CASCADE
PUBLIC / MEDIA

2019 Brand Style Guide

CONTENTS

This document serves as a style guide and primary reference for the successful application of the Cascade Public Media brand signature.

Organizations dedicate a tremendous amount of time and effort in creating trademarks which symbolize their aims and activities. But effective symbols do not survive simply by residing in the marketplace, or by being mindlessly applied to products. A trademark must be tended to remain fresh and alive.

When carefully monitored and tended, a trademark can be one of the most valuable assets an institution owns. In an increasingly competitive environment, the name and trademark of an institution can reinforce the image of a powerful player, thus protecting the franchise an institution owns. Consistently applied branding sends a credible and reliable signal at moments of critical commercial interaction in an institution's life.

The standards for the Cascade Public Media branding contained in this document are appropriately applied to advertising, newsletters, the internet, presentation materials, as well as collateral items such as brochures, banners and specialty items.

The reward for Cascade Public Media lies in results which derive from flexible, durable and accessible image-building tools. The brand acts as a sales agent for Cascade Public Media, carrying an accurate message of the institution's vision to the farthest and most intricate reaches of public communications.

In December 2015, KCTS 9 announced a strategy to redefine itself by bringing its content to diverse media platforms in order to serve more people across multiple generations. As a demonstration and advancement of the strategy to expand regional coverage and support the need in our community for substantive local journalism, KCTS 9 merged newsrooms with Crosscut.com, a nonprofit daily news website.

In January 2016, KCTS Television became Cascade Public Media ("CPM"), a multi-platform public media organization that includes KCTS 9 and Crosscut. The organization remains a nonprofit, community-licensed, publicly supported organization committed to supporting public interest journalism and civic conversation.

Cascade Public Media's target audience is people in the 30s–50s age range. They are community citizens who value community and participate in community groups and events.

- They volunteer, vote and put down roots in the community.
- They also may have recently started a family, bought a house or moved to the Northwest region.

The logo, also known as the mark, consists of the complete Cascade Public Media name rendered in letter forms in a strictly defined array. The Cascade Public Media logo or mark is rendered in a customized font.

The signature consists of the words "Cascade Public Media" by themselves, rendered in custom letter forms, as shown below.

Logo

Mark
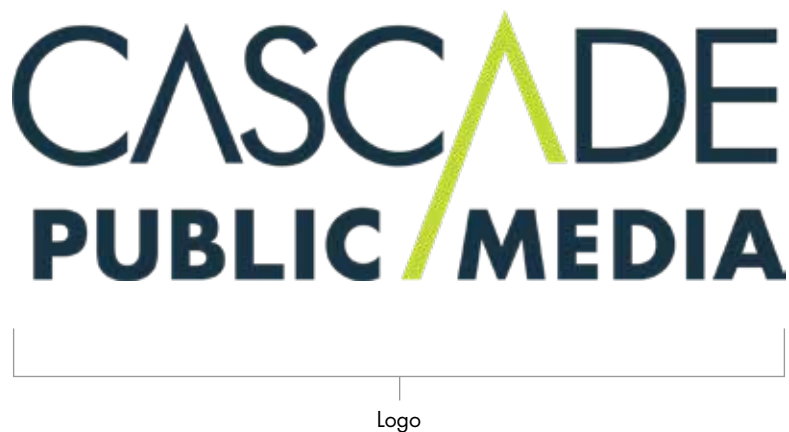
All logo files can be found on the G Drive at the file path below:

kctsfs3/Group/Creative Services-Publish/1_Branding_Logos/1_CPM/2_Logos

KNOCKOUT (PREFERRED)

For use on dark backgrounds. Files with blue backgrounds are also available.

STANDARD (USE AS NECESSARY)

For use on light backgrounds.

STANDARD LOGO

This is the preferred usage of the Cascade Public Media logo. Used in majority of circumstances.

CPM_logo2019_ko

CPM_logo2019

LOGO WITH TAG-LINE

For use in selected pieces. Consult contacts listed at the end of this document for usage guidelines.

CPM_logo2019_ko_tag

CPM_logo2019_tag

BRAND FAMILY LOCKUP
Rarely used. Consult contacts listed at the end of this document for usage guidelines.

