

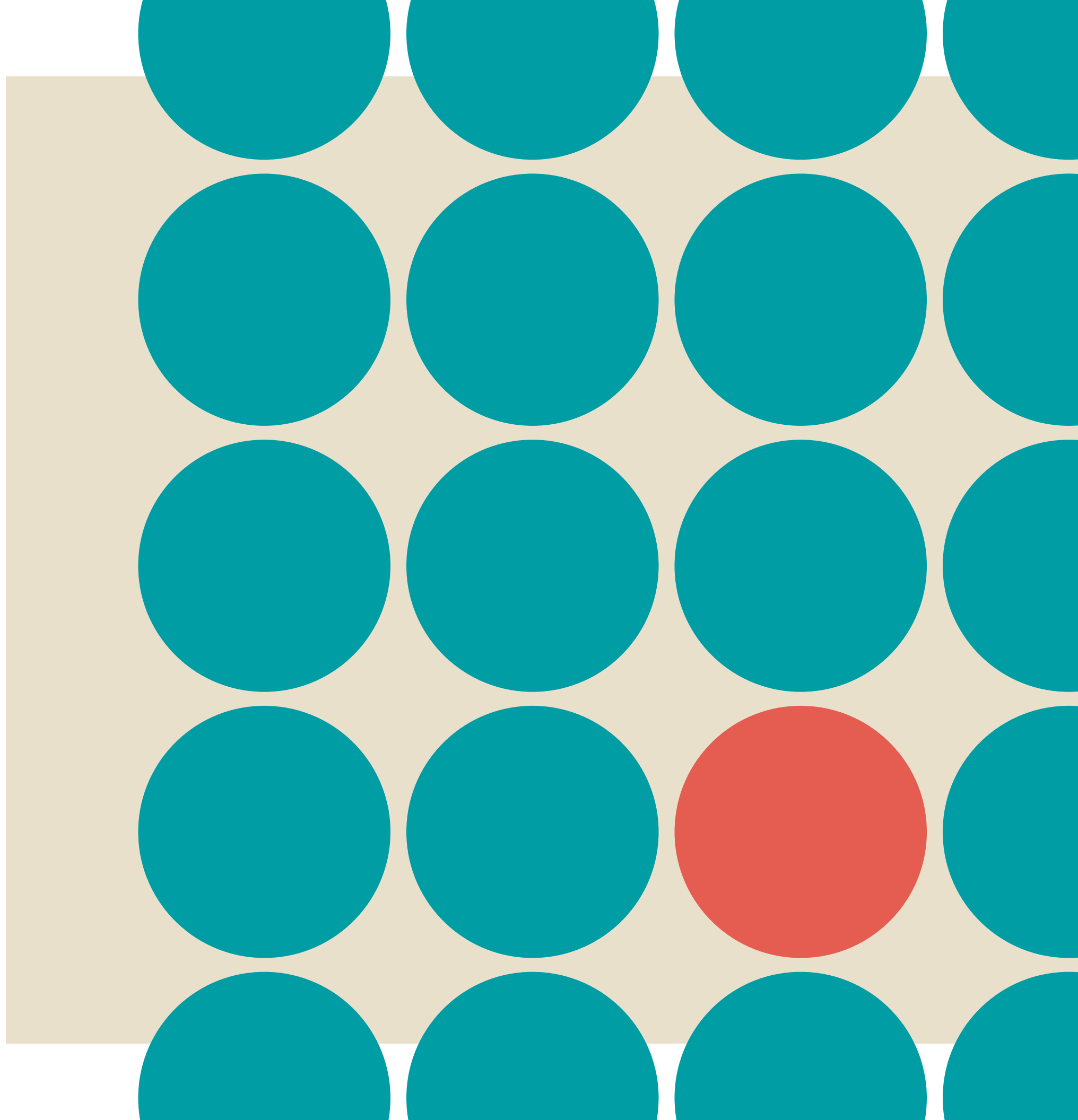
KUOW 70th Anniversary

Campaign Brand Book

Listen up.
Listen here.



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**Campaign
copy**

Campaign rallying cry

Listen up. 
Listen here. 

Modified Mission statement:
Listen up for truth, local stories,
and empowerment.

KUOW is the source.

For 70 years, we've all tuned in to KUOW for different reasons. But no matter what drives us to LISTEN UP, when we do, we'll be empowered with transparent, truthful, real-time information about our shared community—a place we're all passionate about and unwaveringly tuned in to.

This campaign celebrates those pillars: truth, empowerment, and localness. With a nod to the powerful headlines, experiences, and conversation starters that have driven the last 70 years, each touchpoint reiterates the dynamic relationship KUOW shares with listeners—and the reasons we'll be listening for another 70 years.

Campaign paradigm

Listen up for what's next. 

**Because 1 night
18,000 people
showed up.** 

70 years of our stories. 

State a mission point.
Call out why the audience should listen (Truth, Localness, Empowerment).

