Colorado Public Radio

IDENTITY STANDARDS GUIDE

THE COLORADO PUBLIC RADIO BRAND

The Colorado Public Radio brand is all about BALANCE. Not just the traditional balance of scale, but balance on a variety of levels. Balance between news, information and music. Balance resulting from multiple perspectives, healthy discourse and diversity of content. Balance as seen through the eyes of each individual who makes up the Colorado community. "Balance by choice" reflects Colorado's unique sense of place, demonstrating the power of choosing the balance that best suits our lives and listening preferences.

The Colorado Public Radio brand model is a house of brands, marketing a master brand and three service-level brands. Service-level brands are overtly branded as Colorado Public Radio with a new exception to Indie 102.3 as a stand alone identity.

DESCRIPTIVE CHARACTERISTICS AND MESSAGES

Colorado Public Radio (master brand) produces and curates in-depth and meaningful news and music, establishing thoughtful connections to Colorado for listeners seeking to be informed, enlightened and entertained.

Tone: Reflected in written, auditory and visual mediums, evokes the following sensibilities: knowledgeable, approachable, engaging, trustworthy.

CPR News (service brand) delivers in-depth, insightful and impartial news and information from around the world, across the nation and throughout Colorado, examining its relevance to our state and connecting it to our community.

Tone: Reflected in written, auditory and visual mediums, evokes the following sensibilities: authentic, serious, intelligent.

CPR Classical (service brand) takes listeners on an in-depth exploration of thoughtfully curated music – with an emphasis on Colorado's classical community – providing context to a broad range of meaningful and compelling works from past to present.

Tone: Reflected in written, auditory and visual mediums, evokes the following sensibilities: heartfelt, captivating, inviting.

Indie 102.3 (service brand) takes listeners inside the world of new and independent music – exposing them to up-and-coming artists and highlighting Colorado's local music scene.

Tone: Reflected in written, auditory and visual mediums, evokes the following sensibilities: eclectic, original, insider.

For more, see Appendix A: Who We Are, What We Do & What Makes Us Different.

Colorado Public Radio

IDENTITY ELEMENTS

The Colorado Public Radio (CPR) identity consists of two main elements: an orange **'quotie'**, made of one quotation mark with personality, along with the name "Colorado Public Radio" rendered in black.

Each of these elements has been custom created and should never be recreated, re-typeset or separated from each other in most cases. The proportion of each element has also been carefully calculated and the balance of size relationships between the elements should be maintained.

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QUOTIE   LOGOTYPE - ONE LINE

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QUOTIE   LOGOTYPE - STACKED

The primary, two-color identity should be used whenever possible with the type in one line or stacked.

Background colors darker than the value of the identity colors are not recommended unless the identity colors still provide enough contrast between foreground and background.

Proportions and relationship between the elements have been carefully calculated to achieve the correct visual balance. To maintain visual consistency and create a strong identity, the signature should only be used from existing digital files, and not recreated manually.

ALTERNATE VERSIONS

BLACK: When using the CPR identity in black, the specifications shown below should be followed. Only use this 1-color logo when the 2-color orange and black logo does not work with the given background. The same rules apply to the CPR News and CPR Classical logo (for classical purple replaces orange).

Colorado Public Radio

Colorado Public Radio

REVERSE: When using the CPR identity in reversed-out situations the same colors and tones in the identity remain for the color version. As reversed, the logotype changes to orange and 100% white. Only use this 1-color logo when the 2-color orange and black logo does not work with the given background. The same rules apply to the CPR News and CPR Classical logo (for classical purple replaces orange).

Colorado Public Radio

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IDENTITY AND STAGING

The CPR horizontal identity was created to appropriately fit as a masthead on the website and for an alternative means for long, narrow height areas for print and digital platforms.

The CPR identity should always have an area of open space or "staging" around it. In order to protect its legibility, no other graphic or typographic elements should fall within this area around the identity.

Where "X" is equal to the height of the logotype, leave at least X clearance top, bottom and on both sides of the identity elements.

