KUOW.ORG 94.9

BRAND STANDARDS & USAGE 2017 // 1.0

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SECTION I:
KUOW **VERBAL** IDENTITY

"Brands might need to be more creative in their use of language, not just in advertising but in every area of internal and external communication. Brands need to discover or rediscover the power of words to help them connect more emotionally with consumers, with all audiences. The means to do this is through verbal identity, which enables brands to use names, expressive language, conversations, narrative, and storytelling as consistently and effectively as they have previously used visual identity (logos, symbols, colors, graphics)."

—*John Simmons, The Invisible Grail: How Brands Can Use Words to Engage With Audiences*

WHO DO WE ASPIRE TO REACH?
WHO IS THE MOST IMPORTANT PERSON TO BUY INTO OR BELIEVE IN THE KUOW BRAND?

HELLO! MY NAME IS ALISHA

Alisha is fairly new to Seattle. A Southern California native, she landed here after completing her undergrad at UC Berkeley. She attended grad school at University of Washington's Foster School of Business. She was digging Seattle during grad school, but because of the relentless schedule, didn't really have time to explore the city as much as she might have wanted. So she decided to put down roots and give Seattle a try.

She works as a human resources director at a small tech start-up and lives in Columbia City—she chose it because it's a walkable neighborhood on the light rail line that was within her budget, though she eye-rolls a bit at the lingering yoga-granola-Birkenstock Northwest vibe of the neighborhood and she wishes it had the level of diversity you'd find farther south in Othello or Rainier Beach.

Alisha is hooked into Seattle culture and is aware of what's happening in and around her city. She uses light rail to explore other neighborhoods—she checks out live music on Capitol Hill; makes a point to attend international festivals, neighborhood street fairs, and farmers markets; she frequents museums and galleries downtown and in Pioneer Square; and she enjoys the burgeoning food scene throughout the city, though never at the expense of her comfort food: cheap ramen, pho, or bibimbap in the ID or South Seattle.

As for local media, Alisha is part of the changing face of Seattle and she wants to hear her voice reflected back to her. She's contemporary, chill, and has a wicked wit, so she wants to be entertained. She's turned off by the voice of stuffy, stodgy "old media." She's a smart woman with a strong will. She doesn't have time for the opinion-driven, petty fighting of blog culture and advocacy media. She's politically engaged and leans progressive, yet she's open minded and wants a place that shows her all sides of the issues.

Alisha is looking for a place to have her curiosity satiated. Importantly, she's looking for a way to make her mark and make a difference, a way to contribute. And she wants to make connections and meet like-minded people. She wants validation—to feel rooted in her community regardless of how long she's actually been here.

EMOTIONAL PROFILE

- Craves belonging
- Wants to be inspired and engaged
- Wants to feel fulfilled
- Wants to be invigorated and stirred
- Craves a community defined by generosity and reciprocation
- She's smart, culturally curious, witty, and not too serious
- She's empathetic and generous of spirit

LIFESTYLE PROFILE

- Reads the New Yorker, Wired, The Stranger, Sunday New York Times, Vice
- Doesn't own a car; walks, takes public transit, or Car2Go
- Shops at Trader Joe's, Whole Foods, PCC, Farmers Markets, Amazon Fresh
- Listens to Spotify, KEXP, vinyl
- Personal heroes: Michael Pollan, Barack Obama, Leslie Jones, Samantha Bee
- She's newly married and they have a dog
- Demographic snapshot: mid-30s straight, mixed-race woman

OBSTACLES IN REACHING HER

- She's very busy and distracted and there's a lot of competition for her attention
- She tends to get trapped in her own microcosm
- She's currently not hearing herself on KUOW or in other media unless it's self-curated (podcasts, specific blogs, etc.)
- She feels there's a lack of diversity in Seattle media
- She buys into the perception that KUOW is too serious, "old-school"

WHAT IS THE SINGLE-MINDED IDEA AT THE CORE OF WHAT WE DO?
WHAT IS OUR STAKE IN THE GROUND? WHAT SETS US APART?

SOUND STORIES

THE BIG IDEA

Story brings and holds people together like nothing can.

BRAND POSITION

KUOW is where the people of our region come together around sound stories—to listen and to be heard.

WHAT ARE SOUND STORIES?

- **Sound stories:** KUOW produces stories that reflect the diversity of experience and astounding range of voices here in the Puget Sound. These are the stories that make up the dynamic, pioneering, one-of-a-kind character of our region.

- **Sound stories:** We produce solid stories that stick to the tenets and uphold the integrity of traditional journalism. These stories are multifaceted and told from multiple points of view.

- **Sound stories:** Our stories are driven by the singular power of audio: the sound of the human voice. They're intimate and marked by unmistakable character, texture, and familiarity.

1.3 // WHAT IS A BRAND NARRATIVE?

A brand narrative paints a picture of what anyone becomes part of when they join you. It describes the core brand experience, giving people a way to connect emotionally with your organization and your work. It's where internal audiences—leadership, staff, board members, community partners, etc.—come together around a shared sense of purpose and point of view.

As the overarching narrative that drives the KUOW brand experience, it should infuse our messaging and communications.

BRAND NARRATIVE IS:

- An articulation of the "WHY." Why do you do what you do? And why does it matter in the world?
- Mantra, manifesto, rallying cry
- Intended to create emotional resonance, excitement, and pride
- About what we're fighting for and fighting against

BRAND NARRATIVE IS NOT:

- Mission, Vision, Theory of Change or business strategy
- The nuts and bolts. This narrative is less about the "what" and the "how" of your work.