Add a reason to believe.
Reference a headline or topic that is relevant to the Puget Sound region.

Tie it back to KUOW as THE SOURCE.

Campaign paradigm examples

Listen up for what's next.

**Because 1 night
18,000 people
showed up.**

70 years of our stories.

Listen up for right-now news.

**Because an
election can
be decided
by 310 votes.**

70 years of our stories.

Listen up for first-date fodder.

**Because there's
a reason local
crows are dive-
bombing you.**

70 years of our stories.

Campaign typography

Campaign typography

The most important typographical components to note are the tracking involved in each of the different pieces, as well as the leading. Both should be relatively tight but will have to be optically optimized according to the dimensions of the deliverable.

Headlines Helvetica Bold -40 Tracking

Sub-head Helvetica Regular -20 Tracking

Body copy
Helvetica Light
-10 Tracking

Leading should be tight and around 4pts larger than the type itself. Here leading is 18/22.

Tem ius eaquunt harchiciis molupta quidebis nectaec
earchil illes alitatur reptat lam ut laborepuda con
comnis et, iust reiumqui ut erupis moluptate sam
eum est endendus, optur as exerro ipsuntur, nos
invelec erferro occus.

Campaign typography

When putting together the Listen up. Listen here. campaign typography, use this lockup as a guide. The main “Because” statement should be approximately 3 times the font size as the “Listen up for” and the “70 years of our stories”, which should be the same size as each other.

The space between the “Listen up for” and “Because” statements, should equal 2 lines of text. The same spacing goes for the “70 years of our stories” type and the “Because” statement.

~3x size
of other
type

Listen up for right-now news.

Listen up for right-now news.
Listen up for right-now news.

**Because an
election can
be decided
by 310 votes.**

70 years of our stories.
70 years of our stories.
70 years of our stories.

The “Listen up for” line and the “70 years of stories” line should both use the subhead styles indicated on the previous page. The “Because” statement should use the headline style.

There will certainly be exceptions to these rules when the campaign deliverable won’t allow for such a size disparity and such space in between the lines, but this general guide should be followed as close as possible.

Campaign typography

Depending on how the typography interacts with the campaign art, it is acceptable to change the angle by 45° increments.

For legibility purposes, options 1, 2 and 3 are recommended.

1. Listen up for right-now news.
Because an election can be decided by 310 votes.

70 years of our stories.

2. Listen up for right-now news.
Because an election can be decided by 310 votes.
70 years of our stories.

3. Listen up for right-now news.
Because an election can be decided by 310 votes.
70 years of our stories.

Campaign colors

Campaign colors

The colors used on this page represent the hierarchical breakdown of the campaign colors. The KUOW teal and coral from the core color palette are elevated to the main colors in the campaign palette, while beige and black are added to reinforce the Swiss style.

While warm beige and black are shown as smaller here, it should be noted that beige should be used extensively as a background color. Black should be used for all type as well as an accent color.

KUOW Teal
PMS 320
CMYK: 93/0/36/0
RGB: 0/157/165
Hex: #009da5

KUOW Coral
PMS 485
CMYK: 0/73/92/1
RGB: 228/93/80
Hex: #e45d50

Warm Beige
CMYK: 3/5/16/5
RGB: 232/224/204
Hex: #e8e0cc

Black
CMYK: 0/0/0/100
RGB: 0/0/0
Hex: #000000

Campaign logos

Campaign logos

There are 3 different logos available for the campaign. The first logo uses both the Listen up. Listen here. wordmark and the 70 years badge. This treatment may be used whenever space allows and whenever it feels necessary to reference both the campaign and the anniversary.

The second logo features just the Listen up. Listen here. wordmark that is left aligned with the KUOW logo. This logo should be used in any campaign related materials.

The third logo features just the 70 years badge that is right aligned with the KUOW logo. This logo can be used for materials that focus on the 70th anniversary but not specifically the campaign e.g. a tote bag referencing the anniversary, a core brand deliverable that doesn't adhere to the campaign look/feel.

1. **Listen up.
Listen here.** 



2. **Listen up.
Listen here.**



3. 



Campaign logos

Regardless of which logo is being used, these rules apply.

Do's



Space above below and to the sides of the logo should equal about the height of the Listen up. Listen here. wordmark.



Use all of the logos in black and only black.



Use logo only on white background or beige background.

Campaign logos

Regardless of which logo is being used, these rules apply.

Don'ts



DO NOT stretch or squish logo. Maintain same aspect ratio.



Regardless of the angles of the type, do not change angles of logo bundle. Logos should always remain horizontal.



Do not use the logo in any other color besides black.



Do not change the distance or alignment between the logo and the wordmark and the badge.

