

# MEDIA

# KIT

**Beyond Reach**  
**Into Meaningful Audience**





# For Media, Partners, Researchers, and Organizations

## ABOUT THE STATE OF DEMOCRACY

*The State Of Democracy* is an independent, non-partisan digital newspaper dedicated to reporting on governance, institutions, public policy, technology, economics, sustainability, global systems, and international affairs. Our mission is to provide fact-based journalism that helps readers understand complex challenges, the systems that shape them, and the practical solutions being developed around the world.

## WHAT DEMOCRACY MEANS TO US

At *The State Of Democracy*, the term 'democracy' is used in its broadest and most universal sense. It represents participation, transparency, accountability, access to knowledge, equal opportunity, and the ability of people to contribute to society and public life. We do not advocate for any political party, candidate, ideology, government, policy agenda, or electoral model.

## QUICK FACTS

**Founded:** 2020

**Type:** Independent Online Newspaper

**Language:** English

**Editorial Approach:** Solutions-Oriented Journalism

**Coverage Areas:** Governance, Institutions, Public Policy, Economics, Technology, Sustainability, Global Systems, International Affairs.

## AUDIENCE

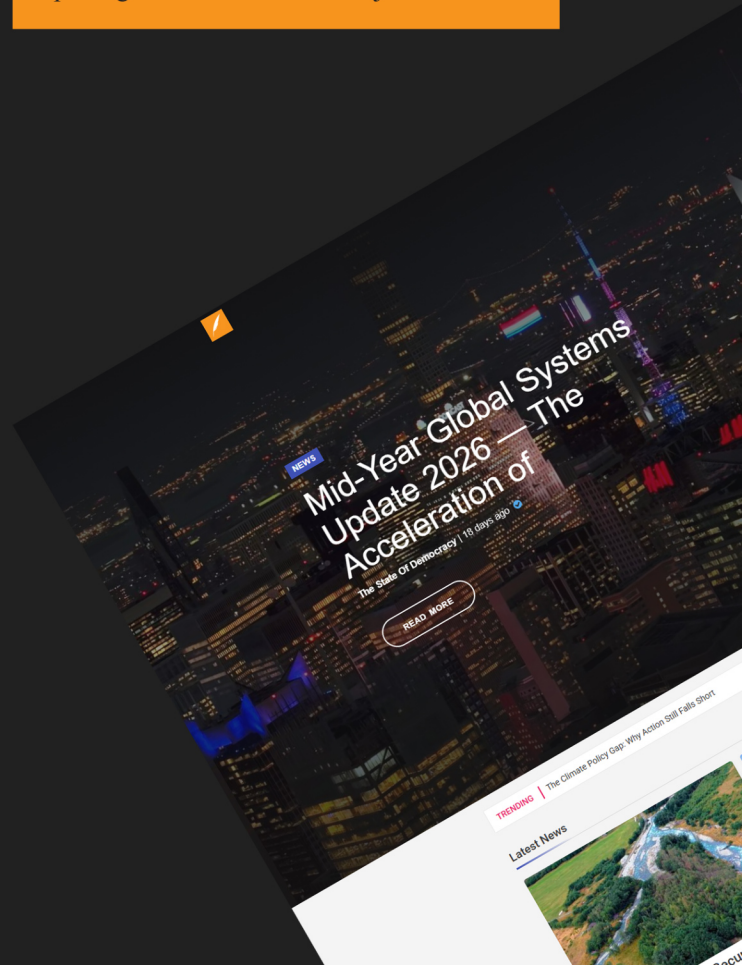
Informed citizens, public servants, researchers, journalists, educators, students, civil society organizations, and international audiences

## BRAND DESCRIPTION

*The State Of Democracy* helps readers understand the systems, institutions, technologies, and ideas shaping the future of humanity through evidence-based reporting and solutions-oriented journalism.

## OFFICIAL ATTRIBUTION

*The State Of Democracy* is an independent, non-partisan digital newspaper dedicated to helping readers understand the systems, institutions, technologies, and ideas shaping the future of humanity through evidence-based reporting and solutions-oriented journalism.