X   X

X   **Colorado Public Radio**   X   X

X   X

MINIMUM SIZE

The CPR identity should always be used at an appropriate size in order to protect the legibility of the mark, while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1-1/2 inches in width.

Colorado Public Radio

1-1/2 inches

STACKED IDENTITY AND STAGING

The CPR identity should always have an area of open space or "staging" around it. In order to protect its legibility, no other graphic or typographic elements should fall within this area around the identity.

Where "X" is equal to the height of the LOGOTYPE, leave at least X clearance top, bottom and on both sides of the identity elements.

MINIMUM SIZE

The CPR identity should always be used at an appropriate size in order to protect the legibility of the mark, while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1 inch in width.

1 inch

MASTER BRAND IDENTITY COLORS

The CPR identity color palette is comprised of **one spot color and black**. Spot color printing is the preferred process and should be used whenever possible. However, four-color process printing may be used when spot color reproduction is not available. Each color is represented below as a **Pantone spot color** on coated and uncoated paper, with its process color match.

The samples in this guide are just a visual representation of the colors and should not be used as an accurate color match. Actual Pantone chips should be used to match colors exactly when printing or reproducing in other formats. The identity is also available in RGB and web safe format for reproduction on screen.

PMS 1645 ⎯⎯ **Colorado Public Radio** ⎯⎯ Black

Pantone spot colors for printing

Orange: PMS 1645
Black: 100%

Four-color process colors for printing
Orange: C0 M71 Y82 K0
Black: C0 M0 Y0 K100

On-screen presentation and web-safe colors
Orange: R255 G109 B55 / web #ff6d37
Black: R35 G31 B32 / web #231f20

NOTE: Only the core identity colors are represented here. Secondary colors may be used on the website and other affiliated print pieces. Supporting colors should appear less vibrant than the identity colors to provide sufficient contrast to the identity.

TYPEFACES

The CPR master brand identity, as well as the CPR News and CPR Classical service brands, use Mislab Medium as their primary typeface. This clean, modern, hybrid, sans serif typeface can be used for headlines and limited display copy, although for larger amounts of body copy, Proxima should be used. This typeface is more legible at all sizes, and the different weights of the face make it versatile for effective communication.

Mislab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;."{}[]()

Colorado
Public Radio

CPR NEWS IDENTITY AND STAGING

The CPR identity should always have an area of open space or "staging" around it. In order to protect its legibility, no other graphic or typographic elements should fall within this area around the identity.

Where "X" is equal to the height of the logotype, leave at least X clearance top, bottom and on both sides of the identity elements.

MINIMUM SIZE

The CPR News identity should always be used at an appropriate size in order to protect the legibility of the mark, while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1 inch in width.

UNACCEPTABLE USAGE

The CPR News identity has been created to impart a clean and strong visual sense of form and recognition for the organization. The identity should always be used from the provided digital files without alteration of any kind.

CPR NEWS STACKED IDENTITY

Whenever possible, the identity should be used in the stacked form. If space does not permit the identity to display at minimum size, a horizontal version can be used. Where "X" is equal to the height of the identity type, leave at least X clearance top, bottom and on both sides of the identity elements.

MINIMUM SIZE

The CPR News identity should always be used at an appropriate size in order to protect the legibility of the mark, while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1/2 inch in width.

1/2 inch

CPR NEWS TYPEFACE

The CPR News typeface is the same typeface as the master brand.

CPR CLASSICAL IDENTITY AND STAGING

The CPR Classical identity should always have an area of open space or "staging" around it. In order to protect its legibility, no other graphic or typographic elements should fall within this area around the identity.

Where "X" is equal to the height of the logotype, leave at least X clearance top, bottom and on both sides of the identity elements.

MINIMUM SIZE

The CPR Classical identity should always be used at an appropriate size in order to protect the legibility of the mark, while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1.25 inches in width.

1.25 inches

UNACCEPTABLE USAGE

The CPR Classical identity has been created to impart a clean and strong visual sense of form and recognition for the organization. The identity should always be used from the provided digital files without alteration of any kind.