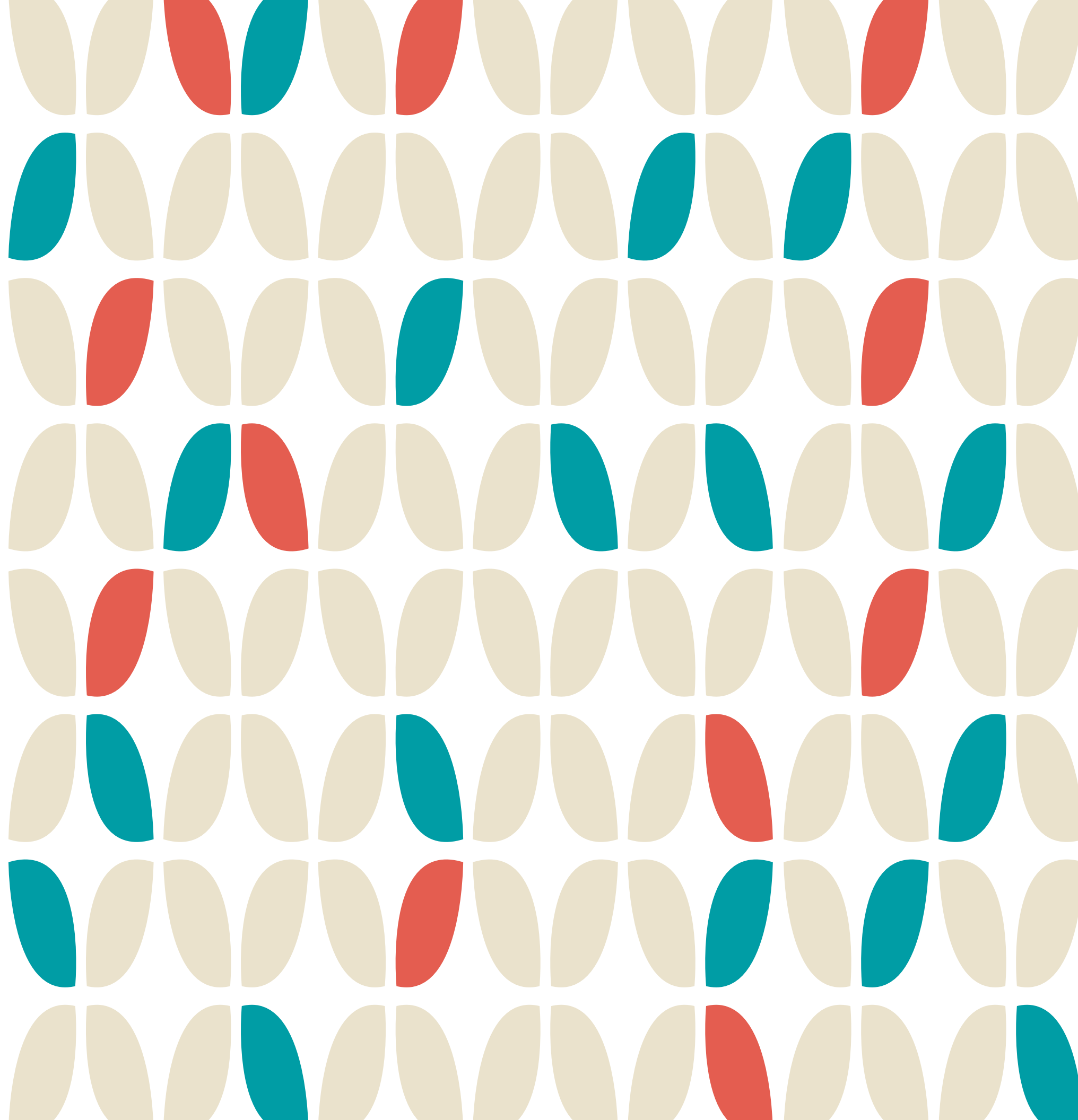
Campaign patterns

Campaign pattern 1

Connection

This pattern, made up of organic leaf-like shapes, depicts moments of connection, groups of people and togetherness.

These shapes represent community. Here, we are at a protest, a concert, or even a Zoom meeting. Even if we are not physically close, the lines in our negative space connect us, creating shapes, patterns, and meaning of their own.



Campaign pattern 2

Sense of place

This pattern represents a sense of place. Each honeycomb piece fits together to create our hive.

The pattern can be added to or subtracted from; its colors may change and it may grow or shrink in size, but as it fluctuates, it still maintains its distinct landscape and we still call it home.