BRAND NARRATIVE CAN PROVIDE THE FOUNDATION FOR:

- Speeches
- A letter from leadership
- A script or storyboard for a brand reel or television commercial
- An image ad campaign
- A case for support

WHAT STORY IS AT OUR CORE? WHY DO WE DO WHAT WE DO AND WHY DOES IT MATTER?

SOUND STORIES

People have always come together around story. Story is where we make sense of the world, pass along memory and tradition, share ideas and build understanding. We've gathered around fires, assembled in circles; we've bathed in the TV twilight late at night and gossiped in the break room in the morning. Story grabs our attention and carries us elsewhere. It shapes our beliefs and behaviors; influences and alters culture and history.

Story brings and holds people together like nothing else can.

As much of the media distracts us with the fractious and sensational, so many are searching for common ground and crave a place for sense making. In many ways, much of today's media has squandered its promise. Pundits talk over each other—24/7—in fits of manufactured outrage. Blogs trumpet opinion and many of us won't look away, even when we know we should, from the endless string of contempt and disrespect in the comments section. Conversations are increasingly more black/ white; if you're not with us you're against us. And it's entirely possible for anyone who chooses to do so to walk through the day without bumping into an idea they disagree with. When so much in the media exploits the things that stratify and separate us—what is remembered, or even gets heard?

KUOW is a place for sense making. We're a nexus point, a central place to hear the stories that make up the dynamic, pioneering, one-of-a-kind character of our region. We are the place to come together around stories that reflect the diversity of experience and astounding range of voices here in the Puget Sound.

These incredible stories: They can be ordinary yet extraordinary, benign yet consequential. They hypnotize, electrify; they fascinate and provoke. Sometimes they sadden, or strike a bit too close to home. At their very best, they rattle the cage, awakening us to new ways of seeing and understanding the region and the world. And as this region changes at breakneck speed, these stories orient us, bringing together both native and newcomer around shared aspirations and ambition, and instilling a sense of wonder and pride about our region and our neighbors.

Truth, clarity, and understanding are part of the promise. And sometimes that means venturing to places other media might avoid—because of expediency, profit, or politics. But our job is not to play it safe. We're agent provocateur—never afraid of difference, controversy, or quarrel. We'll roll up our sleeves and be fearless in speaking truth to power. And we'll embrace complexity. We feel it's our job to bring the intricacies and nuance of everyday life into the light. Our credibility rests upon the idea that we're here to provoke questions, incite dialogue, expose truths, and bring people together.

KUOW is where the people of our region come together around sound stories—to listen and to be heard.

ENERGETIC

Our brand identity—how we look, how we talk, and how we show up—should be lively, electric and memorable. We'll shed the slumber and sobriety typically associated—fairly or not— with public media. Our spirit should be infectious—promoting engagement and creating the resonance that is core to our brand.

TRANSFORMATIVE

Our work is all about giving people what's needed to change hearts and minds. We never cross the line to advocacy, but we do tell stories with an eye toward impact and illumination.

COSMOPOLITAN

The face of our region is changing before our eyes. We'll represent the city through that change, giving voice to the diversity of ideas and ideals and helping people keep pace and engage. We bring the world to our region and connect our region back to the world.

RESONANT

Our stories and our style carry resonance. Literally: a well-produced story uses soundscape to create a rich, immersive sensory experience that draws the listener in and hold her there. But our resonance is emotional, too. "Intelligence" and "smarts" are baked into public radio culture. Emotional resonance is where we have big opportunity to bring people into conversations about important issues and ideas.

BADASS

This is all about how we show up. We want to stop people in their tracks, get them to take note. We can't hesitate to reach higher, to think big, and to try new things. We'll be fearless in speaking truth to power. And we can handle the unknowns. We're not afraid of failing forward.

1.6 // BRAND VOICE

HOW DO WE SPEAK AND WRITE?

WHAT OUR BRAND PERSONALITY MEANS FOR OUR BRAND VOICE:

Brand voice is a specific way of communicating that brings our brand personality traits to life through vocabulary, style, and manner of speaking and writing. Brand voice guidelines are primarily intended for marketing and advertising, engagement and outreach, underwriting, fundraising, board communications, and other institutional communications, such as letters from the President/GM, speeches by leadership at industry events, etc. These guidelines are not intended to be prescriptive for KUOW's programming and other consumer facing content.

OUR BRAND COMMUNICATIONS SHOULD:

- Use the active voice and strong verbs

- Avoid unnecessary adverbs and adjectives

- Write and speak in short, clear sentences and paragraphs

- Avoid jargon and buzzwords

- Avoid "ten dollar" words and opt for those that have a more common equivalent

- Sound like a person, not an institution

- Get to the point

OUR BRAND VOICE IS....

POSITIVE

Our brand vocabulary is encouraging, uplifting, and optimistic. Our consumers should always feel a sense of connection, positivity, and trust when interacting with the KUOW brand.

CONFIDENT

Our brand projects confidence, savvy, and openness to ideas. Our brand voice and vocabulary are assured and clear, yet not authoritative or scholarly.

LIVELY

Our brand brims with active language and exudes an energized style. Our brand voice and vocabulary should be exciting, immediate, contemporary, and sometimes a bit unexpected.

