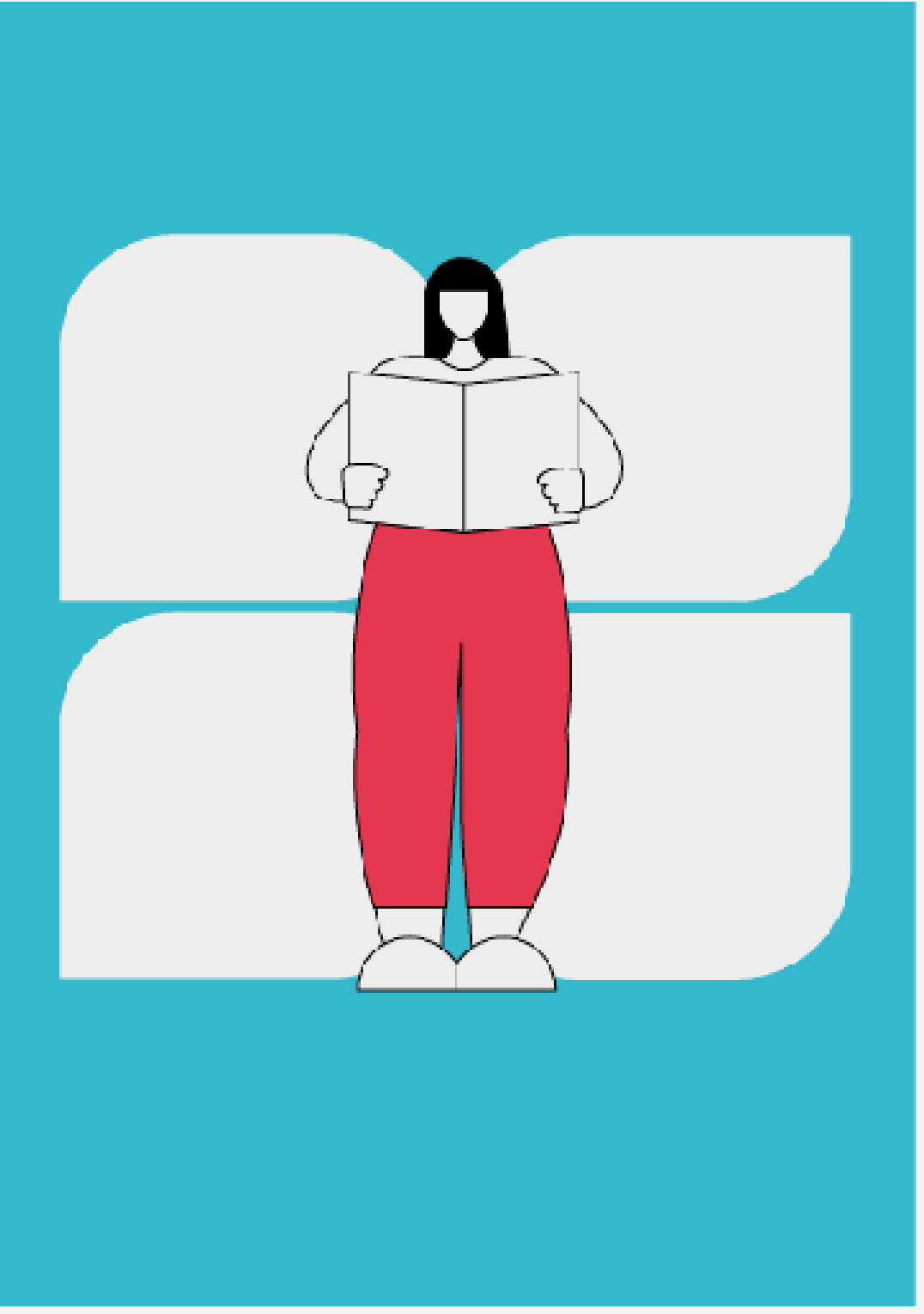