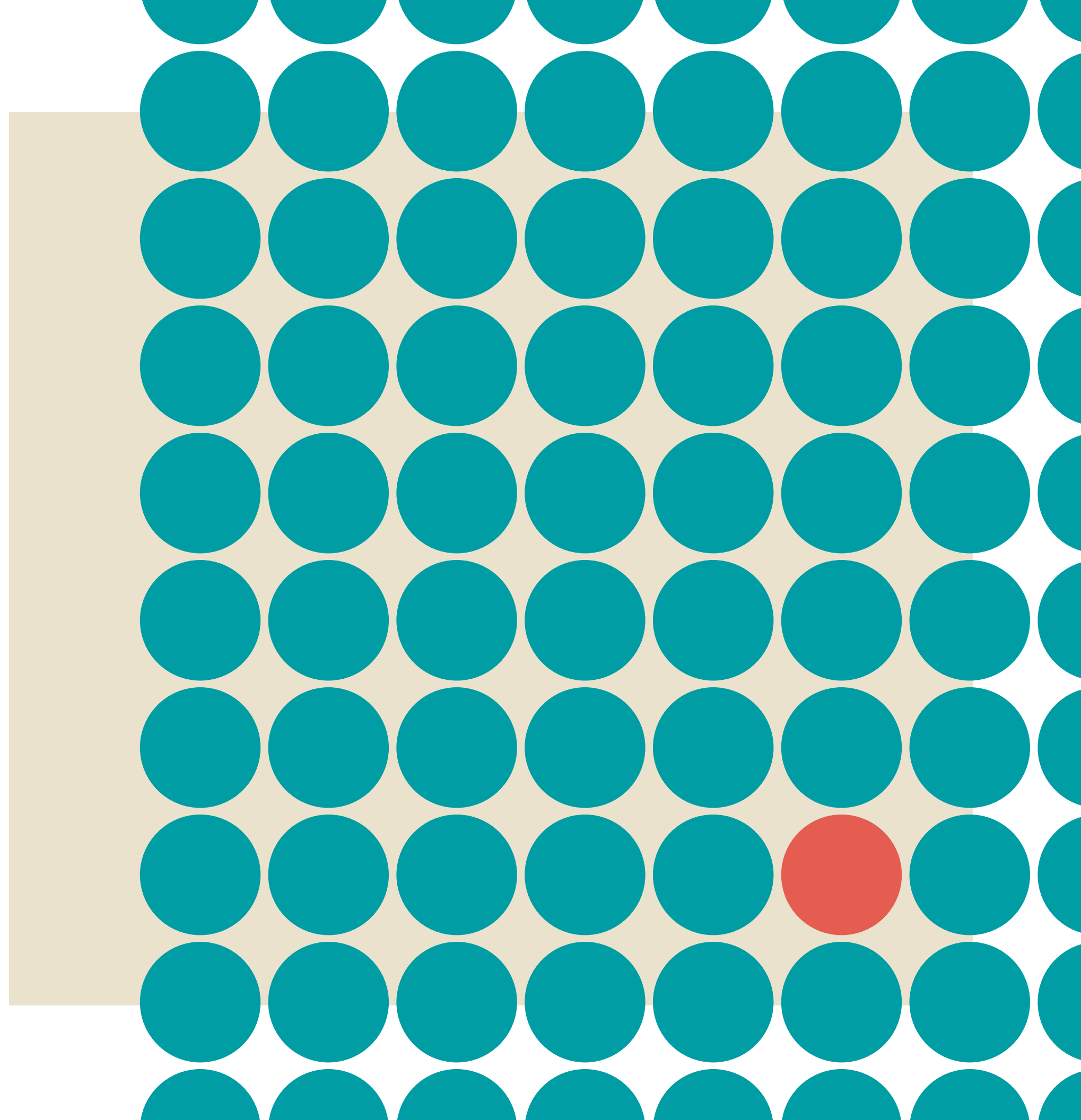


Campaign pattern 3

Spotlight

This pattern represents a distinct and unified voice, with a single anomaly grabbing our focus and inspiring us to lean in and pay attention.

The different colored dot represents stories that stand out, voices in need of amplification, and ideas that live outside of the norm.



Campaign pattern 4

Tension

Not all of our stories are peaceful or orderly. This pattern depicts conflict and tension with the use of sharp points and strong angles.

There is no pattern to this pattern. Repeated elements don't continually repeat in a structured fashion and colors are chosen at random depicting chaotic moments and stressful situations.



Campaign pattern 5

Uplift

While the previous pattern depicts stories of tension and conflict, this pattern represents uplifting and positive stories. Stories that inspire us and encourage us. Like sunrays, this pattern emits brightness and joy.