CPM_logo2019_ko_AllBrandLockup

CPM_logo2019_AllBrandLockup

"SERVICE OF" LOCKUP
Used to promote connection to CPM at larger sizes (See Minimum Logo Sizes page). At smaller sizes, "A service of Cascade Public Meda" should appear in text on the same piece.

CPM_logo2019_ko_ServiceOf

CPM_logo2019_ServiceOf

CASCADE PUBLIC MEDIA MARK
Used primarily for social media and online icon usage.

CPM_mark2019_ko

CPM_mark2019

WHICH LOGO FILE SHOULD YOU USE?

PRINT

E.g. postcards, booklets, posters, printed banners, stickers, flyers, brochures, billboards

- ★ **EPS:** *Preferred file type.* Looks sharp and clear at any size. May or may not usable in Microsoft Office programs.
- **PDF:** Looks sharp and clear at any size. Viewable on most computers, but may not be usable in Microsoft Office programs.
- **AI:** Looks sharp and clear at any size. May not be viewable in standard desktop software.
- **PNG:** Acceptable option for logos with a transparent background. Appears pixelated/blurry if used at a size larger than the original.
- **JPG:** Least versatile, since these will always have a block of color behind them. Appears pixelated/blurry if used at a size larger than the original.

DIGITAL

E.g. web, mobile apps, social media, and Powerpoint.

- ★ **SVG:** *Preferred file type.* Looks sharp and clear at any size without long load times.
- **PNG:** Acceptable option for logos with a transparent background. Appears pixelated/blurry if used at a size larger than the original. Large files may take a long time to load on the web.
- **JPG:** Least versatile, since these will always have a block of color behind them. Appears pixelated/blurry if used at a size larger than the original. Large files may take a long time to load on the web.

* For video and broadcast requirements, please consult the contacts listed at the end of this guide.

USEFUL TERMS

- **CMYK:** A formula for defining colors for print images. Colors are made up of different combinations of cyan, magenta, yellow and black ink.
- **file extension:** Three or four letters at the end of a file name that tell you the file type.
- **file size:** How much storage space a file takes up on your computer. Images with a high resolution are likely to have a larger file size.
- **file type:** The program a file was created in or can be opened with.
- **HEX:** A formula for defining colors for digital images. A different way of writing RGB colors.
- **pixel:** A square of color on a screen that makes up an image.

- **raster:** An image made of pixels. Will look blurry or pixelated when used at a size larger than the original, or if you zoom in on the image. File types include JPG and PNG.
- **resolution:** The dimensions of an image in pixels, usually measured in pixels per inch or PPI. Written as width x height.
- **RGB:** A formula for defining colors for digital images. Colors are made up of different combinations of red, green and blue light.
- **vector:** An image made of lines, looks sharp and clear at any size. File types include AI, EPS, and SVG.

To ensure maximum recognition and readability, different versions of the mark may be used. The standard mark should be used in most circumstances. However, when the mark must be reproduced at a very small size, the symbol only should be utilized.

Do not use the logos below at sizes smaller than the following:

MINIMUM APPROPRIATE SIZING

STANDARD LOGO

PRINT: 1 in x 0.3504 in
DIGITAL: 115 pixels x 43 pixels

LOGO WITH TAGLINE

PRINT: 1.6468 in x 0.7946 in
DIGITAL: 190 pixels x 93 pixels

MARK

PRINT: 0.3 in x 0.1982 in
DIGITAL: 30 pixels x 20 pixels

"SERVICE OF" LOCKUP

PRINT: 1 in x 0.5652 in
DIGITAL: 115 pixels x 67 pixels

BRAND FAMILY LOCKUP

PRINT: 3.8202 in x 2.0321 in
DIGITAL: 450 pixels x 240 pixels

Adequate negative space should always be allowed around the mark or signature so that no other visual elements intrude on its recognition or readability. Minimum horizontal and vertical intervals can be measured using the partial or complete height of the signature as a defining unit (as illustrated below). The same spacing guidelines apply to reverse applications, abiding by color specifications listed in this document.

MINIMUM SPACING FOR VERTICAL LOGO

There should be space equivalent to the letter C on each side.