CPR CLASSICAL STACKED IDENTITY

Whenever possible, the identity should be used in the stacked form. If space does not permit the identity to display at minimum size, a horizontal version can be used. Where "X" is equal to the height of the logotype, leave at least X clearance top, bottom and on both sides of the identity elements.

MINIMUM SIZE

The CPR Classical identity should always be used at an appropriate size in order to protect the legibility of the mark, while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1 inch in width.
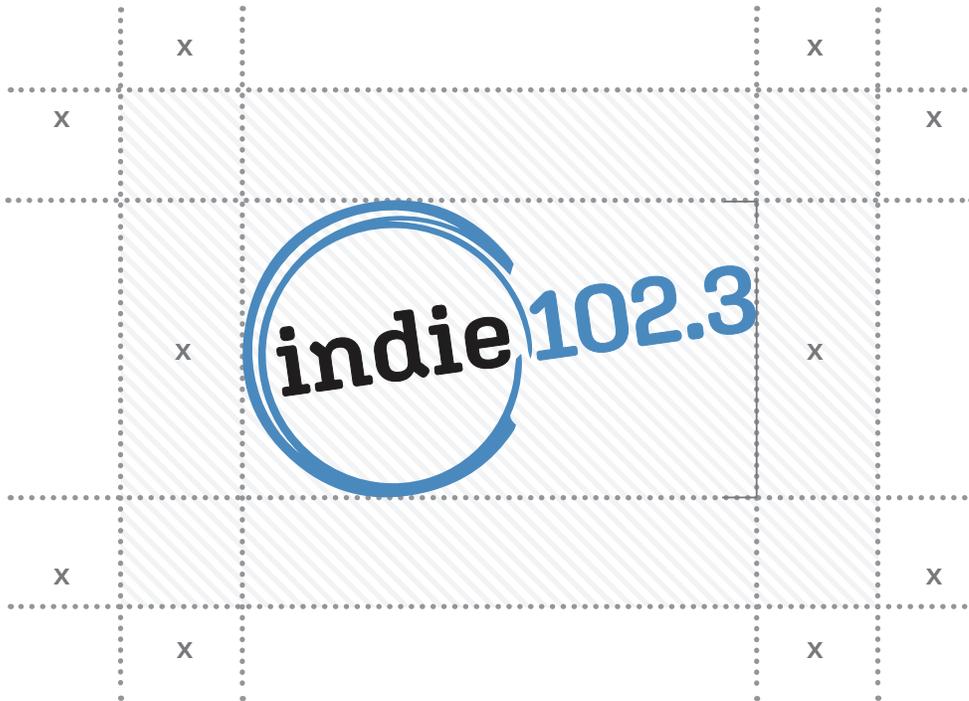
1 inch
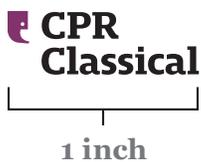
CPR NEWS TYPEFACE

The CPR Classical typeface is the same typeface as the master brand.
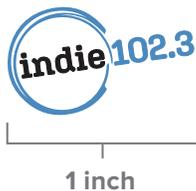
Indie 102.3 IDENTITY AND STAGING

The CPR identity should always have an area of open space or "staging" around it. In order to protect its legibility, no other graphic or typographic elements should fall within this area around the identity.

Where "X" is equal to the height of the logotype, leave at least X clearance top, bottom and on both sides of the identity elements.

MINIMUM SIZE

Indie 102.3 identity should always be used at an appropriate size in order to protect the legibility of the mark, while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1 inch in width.

1 inch

UNACCEPTABLE USAGE

The Indie 102.3 identity has been created to impart a clean and strong visual sense of form and recognition for the organization. The identity should always be used from the provided digital files without alteration of any kind.