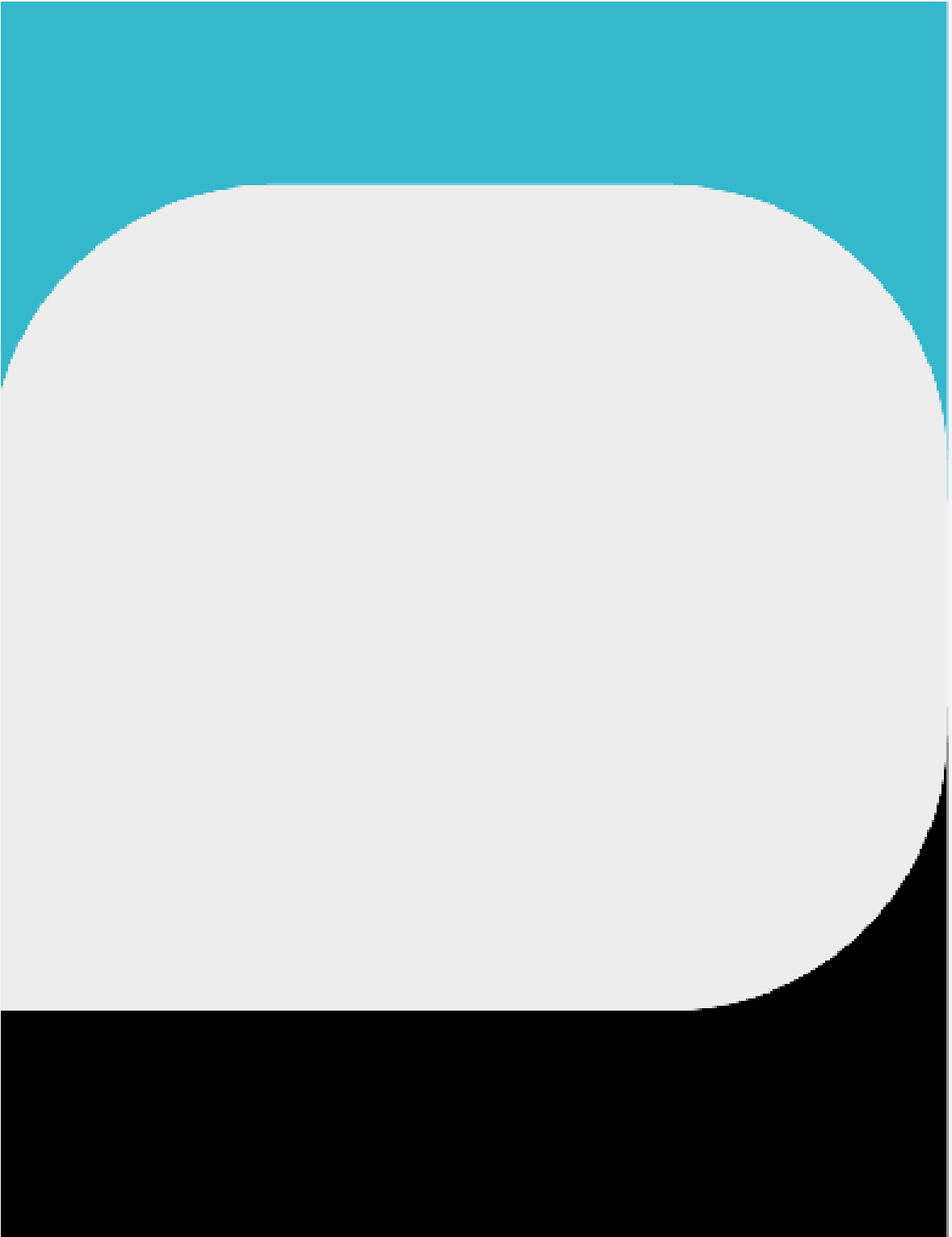
