A diverse group of young people are shown in a protest or rally. In the foreground, a young woman with a blue cap and denim jacket is shouting with her mouth wide open. To her left, a young man with a red beanie and yellow t-shirt is also shouting. In the background, several other people have their fists raised in the air, and one person is holding a megaphone. The scene is set outdoors with a clear sky.

VERITY

Brand Guidelines

The following pages of this book are designed to guide the Verity brand and its identity, giving you a glimpse inside the core of who we are. Use it as your first point of reference to establish consistency within the communication and visual application of the brand.

About The Brand 1

- 1.1 Brand
- 1.2 Promise
- 1.3 Audience
- 1.4 Comms pillars
- 1.5 Positioning statement
- 1.6 Tagline
- 1.7 Tone of voice

Visual Identity 2

- 2.1 Logo
- 2.2 Typography
- 2.3 Colour palette
- 2.4 Iconography
- 2.5 Imagery
- 2.6 Brand endorsement
- 2.7 Brand applications
- 2.8 One pager

Table of content

About The Brand

1

Brand

Brand architecture

The brand family

We were born from the Improve The News Foundation and conceived from a big dream to help shape a better tomorrow, and unique ideas to help us reach a global audience and live up to our mission through various product offerings within new markets.

The Improve the News Foundation promise

Empower humanity to better understand the world

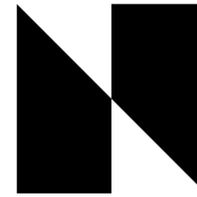
Bringing ITN to a global scale is all about the promise we need to live up to, and carrying it across our sub-brands.



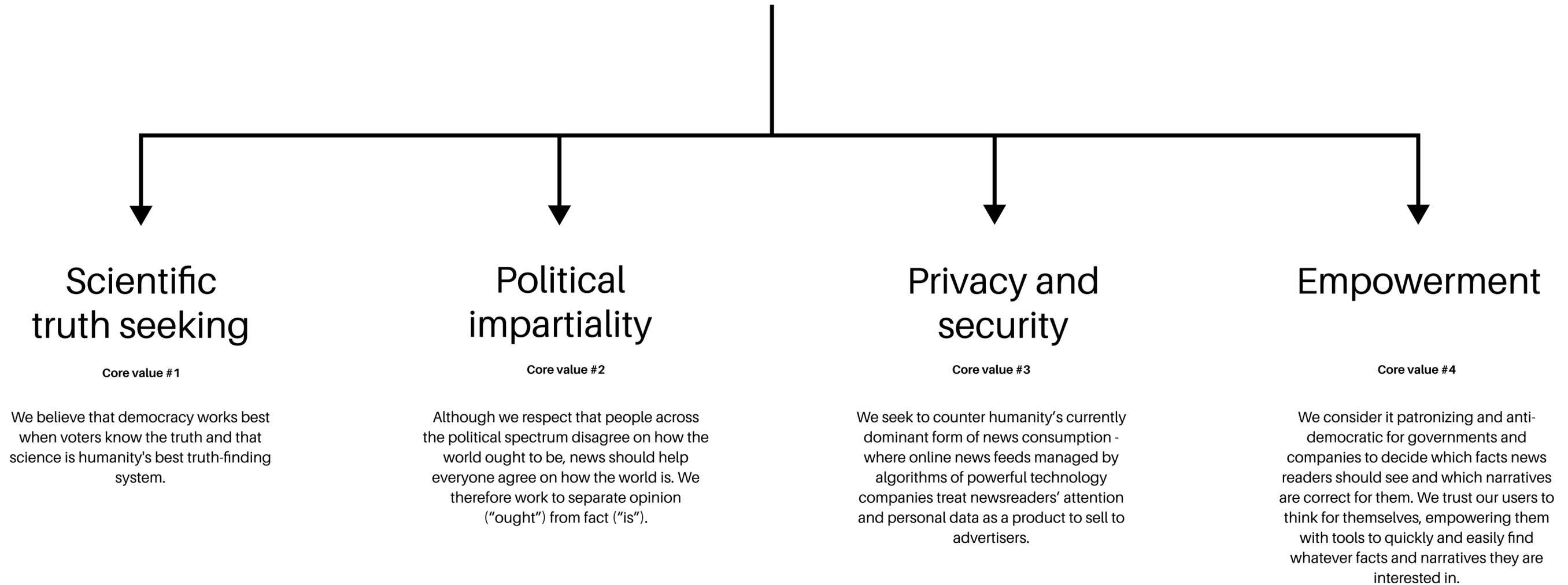
News to empower humanity

Through every sub-brand.
For every audience.
Across all markets.

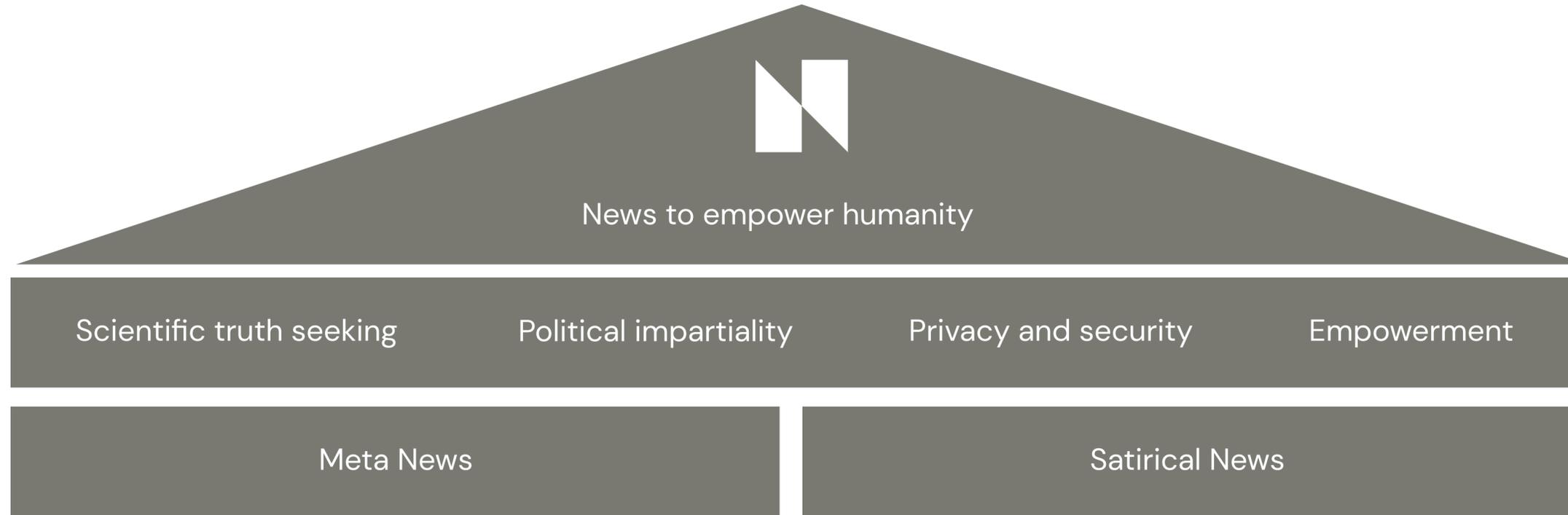
ITNF parent-brand



News to empower humanity



Brand





Parent-brand

VERITY

Meta news
"The whole truth"

Empower people to discover
the whole truth.

ORWELL

Parody news
"The only truth you need"

The parent-brand houses the overall brand promise we must deliver on across all our sub-brands.
The sub-brands open up for their own edge, unique role and sub-values that characterizes the experience.
The edge is determined based on use case and target audience for the sub-brand.

Promise

Brand promise

To empower people to discover the whole truth
behind every major news story

We empower users to guide their news consumption and observe social, political and cultural narratives from every vantage point.

Audience

Verity's readers are here for the facts.



Insight

Readers want the facts first. In fact, they go to our platform to avoid 'news' as they know it. They're here because they appreciate us alleviating the stress induced by multiple streams of conflictive news media.



