

The logo for Cascade Public Media features the word "CASCADE" in a light blue, sans-serif font. A yellow triangle is positioned between the "C" and "A" of "ADE". Below "CASCADE" is the word "PUBLIC" in white, bold, sans-serif font, followed by a yellow diagonal slash, and then the word "MEDIA" in white, bold, sans-serif font.

CASCADE
PUBLIC / MEDIA

2019 Brand Style Guide

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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.

To safeguard the investment and goodwill built up in the Cascade Public Media® mark, it is important to use and to identify the mark correctly, even on materials intended solely for internal use.

General Points

NOTICE

Include the appropriate trademark symbol ® for Cascade Public Media, KCTS and Crosscut as federally registered marks, or the ™ for KCTS 9 as an applied for registered trademark immediately following the initial appearance of the mark in the most prominent place used in a document or a collateral piece. There is no need to use the ® or ™ or ™ symbol every time the mark is used in a document or collateral piece, only in connection with the first or most prominent appearance of the mark.

DISPLAY

Licensees are to maintain the proper proportions, shading, and use when displaying our design marks or logos. These guidelines provide them with specific details, guidelines, and examples.

PROMOTION

Third parties are not allowed to make unauthorized use of our marks in connection with another's merchandise or promotional materials unless expressly permitted in writing. If such permission is granted, third-parties will need to provide us with an advance prototype or copies of merchandise or other promotional materials upon request.

KEY WORDS

Third parties are not allowed to bid on or purchase our marks or variations thereof as key words on any web-based search engine unless expressly permitted in writing.

REGISTRATION

Third parties are not allowed to register our marks in connection with similar goods or services in any jurisdiction, or attempt to register any domain name that uses some or all of the third party marks in a manner that may cause consumer confusion as to affiliation, sponsorship, or endorsement.

ASSIGNMENT

If we license our marks to third parties, we do not allow licensees to assign, transfer, or sell their limited license to use our marks unless expressly permitted in writing.

REPUTATION

Third parties are not allowed to use our marks in a disparaging manner. We will police and address use of our marks by others to protect our investment and brand reputation.

Examples

DISTINCTION

Always use marks in a manner that draws attention to their significance as marks and distinguishes them from surrounding text (such as bold face, all caps, larger font, etc.).

- **Right:** CASCADE PUBLIC MEDIA® programming includes educational and cultural programs.
- **Wrong:** Cascade public media programming includes educational and cultural programs.
- **Reason:** Help the trademark stand out rather than be seen simply as a description.

CONSISTENCY

Always use marks consistently to conform to how they are used on the website and/or how they are registered.



- **Right:** CROSSCUT® online resources are available 24/7 on the Internet.
- **Wrong:** Cross cut online resources are available 24/7 on the Internet.
- **Reason:** Don't modify the mark from how it is regularly used or registered.

ATTENTION TO DETAIL

Isolate our marks from each other and from other text or graphics when they are used. Use our marks as adjectives to modify nouns that are the common descriptive names of the products or services. The term "brand" can be used after the mark to add emphasis to trademark status. Do not use our marks in the plural or possessive form, or as nouns or verbs, with an exception to all of these rules when the mark is also a part of an organization's name:

- **Right:** OVER® DVDs, sold through XYZ® distributors, bring the adventure and wonder of aerial cinematography to your living room.
- **Wrong:** XYZ® / OVER® DVDs bring the adventure and wonder of aerial cinematography to your living room.
- **Reason:** Do not unnecessarily run two trademarks together, but separate them with other text

- **Right:** Cascade Public Media is proud to continue its tradition of providing educational and cultural KCTS 9™ programs to viewers in the Pacific Northwest.
- **Wrong:** CASCADE PUBLIC MEDIA® is proud to continue its tradition of providing educational and cultural programs to viewers in the Pacific Northwest.
- **Reason:** Use the business name when referring to the business, and emphasize the mark when referring to the goods/services.

