How do you give a newsroom a front door?

The identity and live site of Tru.Express.



Give the newsroom a familiar face.

The brief describes AI-assisted reporting with editorial oversight. A boxed lowercase mark anchors the masthead, and its stepped “t.” carries into the browser tab.

ORIGINAL WORDMARK · OPEN THE FIGMA BRAND GUIDE ↗



The box was there early.

The logo studies tested a boxed serif and an all-uppercase wordmark. The final design kept the box and gave it custom lowercase lettering.

BOXED SERIF STUDY



UPPERCASE STUDY



One wordmark, four treatments.

The original deliverables include full-colour and monochrome wordmarks, each with a version for light and dark surfaces.

ORIGINAL WORDMARK VARIANTS · OPEN THE FIGMA BRAND GUIDE ↗

PRIMARY



REVERSED



MONOCHROME



MONOCHROME REVERSED



A few pixels make it yours.

Square steps give the “t” its shape. The period stays with it when the wordmark becomes a standalone symbol or a browser-tab icon.

ORIGINAL SYMBOL AND FAVICON · OPEN THE FIGMA BRAND GUIDE ↗





ORIGINAL FAVICON

Teal anchors the system.

Tru Teal anchors the identity and Tru Light gives headlines room. Cyan and Sky Blue provide accents, while Slate Blue and Deep Teal support the wider system.

OFFICIAL COLOUR VALUES · OPEN THE FIGMA BRAND GUIDE ↗

PRIMARY COLOURS



Tru Teal

#0B4B5B

Tru Cyan

#2CA2C0

Tru Light

#F8FAFB

SECONDARY COLOURS



Sky Blue

#2EBEE4

Slate Blue

#475569

Deep Teal

#002330

One layout in two modes.

The original Figma artboards carry the same headline, reading column, and sidebar into light and dark versions of the article.