# Brand Identity

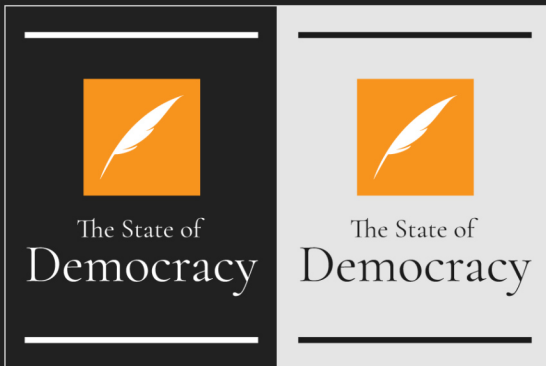
## PRIMARY LOGO - COLOR



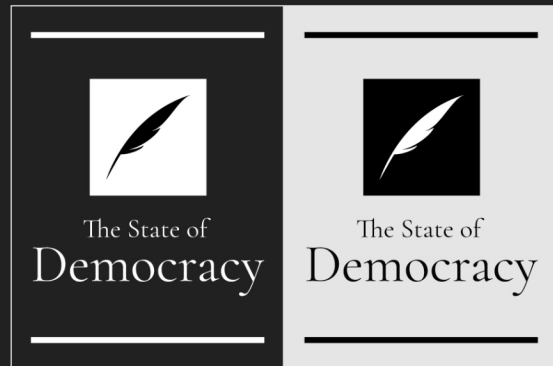
## PRIMARY LOGO - MONOCHROME



## SECONDARY LOGO - COLOR



## SECONDARY LOGO - MONOCHROME



## CLEAR SPACE & MINIMUM SIZE

### Primary Logo

- Minimum width: 2 in ( $\approx 5.08$  cm)
- Clear space (margin): 0.25 in ( $\approx 0.64$  cm) on all sides
- Purpose: Ensures legibility and visual balance in all applications.
- Usage: Recommended for print, presentations, and large digital headers.

### Secondary Logo

- Minimum width: 1 in ( $\approx 2.54$  cm)
- Clear space (margin): 0.25 in ( $\approx 0.64$  cm) on all sides
- Purpose: Maintains clarity in compact or vertical layouts.
- Usage: Ideal for social media, vertical banners, and small print formats.



# Brand Identity

Continue

## INCORRECT USAGE

The logo must always appear in its original, unaltered form to preserve brand integrity. Do not stretch, rotate, recolor, add effects, change proportions, place it on low-contrast backgrounds, or modify any of its elements. These incorrect applications weaken recognition and compromise consistency across all brand materials. For detailed guidance, review the logo usage rules and the brand protection standards.



## COLOR PALETTE

### Logo Palette

Color	HEX	RGB	CMYK	Usage	View
Orange	#F7941E	247, 148, 30	0, 40, 100, 0	Primary brand color	
Black	#1A1A1A	26, 26, 26	0, 0, 0, 90	Text and accents	
White	#FFFFFF	255, 255, 255	0, 0, 0, 0	Background and contrast	

### Interface Palette

Color	HEX	RGB	CMYK	Usage	View
Page Background	#F4F4F4	244, 244, 244	3, 2, 2, 0	Main page background	
Surface White	#FFFFFF	255, 255, 255	0, 0, 0, 0	Cards, content areas	
Border Gray	#E5E5E5	229, 229, 229	9, 6, 7, 0	Dividers and borders	
Primary Text	#444444	68, 68, 68	67, 60, 59, 44	Main interface text	
Secondary Text	#666666	102, 102, 102	60, 51, 51, 20	Supporting text	
Accent Orange	#F7931A	247, 147, 26	0, 50, 99, 0	Buttons and highlights	

### Editorial Palette

Color	HEX	RGB	CMYK	Usage	View
Headlines	#000000	0, 0, 0	75, 68, 67, 90	Article titles	
Body Text	#444444	68, 68, 68	67, 60, 59, 44	Article content	
Secondary Text	#666666	102, 102, 102	60, 51, 51, 20	Metadata and captions	
Pull Quotes	#1E1E1E	30, 30, 30	72, 66, 65, 75	Quotes and callouts	
Accent Highlight	#F7931A	247, 147, 26	72, 66, 65, 75	Editorial emphasis	








# Brand Identity

Continue

## COLOR PALETTE

### Accessibility Palette

Color	HEX	RGB	CMYK	Usage	View
High Contrast Dark	#000000	0, 0, 0	75, 68, 67, 90	Maximum readability	
High Contrast Light	#FFFFFF	255, 255, 255	0, 0, 0, 0	Maximum readability	
Accessible Text	#444444	68, 68, 68	67, 60, 59, 44	Long-form reading	
Accessible Background	#F4F4F4	244, 244, 244	3, 2, 2, 0	Comfortable reading background	
Focus Accent	#F7931A	247, 147, 26	72, 66, 65, 75	Focus states and accessibility cues	

## TYPOGRAPHY

Typography at The State Of Democracy is designed to prioritize readability, accessibility, clarity, consistency, and editorial professionalism. Our typographic system supports long-form journalism, research-based analysis, and solutions-oriented reporting. Through clear hierarchy, scalable design, and consistent application across platforms, our typography helps readers navigate complex information efficiently while reinforcing trust, credibility, and a cohesive brand identity.