Implication

Our brand is focussed on information clarity. The desire for news that is useful comes before anything else.

Verity's readers want those facts effortlessly.



Insight

It needs to be simple for readers to get to the information they're looking for. Whether its world news, local news, politics or sports, the relevant information needs to present itself easily before readers continue exploring.



Implication

Our brand and messaging needs to embody that sense of ease. Adjusting the sliders is less about users wanting to navigate their critical thinking than being able to get to where they want to be easily.

Verity's readers want control.



Insight

The choice readers have over what news they want to consume is empowering. Whether they choose to adjust the sliders or not, it's there if they want to. They're calling the shots - it's a rare dynamic, unlike the 'give and get' of clickbait news media.



Implication

The Verity brand will communicate this new power dynamic. It's not about readers seeing all sides, it's about deciding whether they want to see all sides and when that's important.

Verity's readers want a site that gives instead of takes.



Insight

Our audience trusts us. There's no paywall or invasive tracking. We're free, meaning us and your readers want the same thing - an information democracy.



Implication

Our brand needs to take advantage of the non-profit positioning. It's how we can prove we exist without the goal of earning revenue and give even more ground to our mission statement.

Who is The Verity consumer?

WORLDVIEW

Readers don't believe everything their told...

Our audience recognizes the importance of staying informed about global and local events, but they feel trapped within their own filter bubbles. They understand that algorithms control the news they receive, limiting exposure to diverse opinions and information.

They see a troubling pattern where the media and government manipulate the news to serve their own interests, often at the expense of accuracy and transparency. They notice a focus on emotional stories rather than rational discourse, sensationalism over informative content.

Our audience is aware of the damaging effects of echo chambers and media manipulation on society. They believe it is essential to eliminate bias in order to foster a world characterized by less animosity, increased empathy, and better mutual understanding.

DESIRE

For the facts to stand out

Our audience seeks news that informs and inspires rather than overwhelms them. They often shy away from news consumption due to the fragmented and overwhelming nature of the information.

They desire a simplified way to understand the world around them. They actively seek news sources that can distill the facts and present a comprehensive picture by curating information from various sources.

Crucially, they want to make well-informed decisions based on complete truths, not merely the information filtered to them by algorithms. They value the ability to have access to unbiased news that empowers them to make proper judgments.

GAIN

Clarity and understanding

Our audience experiences stress from the abundance of news sources, but they find relief when presented with identified facts.

When readers have the ability to explore stories from different perspectives or extract factual information, they regain a sense of control over their news consumption. This empowers them to delve deeper into topics of interest, satisfying their curiosity and allowing them to escape the confines of filter bubbles.

By challenging their own beliefs and expanding their horizons, readers fuel their curiosity and develop a greater capacity for making well-informed decisions independently.

Comms pillars

Our DNA

... is fair and square

Our unwavering commitment to presenting the complete picture sets us apart, enabling our readers to uncover truths for themselves with unparalleled clarity and conviction.

... is free for all

We take action to empower readers, allowing them to assert conscious control over their news diet and regain their power in shaping their own perspectives.

... is matter of fact

At our core, we are driven by a love for humanity. We empower readers to uncover profound truths that transcend divides, enabling them to shape their worldview and forge meaningful connections with others.

Comms pillar 1

Fair and square

At Verity, we are attentive to a wide range of angles. We establish our brand as a beacon of fairness and balance, embodying impartiality in all aspects, across all platforms.

We ensure that this principle resonates throughout our website and across social, shaping how we communicate. The multiple angles that we cover receive balanced attention, underscoring our dedication to providing the whole picture.

How could we put fair and square into action?

1. Maintain a neutral and objective tone in all communication regarding facts on social media and the website. Use language that reflects fairness, open-mindedness, and respect for different opinions, fostering a non-partisan environment.
2. User-Generated Content: Feature user-generated content that reflects diverse perspectives and experiences. Encourage users to share their stories and opinions, fostering a sense of community and inclusivity.
3. Facilitate respectful and constructive discussions on social media platforms and the website by hosting debates, live Q&A sessions, or interactive polls. Encourage the exchange of diverse viewpoints while maintaining a healthy and civil discourse.

Comms pillar 2

Free for all

In our communication, we need to prove our commitment to empowering readers with freedom. We provide them with the autonomy to curate their news diet by equipping them with the necessary tools to explore.

Whether readers seek the straight facts or desire a broader understanding, the choice is theirs. We make it effortless for individuals to access the information they need to contemplate, gain insights, and foster a deeper understanding of their perspectives.

Putting free for all into action:

1. Offer educational resources, such as explainer articles, video tutorials, or guides, to help readers develop critical thinking skills and media literacy. Empower them to evaluate information independently and make informed decisions.
2. Seek feedback from readers through surveys, polls, or feedback forms to understand their preferences and continuously improve Verity's news offerings. Actively listen to their suggestions and implement changes based on their needs and desires.
3. Collaborate with reader communities, influencers, or organizations across social that share a commitment to freedom in news consumption. Partner with platforms or initiatives that promote diverse perspectives and allow readers to explore alternative viewpoints.

Comms pillar 3

Matter of fact

Our commitment is to share the full story, embracing diverse sources of truth. Every aspect of our work is engineered to provide the big picture, ensuring our readers have access to relevant and diverging narratives.

Irrespective of our team's personal media bias, our goal is to present the complete story and empower our readers to interpret each narrative for themselves.

Putting matter of fact into action:

1. Clearly attribute sources and credit contributors when sharing information. Provide proper citations, links, or references to enable readers to explore the sources themselves and evaluate the information independently.
2. Actively acknowledge and correct any errors, inaccuracies, or misleading information discovered in previously published stories. Provide transparent explanations of the corrections made, reinforcing the commitment to accuracy and accountability.

Positioning statement

At Verity, we believe that news is more than just information—it's the fuel that feeds our minds, empowering us to find meaning, solve problems, and make impactful decisions. Recognizing the indispensable role of news in modern society, we consider it a public good that drives human progress.

We understand that the stories we encounter shape our perception of the world, and thus, every detail matters. That's why we are committed to delivering news that embraces diverse perspectives, offering a comprehensive picture that encompasses truths from all sides of the spectrum.

With Verity, we aim to revolutionize the news landscape, transforming it from a source of division and polarization into a catalyst for unity and understanding. By providing news that enlightens and inspires, we strive to foster a world characterized by reasoned compassion, and a deeper appreciation of different worldviews.

Positioning statement

Tagline

**Focus On The Facts.
All Angles Covered.
Your Fact Viewfinder.**

This tagline may be used in shortened form,
i.e. "The whole truth", "all angles covered".

Tone of voice

Voice

Our communication style is characterized by clear, concise, and functional language that cuts to the chase. We recognize that news is meant to reach a wide audience, so we employ everyday terminology to ensure our points are effectively conveyed, while also providing educational explanations when clarity and certainty are required

Tone voice

Curious,
but not directionless.

We write with a purpose that extends beyond monetary gain; it's about asking questions, being intellectually honest, and being open to new perspectives, because that's what we stand for.

Ambitious,
but not one-sided.

We write in a driven but balanced manner because, while we are optimistic about humanity's future, we cannot decide what that future will look like - we must avoid generalization and encourage discussion.

Simple,
but not slow.

We communicate with clear, concise, and functional language that gets right to the point - this is how we help readers control their news diet, navigate their critical thinking, and easily find the facts.

Tone voice

Witty,
but not opinionated.

We use humour that's relatable, avoiding loaded language so we don't come across as biased. It's important that we highlight the absurdity of a situation without taking a definitive stance on it.

Do's and don'ts

Curious,
but not directionless.

Do:

- Use open-ended questions to facilitate discussion

Don't:

- Forget the purpose of asking the questions you ask.
-

Ambitious,
but not one-sided.

Do:

- Talk about the future of a world with better news

Don't:

- Be pseudo-inspirational and unrealistic
-

Simple,
but not slow.

