

# WE ARE THE FINCH.

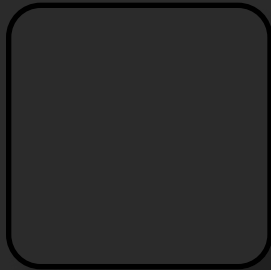
Official Branding Guidelines  
& Handbook. Version Alpha.





Guidelines developed by Sudhan  
Chitgopkar, Krishie Desai, & Esther  
Domagalski. Media by Krishi Desai.  
Logo by Esther Domagalski.  
Handbook Design by Sudhan  
Chitgopkar.

# COLORS



Primary

HEX: 2B2B2B  
HSL: 0,0,17  
RGB: 43,43,43



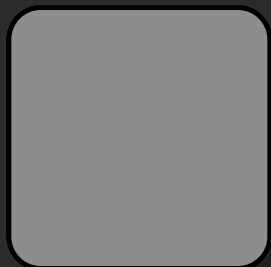
Secondary

HEX: EDEDED  
HSL: 0,0,93  
RGB: 237,237,237



Accent

HEX: 44D6AA  
HSL: 161.9,64,55  
RGB: 68,215,70



Legal

HEX: 8D8D8D  
HSL: 0,0,55  
RGB: 81,81,81

# TYPOGRAPHY

## HEADINGS

Montserrat Semi-Bold

- Used only for Title/Primary Heading
- Small-caps throughout words
- Title-style capitalization throughout

## Sub-Headings

Montserrat Regular

- Used H2-H4 with varying sizes
- Regular capitalization and weight

## Paragraph

Roboto Regular

- Used for paragraph-length text
- Regular capitalization and weight

## Legal

Abel Regular

- Used for captions, credits, legal text, and licensing
- Regular capitalization and weight

THIS IS  
THE FINCH.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT, SED DO EIUSMOD TEMPOR INCIDIDUNT UT LABORE ET DOLORE MAGNA ALIQUA. PROIN SUDHAN LEO VEL ORCI PORTA NON PULVINAR NEQUE. FACILISI NULLAM CHITGOPKAR IPSUM A ARCU. LE BLANDIT LIBERO VOLUTPAT SED CRAS.

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THE FINCH.  
An American  
Media Collective.

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~ SOCRATES, 400 BCE

# tone of voice

## What is The Finch?

The Finch is **not a news organization**.  
The Finch is **a media collective**.


In a sentence, The Finch is an American media collective pursuing truth through an informed, interdisciplinary dissection of complex issues plaguing the world.


## How do we write?

The Finch is **not casual**.  
The Finch is **friendly**.

As an organization run by youth, it is critical that The Finch not present itself as something it's not. A friendly tone maintains youthfulness while not being so casual as to hamper credibility and significance.

 We are The Finch, a disruptive media organization.

 Hey there! We're the Finch, content creators that disrupt the status quo.

 Sup! We r the finch, a disruptive news podcast!

# LOGO USAGE

## You May Not:

- Cut, twist, distort, or otherwise manipulate the logo apart from cleanly scaling it up or down
- Use the logo in the place of a bullet, period, dot, or any other point
- Change the official branding colors of the logo from its original except to maximize visibility
- Change the opacity except in cases to maximize visibility
- Use the logo entirely as a background or backdrop element



**FIN.**