- **Readability:** We prioritize clear, legible typography that supports comfortable reading across all devices and screen sizes.
- **Clarity:** Our typographic hierarchy helps readers navigate information efficiently and understand complex topics with ease.
- **Consistency:** Consistent typography strengthens brand recognition and creates a cohesive editorial experience.
- **Accessibility:** We use scalable type, sufficient contrast, and inclusive design principles to ensure content remains accessible to diverse audiences.
- **Trust & Credibility:** Our typography is designed to support clarity, professionalism, and confidence in evidence-based journalism.

### Editorial Typeface

Roboto is our primary typeface for all editorial and digital applications.

### Logo Typeface

Cormorant Garamond is our logo to reinforce our authoritative and trustworthy brand presence.

H1 Headline Example

H2 Section Title Example

H3 Subheading Example

Body Text Example

Caption / Small Example

 | The State of  
Democracy

 | The State of  
Democracy

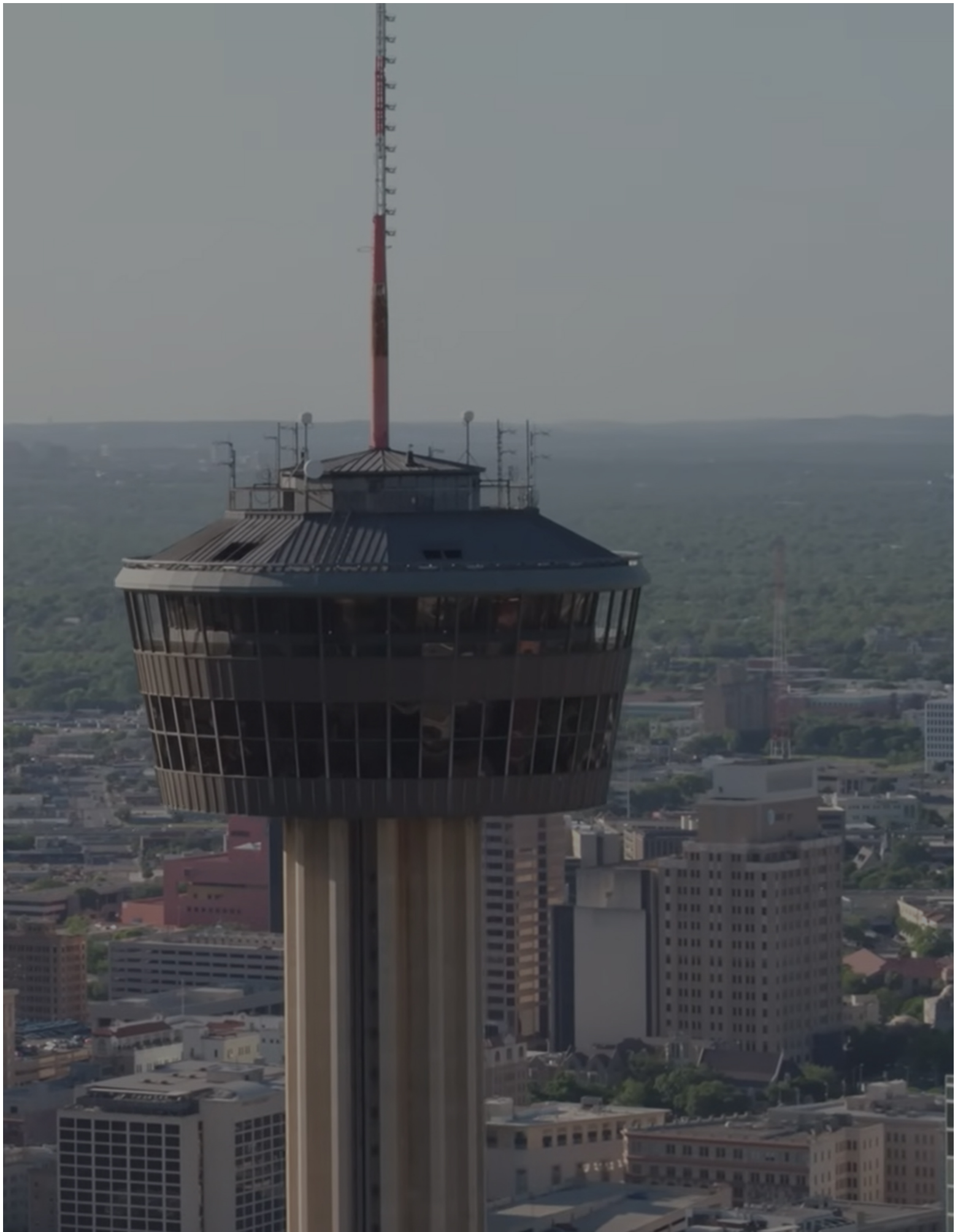


# Brand Identity

## TYPOGRAPHY

### Type Scale (Roboto)

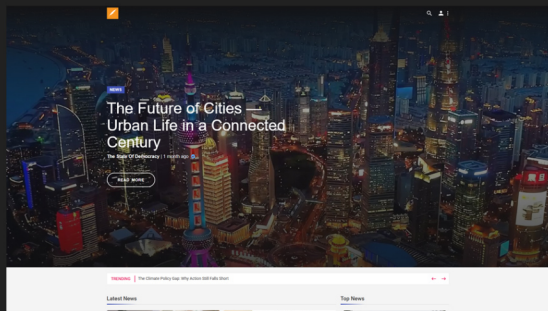
Style	Size / Line Height	Weight	Font	Usage
H1 Headline	48px / 56px	Bold (700)	Headlines and emphasis	Main titles
H2 Section Title	36px / 44px	Bold (700)	Headlines and emphasis	Section titles
H3 Subheading	28px / 36px	Medium (500)	Navigation and UI elements	Subsections
Body Text	21px / 28px	Regular (400)	Body text	Article content
Caption / Small	13px / 20px	Regular (400)	Body text	Captions, metadata, labels



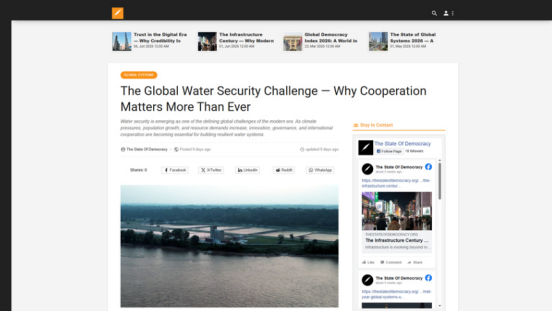