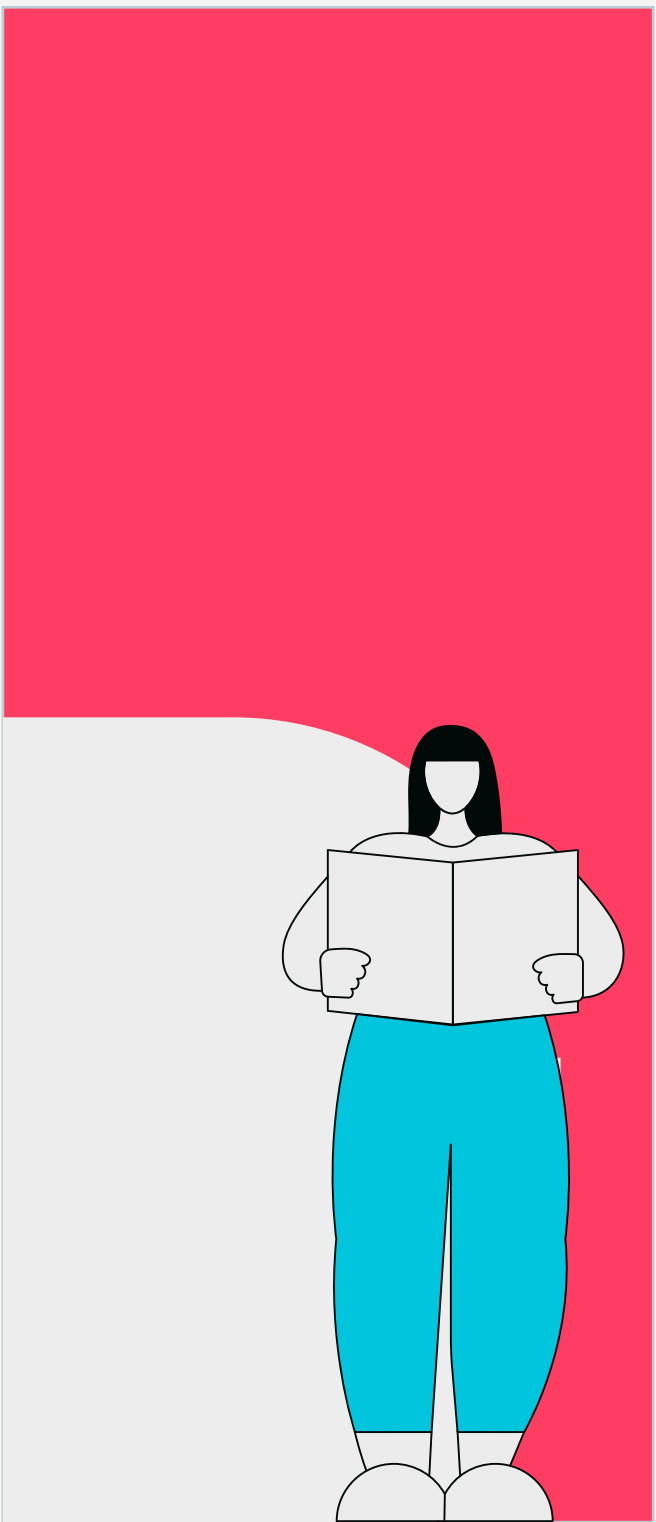
SHAPES