ORIGINAL FIGMA ARTICLE DESIGNS ↗

LIGHT MODE



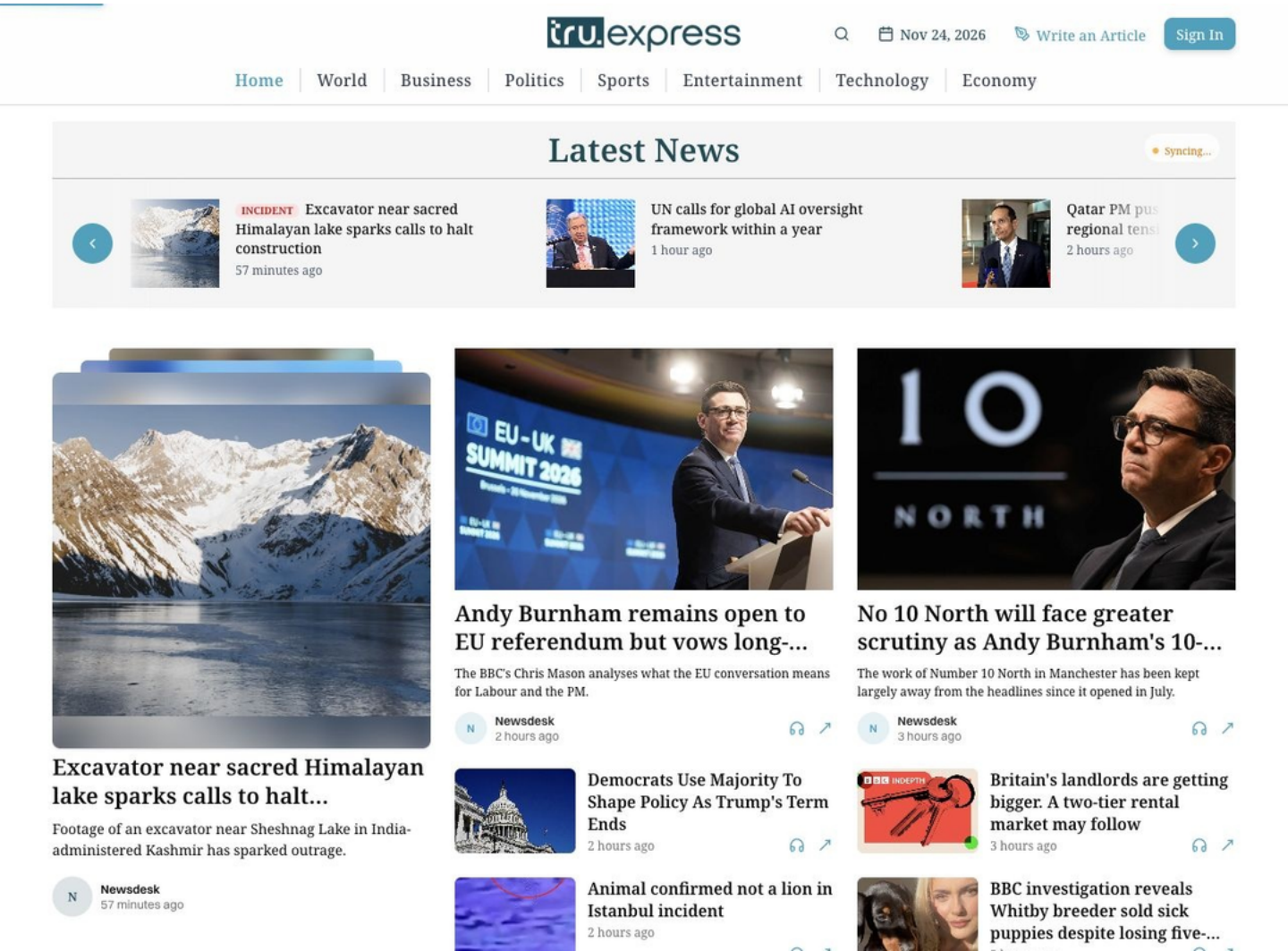
DARK MODE



The day’s news, at a glance.

The latest headlines run across the top. Below, a large lead story and smaller cards give readers a quick way into the day’s coverage.

LIVE SITE · HOMEPAGE ↗



Keep scrolling. The desks open up.

Further down, the homepage makes room for entire subjects. Each block gives a desk its own lead story and more headlines to follow.

LIVE SITE · WORLD AND POLITICS ON THE HOMEPAGE ↗

World



FEATURED

European schools under bomb threat as hoax campaign spreads across Europe



El Nino and funding cuts harm efforts to end FGM in Somaliland
8 hours ago



COP31: UN climate talks collapse as fossil fuel language deadlock persists
8 hours ago



Amtrak train derails in Louisiana collision with stalled truck
8 hours ago



Military closures block Palestinian farmers' access to land in occupied West Bank
8 hours ago



Mass shooting at California rap concert leaves nine wounded, one in critical condition
1 day ago

Politics



FEATURED

Top 1% of Polymarket traders took 91% of U.S. midterm profits, study shows



Treasury Secretary compares tech outages to vaccine calling them a form of digital immunity
8 hours ago



Lebanese families return to destroyed neighborhood after Israeli attacks continue
8 hours ago



COP31 negotiations collapsed as nations fail to agree fossil fuel phaseout
8 hours ago



Cop31 talks end in failure as fossil fuel phase-out remains unaddressed
8 hours ago

