



TFS News

Brand guide

Logo, colour and type for everyone who puts TFS News in front of a reader.

First edition, October 2026

tfsnews.co/brand

TFS News is an independent news site covering Iowa. This guide is for anyone placing the name or the logo in a layout, on a screen, on a badge or in print.

- The name is always written TFS News. Never spell the letters out, never write it in all capitals, and never retype it in another typeface. Use the artwork.
- Use the full colour lockup on light surfaces and the reversed lockup on dark ones. One colour black and one colour white exist for printing that allows only a single ink.
- Keep clear space on all four sides of at least one third of the mark's height.
- Ink and Warm White carry the brand. Dome Gold is an accent for rules and panels. On a light surface it never carries text at any size; on Ink it may.
- The typeface is Public Sans, a free and open licensed face. It is in the kit.

Everything here is in the downloadable kit at tfsnews.co/brand. Questions go to info@tfsnews.co.

The logo

The logo has two parts: the square mark, which holds the letters over a gold rule, and the wordmark beside it. Together they are the lockup. The horizontal lockup is the primary form. Use it wherever there is room.



Full colour lockup. For paper, white and other light surfaces.



Reversed lockup. For Ink and other dark surfaces. The mark flips to gold.

THE OTHER FORMS

The stacked lockup is for narrow and square spaces, such as a phone screen, a programme page or a badge. The square mark stands alone wherever the name already appears beside it, including avatars, app icons and a corner bug on video.



Stacked lockup.



Square mark. Below 32 pixels use the small mark, which is drawn with a heavier rule.

One colour black and one colour white versions exist for newsprint, stamps, embroidery, laser etching and any process that allows a single ink. In those versions the letters and the rule are knocked out of the mark, so the surface shows through them. A knockout plate must never sit on a surface of its own colour, or the letters vanish into it.



One colour black.

Clear space and minimum size

Nothing sits inside the clear space: no text, no rule, no photograph edge, no other logo. The measure travels with the logo, so it scales when the logo scales.



x is the cap height of the letters in the mark, one third of the mark's height.

DO NOT GO SMALLER THAN

- Horizontal lockup: 200 pixels wide on screen, 1.5 inches or 38 millimetres wide in print.
- Stacked lockup: 160 pixels wide on screen, 1.25 inches or 32 millimetres wide in print.
- Square mark: 32 pixels on screen. Below that use the small mark, which holds together down to 16 pixels.
- The thinnest strokes are the foot serifs inside the mark: 2.5 units of the lockup's 581.5, and 9.8 of the mark's own 512. The gold rule is thicker but goes first to the eye, because it is a long unbroken line.

BY PROCESS

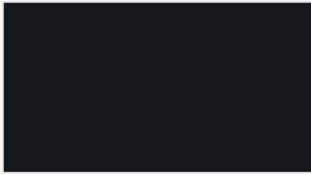
The thinnest stroke in the whole lockup is 2.5 units of its 581.5 unit width, the foot serifs inside the mark, which the lockup carries at quarter scale; in the mark's own file those serifs are 9.8 units of 512. Both are read from the path data, not estimated from a render. They set the figures below: the width at which that stroke still clears the process minimum. Vendor minimums vary, so confirm the first figure with yours.

- Offset litho on coated stock, holds 0.10 mm: lockup 23 mm, mark 5.2 mm.
- Digital print, 0.15 mm: lockup 35 mm, mark 7.8 mm.
- Laser etching, 0.30 mm: lockup 70 mm, mark 15.7 mm.
- Screen printing, 0.50 mm: lockup 116 mm, mark 26.1 mm.
- Vinyl cutting, 0.80 mm: lockup 186 mm, mark 41.8 mm.
- Embroidery, 1.00 mm: lockup 233 mm, mark 52.2 mm.

This is why stitched and cut work takes the square mark or the stacked lockup. A chest embroidery is nowhere near 233 millimetres wide, but it is comfortably past 52.2, so the mark goes on the garment and the name is stitched beside it or left off.

Colour

Four colours. Ink and Warm White do the work, Dome Gold marks what matters, Slate is the link and interface colour on the site.



Ink

rgb 21 23 26
cmyk 8 9 7 92

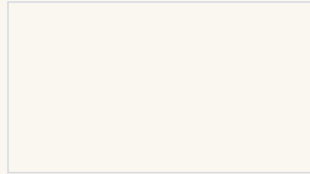
Text, the mark, dark surfaces



Dome Gold

rgb 207 162 58
cmyk 12 31 87 2

The rule, accents, panels



Warm White

rgb 250 247 240
cmyk 3 4 8 0

Paper, reversed type



Slate

rgb 58 90 120
cmyk 80 54 24 11

Links and interface, site only

CONTRAST, MEASURED AGAINST WCAG 2.2

- Ink on Warm White and Warm White on Ink: 16.78 to 1. Passes at every text size.
- Dome Gold on Ink and Ink on Dome Gold: 7.60 to 1. Passes at every text size.
- Slate on Warm White: 6.74 to 1. Passes for body text.
- Dome Gold on Warm White: 2.21 to 1. Fails, even for large text. Gold never carries words on a light surface.