Taking the curve from the logo to create the shapes throughout the branding.

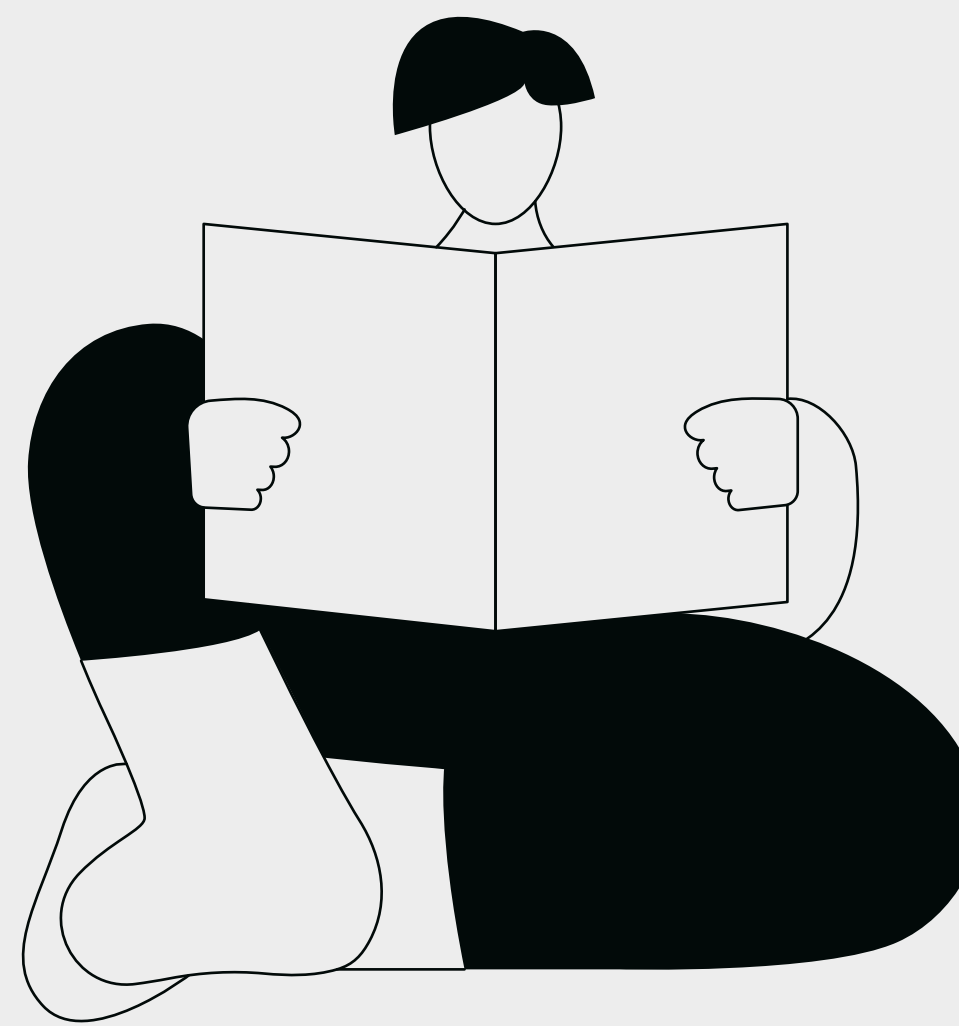