Do:

- Empower readers by showing them what they can do

Don't:

- Oversimplify language and patronize audiences
-

Do's and don'ts

Witty,
but not opinionated.

Do:

- Highlight the absurdity of the news

Don't:

- Crack jokes about one particular side of a story

Messaging Framework

BRAND ESSENCE*

Free, fair & factual news

PERSONALITY

Open and Honest

Imaginative and Willing

Approachable and Understanding

STONE OF VOICE

Curious, but not
directionless

Ambitious, but not
one-sided

Simple, but not
slow

Witty, but not
opinionated

VALUE PROPOSITION

Broadening perspectives.

We're more than a news platform – we aggregate news from all sides so readers can see the full picture.

Gaining autonomy.

We've reinvented the news-reader power dynamic to give people the freedom to explore their news diet.

Feeling informed.

We provide readers with information clarity by guiding them towards the facts.

*The simple guide to how we approach communication – look here for inspiration and support in concept and copy development.

Visual identity

2

A logo is a graphic mark, emblem and symbol we use to identify and recognize your brand. It may be of an abstract or figurative design or include the text of the name it represents as in a lettermark, wordmark, brandmark or a combination mark.

Logo

This can be used in all communications material -
print and digital.

To ensure a coherent expression across all platforms,
please don't alter the logo in any way.

VERITY

VERITY.NEWS

VERITY

VERITY.NEWS

Use the width of the V of the logomark to define the minimum space around it.



Favicon

Social Avatar

App icon

300 px



300 px



150 px



150 px



64 px



64 px

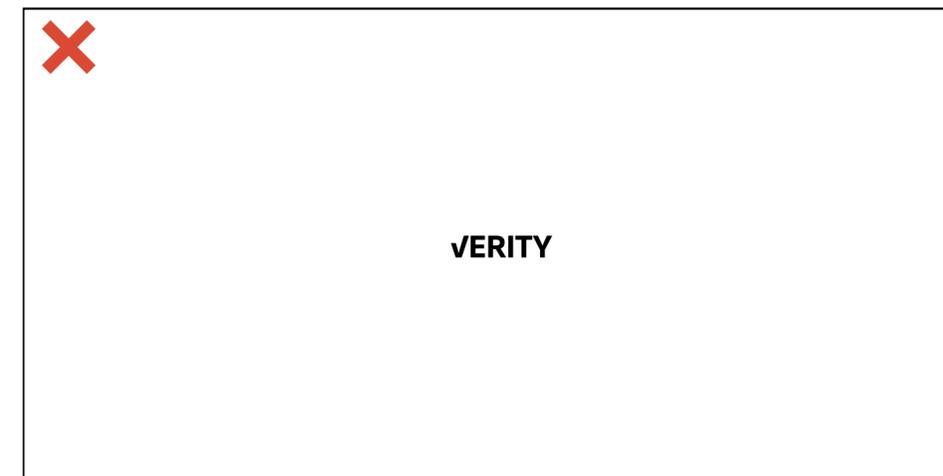




Don't use the logo in an angle



Don't use colors out of the official colour palette



Don't make the logo less than 64px in width



Don't change the ratio of the logo



Don't distort the logo



Don't outline the logo

Typography is how you arrange the font differently to make the copy legible, clear, exciting and visually appealing to the reader. Typography involves font style, appearance, and structure, which elicit certain emotions and convey specific messages.

Typography

DM Serif Display

FONT WEIGHT

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Xx

Zz Ææ Øø Åå

1 2 3 4 5 6 7 8 9 0

! " # € % & / () = ? ` ; : _ -

Aa

Aileron

FONT WEIGHT

REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm

Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Yy Xx

Zz Ææ Øø Åå

1 2 3 4 5 6 7 8 9 0

! " # € % & / () = ? ` ; : _ -

Aa

HEADLINES
DM SERIF DISPLAY
REGULAR

LEVEL ONE
SIZE 100%

Putin control hit as attack sends 'shockwaves' across Russia; Wagner 'ready to take NATO land' in three hours

PARAGRAPHS & BODY COPY
AILERON
REGULAR

LEVEL TWO
SIZE 33%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam auctor nec dolor et convallis. Mauris nec lorem et sem pharetra ultricies id ultricies justo. Phasellus tristique rhoncus ipsum vel iaculis. Curabitur eget massa eu ipsum egestas dapibus vitae eu turpis. Etiam quis diam eleifend, efficitur neque et, feugiat libero. Vivamus rhoncus leo eget purus bibendum luctus. Mauris sollicitudin auctor egestas. Nullam vestibulum ligula imperdiet volutpat rhoncus. Fusce iaculis posuere ex a tempus. Sed sit amet elit euismod, sodales nunc et, finibus orci.



Putin control hit as attack sends 'shockwaves' across Russia; Wagner 'ready to take NATO land' in three hours

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam auctor nec dolor et convallis. Mauris nec lorem et sem pharetra ultricies id ultricies justo.

Don't invert the hierarchy



Putin control hit as attack sends 'shockwaves' across Russia; Wagner 'ready to take NATO land' in three hours

Don't change the style details



Lorem ipsum **dolor** sit amet, consectetur adipiscing elit.

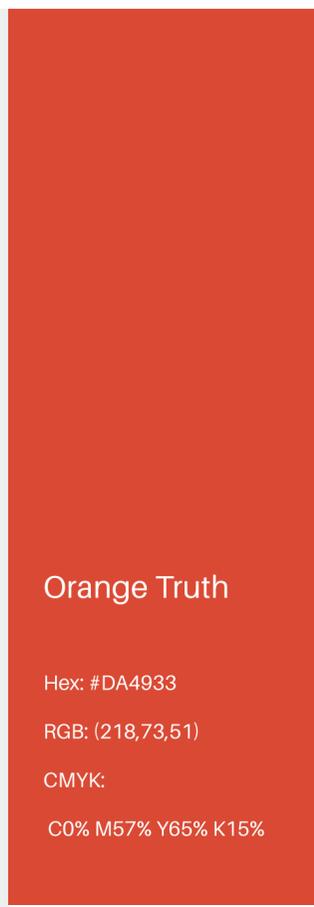
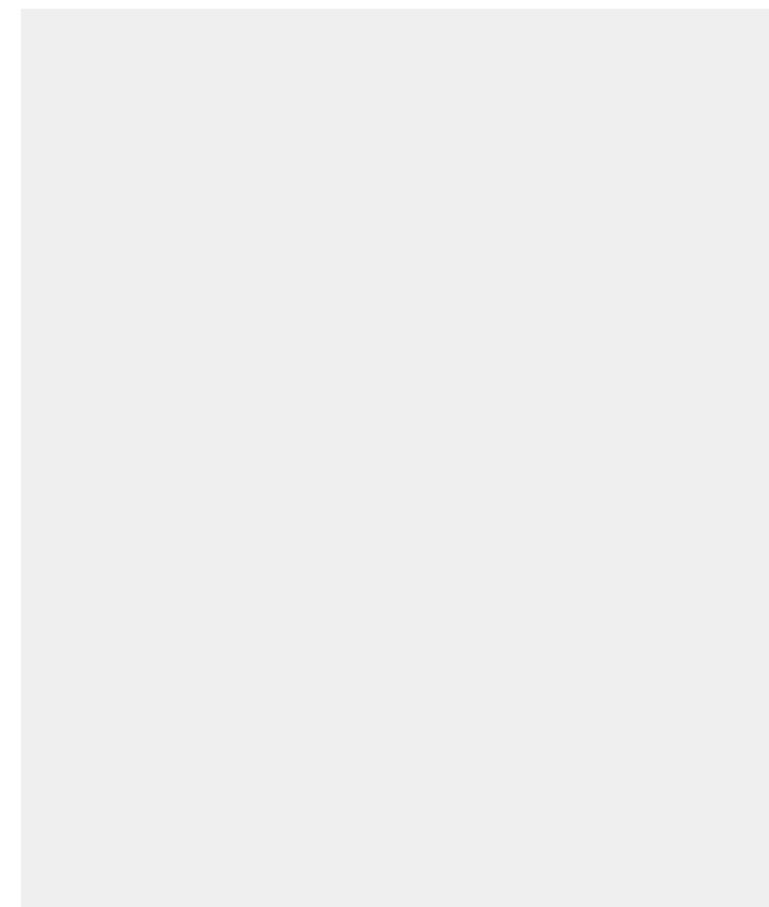
Don't mix font types or sizes in one sentence.