Whenever the Cascade Public Media mark is used, in any application, strict guidelines regarding size and relationship between elements must be upheld. No changing proportions, distortions or redrawing of any version of the logo is permitted. The relationships should not be altered in size or spacing.

EXAMPLES OF UNACCEPTABLE USE:

BRAND COLOR DEFINITION

LOGO COLORS
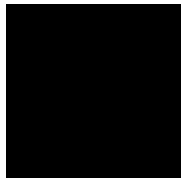
BLACK

RGB: 0.0.0
HEX: 000000
CMYK: 0.0.0.100
PANTONE: 6 c
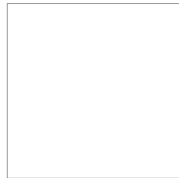
WHITE

RGB: 255.255.255
HEX: ffffff
CMYK: 0.0.0.0
PANTONE: 000 c

PUGET BLUE

RGB: 23.44.59
HEX: 172c3b
CMYK: 89.69.51.50
PANTONE: 303

LAKE BLUE

RGB: 99.201.215
HEX: 60c9d6
CMYK: 56.0.16.0
PANTONE: 3105

ROCKY GREEN

RGB: 195.217.58
HEX: c3d93a
CMYK: 28.0.95.0
PANTONE: 382

ADDITIONAL BRAND COLORS

RAINIER CHERRY

RGB: 250.103.75
HEX: fa674b
CMYK: 0.75.72.0
PANTONE: 1645

GOLDENROD

RGB:244.193.67
HEX: f4c143
CMYK: 4.24.85.0
PANTONE: 114

*Used occasionally
as an accent or for
emphasis.*

Lake Blue   White   Rocky Green   Puget Blue

Puget Blue   Rocky Green

The logo should never be rendered in any other colors, nor should it be rendered in multiple colors:

COLOR CONTRAST AND ACCESSIBILITY

Cascade Public Media is committed to producing content that is accessible to as many users as possible, including those with visual impairments and color blindness. For this reason, it is important to keep color contrast in mind to ensure that text is readable by the widest audience possible. Please use the guidelines below when choosing text and background colors.

TEXT COLOR

BACKGROUND COLOR	BLACK	PUGET BLUE	RAINIER CHERRY	ROCKY GREEN	LAKE BLUE	GOLDENROD	WHITE
● BLACK	DO NOT USE	DO NOT USE	Any text size	Any text size	Any text size	Any text size	Any text size
● PUGET BLUE	DO NOT USE	DO NOT USE	Large text only	Any text size	Any text size	Any text size	Any text size
● RAINIER CHERRY	Any text size	Large text only	DO NOT USE	DO NOT USE	DO NOT USE	DO NOT USE	Large text only
● ROCKY GREEN	Any text size	Any text size	DO NOT USE	DO NOT USE	DO NOT USE	DO NOT USE	DO NOT USE
● LAKE BLUE	Any text size	Any text size	DO NOT USE	DO NOT USE	DO NOT USE	DO NOT USE	DO NOT USE
● GOLDENROD	Any text size	Any text size	DO NOT USE	DO NOT USE	DO NOT USE	DO NOT USE	DO NOT USE
○ WHITE	Any text size	Any text size	Large text only	DO NOT USE	DO NOT USE	DO NOT USE	DO NOT USE

EXAMPLES

✓ **Any text size:** These color combinations have high contrast. Always okay to use these colors together, at large or small text sizes.

> **The quick brown fox...**
> The quick brown fox jumps over the lazy dog.

> **The quick brown fox...**
> The quick brown fox jumps over the lazy dog.

✓ **Large text only:** These color combinations have medium contrast. Only use together at large text sizes.

> **The quick brown fox...**

> **The quick brown fox...**

✗ **DO NOT USE:** These color combinations have low contrast and text will be difficult for those with visual impairment to read.

> **The quick brown fox...**
> The quick brown fox jumps over the lazy dog.

> **The quick brown fox...**
> The quick brown fox jumps over the lazy dog.

SOLID COLOR BACKGROUND

When choosing solid colors to place the logo on, refer to the contrast chart on the previous page. Use approved brand colors when possible. For additional guidance on color contrast, visit webaim.org/resources/contrastchecker or ask one of the contacts listed at the end of this document.