PERSONAL

We keep it real. Our brand voice and vocabulary draw people in. Our style is warm, conversational, personalized, and engaging.

MEANINGFUL

We're not afraid to talk about purpose, inspiration, and what makes us tick. Our brand voice and vocabulary strike an emotional chord. Our style is infectious and excites our consumers, both about what we do and what we stand for. They want to be part of us.

WHAT WE SEE

We see both potential and the need to elevate conversation, discussion, and debate. Too much in the media today divides and fractures. We live in a time when so many can and do walk through their day without bumping into a single idea they disagree with. We see an opportunity to reverse course. Our vision is simple: use rich storytelling to bring people together.

OUR COMMITMENT: KEY BRAND PILLARS

- We provide the place in the Puget Sound to come together around story, giving the people of our region a place to listen to each other and to be heard.

- We rise above the fray. We go beyond information sharing to promote empathy, bridge gaps in understanding, and invite deep, lasting connection.

- We speak truth to power. We're agent provocateur—never afraid of difference, controversy, or quarrel.

- We embrace complexity. We feel it's our job to bring the intricacies and nuance of everyday life into the light.

- We give voice to our community. We put the mic in your hands. People hear your stories in your voices.

HOW WE DO IT: OUR PROMISE TO OUR AUDIENCES

We deliver deep, resonant storytelling to—and about—the people of the Puget Sound.

- We explore different sides of every story, giving listeners a deep, immersive, and multifaceted view of life in the Puget Sound.

- We produce stories that have resonance.

- We explore multiple points of view, giving listeners a way to deepen understanding and open minds.

- We tell unexpected stories that reflect the diversity of voices and points of view in our region

We bring people and communities together through unique programming, sound storytelling, and events and outreach on the ground.

- We'll bring people together around storytelling, conversation, and cultural sharing—on-air, through multiple digital platforms, and out in our communities.

- Our community engagement team will forge relationships on the ground with individuals, organizations and entire communities. These relationships will help inform and inspire our understanding of the issues that matter most to our listeners.

We uphold journalistic standards and integrity.

- We produce sound stories that stick to the tenets and uphold the integrity of traditional journalism.

- Our job is not to play it safe. We're agent provocateur—never afraid of difference, controversy, or quarrel. We'll roll up our sleeves and be fearless in speaking truth to power.

- We create a pipeline for people to learn and practice journalistic storytelling.

- We avoid the divisive and the sensational. We resist the mainstream urge to adopt or advance a point.

We elevate the unique power of audio storytelling.

- Our stories are driven by the singular power of audio: by the sound of the human voice. They're intimate and marked by unmistakable character, texture, and familiarity.

We reach out to more people and new audiences through multiple platforms.

- Terrestrial radio is in our blood and will always be core to who we are. We'll continue to lead in on-air radio.

- But as the landscape changes, we'll invest in a potent digital presence, reaching new and younger consumers through KUOW.org, social media, apps, and developing digital technology.

SECTION 2:
KUOW *VISUAL* IDENTITY

While the logo is the most recognizable element of the brand, KUOW's visual brand is comprised of a suite of elements that are designed to establish and continually reinforce KUOW'S story and meaning.

The visual identity brings the verbal identity to life. It supports and enhances its meaning through colors, shapes, typography and imagery. The visual language of the brand is used to encourage brand recognition even in the absence of the logo.

The core brand logo was created to be used as a logo system. This allows for flexibility beyond a static mark. There are different permutations of the logo used for sub-brand architecture. This is a framework that gives KUOW's identity flexibility to accommodate future expansion and allows KUOW to micro-tarket specific audiences.

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Transformative. Energetic. Badass. The KUOW brandmark embodies these traits first and foremost. The new brandmark, or logo, was designed to convey a sense of movement and momentum. Constructed of custom letterforms and line elements, the architecture of the mark is intentionally complex, conveying the depth and dimension that are hallmarks of KUOW's journalistic storytelling. The shadow effect helps communicate the idea that in everything we do, there's a sense of purpose sitting behind it. And the mark honors our history in terrestrial radio by evoking the iconic "On Air" sign, yet still feels contemporary and forward-leaning—a celebration of our evolution and our future.

The rich black color was chosen to communicate a sense of sophistication, confidence, and strength. Pairing it with a fresh, blue-green and a bold accent of orange, it further enhances the dynamism of the brand. Comprehensively, the KUOW logo is powerful, provocative, and energetic.

The logo is available in 3-color or 1-color.

LOGO COLORS	PANTONE	CMYK	HEX#*	RGB*
	PMS 5395	98 / 69 / 32 / 45	#464c59	70 / 76 / 89
	PMS 628	22 / 0 / 9 / 0	#bcdcd9	188 / 220 / 217
	PMS 485	0 / 73 / 92 / 1	#e45d50	228 / 93 / 80

The KUOW logo will be used in various applications, from print, web, and digital applications, to presentations and environmental signage. For ease of use and flexibility, we have developed two logo configurations.

The horizontal configuration is the preferred version of the logo. It should be used wherever possible.

The vertical logo may be used in certain instances due to compositional constraints such as vertical environmental banner signage, or vertical sky scraper digital ads.

There are certain instances that require custom designed configurations of the logo. Social media is an example of this configuration. These are custom graphics, and are ***not*** part of the core logo assets files.