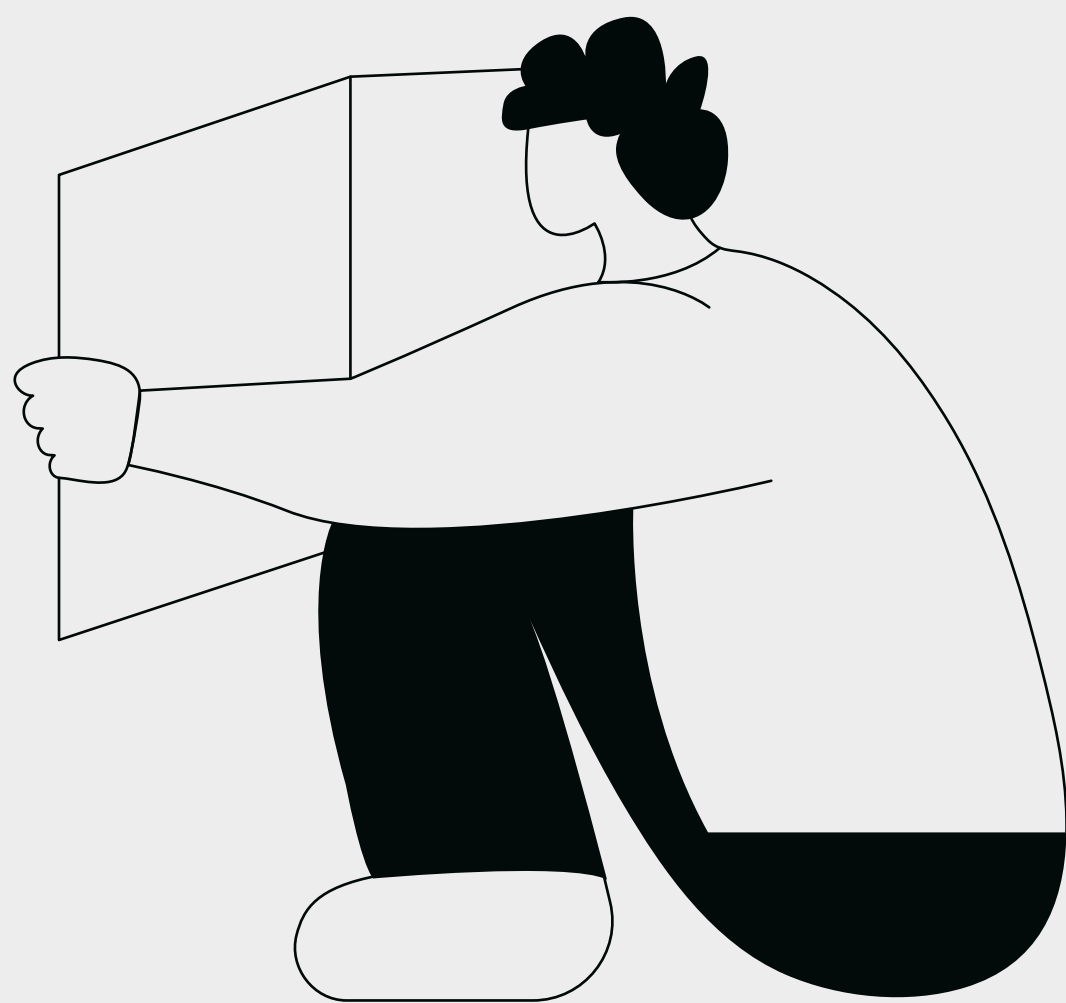
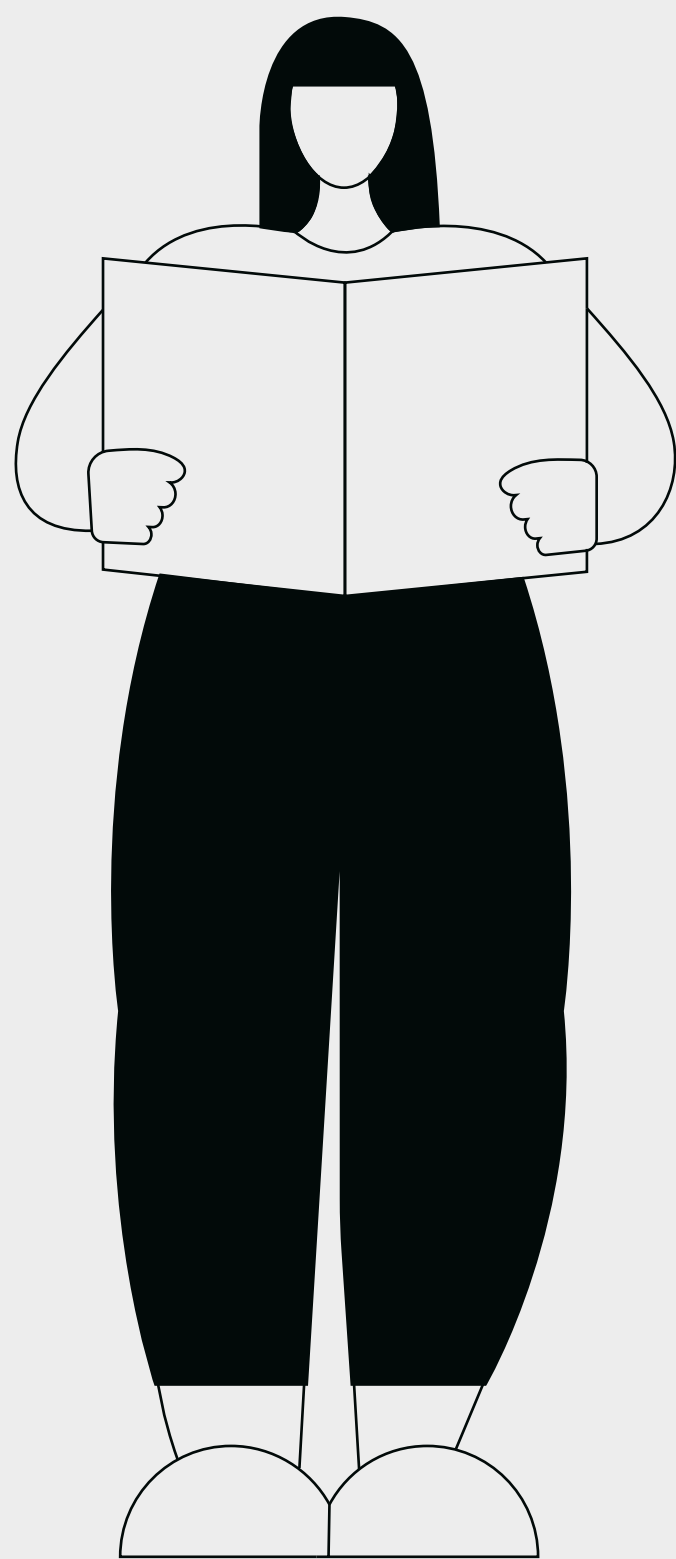


