KCTS 9

2019 Brand Style Guide

CONTENTS

What is the Purpose of this Document?

This document serves as a style guide and primary reference for the successful application of the KCTS 9 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 KCTS 9 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 KCTS 9 lies in results which derive from flexible, durable and accessible image-building tools. The brand acts as a sales agent for KCTS 9, carrying an accurate message of the institution's vision to the farthest and most intricate reaches of public communications.

MISSION

KCTS 9's mission is to inspire a smarter world.

HISTORY

KCTS 9 first went on the air on Dec. 7, 1954, broadcasting from the campus of the University of Washington and using equipment donated by KING-TV owner Dorothy Bullitt.

During the 1950s and 1960s, KCTS 9 primarily supplied classroom instructional programs used in Washington State's K–12 schools, plus National Educational Television programs. Outside of schoolrooms, KCTS 9's audience among the general public was somewhat limited, and most programming was in black and white until the mid-1970s.

In 1970, National Educational Television was absorbed into the newly created Public Broadcasting Service. Under PBS affiliation, KCTS 9 began offering a vastly enhanced scope of programming for the general public, including British programming.

KCTS 9 moved to its present location on the Seattle Center campus in 1986. KCTS 9 became independent of the University of Washington in 1987.

KCTS 9 is seen throughout southwestern British Columbia on local cable systems, as well as across Canada on the Bell TV and Shaw Direct satellite providers, as well as on many other Canadian cable TV systems. KCTS 9 receives substantial financial support from its far-flung Canadian audience as well as from viewers in Washington State.

Since 1994, KCTS 9 has also operated Yakima's PBS station, KYVE, which has served central Washington since Nov. 1, 1962.

To safeguard the investment and goodwill built up in the KCTS 9™ 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 SM 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 standout 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:** Hive media lab SM collaborative space

- **Wrong:** Hive media lab 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 Lab[SM] collaborative space.

- **Wrong:** ABC non-profit's Hive Media Lab[SM] 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 KCTS 9 name rendered in letter forms, integrated with the KCTS 9 symbol in a strictly defined array. The KCTS 9 logo or mark is rendered in a customized font.

The signature consists of the words "KCTS 9" by itself, rendered in custom letter forms, as shown below.

The symbol refers to the graphic icon, which may be used in conjunction with the complete institution name or alone, primarily on social media.

Logo

Mark   Signature
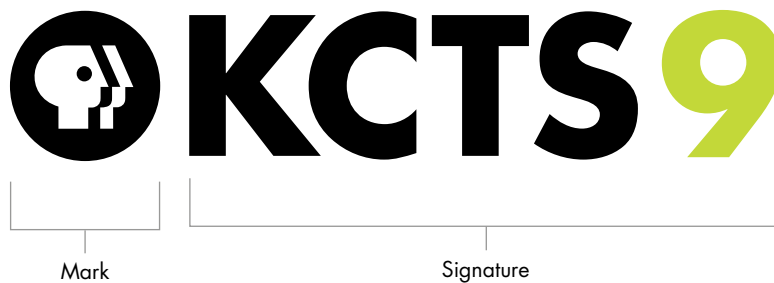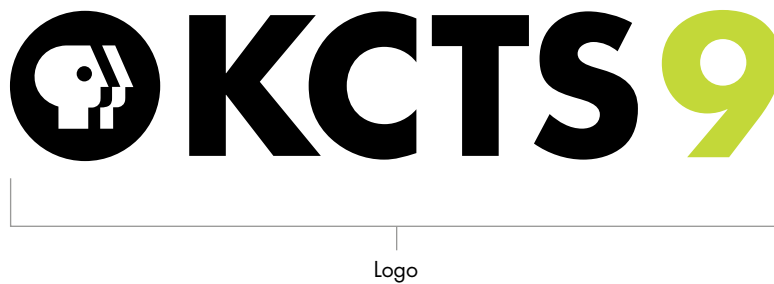
KNOCKOUT (PREFERRED)

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 KCTS 9 logo. Used in majority of circumstances.