HORIZONTAL
PRIMARY/PREFERRED

VERTICAL
SECONDARY OPTION FOR SPECIALTY APPLICATIONS

SPECIAL USE CASES/SOCIAL MEDIA

COLOR

The logo is comprised of three colors, and should be used in full color whenever possible.

GRAYSCALE

Use the grayscale logo in instances where color is not available, or in less formal communications like invoices, faxes, etc. This version uses a tint of black for the KUOW letterforms behind the foreground letters, and should only be used on a white background.
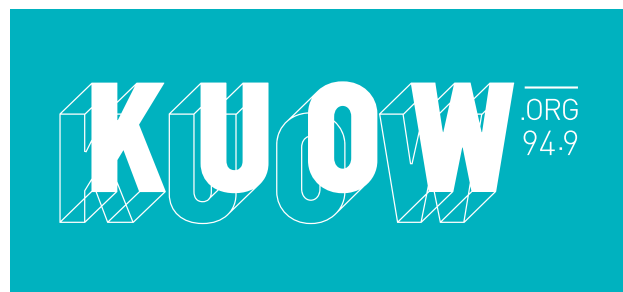
ONE COLOR/ALL BLACK

The architecture of this version is slightly different, where the KUOW letterforms sitting behind the solid forms are lines, rather than a tint. This helps achieve a solid one-color mark.

REVERSED OUT WHITE

Use the reversed one-color logo over solid colors when appropriate or when application dictates this use.

CLEAR SPACE

Clear space is the area around the logo that should be free of any other logos, graphics, text, or borders. This ensures optimal presentation and recognition of the logo. Use the "O" from the logo as a baseline to measure the amount of free space around the logo when resizing it.
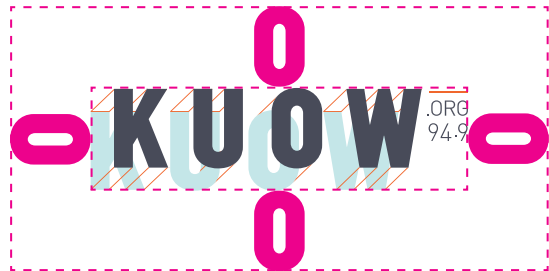
MINIMUM SIZE

The minimum size helps protect the detail and legibility of the logo in all applications of use.

The logo should not be used smaller than the approved minimum size.

PRINT MINIMUN SIZE: 1 inch
WEB MININUM SIZE: 200 px width

1" print

200 px web

actual size: 1"

The vertical configuration of the logo may be used in certain instances due to compositional constraints such as vertical environmental banner signage, or vertical sky scraper digital ads. The same usage rules apply.

THREE COLOR

94.9
K U O W
.ORG

GRAYSCALE

94.9
K U O W
.ORG

ONE COLOR

94.9
K U O W
.ORG

REVERSED OUT WHITE

94.9
K U O W
.ORG

MINIMUM SIZE

94.9
K U O W
.ORG

2" print   300px web
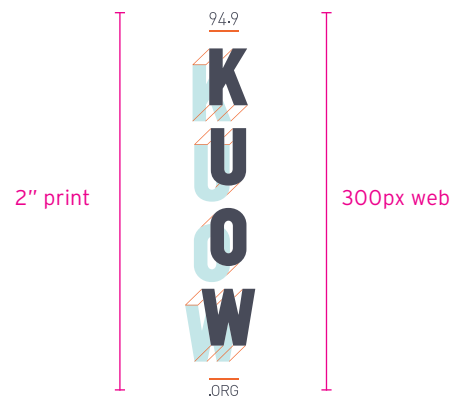
NEVER use the logo with visual effects such as drop shadows.

NEVER change the color of or mix color options within the formal logo beyond the approved logo system.

NEVER try to re-create or match the original artwork with other fonts.

NEVER distort the logo.

NEVER change orientation if the 3-D direction, the proportion/scale of elements, or re-arrange any of the components.

NEVER place the logo on a competing background.

The diagonal lines and light blue-green letterforms are part of the mark and provide dimension and complexity.

NEVER break the logo apart and use the signature letterforms by themselves.

Sub-brand identities are marked by a different orientation of the master logo. Each sub-brand has a unique color palette designed to differentiate it within the brand architecture. The color-coding system is intended to serve as an organizational tool creating marketing communications targeting specific audiences.