EXAMPLES

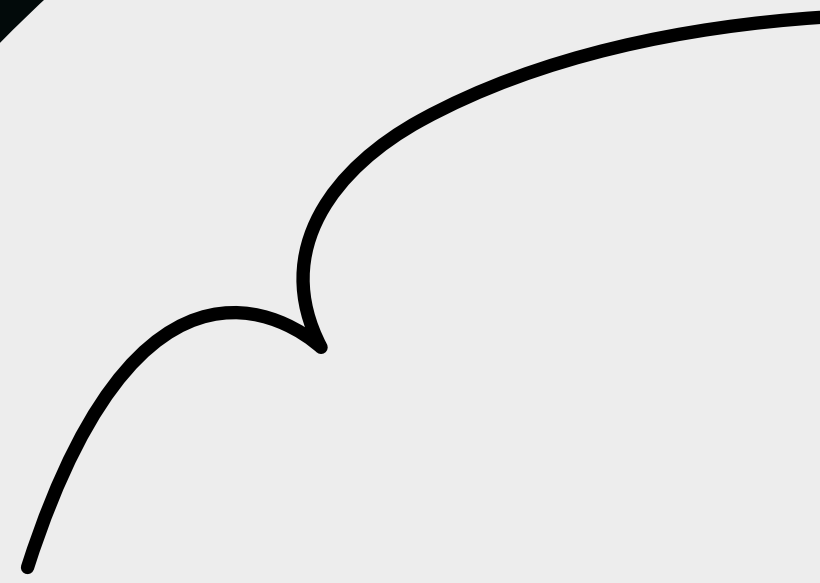


ILLUSTRATION

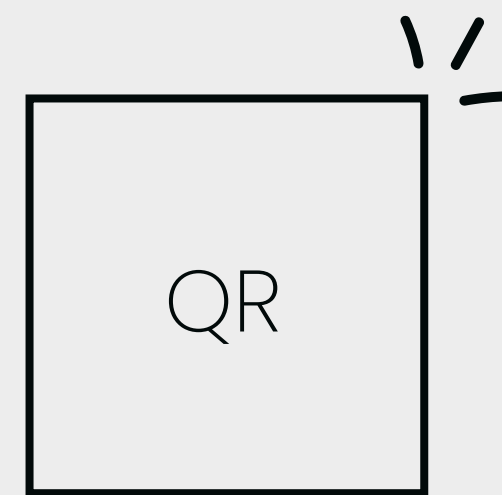
Using Illustrations to enhance designs, especially when additional elements are needed or to fill negative space.



