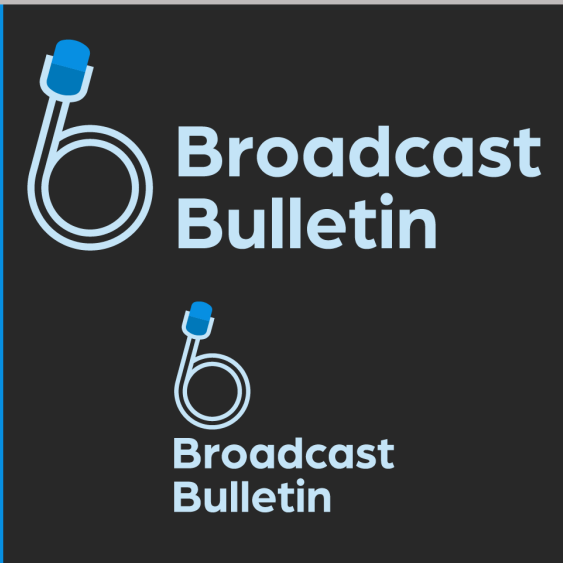
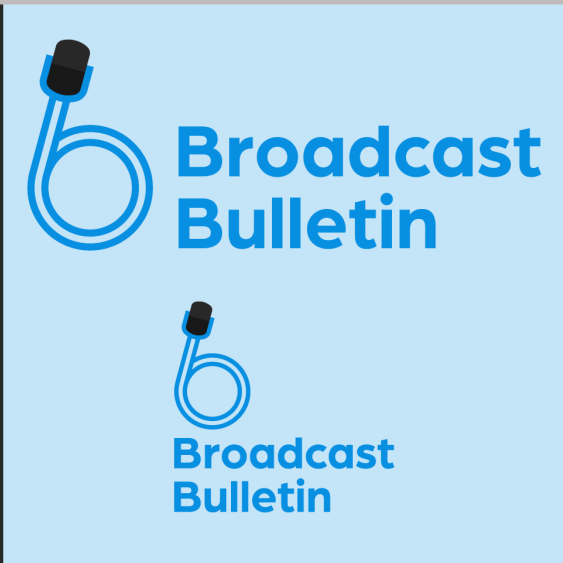




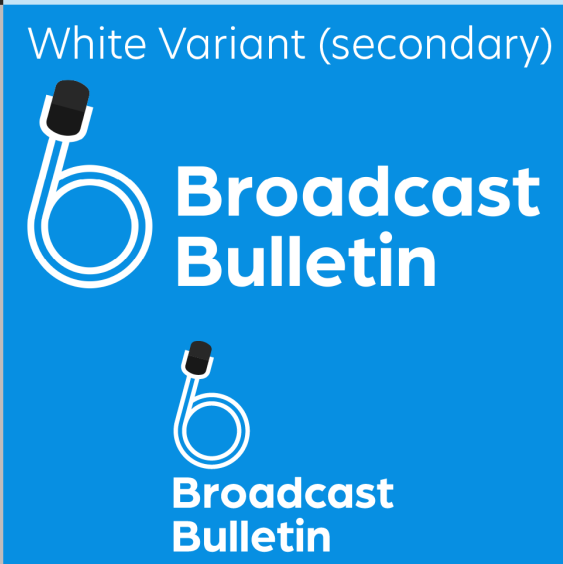
One-Color Logo Versions



Avatar and Favicon Icon



White Variant (secondary)



### COLORS

Columbus Blue #078fe2	
Periwinkle #c4e4f7	
Graphite #282828	
Pure White #ffffff	

### TYPE

**Arboria Bold**  
exclusively for the logo

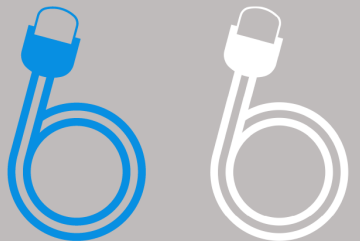
New Hero  
primary branding font for text  
outside of the logo

Both are available through  
Adobe Fonts

Body text should be rendered  
in mixed case

### MODIFIED BY

**JS** Jim Stanton  
*creative*



### Mission Statement

To inform anyone interested in television news on the latest happenings in the industry, interspersed with insight from those on the inside.