BRAND RELATIONSHIP
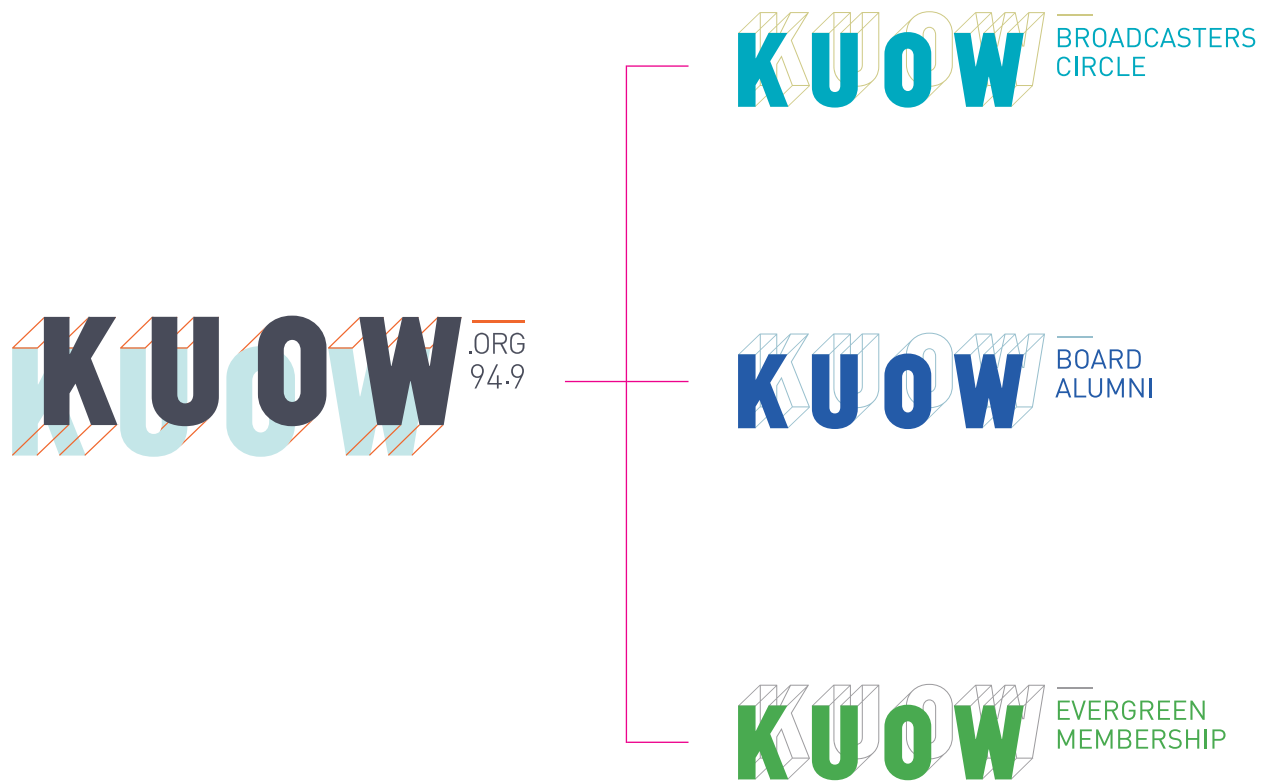
2.3 // *LOGO FILE USAGE: ASSETS & FILE NAMING*

The KUOW assets are available for print and on-screen applications in PMS (Pantone Matching System), CMYK, and RGB. Below is a file naming system that makes it easy to identify the logo assets and descriptions that will help determine what files to use for specific applications. The logo file folder is organized by 3 different file types: EPS, JPG and PNG, and descriptors that indicate what mediums they are suitable for.

EXAMPLE I

KUOW-Logo-HORIZ-CMYK.eps

Master/Sub-brand   File type suffix

Description   Color space

Configuration (if applicable)
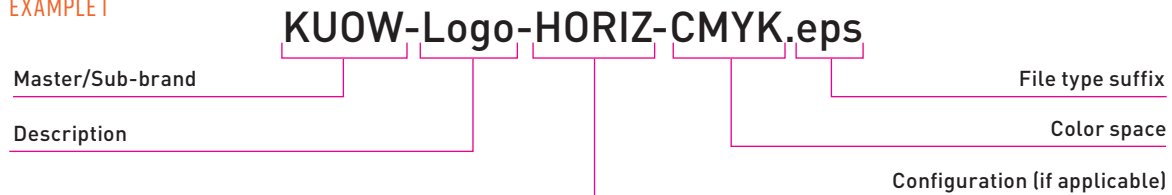
EXAMPLE 2

BC-Logo-COLOR.jpg

Master/Sub-brand   File type suffix

Description   Color space

FILE NAMING KEY

KUOW	Master brand
BC	Broadcasters Circle
BA	Board Alumni
EM	Evergreen Membership
HORIZ	horizontal configuration
VERT	vertical configuration
CMYK	4-color process ink (use for print)
PMS	spot color ink (use for print)
RGB	color system used for on screen applications (use only for web/digital)
BLK	all black color
WHT Reverse	all white color for reversing out of color background
COLOR	full color version for screen use
.eps	file suffix – indicates use for print
.jpg	file suffix – indicates screen use
.png	file suffix – indicates screen use

EXAMPLE OF LOGO FILE FOLDER ORGANIZATION & DESCRIPTIONS OF LOGO ASSET FILE FORMATS

The Broadcaster Circle, Board Alumni and Evergreeen Membership logo file folders follow this same folder and file naming system below.

EPS: Use for Professional Printing

EPS Vector/Professional Print

KUOW-Logo-HORIZ-BLK.eps

KUOW-Logo-HORIZ-CMYK.eps

KUOW-Logo-HORIZ-PMS.eps

KUOW-Logo-HORIZ-RGB-.eps

KUOW-Logo-HORIZ-WHT-Reverse.eps
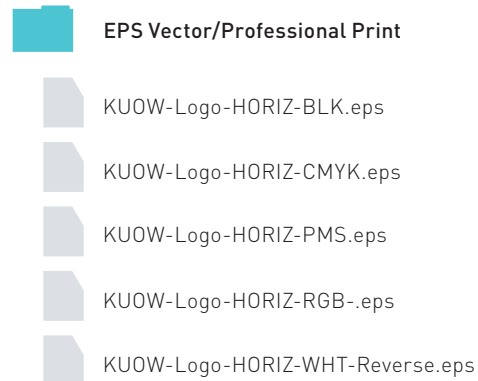
**EPS** files are vector images which are designed for use when working with professional printers and vendors. These files should be used for paper-based collateral, banners/signage, embroidery, screen printing, video, vehicle graphics, products and ephemera.