-
- **Right:**  collaborative space
 - **Wrong:**  provides collaborative space
 - **Reason:** Logos, when used within text, should still represent the trademark as an adjective before a noun, rather than as a noun or a verb.

AUTHORIZATION

Third parties are not allowed to make unauthorized use of our marks in any manner that may imply affiliation, sponsorship or endorsement by Cascade Public Media, in any manner that may dilute the distinctiveness of our marks, or in any manner that makes derivative use of our marks.

- **Right:** ABC non-profit's project will be hosted at Cascade Public Media's new Hive Media LabSM collaborative space.
- **Wrong:** ABC non-profit's Hive Media LabSM project is to take place in connection with Cascade Public Media.
- **Reason:** Do not allow others to use part or all of our mark in the naming of a promotion or event.

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

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

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 be 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

		
<p>STANDARD LOGO</p> <p>PRINT: 1 in x 0.3504 in DIGITAL: 115 pixels x 43 pixels</p>	<p>LOGO WITH TAGLINE</p> <p>PRINT: 1.6468 in x 0.7946 in DIGITAL: 190 pixels x 93 pixels</p>	<p>MARK</p> <p>PRINT: 0.3 in x 0.1982 in DIGITAL: 30 pixels x 20 pixels</p>
		 <p>"SERVICE OF" LOCKUP</p> <p>PRINT: 1 in x 0.5652 in DIGITAL: 115 pixels x 67 pixels</p>

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.

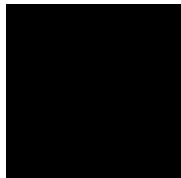


Whenever the Cascade Public Media mark is used, in any application, strict guidelines regarding size and relationship between elements must be upheld. No changing proportions, distortions or redrawing of any version of the logo is permitted. The relationships should not be altered in size or spacing.

EXAMPLES OF UNACCEPTABLE USE:



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.*



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



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						
		● BLACK	● PUGET BLUE	● RAINIER CHERRY	● ROCKY GREEN	● LAKE BLUE	● GOLDENROD	○ WHITE
BACKGROUND COLOR	● 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.



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



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



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**



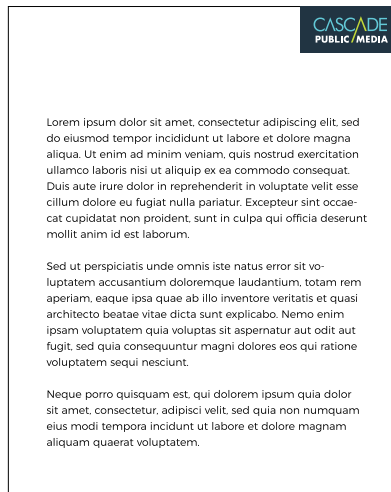
Careful attention must be paid to the placement of the Cascade Public Media logo. In most documents, the logo is most appropriately placed in the upper left-hand corner. In most images or graphics, the logo is most appropriately placed in the lower right-hand corner. Multiple logos should not be used 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

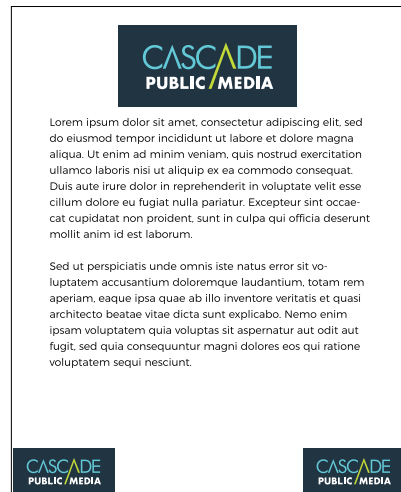
✓ **CORRECT**



✗ **INCORRECT**



✗ **INCORRECT**



POSITION ON IMAGES

✓ **CORRECT**



✗ **INCORRECT**



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 utpat
praessit praesto er ip etue faciduiip ercip ex feumsan
dionsenim adit valor 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
euisquilla 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.**

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