kcpto

KANSAS CITY PBS

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All files and brand assets on Elmo/Public/KCPT Brand

Kansas City PBS

Kansas City Public Television has developed a new brand identity, now Kansas City PBS. This presentation is here to establish the new brand identity. This will be used to ensure a consistent look, feel and tone across different mediums and markets while delivering core brand messaging.

VISION

At Kansas City PBS, a rich legacy of service has laid the foundation for a limitless future with our community. Our content platforms — television, radio, digital and education — exist to serve the diversity of our region. We advance conversations through community engagement and social media. We explore complicated issues with thoughtful reporting. We share the stories of people, places, and progress in our community.

After all, **PUBLIC** *is our middle name.*

Logo

A series of abstract, arcing waves ascend from the letter "t" and suggest an alwayson transmission to a diverse audience in a dynamic city. The four wave columns represent KCPT's different streams of content (news, culture, education and entertainment) and various channels of experience (television, radio, web and live community events). These streams and channels visually converge into an iconic river that 1) honors our community's geography and rich history, and 2) symbolizes the PBS spirit of exploration and discovery.

Use of lowercase type separates the brand from its legacy acronym and evolves it beyond television. A single, custom font simplifies letterforms and draws attention to a motif of graphic waveforms.

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The PBS "Everyman P" logo punctuates the type and reinforces KCPT's strong connection to a trusted source for inclusive, quality programming. A lockup treatment with the copy line, "Kansas City PBS," further strengthens this link.

Arcs may be used as secondary brand elements apart from the primary identity. In this application, the arcs signify the social ripples of conversation and engagement created by our programming.

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Primary logo mark...

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Only use when logo is represented as a bug or if font size of tagline is less than 5 points.

Primary logo reversed ONLY used when background is too dark for primary logo i.e. black or navy.

Use these ONLY for single color printing

Stacked logo, to be used only approriate levels i.e. square formats such as facebook, instagram, and social profile pictures.

KANSAS CITY PBS)))
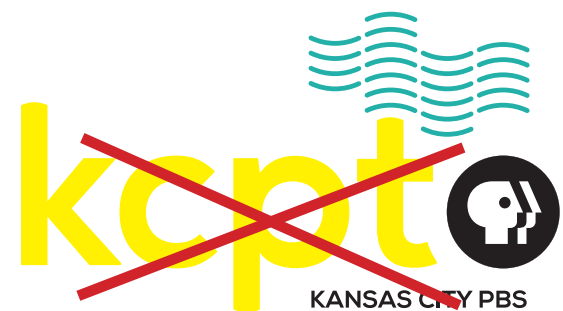
Horizontal logo to be used...

KANSAS CITY PBS)))
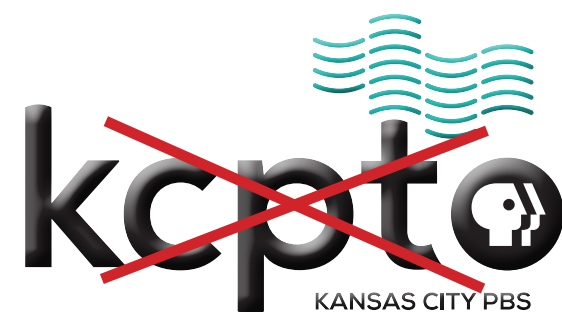
KANSAS CITY PBS)))

When using the KCPT Kids logo, melon is the preferred color. When working outside of the KCPT palette, the PBS Kids color palettes should be used.

Any of the PBS Kids graphic elements can be used as long as they are in compliance with the current PBS Kids Style Guide.

DOS & DON'TS

- Don't change the logo's orientation.
- Don't bevel or emboss the logo.
- Don't place the logo on a busy photography or pattern.
- Don't crop the logo in any way.
- Don't add "glow" effects to the logo.
- Don't present the logo in the "outline only" fashion.
- Don't place the logo on similarly colored backgrounds.
- Don't outline the logo in any color.
- Don't add "drop shadow" effects to the logo.
- Don't put a white box around the logo when placed on a dark or busy background.
- Don't reconfigure or change the size or placement of any logo elements.
- Don't stretch or squeeze the logo to distort proportions.
- Don't recreate elements or replace with something else.
- Don't remove or separate any pieces of the logo.
- Don't change or adjust colors of the logo.
- Don't recreate the logo with fonts
- Do use color logo whenever possible

COLOR PALETTE

Teal should be used as the primary color for KCPT. It is an essential part of our brand and identity. Other colors are complimentary and can be used to emphasize print and digital aspects of KCPT.

Melon is KCPT/PBS Kids primary color. Flatland Orange...

SWATCHES

● Blue: 0b6b85, R11 G107 B133, C90 M48 Y35 K9, Pantone+ Solid Uncoated Pantone 634 U

● Teal: 2fb0a8, R47 G176 B168, C73 M7 Y39 K0, Pantone+ Solid Uncoated Pantone 326 U

● Green: 4faa56, R79 G170 B86, C71 M8 Y89 K0, Pantone+ Solid Uncoated Pantone 361 U

● Tan: 90887d, R144 G136 B125, C45 M40 Y48 K6, Pantone+ Solid Uncoated Pantone 7497 U

● Melon: f1696c, R241 G105 B108, C0 M73 Y48 K0, Pantone+ Solid Uncoated Pantone 7417 U

● Orange: fbae39, R251 G174 B57, C0 M35 Y88 K0, Pantone+ Solid Uncoated Pantone 129 U

PRIMARY: NEXA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Nexa Heavy should be used to display
headlines or call out pieces of information.
Nexa XBold can be used to display subheads
and supporting pieces of information in a
layout.