CMYK, a four-color printing process that uses only cyan, magenta, yellow and black inks, is used for paper-based printing.

PMS (Pantone Matching System) are the specific spot colors assigned to the logo, for use with professional print vendors.

RGB is the color system profile used for all things digital—comuputer monitors, mobile devices, video etc.

JPG: Use for Microsoft PowerPoint, Word, Excel

JPG OfficeUse/Digital

KUOW-Logo-HORIZ-BLK.jpg

KUOW-Logo-HORIZ-COLOR.jpg
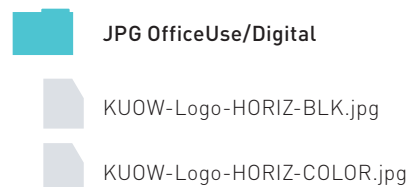
JPG format is a raster image, and is ideal for use in Microsoft programs such as Word, PowerPoint, and Excel. These files have a white background, and therefore are only recommended to be placed on white backgrounds. 72 dpi is the resolution used for web and digital applications.

PNG: Use for on-line/web, emails, Microsoft PowerPoint, Word, Excel

PNG Web/Digital

KUOW-Logo-HORIZ-BLK.png

KUOW-Logo-HORIZ-COLOR.png

KUOW-Logo-HORIZ-WHT-Reverse.png
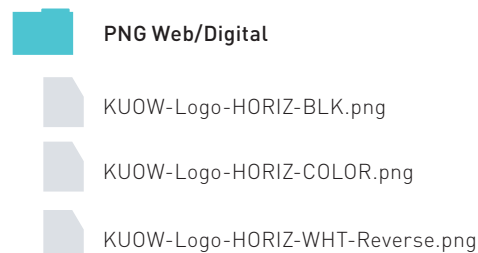
PNG format is a raster image, and the background is transparent. PNG files are more diverse and can be placed on colored backgrounds. This file type can be used for Microsoft programs as well as web/on-line applications and emails. 72 dpi is the resolution used for web and digital applications.

SECTION 3:
*THE **APPLIED** BRAND*

This section outlines the standards for the implementaion of the visual elements of KUOW's brand. These guidelines help maintain continuity with KUOW's brand story and expression.

Color is a fundamental part of the KUOW brand. The proper use of color enhances the communication of KUOW's identity. It helps distinguish it from other media brands, as well as helping viewers navigate through content.

The KUOW palette is sohpisticated, bold, and contemporary. It communicates richness, depth, and energy that resonates with KUOW's brand story.

Always use the correct color specifications when using four-color process reproduction, Pantone Matching System (PMS) color reproduction, or RGB (web, digital) display.

COLOR	PANTONE	CMYK	HEX#*	RGB*	
	PMS 5395	98 / 69 / 32 / 45	#464c59	70 / 76 /89	
	PMS 485	0 / 73 / 92 / 1	#e45d50	228 / 93 / 80	Logo Colors
	PMS 628	22 / 0 / 9 / 0	#bcdcd9	188 / 220 / 217	
	PMS 320	93 / 0 / 36 / 0	#009da5	0 / 157 / 165	
	Cool Gray 11	30 / 17 / 8 / 51	#7a7d81	122 / 125 / 129	

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Primary colors are assigned to the logo specifically, but other core colors are part of the overall color system to support a broad range of communications.

* HEX & RGB colors have been created using a ten thousand color websafe palette. These colors will appear slightly different in digital use compared to the CMYK adn PMS formulas for printing.

KUOW BROADCASTERS CIRCLE

For the Broadcasters Circle, we chose a vibrant blue-green that has energy and vitality, yet is still refined. Paired with a gold-like neutral, the combination feels sophisticated and well-suited to represent the group of premium donors.

COLORS	PANTONE	CMYK	HEX#*	RGB*
	PMS 3135	100 / 0 / 27 / 1	#008ea6	0 / 142 / 166
	PMS 617	18 / 11 / 56 / 3	#bfb57b	191 / 181 / 123

KUOW BOARD ALUMNI

The Board Alumni has a color palette of blues—a deep rich and a softer pale—inspired by legacy and tradition.

COLORS	PANTONE	CMYK	HEX#*	RGB*
	PMS 293	93 / 54 / 0 / 0	#235ba8	35 / 91 / 168
	PMS 551	34 / 4 / 10 / 2	#96c0ce	150 / 192 / 206

KUOW EVERGREEN MEMBERSHIP

The Evergreen Membership colors use a fresh, bright green that speaks to the idea of sustainability and renewal.

COLORS	PANTONE	CMYK	HEX#*	RGB*
	PMS 361	56 / 0 / 87 / 0	#4daa50	77 / 170 / 80
	Cool Gray 7	20 / 11 / 12 / 30	#9b9ea0	155 / 158 / 160

* HEX & RGB colors have been created using a ten thousand color websafe palette. These colors will appear slightly different in digital use compared to the CMYK adn PMS formulas for printing.

FF DIN OT (open type) and Rift are KUOW's font families. These typefaces were chosen to support the brand strategy and express KUOW's personality.

