



Page 01 — FSNN brand guidelines

Free Speech News Network · Identity, editorial expression and partner use · Working edition · September 2026

This guide develops a usable system around the exact selected FSNN logo. The blue-over-red wordmark, white star and full organization name are the core visual elements. Brand strategy, editorial principles and color values below are proposals for owner review, not statements that a newsroom or editorial policy has already adopted them.

Source status: Selected primary artwork is a transparent 1975 × 796 pixel PNG. The compact F-and-star icon in the companion kit is a new concept. No approved native vector, monochrome master, print proof, font license or external usage grant was supplied.

Page 02 — Purpose and position

Proposed mission: Help audiences encounter news, commentary and civic conversation with clear attribution and a visible path back to original sources.

Proposed vision: A recognizable media brand that encourages informed discussion while making the distinction among reporting, opinion and sponsorship easy to see.

Brand promise: A clear signal in a noisy news cycle. Proposed line, not a performance claim.

The initials FSNN should resolve to **Free Speech News Network** at first mention in body copy. Present the brand as a media identity; do not imply a particular legal organization, broadcast license, audience reach or partnership without confirmation. The white star can suggest public conversation, but should not be used as a substitute for editorial transparency.

Page 03 — Values and editorial trust

Proposed values: Openness to debate, accuracy in attribution, clarity of labeling, respect for audiences and accountability when corrections are needed. Translate these into visible publishing practices before promising them publicly.

Use explicit labels for **News**, **Analysis**, **Opinion**, **Sponsored** and **Correction** if those categories exist in the product. A view in an opinion column is not a fact claim by the newsroom. A shared clip requires its original date and context. A correction should identify what changed and when, rather than silently overwriting a material error.

These are recommended standards for a trustworthy media brand. The project owner and editorial lead should adopt, adapt or reject them through an actual published policy and operating process.

Page 04 — Name, hierarchy and voice

Use FSNN in all capitals. Spell out Free Speech News Network on first mention in longer articles and institutional descriptions. Use the compact initials in headers once the full name is established. Do not rewrite the tagline to fit a narrow space; select a shorter approved lockup instead.

Voice: Independent-minded, clear, energetic and civil. Name evidence and uncertainty directly. Use active verbs, brief sentences and human-readable headlines. Avoid inflammatory language solely to drive clicks, false balance between claims with unequal evidence, and headlines that promise something an article does not deliver.

Examples: “What the proposal says” is more specific than “Everything changes.” “According to the published filing” is more useful than “Sources confirm” when the primary document can be linked.

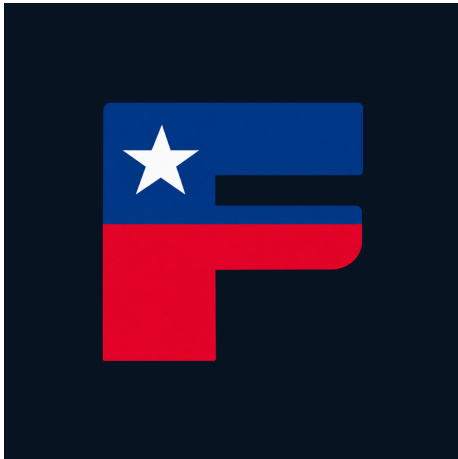
Page 05 — Primary wordmark



The selected horizontal logo reads **FSNN** in a blue upper half and red lower half, with a white star in the S and the full name below. Keep those components, their order and their relative proportions intact. The complete mark is preferred for mastheads, event signage, presentations, partner pages and first brand mentions.

Use the exact primary PNG supplied in the kit. It has transparent surroundings. A dark, even surface presents the blue and red clearly; test white or photographic backgrounds at final size before approving them. The raster is a screen master, not a vendor-ready vector. An SVG that embeds this PNG is not a true vector redraw.

Page 06 — Compact icon concept



The separate F-and-star asset is a **proposed** square icon derived from the selected wordmark. Its split blue/red construction and white star relate to the full mark while remaining simpler for avatars and small cards. It requires owner approval for shape, color and use before being treated as official.

Use the full lockup when the organization name must be introduced. A compact icon can follow once audiences know the brand. Test the concept at 64 and 32 pixels: the white star, F crossbars and internal negative space must remain distinguishable. A 16-pixel favicon should be custom-drawn and optically proofed; resizing alone does not validate it.

Page 07 — Clear space and minimums

Until a native vector master sets a precise construction unit, use at least **12% of the full lockup's displayed width** as clear space on all sides. For the icon concept, reserve **one quarter of its square dimension** on each side. The star and tagline must not be covered by badges, live indicators or partner marks.

Proposed digital minimums: Complete wordmark **640 CSS pixels** when the tagline must be read comfortably; a smaller 320-pixel version is included for inspection and limited contexts. The icon concept should begin at **64 CSS pixels** until small-size testing is complete. Print minimums require an approved vector and press proof.

Keep a consistent baseline and give the full logo generous space in a masthead. Never upscale the source beyond its original 1975-pixel width and call it higher-resolution artwork.

Page 08 — Incorrect use

- Do not stretch the letters or squeeze the star.
- Do not exchange red and blue or place a flag texture inside the type.
- Do not replace the white star with an arbitrary emblem.
- Do not add bevels, shadows, glows, outlines or metallic gradients.
- Do not crop away the full name and call the remainder the approved primary mark.
- Do not put the dark blue letters on a dark photograph without a solid plate.
- Do not use the proposed icon as an official organization mark before owner approval.

When a layout is too narrow for the full tagline, make a deliberate responsive mark after design review. Avoid improvised crops or illegible reductions.

Page 09 — Working screen colors

These values are approximations sampled from the strongest areas of the selected logo. The logo itself contains subtle tonal variation. The values below are useful screen tokens, not an approved ink or Pantone specification.

