



CORPORATE STYLE GUIDE



CONTENTS

- 2 WHRO BRAND
- 3 MISSION
- 4 LOGO INTRODUCTION
- 4 COLORS
- 5 SIZE AND SPACE
- 6 VARIATIONS
- 7 CORPORATE TYPEFACE
- 8 BRAND PATTERNS

THE WHRO BRAND

Why is it important to build a strong, appropriate, consistent WHRO brand?

- Our brand is a reflection of the WHRO experience and serves as the foundation of our identity.
- It is defined not only by what we say, but also how we say it—in print, broadcast and online. The voice and tone of copy, color palette, imagery, design style and typography we use impact the way we are perceived.
- Brand identity implies more than how we consistently use our logo. Based on our mission and core values the brand platform is our foundation for our identity. It identifies where WHRO wants to be in the market and defines the primary concept that WHRO wants in the minds and hearts of our audience. Our identity points clearly to WHRO's long term goals.
- To gain greater recognition and respect for WHRO Public Media and to ensure the organization receives credit for all its actions and activities.
- To increase perception of WHRO as the undisputed leader in supporting and enhancing the lives of our community.
- To build greater public awareness of and respect for our audiences.
- To attract new members and retain our current members and gain greater financial support for the organization.

BRAND PROMISE

To be the premier provider of products, programs and services for our community as well as our television and radio audiences. People use WHRO and its programs and products to discover what's going on the world, to be inspired, to become a better person and to learn about things that matter most to them.

BRAND PERSONALITY

Authoritative - We are leading, credible, recognized, expert, confident, connected; We are not overbearing or imposing.

Intelligent - We are knowledgeable, focused, innovative, visionary; We are not superior or self-important.

Optimistic - We are receptive, warm, trusted, transparent; We do not lack ambition, drive or focus.

Catalyst - We inspire, convene enrich, shape collaborate and provoke thought; We do not manipulate, incite conversation and then sit idly by.

MISSION STATEMENT

Inspiring you to feel smarter and happier through the power of nonprofit media.

VALUES STATEMENT

Our values guide us to be our very best to achieve success and foster accountability. Each day we will strive to meet the following goals:

We embrace education as our foundation and our future.

We listen first, then listen more.

We treat others with respect.

We are non-partisan.

We rely on facts and science.

We embrace diversity and inclusion.

We stand against social injustice and bigotry.

VISION

WHRO will be a dynamic and vital organization that improves the civic, educational and cultural life of the Hampton Roads community through broadcast, communications, and media services.

OUR NAME

“WHRO Public Media” is the official company name primarily displayed in address blocks, corporate materials, press releases and articles. WHRO Public Media should always be displayed with “WHRO” in all caps and “Public Media” using upper and lowercase letters. “WHRO” is the company’s casual name and can be used “conversationally” in body copy only after the full name has been established. WHRO should always be typeset in a single typeface and weight. WHRO should never be emphasized in italics or by applying text styles such as a bolder font.

CORPORATE LOGO



The WHRO Public Media logo consists of the copy, “WHRO PUBLIC MEDIA” in our corporate gray, with the yellow bloom and buds placed above. This is the primary logo that should be used above all others whenever possible.

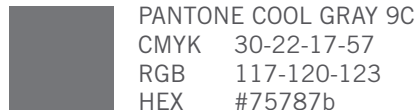


The “Bloom” references the larger shape above WHRO Public Media and other WHRO logos. The “bud” references the smaller shapes usually shown as small groups above the WHRO Public Media and other WHRO logos.

CORPORATE COLORS

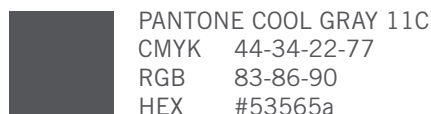
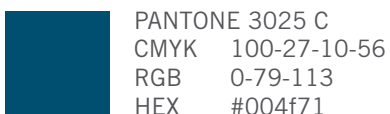
PRIMARY

These are the colors that make up the WHRO Public Media logo and may also be used for supporting design elements.



SECONDARY

These colors have been selected to compliment the primary colors and are to be used for backgrounds and supporting design elements when needed.



LOGO SPECIFICATIONS - Size and clear space for print media

WHRO strives to maintain a consistent graphic identity as a major component of communicating the strength and integrity of our brand. These logo guidelines help you use our logo correctly. If you have any questions about the WHRO logo that are not covered in this style guide, please contact the marketing department.

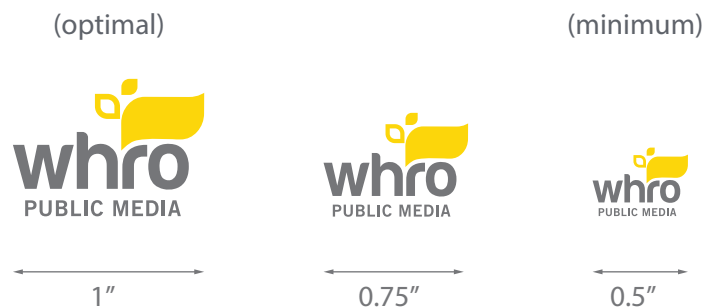


MINIMUM CLEAR SPACE

To protect the strength and integrity of the logo and to maintain visual effectiveness, please keep a clear space around the logo, free of competing visual elements. Do not allow photo edges, typography, or other graphic elements to intrude into this minimum clear space equal to the x-height of the “w” in WHRO or a space of 0.25 inches all around, when the logo is scaled at 1 inch wide.

MINIMUM SIZE

In most applications, 1 inch wide is the optimal size for the logo. To preserve legibility, the minimum size of the logo should only be used when layout space is limited. The logo should measure no less than 0.50 inch wide in these scenarios.



ACCEPTABLE COLOR VARIATIONS

The only acceptable color variations of the WHRO corporate logo are shown below. Under no circumstances should the colors be altered to anything outside of the content of this style guide. Please keep in mind the type of media the logo is being placed on and choose the correct logo file format (CMYK or RGB).



NORMAL



REVERSED



ONE COLOR

UNACCEPTABLE LOGO VARIATIONS

The logo must never be stretched or distorted. The colors of the logo should never be altered. Text cannot be added to the logo. The logo cannot have a gradient applied or used as outlines.



CORPORATE TYPEFACES

The primary typeface of WHRO Public Media is the Trade Gothic typeface. Trade Gothic is a simple sans serif and is a common choice for books, magazines, and newspapers due to its legibility. It portrays a wonderful character and sturdiness, especially in condensed weights. The five weights below may be used to arrange copy into a visual hierarchy.

TRADE GOTHIC BOLD (ALL CAPS)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

TRADE GOTHIC LIGHT (ALL CAPS)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

TRADE GOTHIC REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

TRADE GOTHIC BOLD CONDENSED NO. 20

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

TRADE GOTHIC CONDENSED NO. 18

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

CORPORATE PATTERNS

The patterns below may be used in conjunction with the corporate logo and typeface to create a consistent brand identity. They may be used as artwork for giveaways, collateral, and pledge premiums as well as backgrounds for presentations and other visual communications.