✓ **CORRECT (PREFERRED)**   ✓ **CORRECT**   ✕ **INCORRECT**

IMAGE BACKGROUND

When placing the logo on a photograph or other image, be aware of the contrast and readability. For example, on dark photographs the knockout version of the logo will likely be most appropriate. On light colored photos, the standard logo will likely be most appropriate.
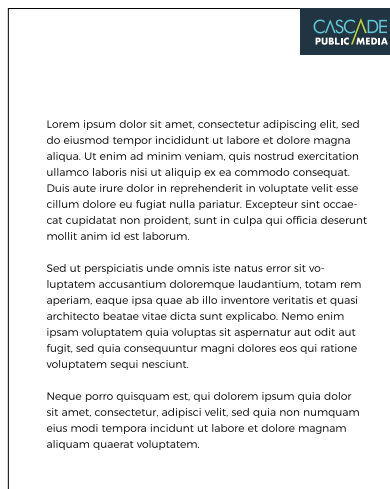
✓ **CORRECT**   ✕ **INCORRECT**

LOGO POSITION

Careful attention must be paid to the placement of the Cascade Public Media logo. In most documents, the logo is most appropriately placed in the upper left-hand corner. In most images or graphics, the logo is most appropriately placed in the lower right-hand corner. Multiple logos should not be used on the same page or in close proximity to each other. Minimum spacing must be respected at all times. Logo placement must not obstruct the clarity or readability of the logo.

POSITION ON DOCUMENTS

✓ **CORRECT**   ✗ **INCORRECT**   ✗ **INCORRECT**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt.

Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

POSITION ON IMAGES

✓ **CORRECT**   ✗ **INCORRECT**

TYPOGRAPHY FAMILY

Cascade Public Media uses the **Futura Std** type family for the majority of applications. Futura is available in the following styles:

Light	Lum dignis ad tion exeros aut lore faccum euis at wisl iliquat ute ad ercidunt nim dit wisl inisl ex erilla at. Ut aute min velenisi.
Light Oblique	Lum dignis ad tion exeros aut lore faccum euis at wisl iliquat ute ad ercidunt nim dit wisl inisl ex erilla at. Ut aute min velenisi.
Book	Lum dignis ad tion exeros aut lore faccum euis at wisl iliquat ute ad ercidunt nim dit wisl inisl ex erilla at. Ut aute min velenisi.
Book Oblique	*Cum dunt luptatetuer ipisim zzriurem alit lut adit, venim do essi ex ex enisit, sis niam vent ulputetue mincil elendre modion henit augiat. Estrud dolenis dolore velit autpat praessit praesto er ip etue faciduip ercip ex feumsan dionsenim adit volor aute dolobor perosting ex etue del ullandio odit iriure enis dolendre duismodo consent vulputatue te delenim nonsectet la feuis diamet ut praessi.*
Heavy	**Miniam, con hent am, commy niamcon sequisl dio con hendree tuerostis adit aliquam zzril ute dignibh erit alit iniam, conumsan heniat eumsan vent vendio dolobor aliscil iquipit nonum iurer iriliquam aliquatem vullums andipsu scilis nostrud dolor augait do con, consequat nos accum nit ipsuscidunt luptate essi.**
Bold	**Liquam dipsusc illamet dolutet utpat nullaoreet vero euis at, voleniscilit vel do delit in exero euiscilla feummy num iuscin ut exer irit utat ing ea ad mincilla aut lore faci te conse tate commy num ip ex eugue dolessi et, volendio eugait pratue ming elesed dolumsa ndionsed diatum iriure modoloreet la amcor at praestis at.**

CONTACT

KELSEY TOMASCHESKI
DIRECTOR OF MARKETING AND COMMUNICATIONS

206.443.4835
KTOMASCHESKI@KCTS9.ORG

401 MERCER STREET
SEATTLE, WA 98109
KCTS9.org

GREG COHEN
DESIGN DIRECTOR

206.443.6737
GCOHEN@KCTS9.ORG

401 MERCER STREET
SEATTLE, WA 98109
KCTS9.org