Indie 102.3 STACKED IDENTITY

Whenever possible, the identity should be used in the stacked form. If space does not permit the identity to display at minimum size, a horizontal version can be used. Where "X" is equal to the height of the logotype, leave at least X clearance top, bottom and on both sides of the identity elements.
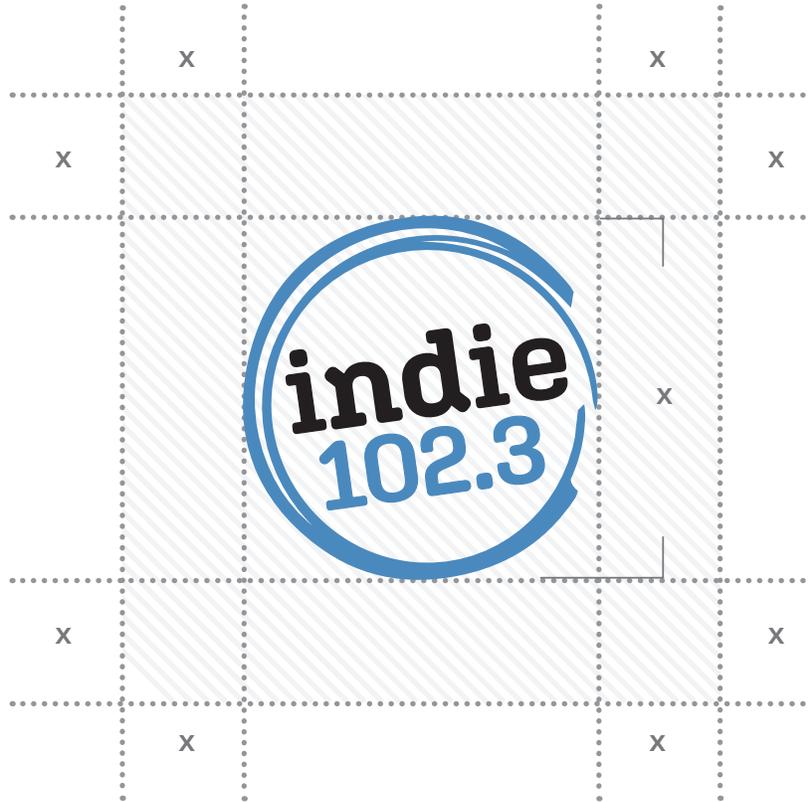
MINIMUM SIZE

The Indie 102.3 identity should always be used at an appropriate size in order to protect the legibility of the mark, while also showing it in its best light. Therefore, it should never be used in sizes smaller than 1/2 inch in width.

1/2 inch

ALTERNATE VERSIONS

BLACK: When using the Indie 102.3 identity in black, the specifications shown below should be followed. Only use this 1-color logo when the 2-color blue and black logo does not work with the given background.

REVERSE: When using the Indie 102.3 identity in reversed-out situations the same colors and tones in the identity remain for the color version. As reversed, the logotype changes to blue and 100% white or as a 1-color logo in 100% white. Only use these 1-color or 2-color versions when the initial color logo does not work with the given background.

Indie 102.3 TYPEFACE

The Indie 102.3 uses Aglet Slab Bold as its primary typeface. This modern, squared off sans serif typeface can be used for headlines and limited display copy, although for larger amounts of body copy Proxima should be used. This typeface is more legible at all sizes, and the different weights of the face make it versatile for effective communication.

Aglet Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;.”{}[]()

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;.”{}[]()

Proxima Nova Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#$%^&*!?/:;.”{}[]()

Colorado Public Radio

BRAND COLOR PALETTE

The Colorado Public Radio brand palette is comprised of four spot colors. The brand relies on color to differentiate service identities (e.g. CPR News, CPR Classical and Indie 102.3). The color palette should be used intentionally to clearly identify master brand identity colors) and service brands (secondary colors). See the Pantone spot color on coated and uncoated paper, along with color matching on pages 8-13.

CPR Master brand and CPR News
Orange and black are the a primary brand identity color sand service brand identity color for CPR News representing energy, balance, enthusiasm, confidence and attraction.

