Crosscut.

2019 Brand Style Guide

CONTENTS

This document serves as a style guide and primary reference for the successful application of the Crosscut 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 Crosscut branding contained in this document are appropriately applied to advertising, newsletters, web, presentation materials, as well as collateral items such as brochures, banners and specialty items.

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

Founded in 2007, Crosscut was a pioneer in the national landscape of local, online-only news outlets. Working out of coffee shops and hole-in-the-wall offices, its small team of writers broke fresh ground on topics such as transportation, homelessness and the reshaping of the urban landscape. As other news outlets downsized, Crosscut moved into beats that were being abandoned, including city and state government. The work began winning awards and getting noticed, especially in the halls of power.

In 2015, Crosscut merged with KCTS 9 public television under the umbrella of a single nonprofit called Cascade Public Media. Today, our combined staff of reporters, video producers and web developers fills an essential role in the Northwest's news ecosystem, focusing on politics and public policy, race and equity, arts and culture and the environment. We tell stories and provide context and analysis that helps people understand our fast-changing region and how they can be a part of shaping it for the better.

KEY TENETS OF OUR WORK INCLUDE:

- **Spotlighting solutions:** While one of journalism's central jobs is to shine a light on wrongdoing and injustice, we believe it is critical to go one step further and examine possible solutions to our thorniest problems.

- **Collaborating and sharing:** To maximize our reach and impact, we drive powerful collaborations among media organizations, and work closely with local nonprofits to access new audiences. Our articles, videos and multimedia reporting are often made available at no cost to other regional news outlets.

- **Engaging our community:** From our solution-seeking Community Idea Labs and the annual Courage Awards breakfast to the innovative Crosscut Festival, we create spaces for inclusive, civic discussion about the most pressing issues of our day.

- **Measuring impact:** We closely monitor not only online audience engagement and television viewership, but also social media activity, attention from key community and political influencers, shifts in the regional civic and political dialogue, and public policy reform.

The logo consists of the complete Crosscut name rendered in letter forms in a strictly defined array. Crosscut logo or mark is rendered in a customized font.

The signature consists of the word "Crosscut" by itself, rendered in custom letter forms, as shown below.

The mark is to be used alone, primarily on social media.
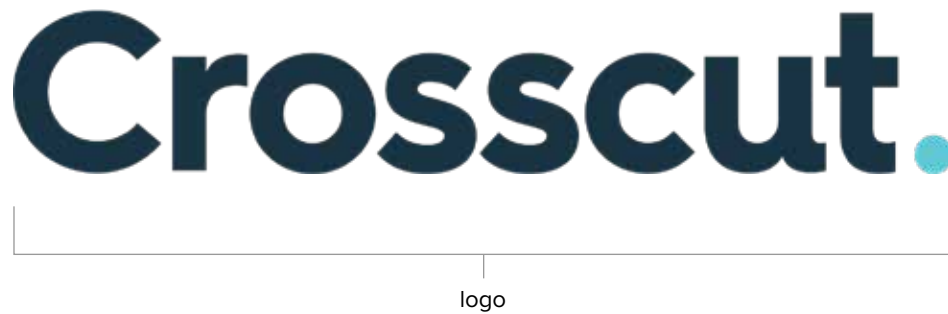
logo

mark

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

kctsfs3/Group/Creative Services-Publish/1_Branding_Logos/3_Crosscut/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 Crosscut logo. Used in majority of circumstances.

Crosscut_logo2019_ko

Crosscut_logo2019

LOGO WITH CPM 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.

Crosscut_logo2019_ko_CPMlockup

Crosscut_logo2019_CPMlockup

LOGO WITH TAG-LINE

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

Crosscut_logo2019_ko_tag

Crosscut_logo2019_tag

KCTS 9 / CROSSCUT LOCKUP

Used for stationery, internal communication documents, and community events.
Can be found in KCTS 9 logo folder.

KCTS9_logo2019_ko_CClockup

KCTS9_logo2019_CClockup

CROSSCUT MARK

Used primarily for social media and online icon usage.

Crosscut_mark2019_ko

Crosscut_mark2019

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.

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* 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 (less than 1 inch in width), the symbol only should be utilized (see example B).

Choose the appropriate logo based on the following examples:

MINIMUM APPROPRIATE SIZING

Crosscut.

LOGO

PRINT: 1 in x 0.1746 in
DIGITAL: 100 pixels x 18 pixels

C.

MARK

PRINT: 0.2 in x 0.1635 in
DIGITAL: 23 pixels x 18 pixels

Crosscut.
Northwest. Nonprofit. News.

LOGO WITH TAGLINE

PRINT: 2.3 in x 0.6446 in
DIGITAL: 231 pixels x 65 pixels

KCTS9 | Crosscut.

KCTS 9 / CROSSCUT LOCKUP

PRINT: 2.3383 in x 0.2926 in
DIGITAL: 204 pixels x 27 pixels

Crosscut. | A service of CASCADE PUBLIC MEDIA

LOGO WITH TAGLINE

PRINT: 4.2731 in x 0.8242 in
DIGITAL: 308 pixels x 60 pixels

NOTE: This lockup should never be used at sizes smaller than those specified here. For use of the Crosscut logo at smaller sizes, the text "A service of Cascade Public Media" may be used nearby at a readable font size.