The CMYK builds are a conversion from sRGB IEC61966-2.1 to U.S. Web Coated SWOP, relative colorimetric with black point compensation. Hand a printer the vector file and these builds, then match the gold against a printed proof before the run. The Ink build is a light four colour black at 8 9 7 92, which holds detail in the mark better than a flat 100 K.

Type

Public Sans, under the SIL Open Font License 1.1. It is free to use, to bundle and to embed, and the files are in the kit. Headlines are Extra Bold or Bold, body is Regular, labels are Semi Bold in small capitals with wide letter spacing. Where Public Sans cannot be installed, fall back to Helvetica Neue, Arial, then the system sans.

TFS News

Headline, Bold, tight leading

Body text is Public Sans Regular at a comfortable size with generous line spacing, because most readers meet TFS News on a phone. Short sentences. Plain English.

LABEL, SEMI BOLD, WIDE TRACKING

The logo letters are drawn artwork, not type. They are not Public Sans and cannot be reproduced by typing the name. Always place the supplied file.

Beside another logo, and on screen

Figures are in units of the master file, where the lockup is 581.5 by 160 and the square mark inside it is 128 tall. Multiply by the mark height you are using.

- Match the mark, not the file. Set a partner's square mark to the height of our mark, 128 units, not to our 160 unit canvas. The rest of our canvas is built in margin.
- Against a wordmark, match letter heights. Ours are 77 units, 60 percent of the mark height, and both sit on one baseline.
- Separate the two logos by one mark height, 128 units, which is three times the clear space.
- Put a divider in the middle of that gap: 4.6 units thick, the thickness of the gold rule, the full 128 units tall, in the same ink as the wordmark and never in gold.
- Whoever owns the event, page or product goes first, left in a row and top in a stack.
- On a screen or a stage, use the reversed lockup on a full bleed Ink field, at least 12 percent of screen height and never narrower than 465 pixels.
- In a lower third, use the square mark as a bug at 104 pixels or more and set the name in Public Sans beside it. The horizontal lockup is for an end card, not a lower third.

What not to do

- Do not retype the name in another typeface or in all capitals.
- Do not recolour the logo, add a gradient, a shadow, an outline or a glow.
- Do not stretch, squash, rotate or skew it.
- Do not box the logo in, or place it on a busy photograph without the one colour white version.
- Do not place the full colour lockup on a dark surface, where the wordmark disappears. Use the reversed or white version.
- Do not rebuild the lockup by moving the mark and the wordmark apart, or change the space between them.
- Do not use the logo to suggest that TFS News endorses a product, a campaign or an event.

Writing about TFS News

THE FACTS WE CONFIRM ON THE RECORD

- What it is: an independent news site covering Iowa.
- Publishing since October 2026, from the Des Moines area.
- Covers Iowa state and local politics, elections, and national news where it reaches Iowa.
- Shows: Kapture Tha Moment, hosted by Moise.
- Funding: privately funded. No campaign, party, committee or government money.
- Sourcing: every reported fact links to its source and every article lists its sources.
- Corrections: published as a dated note on the article.
- Site tfsnews.co. YouTube and X @tfsnewsco, Bluesky tfsnews.co.
- We do not publish audience figures. Leave a number out rather than estimate one.

SHORT, 27 WORDS

TFS News is an independent news site covering Iowa. Every story links its sources. It is privately funded and takes no money from campaigns, parties or committees.

STANDARD, 65 WORDS

TFS News is an independent news site covering Iowa, from the Statehouse to the block. It reports state and local politics, elections and the stories behind them, and every article links the sources it rests on. TFS News is also home to shows, starting with Kapture Tha Moment, hosted by Moise. It is privately funded and has no tie to any campaign, party or committee.

HOUSE STYLE

- TFS News on first mention and after. Never TFS alone in running text, and never the letters spelled out.
- The site is tfsnews.co.
- Reporting carries the byline of the reporter who told the story. Desk stories carry the byline TFS News.
- Commentary is labelled commentary and is kept apart from news reporting.

CONTACT

- News tips: tips@tfsnews.co
- Corrections: corrections@tfsnews.co
- Anything else, including use of the marks: info@tfsnews.co