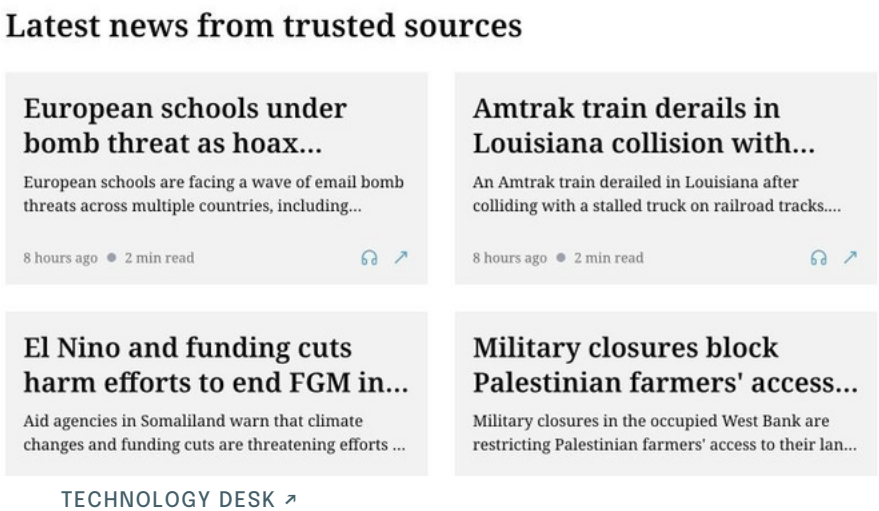


Trump admin admits mistake in deporting US citizen to Mexico
8 hours ago

Seven desks, different ways in.

World, Business, Politics, Sports, Entertainment, Technology and Economy each have a home. World opens with a compact grid, while Technology leads with a large feature.

WORLD DESK ↗





TECHNOLOGY DESK ↗

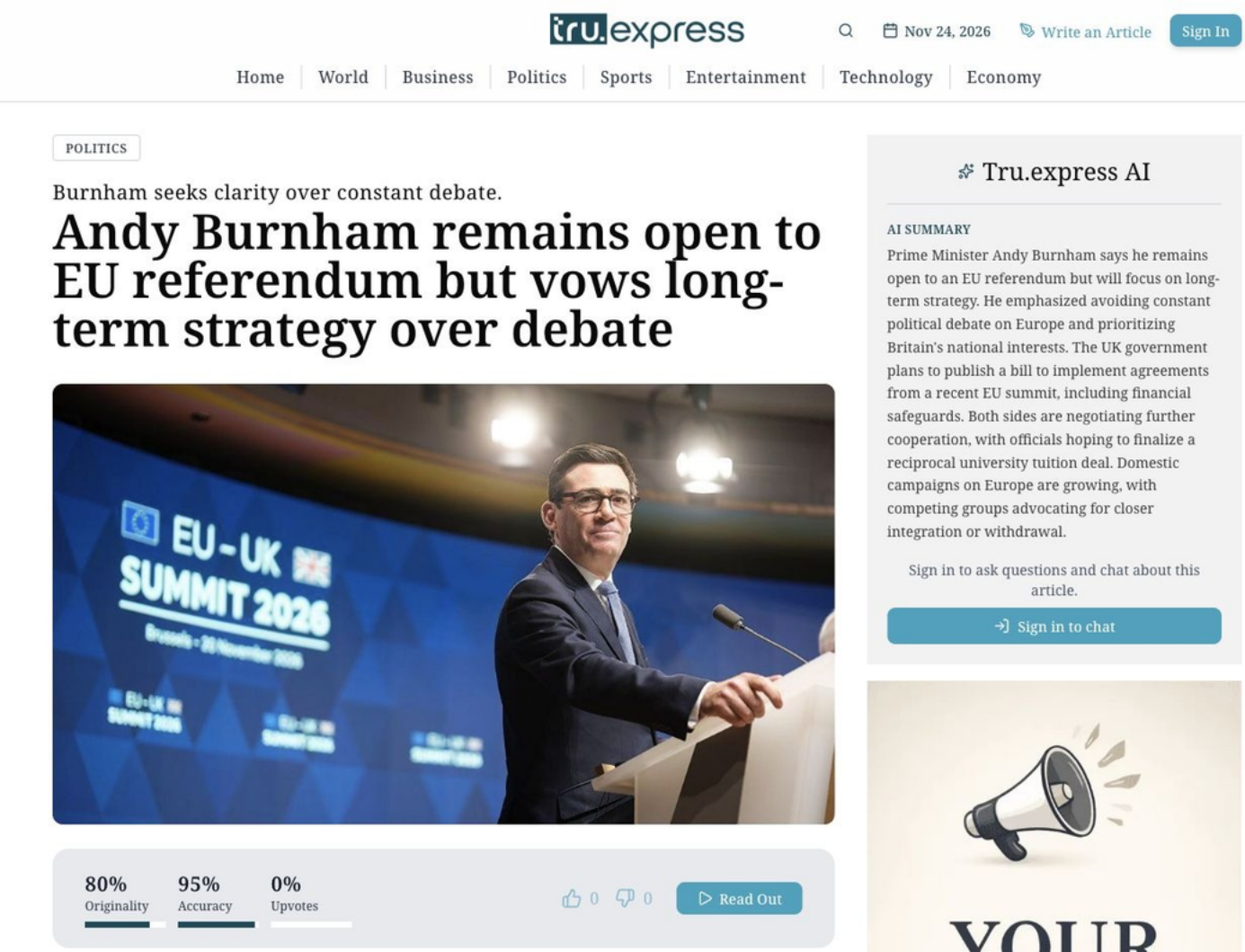




From scanning to reading.