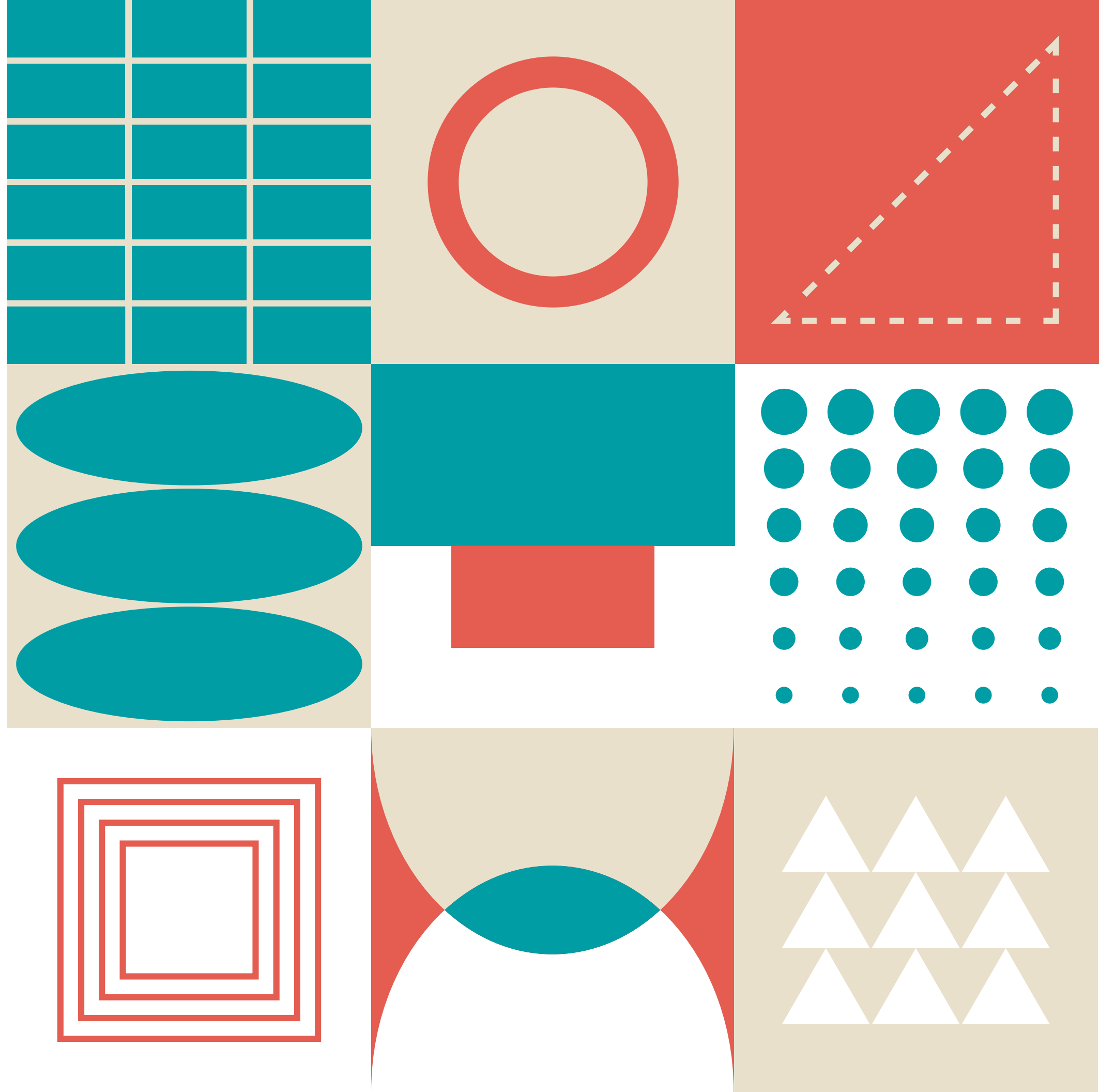


Campaign pattern 6

Diversity

This pattern is made up of different patterns that portray stories that highlight diversity, not only in people or voices but also in content, places, and viewpoints. While each pattern can live alone, together they create a rich tapestry of differing graphics that live together harmoniously.

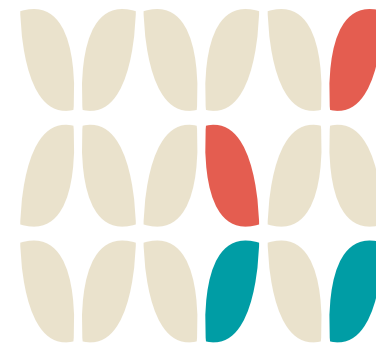
Rows or columns may be removed (only one row or column at a time) but the sentiment remains the same. Though we are different, we all have a unique square on the quilt.



Campaign patterns

While the previous patterns are shown in a specific aspect ratio, they can be zoomed or cropped differently to create new patterns or to marry more closely with the content of the campaign copy.

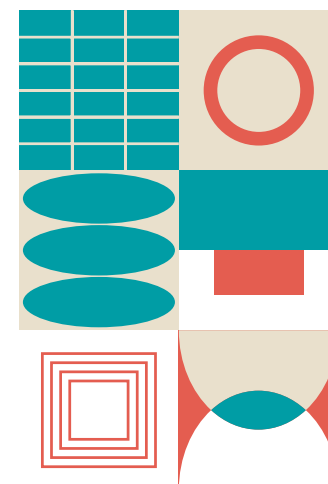
Do's



Crop in equally so that elements are either getting split in half or not split at all.