A color palette is a combination of colors used by your brand. Color palettes form the visual foundation of your brand and make your brand elements consistent, clear, aesthetically pleasing and enjoyable to use.

Color palette

Primary colors

A simple but bold limited primary color palette.



Orange Truth

Hex: #DA4933

RGB: (218,73,51)

CMYK:

C0% M57% Y65% K15%

Secondary highlight colors

A bright colorful supporting color palette.

Data Green

Hex: #71D656

RGB: (113,214,86)

CMYK: C40% M0% Y50% K16%

True Blue

Hex: #60C4D6

RGB: (96,196,214)

CMYK: C46% M7% Y0% K16%

Purple News

Hex: #7131A3

RGB: (113,49,163)

CMYK: C31% M5% Y0% K46%

Yellow Alert

Hex: #EFD80D

RGB: (239,216,213)

CMYK: C0% M9% Y89% K6%

Third extending colors

Shades and tints of our colours to be used ONLY when needed (infographics, newsmix, etc.)

Tints



Shades

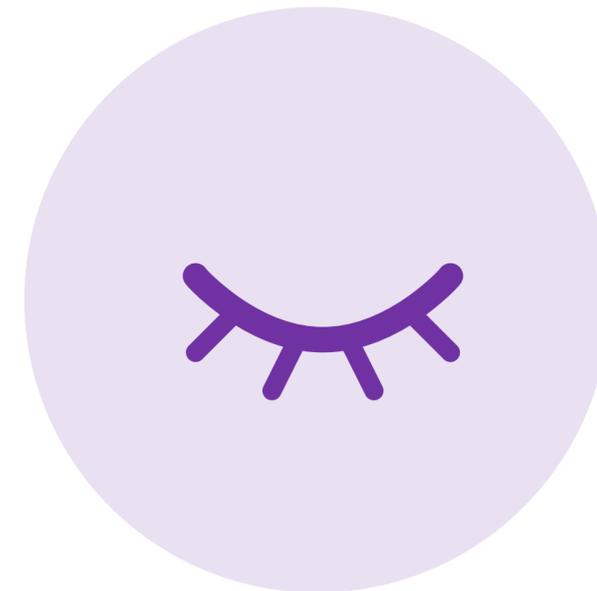


Iconography is a crucial aspect of product design that adds to the product's identity. It comprises tiny symbols that help users navigate through various digital products. These symbols are instantly recognizable and help users establish visual muscle memory. Iconography not only saves space but can be used to further communicate branding and messaging.

Iconography

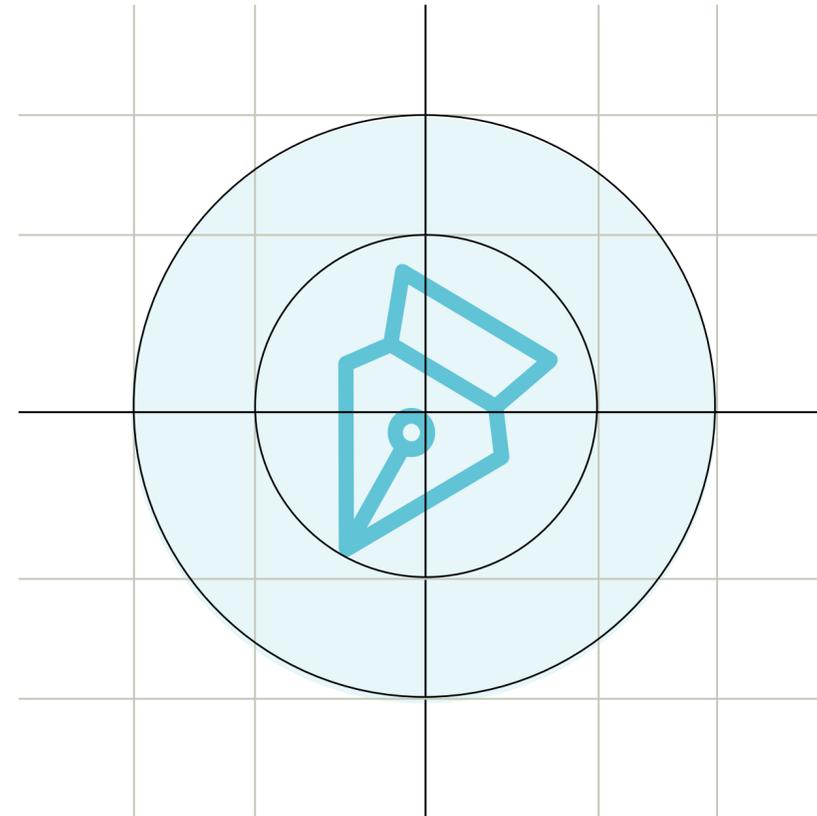
Icons designed for the editorial content on the website and should not be used in branded applications.

More icons could be add to the library.



Icon design need to stay simple and within these proportions.

Color palette cannot change.



Brand imagery defines your brand through the images it uses. The images can appear in various forms, from print materials to social media content, website - the list goes on. Yet brand imagery is much more than just simple placeholders. They also reflect your product's style and set the tone for how you communicate with your audience. Whether your brand is modern and minimalistic or traditional and sophisticated, you can always use well-selected images to engage your viewers meaningfully and emotionally.

Imagery

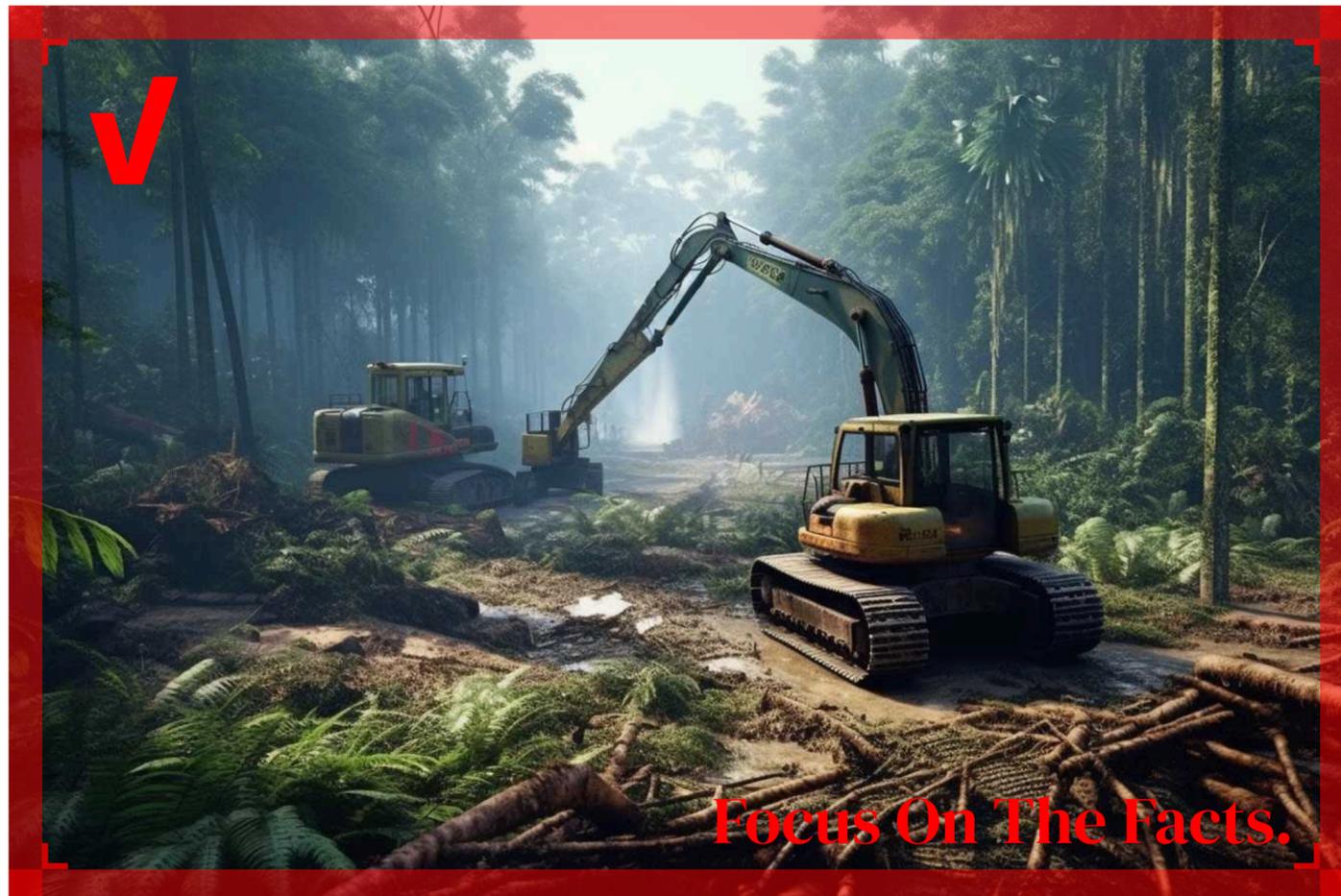
For us on social posts, advertising, video intros, animation.