FF Din OT—contemporary, legible and pragmatic—is flexible and ideal for a range of KUOW's communications. It is primarily used for body copy and editorial information, but FF Din OT is perfectly suited for small text as well as large signage. Rift, which only comes in uppercase, was chosen for its clean, condensed, active feel. It is perfect for headlines and subheads in communications, conveying approachability with authority.

PRIMARY FONTS – PRINT & WEB

FF DIN OT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light *Light Italic*
Regular *Regular Italic*
Medium *Medium Italic*
Bold *Bold Italic*

Rift

AABCDEFGHIJKLMNOPQRSTUVWXYZ

[SMALL CAPS] ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

LIGHT *LIGHT ITALIC*
REGULAR *REGULAR ITALIC*
MEDIUM *MEDIUM ITALIC*
DEMI *DEMI ITALIC*
BOLD *BOLD ITALIC*

When FF Din OT is not available for use in programs such as Word and PowerPoint, Calibri has been chosen as a font alternate. Use Arial uppercase in the same situation as a substitute for Rift.

Calibri

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light *Light Italic*
Regular *Regular Italic*
Bold *Bold Italic*

Arial Uppercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ
[SMALL CAPS] ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

REGULAR *REGULAR ITALIC*
BOLD *BOLD ITALIC*

TYPESETTING EXAMPLES WITH *CALIBRI* AND *ARIAL* IN
MICROSOFT APPLICATIONS WHEN FF DIN OT AND RIFT ARE
NOT AVAILABLE

CONCEPT HEADLINE

OVERVIEW COPY: AGNISISI BLA CON VOLORE
DOLUMMY NIAM DOLOBORE FACCUMS
ANDIATUER SIM.

SUBHEADLINE

Body Copy: Feugiamcommy nulla augue min
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CONCEPT HEADLINE

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SUBHEADLINE

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do eraestrud.

NOTE:
These are only guidelines for formatting adn typesetting. Please refer to all brand applications for examples of execution.

The KUOW visual language has additional brand elements that are used to help shape and tell the KUOW story.

Line work seen in the logo is used as an abstract element to activate an empty surface. This element helps create movement, dimension, and brings energy to communications. It is used as a tint of color on white, and when used with a flood of a brand color, it should be a very subtle tone-on-tone.

A double slash mark is used in the Rift font as part of headlines. The slash mark typically is an in-line lead into the text as a visual entry point to the information. If the headline is more than one line, the double slash is treated as hanging punctuation.

Another element is the horizontal color bar. This is used as a device to call attention to certain information, and the size and proportion is used very judiciously due to the visual weight of the color orange.

// THE PATH **FORWARD BEGINS** HERE

Double slash mark (applied)

Line work (applied)

Horizontal color bar (applied)

SECONDARY INFO
CALL OUT INFO LOOKS LIKE THIS.

"A quote could look like this."

3.4 // SOUND STORIES: USAGE OF IMAGERY

The recommended imagery to be used in marketing materials should be a combination of human focused subjects and abstract textures.

Photography should have a real, almost gritty, on the ground feel. Asymmetric composition and fully saturated color supports the personality and vision of the brand strategy.

Abstract textures should be used to bring in energy and dynamism to the materials.

HUMAN IMAGES

Photography featuring people should look professional but real; avoid using imagery that feels too staged or set up. The color should be saturated and have an on the ground feel.

ABSTRACT IMAGES

Abstract images should be used to contrast the human-focused imagery with color and texture to bring in both a softness and vibrancy for a layered, complex mood.

SECTION 4:
GENERAL **OFFICE** USAGE

This section is intended to provide KUOW staff with formatting
information that will assist in maintaining brand integrity in business
communications and presentations.

Use the following specifications when formatting correspondence on letterhead.

NOTE: *The master brand letterhead has slightly different margin sizing than the sub-brand letterhead, so please be aware when formatting.*

STATIONERY LETTERHEAD
Master Brand

FORMATTING SPECS

FONT
FF Din OT Regular
SIZE: 10 PT
Line Spacing: 18 pt

If the font FF DIN is not available, use:

Calibri
SIZE: 10 pt
Line Spacing: 17 pt

MARGINS
Top: 1.125"
Bottom: 1"
Left: 1.5"
Right: .75"

Same formatting specs should be used for letterhead second page (see following page)

---

top
1.125

KUOW .ORG 94.9

4518 UNIVERSITY WAY NE
SUITE 310
SEATTLE WA 98105-4535

206.543.2710
1.866.820.9919

Dear Jane,

Catemqui dusaernatium re voluptat omnim qui quia dunt minimporum fuga. Nequam audanientios esti coratio tem venit ea quia nese arum quia dolorehenis alit dolupta nim harum, simoluptaes simpos quiat.Loribus cus et laborepera quiasim quos imil estion rerum il escium aut et laborporis quamet ventur apisciate porionsedit omnim duntorem que velest aliscillauta quis sum eatiorature voluptat. Gendita qui consequ untiore puditas imagnim exeribus qui te exerspicit et quam, quia dolupis quianis nulpa siti dis vellam volor a vel eos ipsantium estions errores porerer rumquibusam eiur accab inumqui dolores tionem sum et illam, culpari tecescius doluptur sitionem non conem dolupid ma nonseque volessi nctur? Quiame siminvent.
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Sincerely,