Crop so that small pieces of a shape don't get *too* small



Crop either a full column or a full row when cropping the Diversity pattern. Don't split the squares themselves.

Campaign patterns

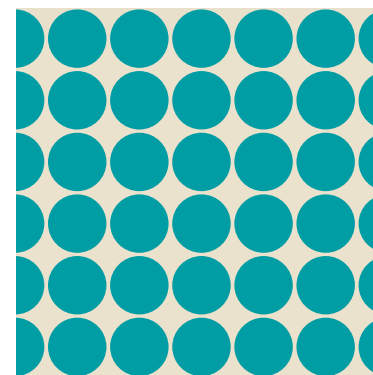
Don'ts



Don't split patterns awkwardly so that elements are cut off.



Don't crop so that pieces of the pattern don't resemble the pattern at all anymore



When cropping, make sure that all of the colors in the pattern are represented in the crop.

Campaign illustrations

Illustration moodboard

Illustrations should lean heavily on shapes, bold flat colors *without* strokes, and/or drop shadows, all coming together to form distinct objects.



Illustration example

Here is an example of a campaign illustration. If in the event that additional custom illustrations are needed, for example: a specific campaign, DCG ONE will work with KUOW to understand the extent of scope and requirements to provide a cost estimate.

Illustration is at same 45° angle as the type is. This isn't mandatory but should be considered to marry the type and illustration together.



Utilizes a pop of an additional campaign color to help establish the brand and to provide visual consistency throughout the campaign pieces.

Uses simple flat shapes to create the bird illustration.

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Listen here.

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Skin tone color palette

These limited use colors are reserved for skin tones when illustrating people. They should not be considered a secondary palette as part of the larger campaign palette.

Deep
CMYK: 29/82/92/80
RGB: 62/11/0
Hex: #804123

Chestnut
CMYK: 33/76/93/34
RGB: 128/65/35
Hex: #804123

Medium
CMYK: 26/58/80/10
RGB: 176/114/69
Hex: #b07245

Sand
CMYK: 13/30/43/0
RGB: 221/180/146
Hex: #ddb492

Light
CMYK: 0/8/20/0
RGB: 255/234/204
Hex: #ffeacc

The grid

The grid

While there isn't a strict grid that needs to be applied on every deliverable, there are some inherent rules that should be followed that will help maintain the appearance of a grid.

Deliverables should be split evenly between art/illustration and type.

Listen up for right-now news.

Because an election can be decided by 310 votes.

70 years of our stories.

Listen up.
Listen here.

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When the type and the logo are separated, they should be in two separate columns.

The KUOW should bottom align with the 70 years of our stories in this layout.

There should be equal white space on the left- and right-hand sides of the piece. Alternatively—or if space doesn't allow—align to the “W” in “KUOW” instead of the call sign.