Opening a story changes the pace. A large headline and lead image take the main column. An AI summary sits alongside the article on desktop.

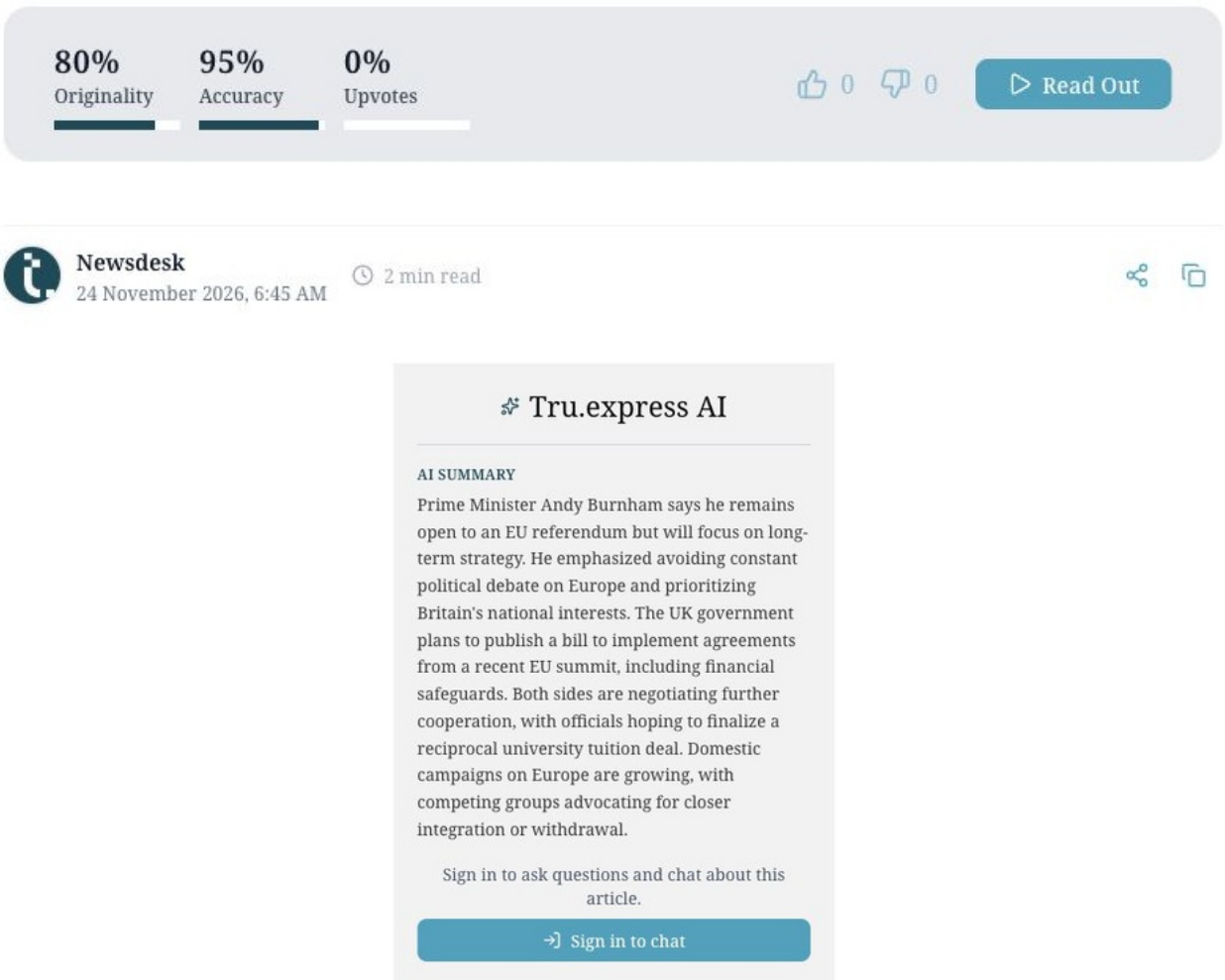
LIVE SITE · ARTICLE PAGE ↗



What travels with the story.

