

NEWS ANCHORED®

Brand Guidelines

Your All-in-one guide for
News Anchored's brand

We Empower Clients to Share Their Stories

NewsAnchored® strives to bridge the gap between those seeking to get published and those who publish, ultimately enabling:

**More Stories
Shared.**

**More Stories
Seen.**

**More Stories
Discovered.**

**More Stories
Published.**

This document serves as a foundation for understanding the building blocks of our brand. These components must work in harmony to accurately reflect our brand's character and values, which include:

- **Teamwork**
- **Trust**
- **Ownership**
- **Commitment**
- **Dedication**

The News Anchored Logo



NEWS ANCHORED®

The News Anchored® logo is designed with **simplicity and clarity** in mind. It is presented in a single version, **using only black** to maintain a strong, professional, and timeless identity. This ensures consistency across all platforms and materials. **No variations** in color, effects, or modifications are permitted to preserve the integrity of the brand.

Color Palette

HEX CODE

#FAF5F0

CMYK

0% 0% 0% 0%

RGB

255, 255, 255

For Backgrounds

HEX CODE

#000000

CMYK

0% 0% 0% 100%

RGB

0, 0, 0

For Buttons and Heading Texts

HEX CODE

#A5A2F2

CMYK

0% 0% 0% 100%

RGB

0, 0, 0

For Accent Colors and
Graphics

HEX CODE

#58B6D2

CMYK

0% 0% 0% 100%

RGB

0, 0, 0

For Accent Colors and
Graphics

HEX CODE

#545454

CMYK

0% 0% 0% 100%

RGB

0, 0, 0

For Body Texts

A refined combination of **neutral and bold tones** that balance clarity and visual interest. Light beige provides a clean and inviting backdrop, while black reinforces strength and readability in key elements. **Subtle shades of purple and teal** add a distinctive yet sophisticated touch, and gray ensures effortless readability for body text.

Typography

Aa

Inter

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Main Font

FOR HEADERS

A modern and highly readable typeface designed for optimal clarity in digital and print formats. Its clean, versatile structure ensures professionalism and accessibility, making it ideal for delivering information with precision and impact.