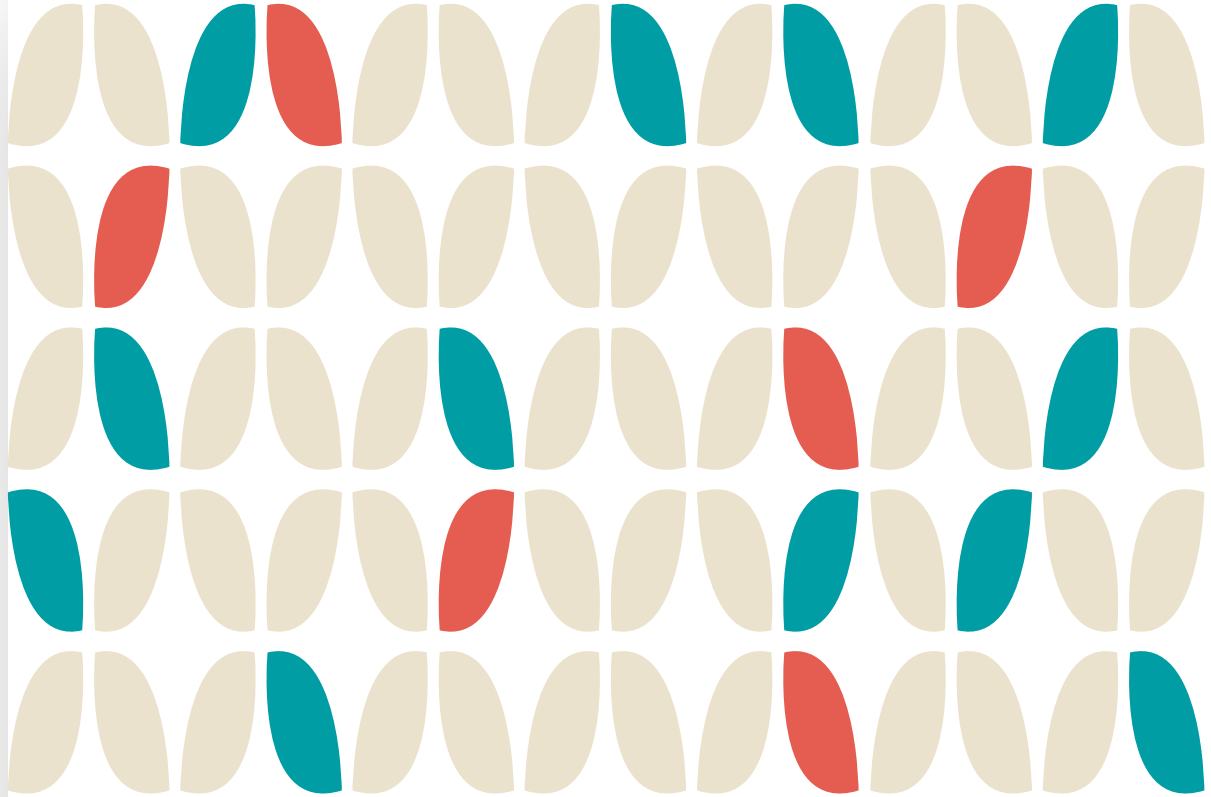
Campaign examples

Campaign example 1

Vertical example with pattern

Example of a campaign piece where half of the ad features art and the other half features copy. It is important to note that while the type is large and bold, there is an abundance of white space around the type.

When paired with the Listen up. Listen here. copy paradigm, this logo lockup is recommended, where Listen up. Listen here. is stacked above the KUOW logo and left aligned.



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Because an election can be decided by 310 votes.

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Campaign example 2

Vertical example with illustration

Example of a campaign piece wherein the type and the illustration interact. When experimenting with interaction, you may refer back to the 3 different type angles allowed. The angle of the type should always consider the content of the illustration. This is an example where it makes sense with the content and works in harmony with the illustration.



Campaign example 3

Horizontal example with pattern

Example of a horizontal oriented campaign piece. Here the type is on the left side and the art is on the right.

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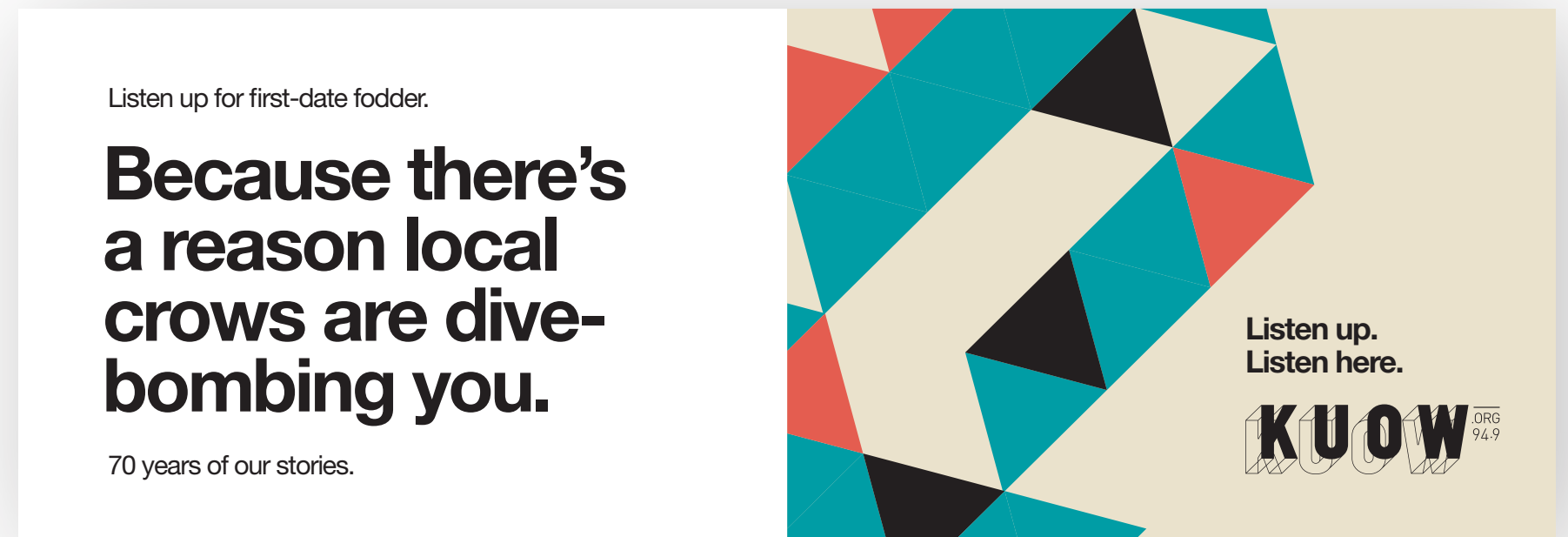
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Campaign example 4