- Use non-editorial images e.g. AI generated images such as Midjourney.
- Overlay the V (checkmark) shape on the top left or bottom right corner of the image.
- Add 4 corner white image crop marks
- Overlay one of our taglines using the font 'DM Serif Display Regular' on opposite corner to the V icon.

Marks usage.

- 20px margin for 4px marks
- Marks and "V" symbol ratio need to stay the same as the icon.

Marks correct ratio



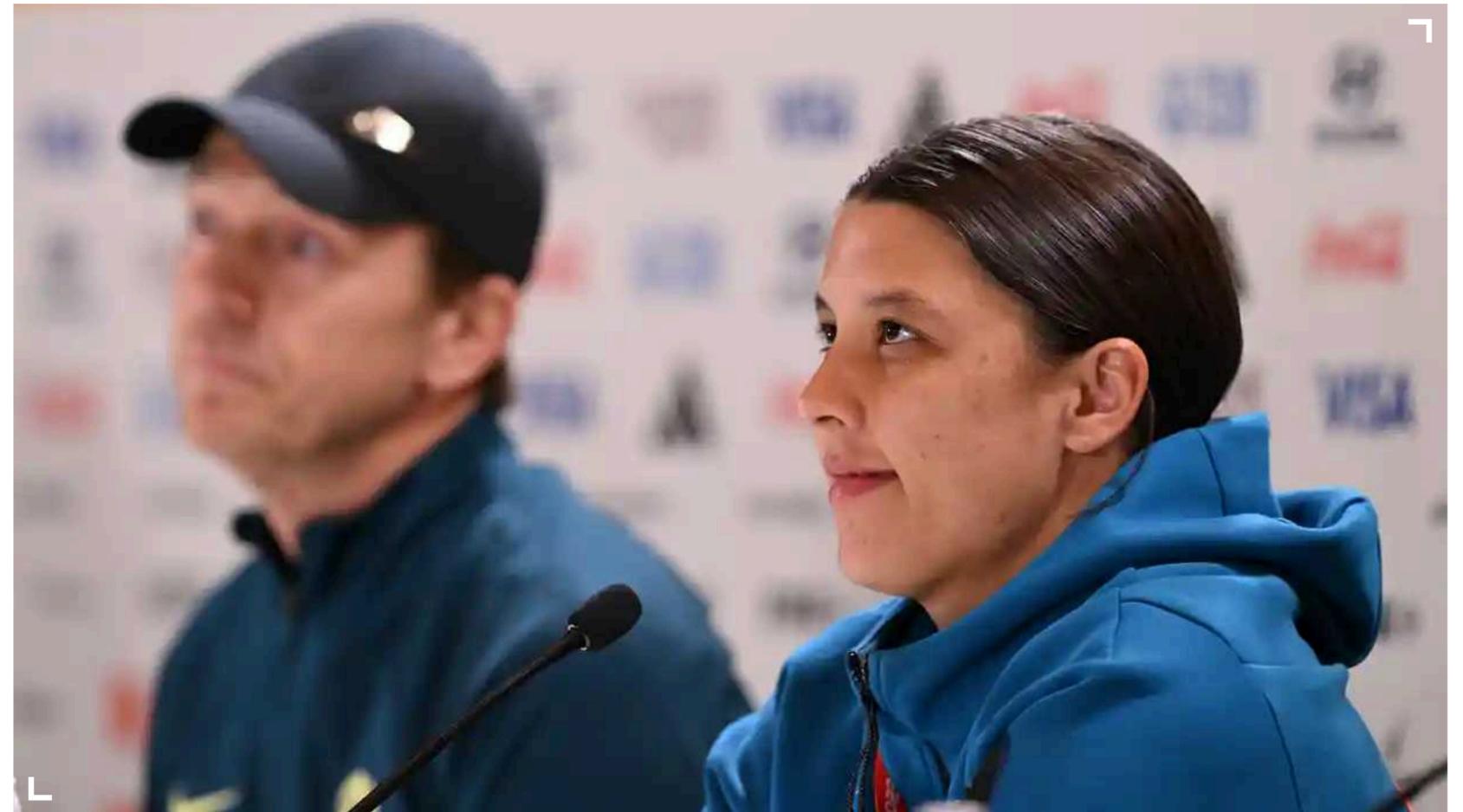


For us on website & native app stories articles only.

- Use editorial images and add photographer credit to photo.
- Don't edit/add any graphics, captions or imagery over the top of editorial images.
- Only 2 photo crop mark icons are added in the code/CSS to the editorial photos
- Web/app editorial image use a 16:9 ratio for the large, medium and small image sizes.

Marks usage.

- 20px margin for 4px marks



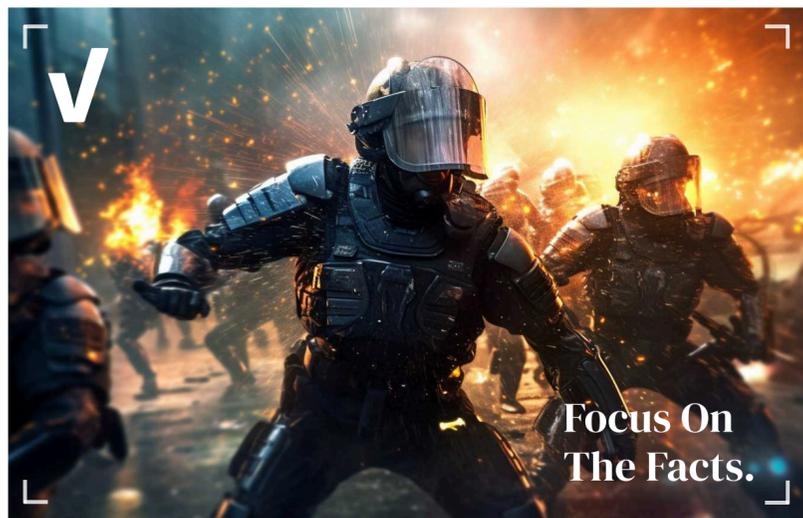


✗ Don't



Change the color of the 4 corner crop marks to one of our brand colours to match with the photo colors. Or exchange the quote / V position.