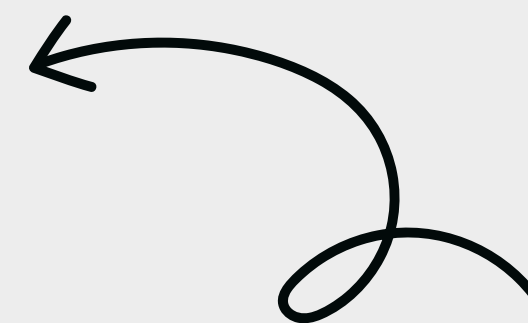
ASSETS



Added to corners to create a page turn if there's not enough space for illustrations.



Sparkle added to corner of QR codes.



Arrows directing the QR code to the URL link



EXAMPLES



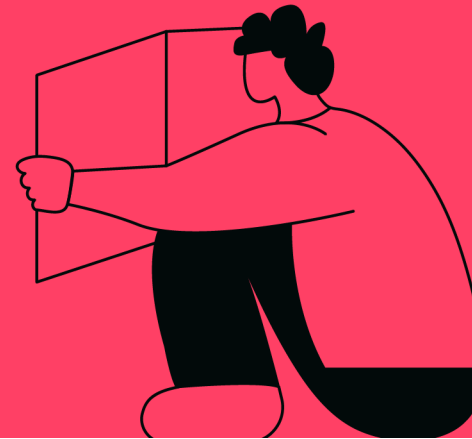
NEVER MISS A MAGAZINE SALE AGAIN.



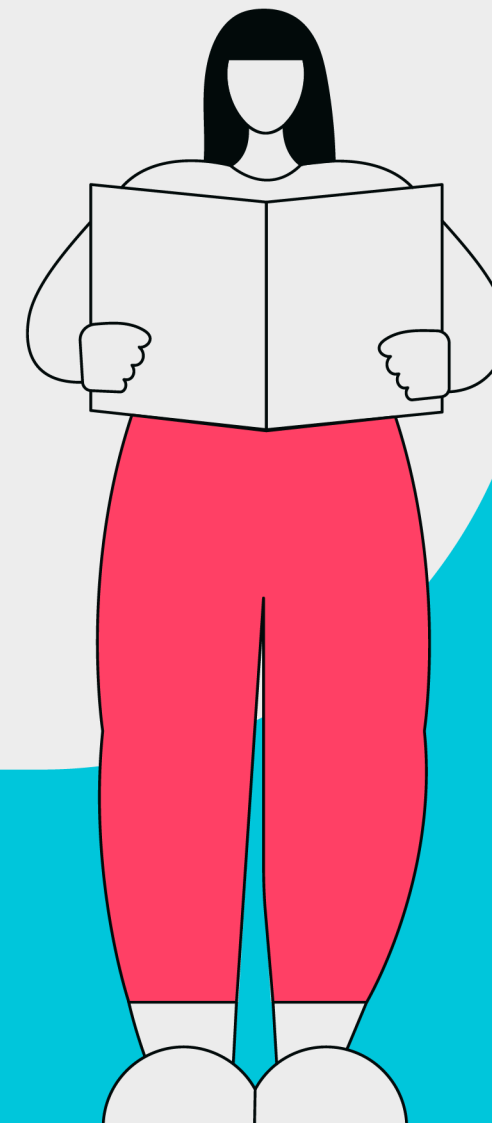
FREE JUST ASK
POINT-OF-SALE
FOR YOUR STORE.



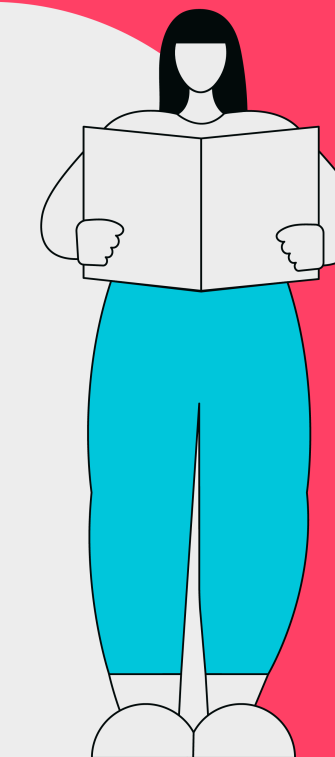
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