Extreme horizontal example with illustration

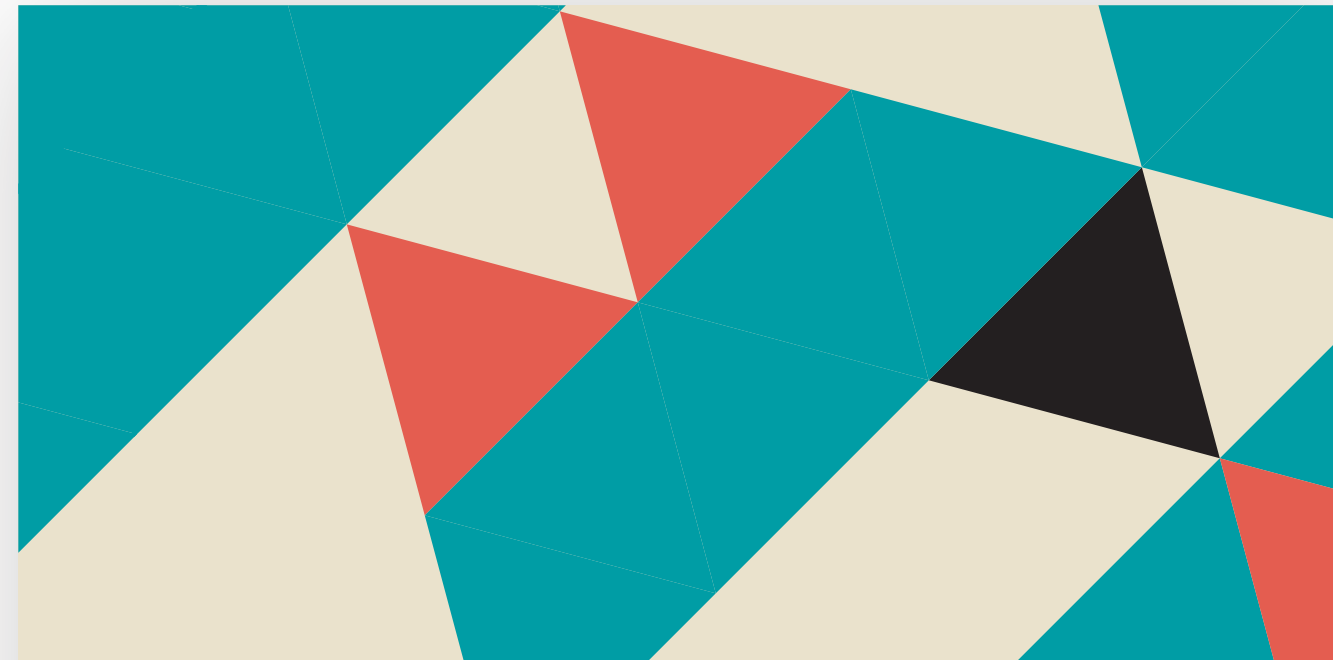
Example of an extremely horizontally oriented campaign piece. Here, the type is on the left side and the art and the logo are on the right. If there is not enough room to pair the logo with the type lockup, the logo can be placed with the pattern or illustration as long as there is ample room around the logo and it is either on a white or beige part of the pattern. The pattern should be moved and oriented to allow for such space.



Campaign example 5

Square example with pattern

Example of a horizontally-aligned campaign piece. Here, the type is on the bottom and the art is above.



Listen up for first-date fodder.

**Because there's
a reason local
crows are dive-
bombing you.**

70 years of our stories.

**Listen up.
Listen here.**

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Campaign example 6

Small square example with pattern

When a small square is needed, you may split the deliverable into thirds, wherein the illustration or pattern and logo use one third of the composition and the bottom two thirds are made up of the campaign type lockup.

When space is tight, make sure that there is even space around all of the elements and the edges of the artboard.



Non-campaign examples

Non-campaign example 1

Tote bag

While this is not a campaign deliverable, in that it does not use the Listen up. Listen here. type lockup, it still falls within the overarching 70th anniversary campaign and therefore would utilize patterns, fonts and logos from the campaign. Any type of swag created for the anniversary should use the campaign brand, but does not necessarily need to adhere to the same grid. It can also use the logo with the 70 years badge and not the Listen up. Listen here. wordmark.



Non-campaign example 2

Core brand deliverable

This is an example of a core brand deliverable that includes the KUOW logo with the 70 years badge as well as the NPR logo. The NPR logo may be paired with the logo in non-campaign deliverables as a stack with plenty of room below the KUOW logo.

*THANK YOU FOR YOUR
GENEROUS SUPPORT OF KUOW!*

Your investment in KUOW has been instrumental in bringing sound stories and sound voices to listeners across our region.

As partners with KUOW in stewarding this essential community service, who have demonstrated a commitment to an informed citizenry, we hope you enjoy the enclosed copy of KUOW's annual report for the 2018.

We look forward to continuing to work with you in the years to come to ensure the future of independent journalism in our community.

Happy listening,
Your friends at KUOW



**Thank
you**