✓ Do



✗ Don't

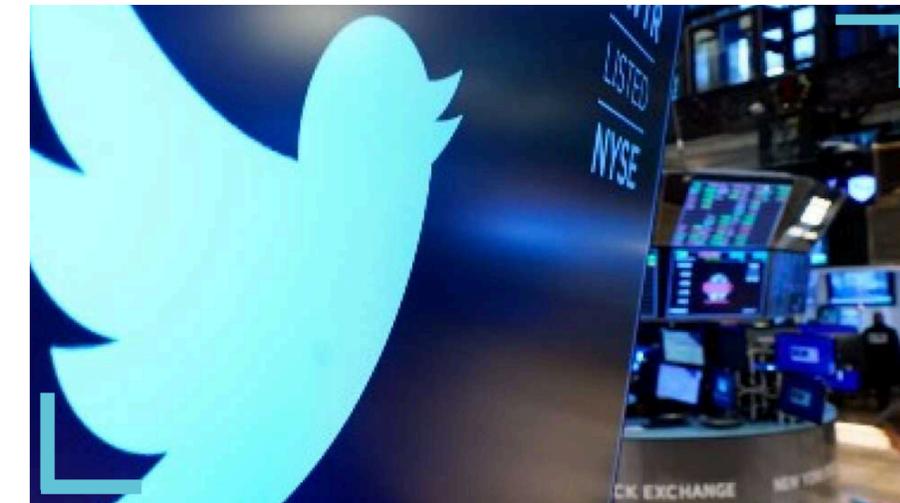


Change the color of the 2 corner crop marks on the news editorial images. These should remain white.

✓ Do

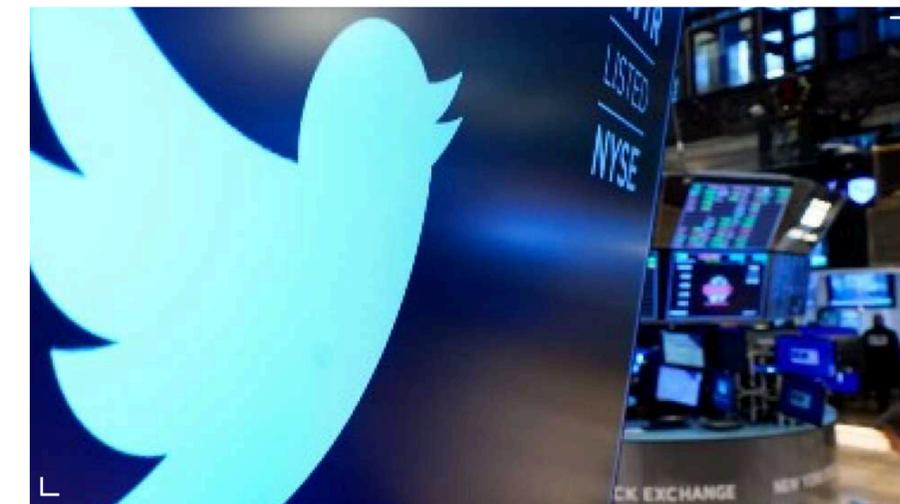


✗ Don't



Change the ratio of the marks

✓ Do

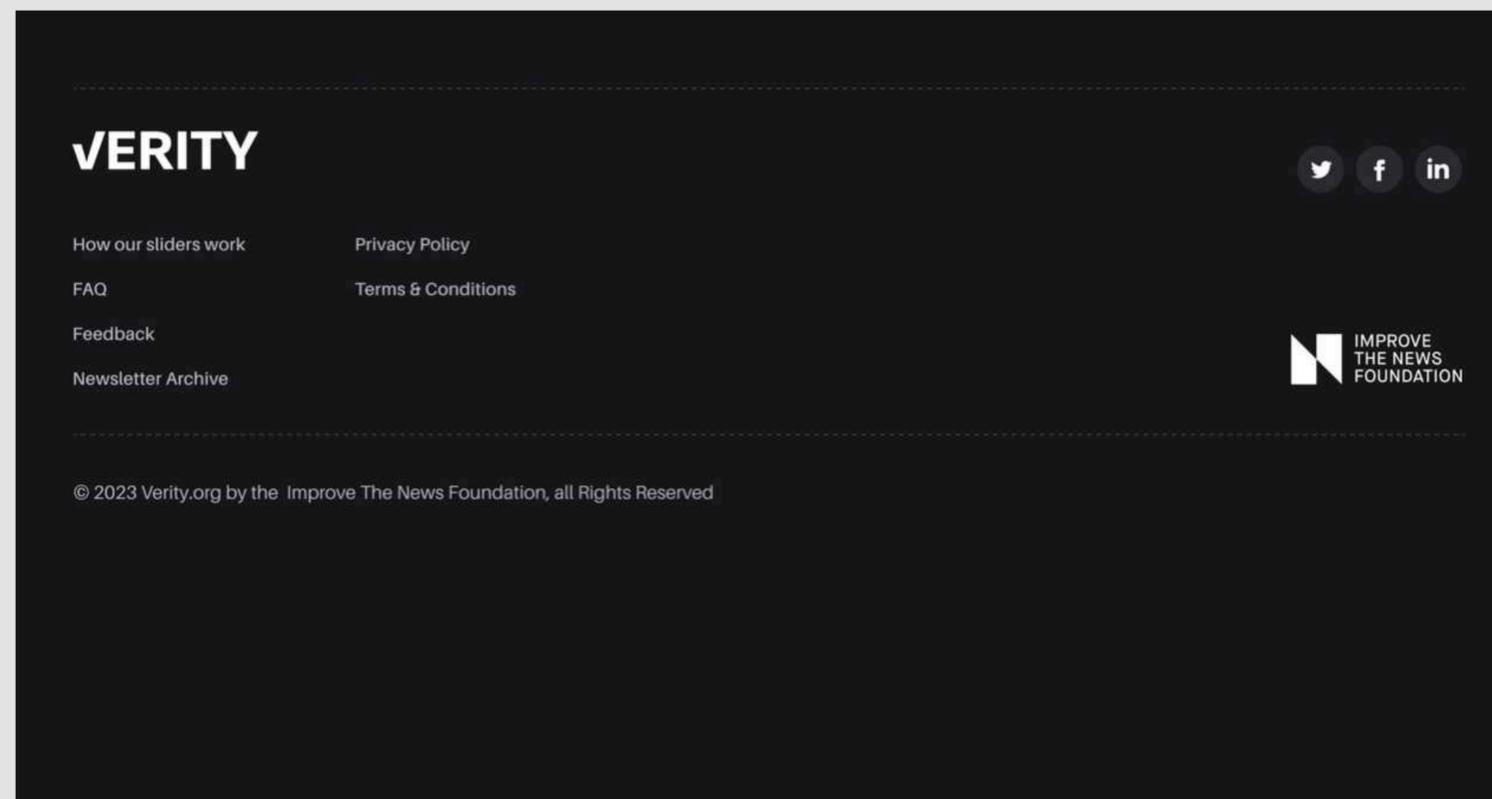
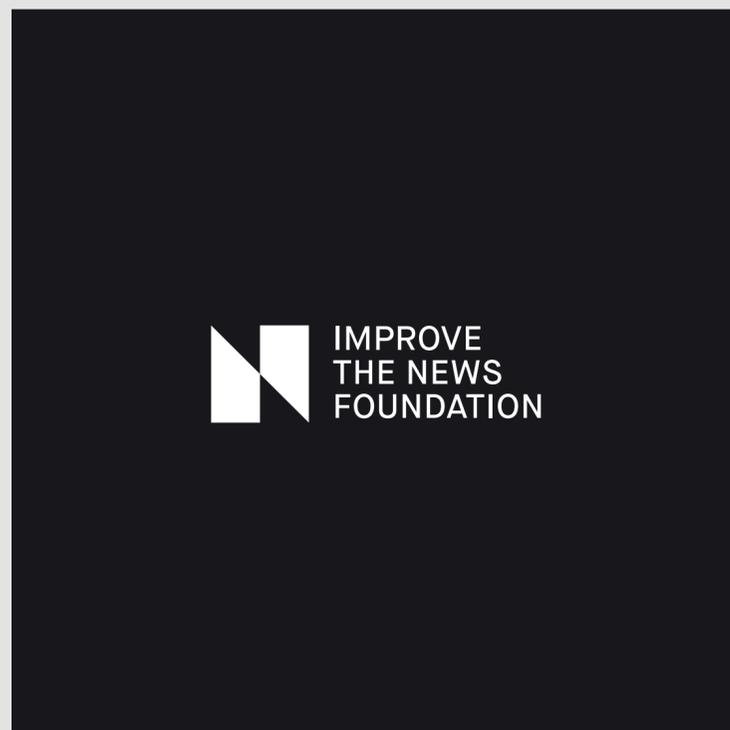


As an endorser brand we are made up of distinct product brands, which are all linked together by our parent-brand the Improve The News Foundation. The Verity brand has its own promise, position, personality, logos, colors, and slogans - allowing us to separate branding and create distance between our foundation to reach our intended audience.