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.
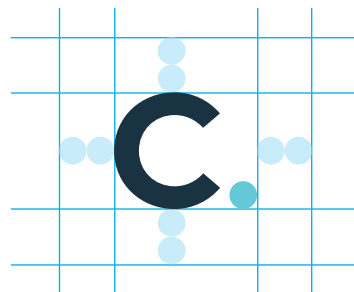
MINIMUM SPACING FOR PRIMARY LOGO:

There should be space equivalent to the logo's large C on each side.
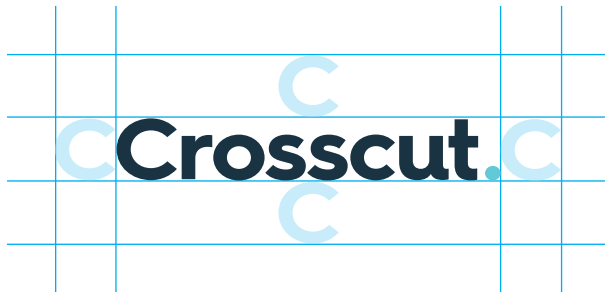
MINIMUM SPACING FOR ICON:

There should be space equivalent to two of the icon's periods on each side.

MINIMUM SPACING WITH ADDITIONAL LOGO LOCKUPS:

Crosscut logo will always be positioned to the right of KCTS 9 logo.

Whenever the Crosscut 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.
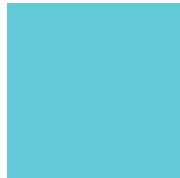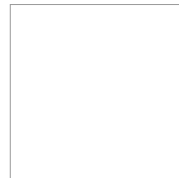
EXAMPLES OF UNACCEPTABLE USE:

BRAND COLOR DEFINITION

LOGO COLORS

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

WHITE

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

ADDITIONAL BRAND COLORS - FOR ACCENTS AND HIGHLIGHTS

ROCKY GREEN

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

GOLDENROD

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

RAINIER CHERRY

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

BLACK

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

Crosscut.

Northwest. Nonprofit. News.

White   Rocky Green   Puget Blue   Lake Blue

Crosscut.

Northwest. Nonprofit. News.

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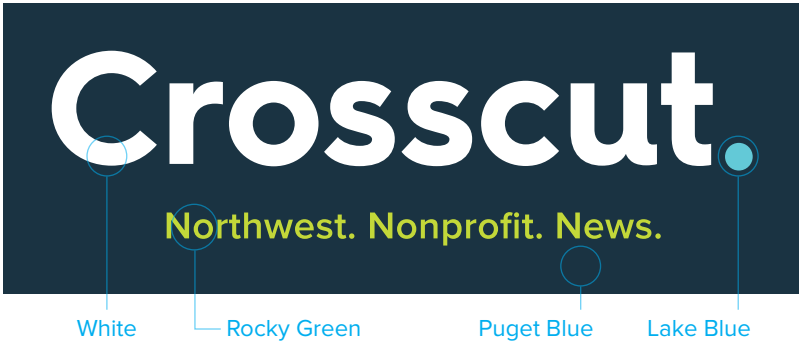
The logo should never be rendered in any other colors, nor should it be rendered in multiple colors:

Crosscut.   Crosscut.   Crosscut.

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 any size.

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. May 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.

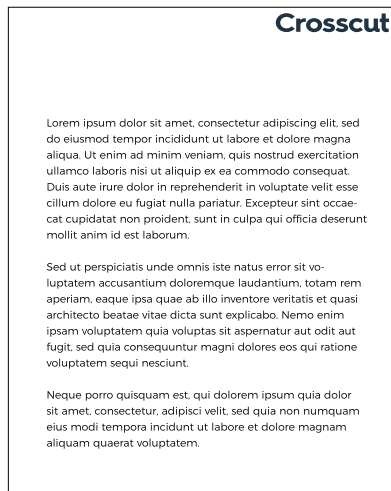✓ **CORRECT**   ✗ **INCORRECT**

Careful attention must be paid to the placement of the Crosscut 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**

POSITION ON IMAGES

✓ **CORRECT**   ✗ **INCORRECT**

Crosscut uses the **Proxima Nova** type family for the majority of applications. Proxima Nova 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.

Regular

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.

Regular Italic

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.

SemiBold

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Bold

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When selecting photographs for Crosscut, look for emotional content and unusual perspectives that tell a story. Choose edgy images with high contrast, rich colors and texture. Crosscut photos should convey the organization's dedication to diversity, its global perspective and its focus on forward thinking. Photos of people should be candid, rather than straight-on shots.

EXAMPLES:

Crosscut has several sub-brands representing regular events and services. The logos for these sub-brands can be found on the G drive for use in both print and digital applications. For questions about their use, please consult the contacts listed at the end of this document.

Crosscut. COURAGE AWARDS

Crosscut. FESTIVAL

Crosscut. LIVE

Crosscut. NOW

Crosscut. Elway | Poll

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

kctsfs3/Group/Creative Services-Publish/1_Branding_Logos/3_Crosscut/2_Logos

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