SECONDARY: PBS EXPLORER

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

PBS Explorer Light should be used to display
body copy and *PBS Explorer Light Italic* can be
used for captions and footnotes. If text appears
on a background like a photograph and needs to
be more legible, **PBS Explorer Regular** and *PBS
Explorer Regular Italic* can be substituted. Other
weights of the PBS Explorer font can appear on
air as show titles, episode titles, and air days and
times in accordance with the PBS brand package.

TERTIARY: MATE

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Mate is a serif font and can be used instead of
PBS Explorer for body copy in appropriate in-
stances, such as Member Guide body copy or
membership mailings. Mate Regular should be
used for the body copy and *Mate Italic* should
be used for captions and footnotes.

LOGO COMBINATIONS

When the KCPT logo is used with The Bridge logo, the Flatland logo, or both, the preexisting files locking up the combinations of logos should be used.
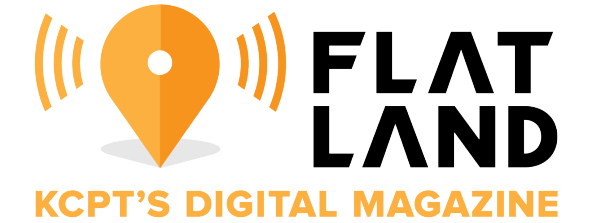
STANDARD: For use in co-promotional campaigns and ads, joint announcements or press releases.

KCPT, The Bridge & Flatland:
When used with the KCPT logo, The Bridge logo should be 93% of the width of the KCPT logo and the Flatland logo should be 97% of the width of the KCPT logo. The KCPT logo should be on the left, the Bridge logo in the middle, and the Flatland logo on the right. The distance between each should be equal to two and a half of the

logo's wave columns. The top of the Bridge Badge should be in line with the top of the first column of waves of the KCPT logo. The top of the Flatland logo's tagline should align with the top of the Turn On Tune In Listen Local line of the Bridge logo.

KCPT & The Bridge:
When used with the KCPT logo, The Bridge logo should be 93% of the width of the KCPT logo. The KCPT logo should be on the left and the distance between the two should be equal to two and a half of the logo's wave columns. The top of the Bridge Badge should be in line with the top of the first column of waves.
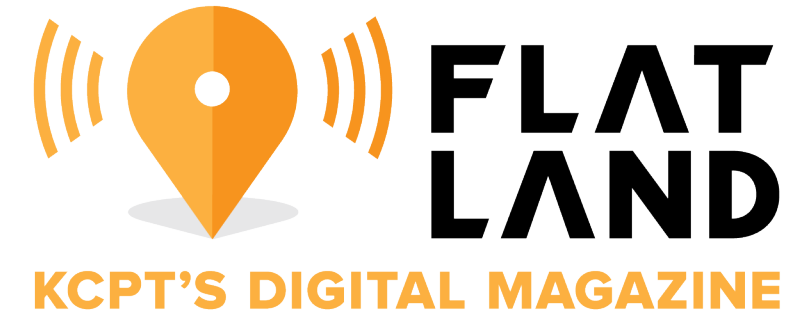
KCPT & Flatland:
When used with the KCPT logo, the Flatland logo should be 97% of the width of the KCPT logo. The KCPT logo should be on the left and the distance between the two should be equal to two and a half of the logo's wave columns. The bottom of the Flatland logo should be in line with the bottom of the Kansas City PBS tagline.

KCPT CORPORATE BOILERPLATE:

Uses: Press Releases, grant reports, board documents, etc.

KCPT believes in the power of media on every platform and seeks to use that power to enrich, engage and entertain our viewers both on-air and online. We strive to advance conversations through community engagement and social media; explore complicated issues facing our region with ongoing reporting, investigative reports and informed discussions; and share the stories of people, places, and progress in our community.

INFORMATIONAL INTRODUCTION:

Uses: Uses: Social Properties "About," KCPT.org "About," personal stationery, development brochures, sales materials, etc.

[VERSION 1]

At Kansas City PBS, a rich legacy of service has laid the foundation for a limitless future with our community. Our content platforms -- television, radio, digital and education -- exist to serve the diversity of our region. We advance conversations through community engagement and social media. We explore complicated issues with thoughtful reporting. We share the stories of people, places, and progress in our community. After all, public is our middle name.

[VERSION 2]

At Kansas City PBS, a rich legacy of service has laid the foundation for a limitless future with our community. A community diverse of thoughts and beliefs, of ages and races, of incomes and outcomes. Our content platforms -- television, radio, digital and education -- exist to serve that diversity. After all, public is our middle name.

DOS & DONT'S

- Public TV
- Kansas City Public Television
- Channel 19

Brand Imagery

Social Icons

Different social styles are to be used in appropiate color situations...

Tone, Voice, Keywords

Get notes from PBS

Brand Phrases

Nomenclature

Grammar / Copyright Language

Flatland uses AP Style
KCPT Member Guide

Social Language

Branding Procedures

Public presentations
Designing on your own
Templates
Print Ready
Workflow
Timelines for printing
      i.e. Postcards, banners, etc.
Deadlines for publications
      i.e. member guide

KCPT Social Media Policy

KCPT Editorial Ethics Policy