# Visual Assets

## WEBSITE SHOWCASE

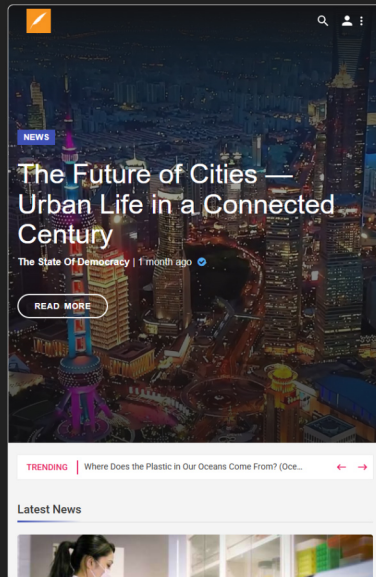
Homepage (Desktop)



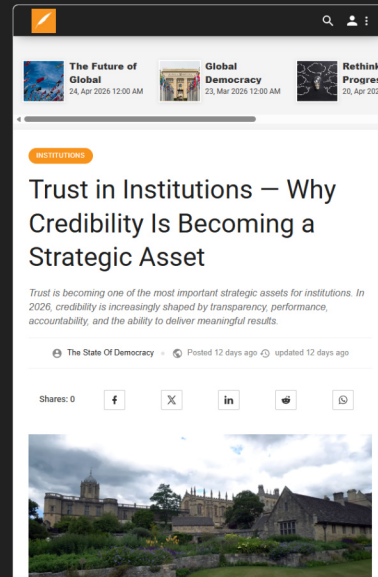
Article Page (Desktop)



Homepage (Mobile Experience)



Article Page (Mobile Experience)



## CATEGORY VISUAL SYSTEM

Society

Economy

Institutions

Policy Analysis

Global Systems

Technology & Society

Ideas



# Visual Assets

*Continue*

## PHOTOGRAPHY STYLE



Our photography is real, diverse, and global. It reflects societies, institutions, challenges, and solutions with authenticity and optimism.



# Media Contacts

## General Inquiries

[info@thestateofdemocracy.org](mailto:info@thestateofdemocracy.org)

## Editorial Team

[editorial@thestateofdemocracy.org](mailto:editorial@thestateofdemocracy.org)

## Press & Media Relations

[press@thestateofdemocracy.org](mailto:press@thestateofdemocracy.org)

## Media Assets & Brand Requests

[media@thestateofdemocracy.org](mailto:media@thestateofdemocracy.org)

## Website

<https://thestateofdemocracy.org>

## SOCIAL MEDIA

LinkedIn: The State Of Democracy

Facebook: The State Of Democracy

## INTERVIEW REQUESTS

Members of the media seeking interviews, commentary, speaking engagements, or expert perspectives on governance, institutions, public policy, global systems, technology, economics, sustainability, and solutions-oriented journalism are encouraged to contact our Press Office.

## MEDIA ASSET USAGE

Official logos, screenshots, and brand assets may be used for editorial and journalistic purposes provided they are not altered in a way that misrepresents *The State Of Democracy* or its reporting.

## ATTRIBUTION

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