Pantone spot colors for printing
Orange: PMS 1645
Black: 100%

Four-color process colors for printing
Orange: C0 M71 Y82 K0
Black: C0 M0 Y0 K100

On-screen presentation and web-safe colors
Orange: R255 G109 B55 / web #ff6d37
Black: R35 G31 B32 / web #231f20

CPR Classical
Purple and black are the service brand identity colors for CPR Classical representing royalty, nobility, restfulness, wisdom and enlightenment.

Pantone spot colors for printing
Purple: PMS 7657

Four-color process colors for printing
Purple: C59 M95 Y32 K18

On-screen presentation and web-safe colors
Purple: R112 G44 B99 / web #702c63

Indie 102.3
Periwinkle and black are the service brand identity colors for Indie 102.3 representing harmony, tranquility, sky, technology and stability.

Pantone spot colors for printing
Blue: PMS 646

Four-color process colors for printing
Blue: C68 M39 Y13 K0

On-screen presentation and web-safe colors
Blue: R91 G138 B181 / web #5b8ab5

APPENDIX

WHO WE ARE, WHAT WE DO & WHAT MAKES US DIFFERENT

OUR CULTURE: We strive to inform, enlighten and entertain our listeners by fostering a better understanding of our community, and by promoting music enjoyment and education throughout the region.

Our goal is to be Colorado's leading destination for listening, learning and engaging in topics that matter most to those who are connected to Colorado.

We will inspire a community of supporters who understand the value of in-depth and meaningful news and music; and who share our belief in the value of being responsive, ethical and inclusive in our delivery.

Every day at CPR we go above and beyond in our efforts to do what we do; we strive to raise the bar through reporting that goes further than the headline, through classical music that takes you past the performance, and through discovery of independent and new music ahead of its time.

OUR FOUNDATION:

Who we are: We produce, curate and connect
What we do: News & Music
How we do it: In an in-depth, thoughtful and meaningful way
Why we do it: To inform, enlighten and entertain
Impact: Enriching the lives of our listeners
What's different about us: Key messages & descriptive characteristics

The following language is intended to help describe Colorado Public Radio, and the services we provide across all channels. This serves as an introduction into who we are, as well as the qualities and characteristics that make our work distinct.

Colorado Public Radio produces and curates in-depth and meaningful news and music, establishing thoughtful connections to Colorado for listeners seeking to be informed, enlightened and entertained.

CPR News delivers in-depth, insightful and impartial news and information from around the world, across the nation and throughout Colorado, examining its relevance to our state and connecting it to our community. **Intent:** These messages and descriptors are specific to Colorado Public Radio News, reflecting the caliber of quality, attention to integrity and commitment to objectivity integral to how our organization delivers news. They blend functional and philosophical attributes and it is important to understand the distinction and use.

How we do news: In-depth and relevant
The philosophy of our approach: Impartial and thoughtful
Intended result of our efforts: Insightful and meaningful
Note: Avoid use of the word Independent, as that is owned by Indie 102.3

CPR Classical takes listeners on an in-depth exploration of thoughtfully curated music – with an emphasis on Colorado's classical community – providing context to a broad range of meaningful and compelling works from past to present. **Intent:** These messages and descriptors are specific to Colorado Public Radio Classical, reflecting the type of experience a listener will extract when they engage with the service. They blend functional and philosophical attributes to describe how CPR Classical delivers a different and compelling experience for classical music lovers. **Note:** Avoid use of the word Discovery, as that is owned by Indie 102.3

Indie 102.3 takes listeners inside the world of new and independent music – exposing them to up-and-coming artists and highlighting Colorado's local music scene. **Intent:** These messages and descriptors are specific to Colorado Public Radio's Indie 102.3, expressing the unique content and experience of the service.

"Independent" operates on multiple levels, describing the format freedom from commercial station format, as well as the attitude.

"New" is meant to refer specifically to the type of music and care should be taken to avoid suggesting the station/service is new.

"Discovery" is meant to describe the experience, and what listeners get out of the music. **Note:** Avoid use of the word Exploration, as that is owned by CPR Classical.