KCTS9_logo2019_ko

KCTS9_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.

KCTS9_logo2019_ko_CPMlockup

KCTS9_logo2019_CPMlockup

LOGO WITH TAG-LINE

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

KCTS9_logo2019_ko_tag

KCTS9_logo2019_tag

KCTS9.ORG LOGO

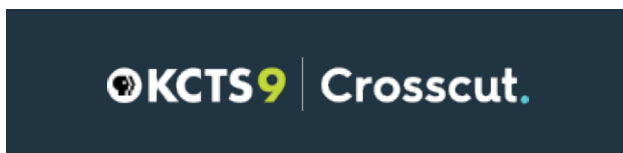Used in place of typed URL on marketing materials when appropriate.

KCTS9_logo2019_ko_CClockup

KCTS9_logo2019_CClockup

KCTS 9 / CROSSCUT LOCKUP

Used for stationery, internal communication documents, and community events

KCTS9_logo2019_ko_CClockup

KCTS9_logo2019_CClockup

KCTS 9 MARK

Used primarily for social media and online icon usage.

KCTS9_mark2019_ko

KCTS9_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. websites, mobile apps, social media posts, Powerpoints, web or broadcast video

- ★ **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.

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:

STANDARD LOGO

PRINT: 1 in x 0.1957 in
DIGITAL: 115 pixels x 20 pixels

KCTS9.ORG LOGO

PRINT: 1.4142 in x 0.1957 in
DIGITAL: 150 pixels x 20 pixels

MARK

PRINT: 0.2 in x 0.2 in
DIGITAL: 25 pixels x 25 pixels

LOGO WITH TAGLINE

PRINT: 2 in x 0.6548 in
DIGITAL: 190 pixels x 64 pixels

KCTS 9 / CROSSCUT LOCKUP

PRINT: 2.3383 in x 0.2926 in
DIGITAL: 268 pixels x 36 pixels

NOTE: This lockup should never be used at sizes smaller than those specified here. For use of the KCTS 9 logo at smaller sizes, the text "A service of Cascade Public Media" may be used nearby at a readable font size.

KCTS 9 LOGO / CASCADE PUBLIC MEDIA LOCKUP

PRINT: 4.25 in x 0.8242 in
DIGITAL: 400 pixels x 79 pixels

LOGO SPACING

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 LOGOS AND LOCKUPS

There should be space equivalent to the symbol on each side.
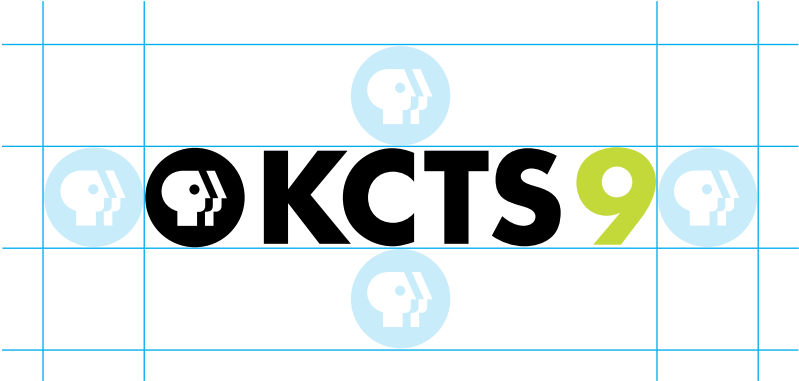
MINIMUM SPACING FOR SYMBOL