Token	HEX	RGB	Role
FSNN Navy	#003078	0, 48, 120	Masthead, title, navigation
Signal Red	#D80828	216, 8, 40	Live accents and emphasis
White	#FFFFFF	255, 255, 255	Star and high-contrast type
Night	#081322	8, 19, 34	Preferred dark logo surface
Cool Gray	#AFC0D3	175, 192, 211	Supporting text

Proof actual materials before choosing CMYK or spot equivalents. Avoid using red as a generic error color in a context where it also means “live”; accompany status with text.

Page 10 — Accessibility

The logo is decorative identity artwork; ordinary headlines, captions and controls must pass their own text contrast checks. White on Night and Navy on White are strong starting pairs. Check Signal Red on any actual background, especially at small type sizes. Test gradient or photograph overlays in context.

Pair color with labels such as **LIVE**, **Opinion** or **Breaking**. Do not rely only on red and blue for content categories. Make focus states visible, give the full logo concise alt text such as “FSNN — Free Speech News Network,” and provide transcripts or captions for audio and video content. Reduced-motion users must be able to read live tickers without animation.

Page 11 — Typography

Proposed UI system: A strong open sans serif for headlines and a highly readable sans serif for article text. Inter or a comparably licensed family is a practical starting point; Arial, Helvetica, sans-serif can be browser fallbacks. The logo’s drawn forms are not a font to imitate in body copy.

Role	Digital size / line height	Weight
Lead headline	40-64 px / 1.08	700-800
Section heading	26-36 px / 1.2	700
Story title	20-28 px / 1.25	600-700
Article body	17-19 px / 1.6	400
Metadata	13-14 px / 1.4	500

Use sentence case for most story headlines and UI labels. Keep a strong date and author hierarchy. Do not redistribute a font file without checking its license.

Page 12 — Photography and video

Favor original reporting imagery, documentary photographs, clearly licensed wire images and genuine views of participants. Do not use a generated portrait as a documentary photograph. Label illustration, reenactment and archive footage in the context where audiences see them.

Composition: One clear subject, room for a headline, natural contrast and a safe crop for mobile. A red and navy overlay can tie campaign graphics together, but should not mask the context of a news photograph or alter the meaning of a scene.

For video, keep lower-thirds, source attribution, speaker names and dates legible. The logo should occupy a consistent safe area and never cover information audiences need to evaluate a clip.

Page 13 — Interface and news graphics

Create consistent cards for News, Analysis, Opinion and Sponsored content. A category label is text, not just a color band. Mark new or live updates with a timestamp and state when the feed was last successful. A broken feed should say unavailable rather than silently showing an old item as current.

Use red sparingly for urgent states or highlights and navy for navigation. Charts and polls need a source, method/date where relevant, clear axes and context for omitted values. For election or market graphics, do not draw a trend line from unverified claims.

Use simple icons with matching stroke weight; keep the star reserved for the FSNN identity, not for rating the importance or truth of an article.

Page 14 — Partner and sponsor use

When FSNN appears with a partner, preserve both identities with balanced optical weight and a clear gap. A divider can separate marks in narrow placements. Do not attach an advertiser's badge to the FSNN star or recolor a partner's logo to match the brand palette.

Label sponsored or paid content prominently and keep that label attached in syndicated or social excerpts. An exchange, media or technology logo displayed alongside FSNN must not imply editorial endorsement without a real agreement.

The companion ZIP is a working digital asset kit. It does not grant trademark, editorial syndication or advertising rights. Owner approval and written terms are required before external partner distribution.

Page 15 — Governance and sign-off

Before declaring this a public brand standard:

1. Confirm exact spelling and wordmark geometry in the selected primary file.
2. Approve or revise the proposed F-and-star icon after small-size tests.
3. Approve brand colors, digital minima and dark/light usage examples.
4. Create a native vector master and dedicated monochrome/print versions.
5. Establish and publish any editorial standards that the brand intends to promise.
6. Obtain legal review for trademark and partner usage terms.
7. Publish a versioned download with hashes and a record of owner approval.

Current state: Selected raster primary, proportionally scaled digital exports and a separate icon concept. Working editorial and design copy. No approved print or licensing pack.

Appendix — Asset export guide

A. Folders

FSNN-Brand-Kit/	
00-Guide/	guidelines PDF, README, previews, manifest, hashes
01-Primary/	exact selected transparent PNG and screen downsizes
02-Icon-Concept/	proposed F-and-star PNG and screen downsizes
03-Colors/	proposed sRGB token JSON and CSS

B. Naming and status

fsnn-primary-master.png is the exact selected image. fsnn-primary-WIDTHw.png names an actual proportional pixel width. Icon concept files are explicitly labeled concept. Do not label a PNG-based container SVG as true vector or describe the new icon as owner-approved. The ZIP uses short paths and standard Deflate compression.

C. Future export matrix

Variant	RGB PNG	Native SVG	Print PDF/EPS	Approval
Primary full color	Included	Design and redraw	Proof with vendor	Source selected
F-and-star icon	Included as concept	Redraw after approval	Proof if used	Pending
Pure black/white	Not supplied	Design and approve	Proof	Pending
Compact without tagline	Not supplied	Design and approve	Proof	Pending
16 px favicon	Not supplied	Simplified design	N/A	Pending

D. Production checks

Preserve RGBA transparency and source aspect ratio. Inspect tagline readability at final size. Do not upscale beyond the original 1975-pixel horizontal master or the icon concept’s native size. Verify the checksum manifest and extract every ZIP entry before distribution. CMYK and spot values require an approved stock, printer profile and physical proof; automated nearest matches are not official values.