

FoxTalk

Brand Guidelines

For partners, collaborators and external creative teams

October 2026

FoxTalk is an independent, nonprofit student newsroom. Our visual identity is built around clear reporting, understated design and a recognizable green-and-gold wordmark. These guidelines help keep materials consistent whenever FoxTalk appears alongside another organization or in work prepared on its behalf.

Our logo

The FoxTalk wordmark is the primary expression of our identity. Use the original artwork supplied by FoxTalk, rather than re-creating the name in a different typeface.

- Keep the logo's colors, lettering, spacing and proportions intact.
- Resize proportionally. Do not stretch, crop, recolor, redraw, trace or apply filters or effects.
- Do not use generative AI to reproduce or approximate the logo.
- Leave generous clear space around it and place it on a background that preserves legibility. A white or warm ivory background is preferred.
- When the FoxTalk logo appears alongside another organization's logo, give each mark appropriate visual weight and adequate separation. Do not modify either organization's artwork.

Available logo artwork: FoxTalk Logo.png (primary wordmark), FoxTalk Logo 16 9.png (landscape format) and FoxTalk Logo Round.png (round format). Use the version best suited to the layout. Original files are provided separately.

The image shows the FoxTalk wordmark logo. The word "Fox" is in a dark green, serif font, and the word "Talk" is in a gold, serif font. The two words are joined together as a single unit.

Color palette

Color	Hex code	Recommended use
Library Green	 #123B32	Primary brand color, headings and prominent fields
FoxTalk Ink	 #0B1613	Body text and dark backgrounds
Bone	#FAF7F0	Light backgrounds and open space
Ivy Green	 #2B5B4C	Secondary emphasis and links
Antique Gold	 #A9854F	Thin rules and limited accents
Parchment	 #F1E7D8	Subtle secondary background

Use the colors embedded in the supplied logo file exactly as they appear, even if they differ slightly from the palette above. For legibility, avoid antique-gold small text on a light background.

Typography and layout

Our preferred visual style is editorial, quiet and highly readable. For new materials, pair a classic serif heading with a straightforward sans-serif body font. Georgia and Arial are practical options; they are not substitutes for the lettering in the logo.

Use clear visual hierarchy, generous margins and a restrained number of elements. Favor simple layouts over decorative treatments. Charts and data should be labeled directly and remain easy to read.

Describing FoxTalk

Short description

FoxTalk is an independent, nonprofit student newsroom.

Use **FoxTalk** as one word, with a capital **F** and **T**. Describe collaborations at the level they actually exist, distinguishing a particular course, project or program from a broader institutional relationship when appropriate. Avoid implying funding, endorsement or completed results that have not been established.

Collaborative and public-facing materials

FoxTalk's logo may be used in connection with work that FoxTalk has agreed to participate in. For materials published as a joint announcement or as an official FoxTalk communication, coordinate the wording and final co-branded presentation with your FoxTalk contact before release. This guide does not, by itself, announce a new partnership or authorize an organization to speak on FoxTalk's behalf.

For questions about the appropriate logo file, a co-branded graphic or the description of a collaboration, contact your FoxTalk project representative.