When the symbol is used by itself, there should be space equivalent to width of the PBS face icon on each side.
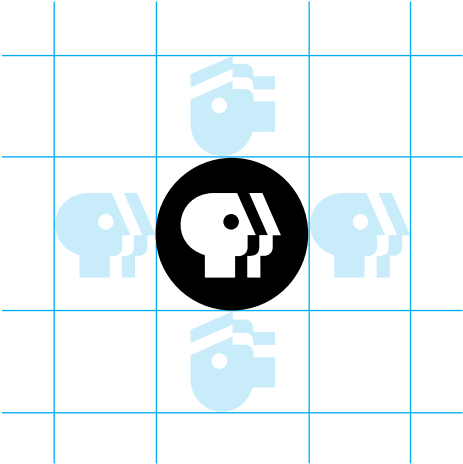
LOGO PROPORTIONS

Whenever the KCTS 9 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

ROCKY GREEN

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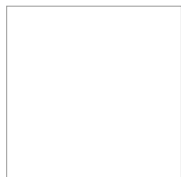
WHITE

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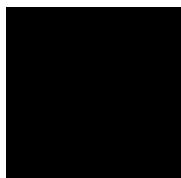
BLACK

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

ADDITIONAL BRAND COLORS

PUGET BLUE

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

RAINIER CHERRY

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

LAKE BLUE

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

GOLDENROD

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

Puget Blue　　Lake Blue　　White　　Rocky Green

The face should always be black,
regardless of the background color.

White　　Puget Blue　　Rocky Green

Black

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

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.
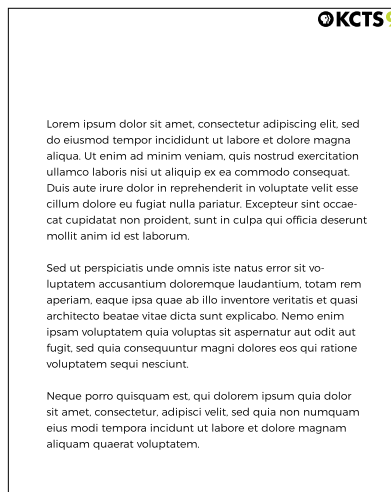
✓ CORRECT   ✗ INCORRECT

Careful attention must be paid to the placement of the KCTS 9 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

⊕KCTS9

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✗ INCORRECT

⊕KCTS9

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✗ INCORRECT

⊕KCTS9

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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.

POSITION ON IMAGES

✓ CORRECT

✗ INCORRECT

TYPED NAME

When typed, there should always be a space between KCTS and 9, and KCTS should always appear in all uppercase letters.

At **KCTS 9**, our mission…

Always include space

DATE/TIME FORMAT

The following date/time format is used in the viewer guide and on promotional materials.

SUN Apr 17 | 6p

1   2   3   4   5

1. Day of the week, first three letters, all caps
2. Month, first three letters, first letter capitalized
3. Date, number only, no "th" or "rd"
4. Vertical line (above forward slash on keyboard). May appear in contrasting brand color or same color as text
5. Hour and single letter (a/p) to indicate morning or evening

KCTS 9 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

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For selected print applications, KCTS 9 occasionally uses the **Thesis** font family, available in serif, sans-serif, and slab typefaces. The selection below are just a small sample of the available styles:

THE SERIF

Regular

The quick brown fox jumps over the lazy dog.

Italic

The quick brown fox jumps over the lazy dog.

Bold

The quick brown fox jumps over the lazy dog.

Bold Italic

The quick brown fox jumps over the lazy dog.

THE SANS

Regular

The quick brown fox jumps over the lazy dog.

Italic

The quick brown fox jumps over the lazy dog.

Bold

The quick brown fox jumps over the lazy dog.

Bold Italic

The quick brown fox jumps over the lazy dog.

THE MIX

Regular

The quick brown fox jumps over the lazy dog.

Italic

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

Bold

The quick brown fox jumps over the lazy dog.

Bold Italic

The quick brown fox jumps over the lazy dog.