KUOW Staff

bottom
1"

KUOW Puget Sound Public Radio

STATIONERY LETTERHEAD
Master Brand / Second Page

FORMATTING SPECS

FONT
FF Din OT Regular
SIZE: 10 PT
Line Spacing: 18 pt

*If the font FF DIN is not
available, use:*

Calibri
SIZE: 10 pt
Line Spacing: 17 pt

MARGINS
Top: 1.25"
Bottom: 1"
Left: 1.5"
Right: .75"

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top
1.125

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Sincerely,

KUOW Staff

left
1.5

right
.75

bottom
1"

KUOW

STATIONERY LETTERHEAD
Sub-brands (Broadcasters Circle, Board Alumni, & Evergreen Membership)

***NOTE:** The master brand letterhead has slightly different margin sizing than the sub-brand letterhead, so please be aware when formatting.*

FORMATTING SPECS

FONT
FF Din OT Regular
SIZE: 10 PT
Line Spacing: 18 pt

If the font FF DIN is not available, use:

Calibri
SIZE: 10 pt
Line Spacing: 17 pt

MARGINS
Top: 1.5"
Bottom: 1"
Left: 1.5"
Right: .75"

KUOW BROADCASTERS CIRCLE

4518 UNIVERSITY WAY NE
SUITE 310
SEATTLE WA 98105-4535
206.221.4003

top
1.5

left
1.5

right
.75

bottom
1"

Dear Jane,

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Sincerely,

KUOW Staff

KUOW Puget Sound Public Radio

Use the following specifications when formatting content while using the Microsoft Word template. There are styles set up for headlines, subheads and body copy. Use the proper system fonts Calibri and Arial when the corporate fonts are not available. Refer to the typography section to help with formatting and style suggestions.

FORMATTING SPECS FOR WORD

FONT

Headline:
Arial Regular Italic
All Caps
SIZE: 15 pt

Secondary Headline:
Calibri Bold
SIZE: 12

Body Copy:
Calibri Regular
SIZE: 10 pt

MARGINS
Top: 1.5"
Bottom: 1.375"
Left: .9"
Right: .9"

KUOW .ORG 94.9

top
1.5

SOUND STORIES

SECONDARY HEADLINE

People have always come together around story. Story is where we make sense of the world, pass along memory and tradition, share ideas and build understanding. We've gathered around fires, assembled in circles; we've bathed in the TV twilight late at night and gossiped in the break room in the morning. Story grabs our attention and carries us elsewhere. It shapes our beliefs and behaviors; influences and alters culture and history. Story brings and holds people together like nothing else can.

- List style example
- List style example

As much of the media distracts us with the fractious and sensational, so many are searching for common ground and crave a place for sense making. In many ways, much of today's media has squandered its promise. Pundits talk over each other—24/7—in fits of manufactured outrage. Blogs trumpet opinion and many of us won't look away, even when we know we should, from the endless string of contempt and disrespect in the comments section. Conversations are increasingly more black/white; if you're not with us you're against us. And it's entirely possible for anyone who chooses to do so to walk through the day without bumping into an idea they disagree with. When so much in the media exploits the things that stratify and separate us—what is remembered, or even gets heard?

left
.9

right
.9

KUOW is a place for sense making. We're a nexus point, a central place to hear the stories that make up the dynamic, pioneering, one-of-a-kind character of our region. We are the place to come together around stories that reflect the diversity of experience and astounding range of voices here in the Puget Sound.

These incredible stories: They can be ordinary yet extraordinary, benign yet consequential. They hypnotize, electrify; they fascinate and provoke. Sometimes they sadden, or strike a bit too close to home. At their very best, they rattle the cage, awakening us to new ways of seeing and understanding the region and the world. And as this region changes at breakneck speed, these stories orient us, bringing together both native and newcomer around shared aspirations and ambition, and instilling a sense of wonder and pride about our region and our neighbors.

Truth, clarity, and understanding are part of the promise. And sometimes that means venturing to places other media might avoid—because of expediency, profit, or politics. But our job is not to play it safe. We're agent provocateur—never afraid of difference, controversy, or quarrel. We'll roll up our sleeves and be fearless in speaking truth to power. And we'll embrace complexity. We feel it's our job to bring the intricacies and nuance of everyday life into the light. Our credibility rests upon the idea that we're here to provoke questions, incite dialogue, expose truths, and bring people together.

KUOW is where the people of our region come together around sound stories—to listen and to be heard.

KUOW Puget Sound Public Radio
4518 University Way NE • WA 98105–4535 • 206.543.2710 • 1.866.820.9919

bottom
1.375

SECTION 5:
*BRAND **EXPRESSION** SAMPLES*

Examples of the visual identity and logo used in various applications

are included here for reference.

// BRAND EXPRESSION SAMPLES

CORPORATE STATIONERY
Business cards, letterhead & A-10 envelope

CORPORATE STATIONERY

Presentation folder and notes card series

T-SHIRT DESIGN

SAMPLE PRINT AS MOCK UP

SKYWAY
ALONSO V

TURNS TRASH INTO TREASURE
TO HELP FEED HUNGRY FAMILIES
THROUGHOUT THE SOUND.

// PUGET **SOUND** STORIES

Come together around the stories that define our dynamic,
one-of-a-kind corner of the world. **Only on KUOW.**

KUOW .ORG
94.9

KUOW