The reader can see the byline, reading time, and displayed scores, listen with Read Out, or share a link. The AI panel offers a summary and a sign-in option to ask questions.

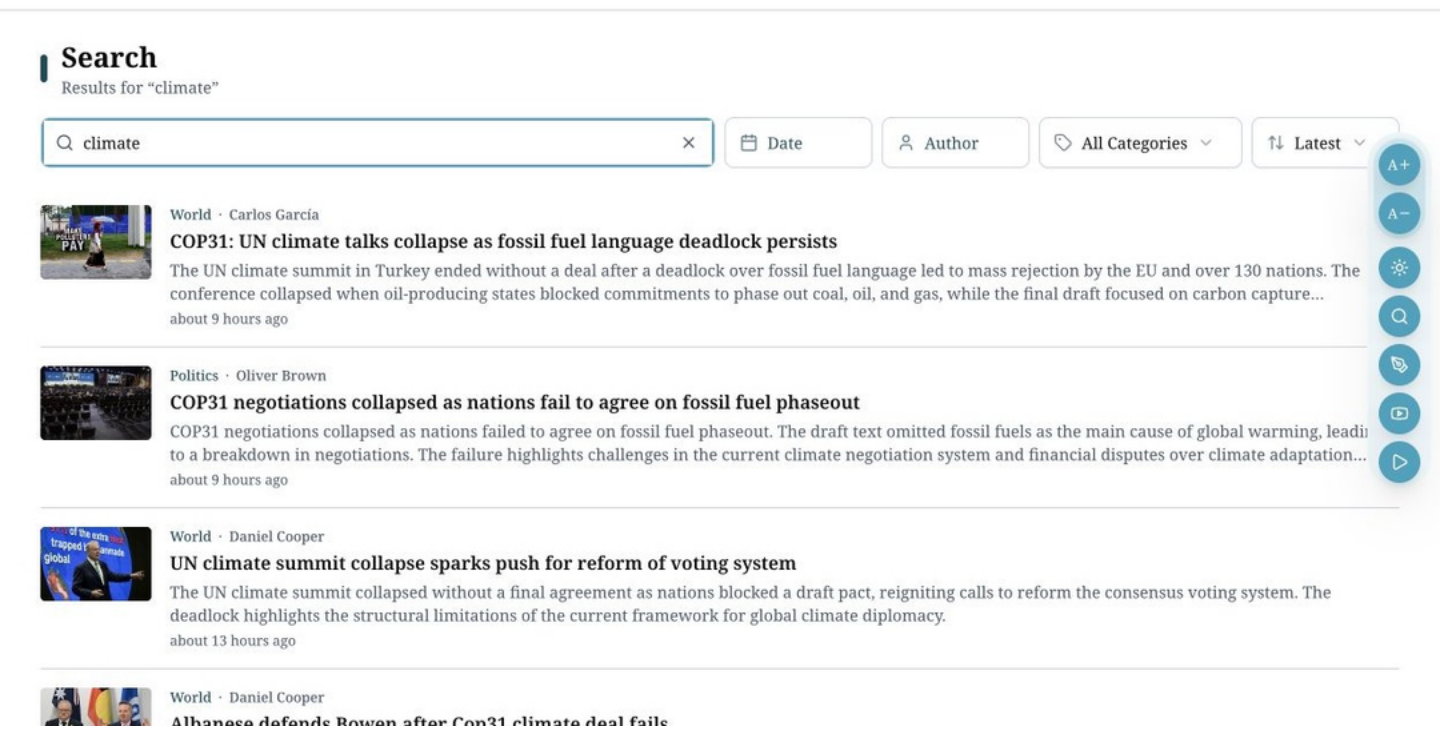
LIVE SITE · ARTICLE CONTROLS AND AI PANEL ↗



Give readers a route back.