When selecting photographs for KCTS 9, look for emotional content and unusual perspectives that tell a story. Choose edgy images with high contrast, rich colors and texture. KCTS 9 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:
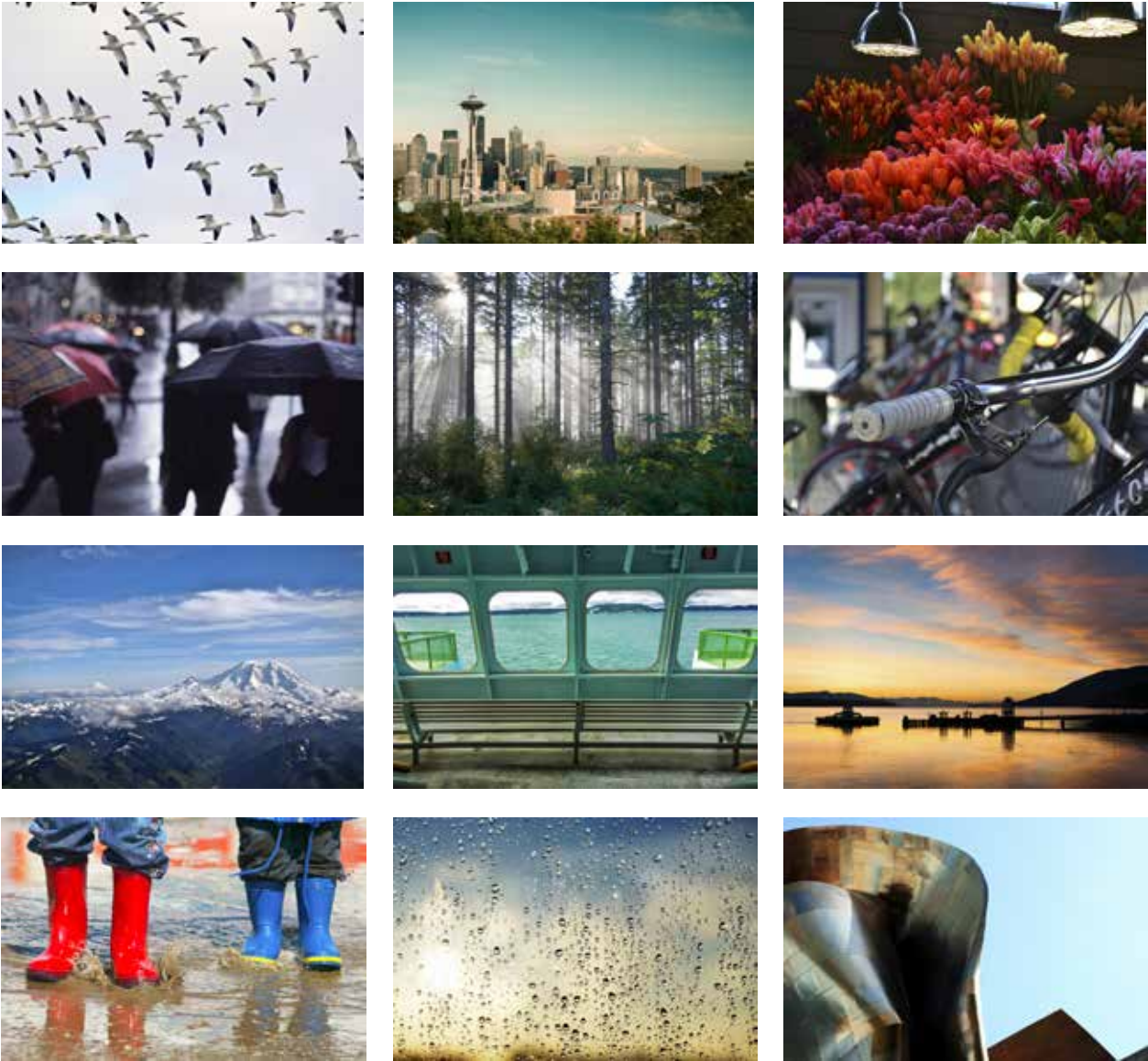
KCTS 9 has several sub-brands representing membership groups and services. The logos for these sub-brands can be found on the G drive for use in both print and digital applications. For questions about their use, please consult the contacts listed at the end of this document.

CONTACT

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