Typography

Aa

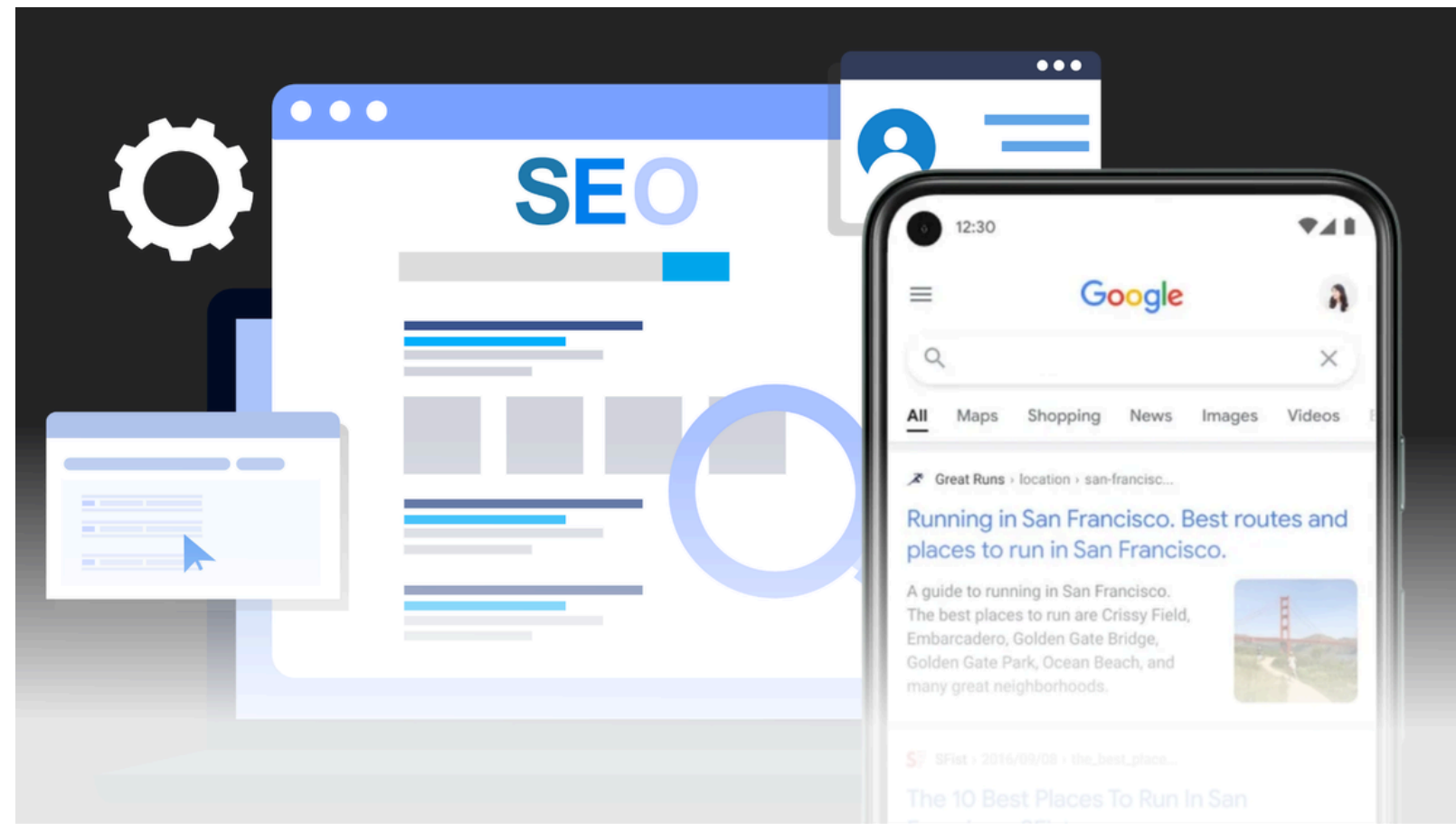
Arial

Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz	00	01	02	03
04	05	06	07	08	09

Alternative
FOR SUBHEADERS AND BODY

A timeless and versatile typeface known for its clean, straightforward design. Its readability and neutrality make it a reliable choice for clear communication across various media formats.

Photography



The imagery used for News Anchored® should feel authentic, professional, and visually compelling. Photos must not resemble generic stock photography but instead convey a polished, software aesthetic with an engaging feel. The focus should be on high-quality, well-designed graphics that align with the brand's credibility and storytelling approach.

What is voice and tone and why does it matter?

Voice and tone are the heartbeat of our brand. They're what make us recognizable and relatable. Think of our voice as our personality – who we are. It's the core of our brand, shaping how we interact with our clients and the world. Our voice is collaborative, committed, and client-centric.

Tone is how we express that personality. It's the inflection in our voice, the nuance in our message. For us, it's confident, collaborative, and results-oriented. It's how we show up.

Why does it matter? Because it's how we connect. A strong voice and tone build trust, create recognition, and ensure our message lands. It's the foundation for everything we do, from the content we create to the way we interact with our clients.

Brand Voice and Tone

Our Voice

Our brand voice is the embodiment of our commitment to our clients and the industry. It's how we communicate our values of collaboration, commitment, openness, and dedication. We strive to be professional, confident, and supportive in our interactions, reflecting our role as a trusted partner. Our voice is characterized by clarity, transparency, and a focus on delivering value. We are genuine and approachable, eager to help our clients at all times!

Our Tone

We communicate with a sense of authority and professionalism while maintaining a friendly and supportive approach. Our language is clear, concise, and action-oriented, emphasizing the value we bring to our clients.

Brand Voice and Tone

Let's Breakdown Our Tone

Clear

At News Anchored®, we prioritize clear communication, ensuring our message is easily understood at first glance.

Concise

We value brevity and efficiency in our language, delivering information in a direct manner.

Action-oriented

We focus on delivering practical and impactful information, driving results, and inspiring action.