Brand endorsement

To leverage the reputation of ITN the Endorsement logo must be added to the footer.

The endorsement logo doesn't have to be used elsewhere.

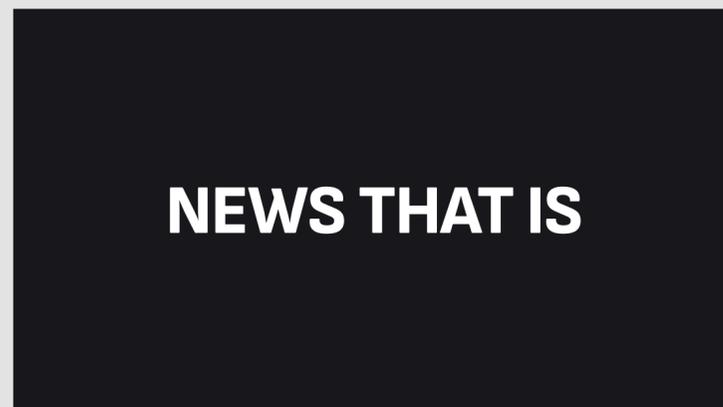


In order to leverage the reputation of ITN, the Endorsement logo can be added next to our logo dependent on the need.

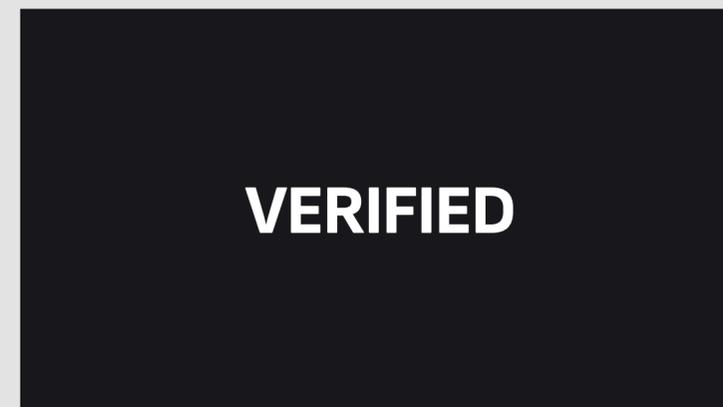
The endorsement logo doesn't have to be used elsewhere.

(Storyboard exemple)

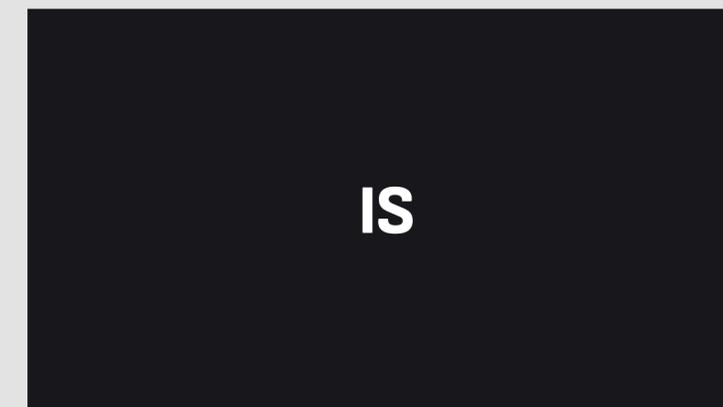
1



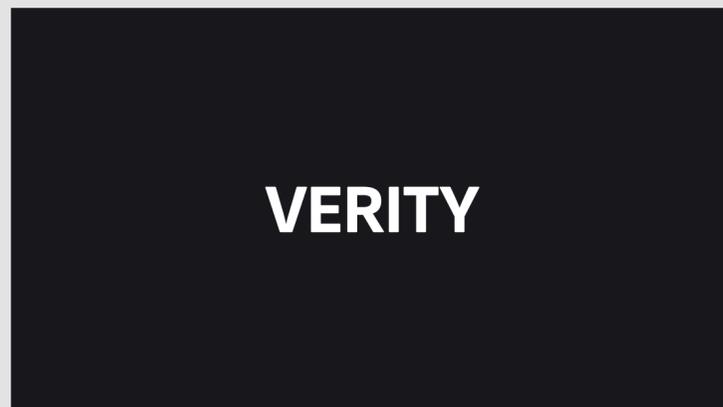
2



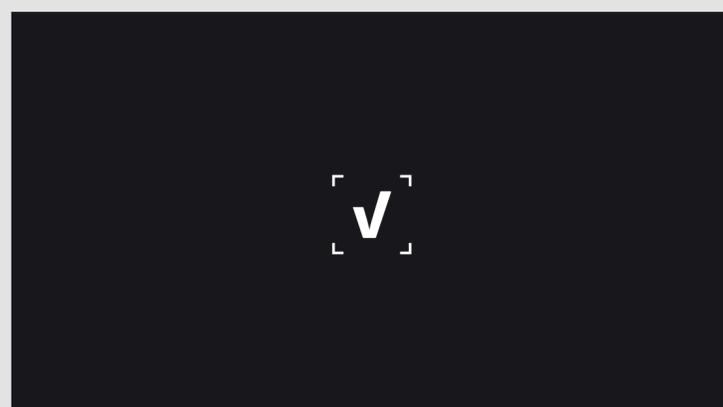
2



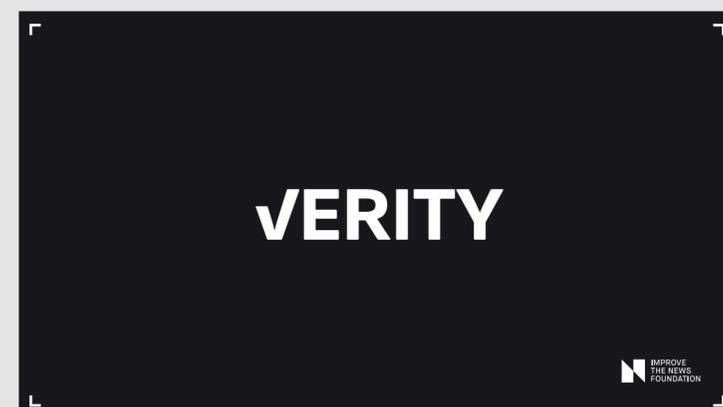
3



5



6



7



In order to leverage the reputation of ITN, the Endorsement logo may be added to the bottom right of the cover image on our LinkedIn channel OR we simply add a reference to the Improve the News Foundation in our about section.

The endorsement logo doesn't have to be used elsewhere on this form of social media.

Verity 

The whole truth behind every major news story. All angles covered.

Newspaper Publishing · 578 followers · 38 employees

 Nick & 10 other connections work here

[✓ Following](#) [Visit website !\[\]\(cff6db566bb4507711132416225f593f_img.jpg\)](#) [More](#)

[Home](#) [About](#) [Posts](#) [Jobs](#) [People](#) [Insights](#)

In audio related situations, such as podcasts or radio, we leverage the reputation of ITN, the Endorsement brand name within our oral communication alongside our brand name.

Podcast opening script :

“Today on Verity...
[EPISODE PLACEHOLDER].