Search spans published articles. Date, author, and category filters help narrow a query when the story has moved off the front page.

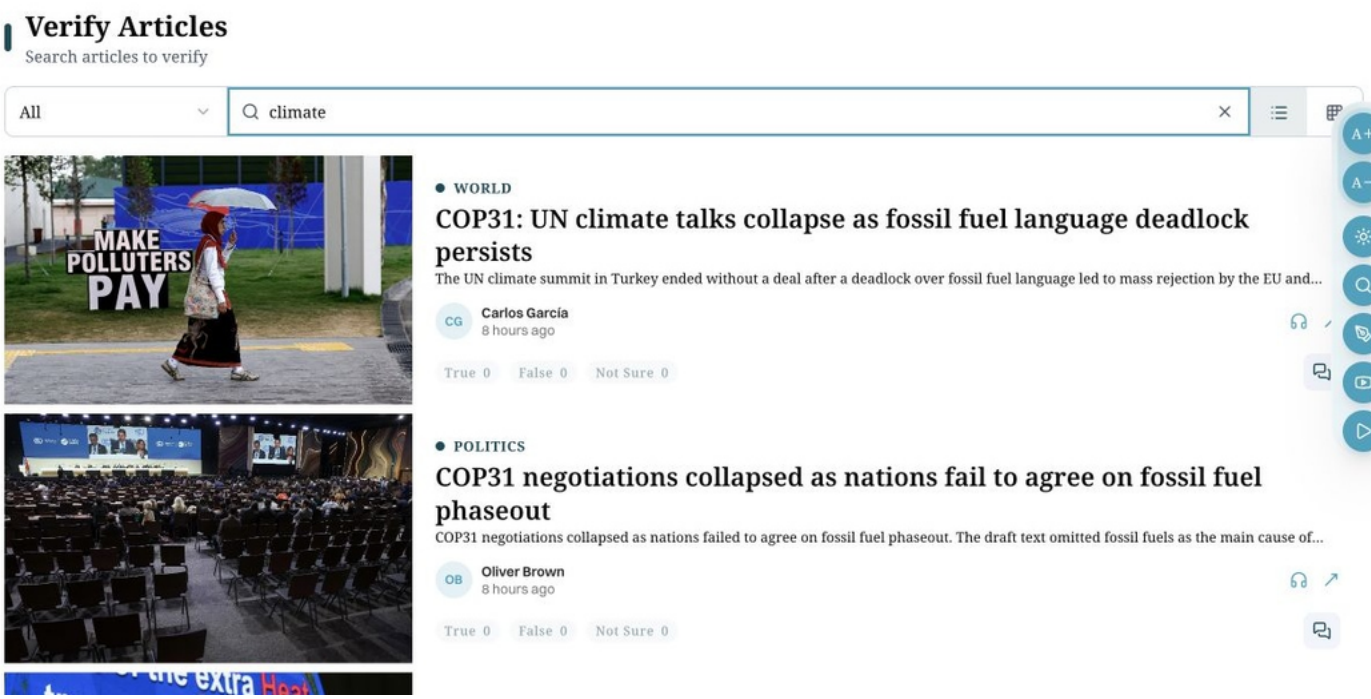
LIVE SITE · ARCHIVE SEARCH WITH A SAMPLE QUERY ↗



Make verification easy to find.

A dedicated Verify Articles page gives readers a searchable directory, with list and grid views for browsing results.

LIVE SITE · VERIFY ARTICLES WITH A SAMPLE QUERY ↗



A whole publication behind the mark.

The same masthead connects the front page, seven desks, article pages and archive tools. Readers can scan the day, settle into a story, or come back to look something up.

VISIT THE LIVE TRU.EXPRESS SITE ↗

Connect the unconnected.



Onindo Ahmed

A multidisciplinary thinker and maker passionate about connecting ideas, challenging conventions, and building what's next.

Let's get connected!

+880 1611878701

hello@onindoahmed.com

onindoahmed.com