Verity Podcast, brought to you by
Improve the News Foundation.”

Verity, by Improve the News intro



Brand applications show how your brand's assets are used and applied on different print & digital elements like business cards, stationary, posters, website, UI, etc.

Brand applications



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work

Try Premium Free for 1 Month

Ad Lorem Ipsum is simply - Dummy text of the printing and typesetting industry. Ad ...



Verity

We were born from the Improve The News Foundation and conceived from a big dream to help shape a better tomorrow, and unique ideas to help us reach a global audience and live up to our mission through various product offerings within new markets.

Industry · City, State · 235,623,607 followers

Following

Visit website



John & 12 other connections work here

See all 79 employees on LinkedIn

- Home
- About
- Jobs
- People
- Ads

- All
- Images
- Documents
- Videos

Sort by: Top

Verity
623 followers
1w ·

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Ad ...

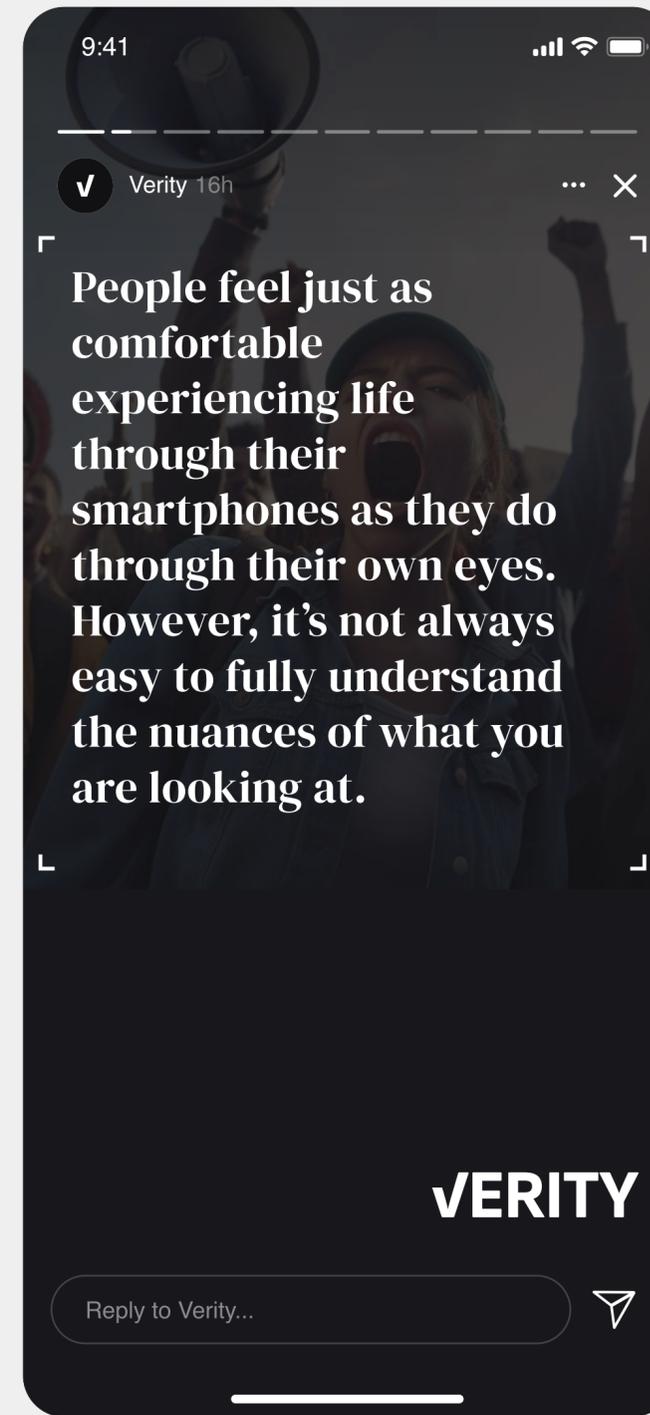
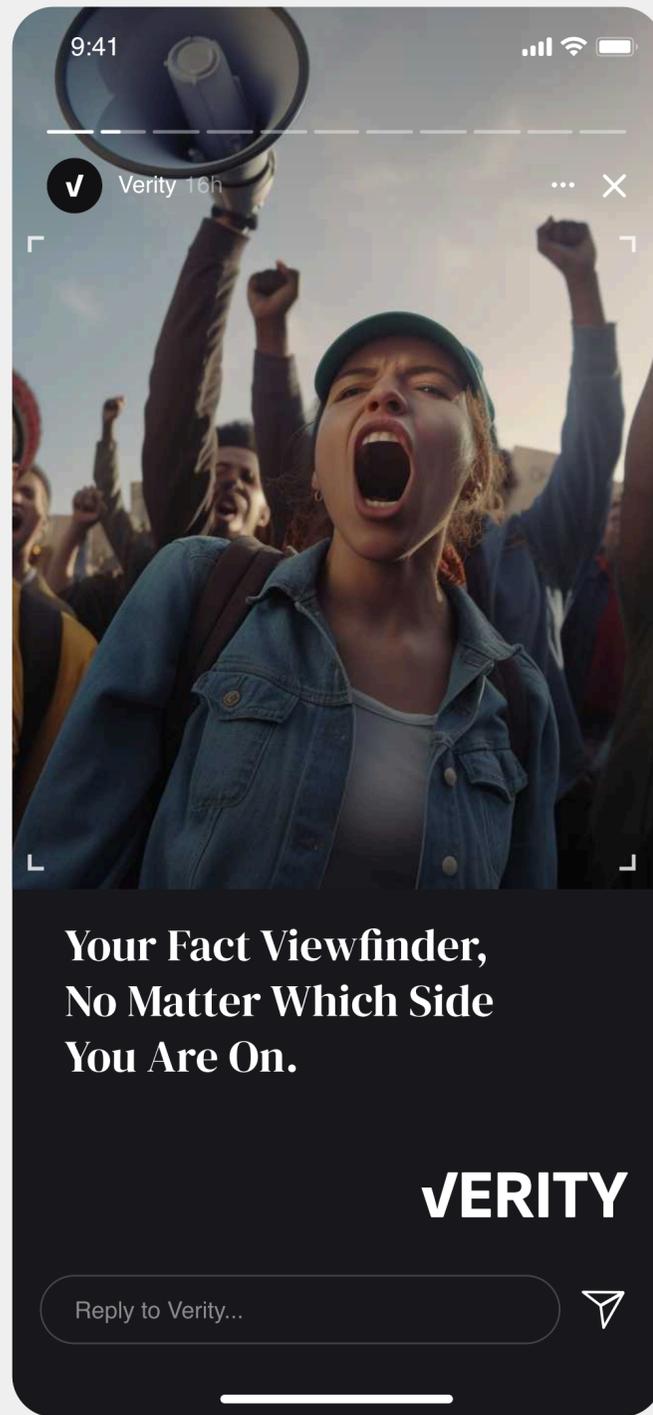
Get the latest jobs and industry news

Name, explore relevant opportunities with Name

Follow

Similar pages

Name Industry + Follow



← **Bobur**
1,070 Tweets

Verity
@Verity.news

We were born from the Improve The News Foundation and conceived from a big dream to help shape a better tomorrow, and unique ideas to help us reach a global audience and live up to our mission through various product offerings within new markets.

📍 Lorem [Link](#) 📅 Born November 24, 2000 📅 Joined May 2020

67 Following 47 Followers

Tweets Tweets & replies Media Likes

9:41 Focus On The Facts.

Verity
@Verity

We were born from the Improve The News Foundation and conceived from a big dream to help shape a better tomorrow, and unique ideas to help us reach a global audience and live up to our mission through various product offerings within new markets.

[verity](#) 📅 Joined September 2018

217 Following 118 Followers

Tweets Tweets & replies Media Likes

📌 Pinned Tweet

Verity
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A “One Pager” is a quick summary of the brand identity and it’s assets. It is use to quickly communicate the big lines of the brand.

One pager

VERITY



Left    Right

