



## **CORPORATE STYLE GUIDE**

Updated March 2016

## 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 text or headings and 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.

## OUR CORPORATE LOGO



Harabara Mais font is the typeface used for all WHRO logos.

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

Trade Gothic typeface is the corporate typeface and is used for WHRO logos, taglines, media and online. The "PUBLIC MEDIA" tagline should always be displayed in 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

The WHRO Public Media logo consists of the tag, “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.



WHRO “Bloom”



WHRO “Buds”

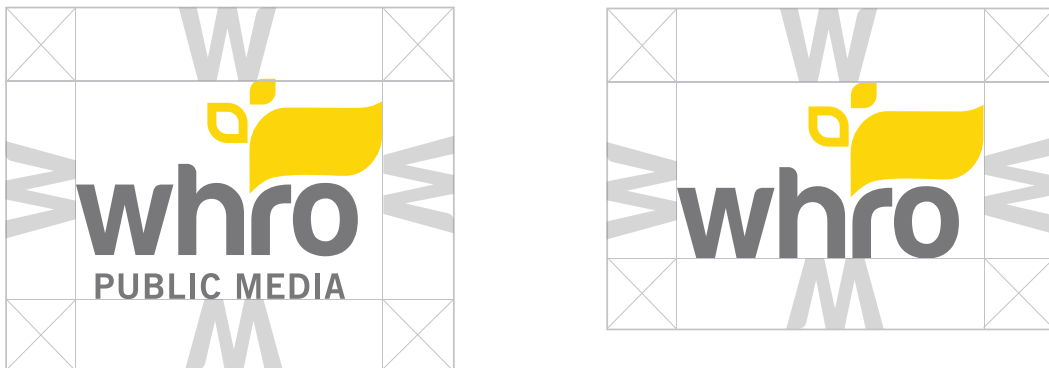
The “Bloom” references the larger shape above WHRO Public Media and other WHRO logos. The “bud” references the smaller shapes usually shown as small groups above the WHRO Public Media and other WHRO logos.

## LOGO SPECIFICATIONS - Size and clear space for print media

It is important that the logo has adequate spacing around it. The spacing around the logo in print media on each side should be equal to the X-height of the “w” in “whro”, as illustrated below. The logo should have additional spacing surrounding it when other elements or text are placed near it. Size specifications will change depending on what type of media the logo is being displayed.

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 photos, 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

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 in width. When used at this size the “PUBLIC MEDIA” tag should be dropped.



### EXAMPLE



LOGO USE IN PRINT SAMPLES

**Veterans Coming Home** 

Join WHRO October 24th, at 10:00AM for a screening of six videos from our Veterans Coming Home Award Winning Series.

Each video is followed by a panel discussion with experts and vets from the videos. Including veteran special guests Sharaya Martin and Dwayne Parker.

**FREE** to attend. Space is limited so sign up today!

Go to [veterans.whro.org/all-events](http://veterans.whro.org/all-events) to register

There will be a break between taping and lunch will be provided.

Please show this invitation with veterans and current military.

**WHRO 5200 Hampton Blvd., Norfolk, VA 23508**



**Valor Has No Gender**  
Honoring fallen women in the military



**Involuntary Separation**  
One vet's struggles when asked to leave the military



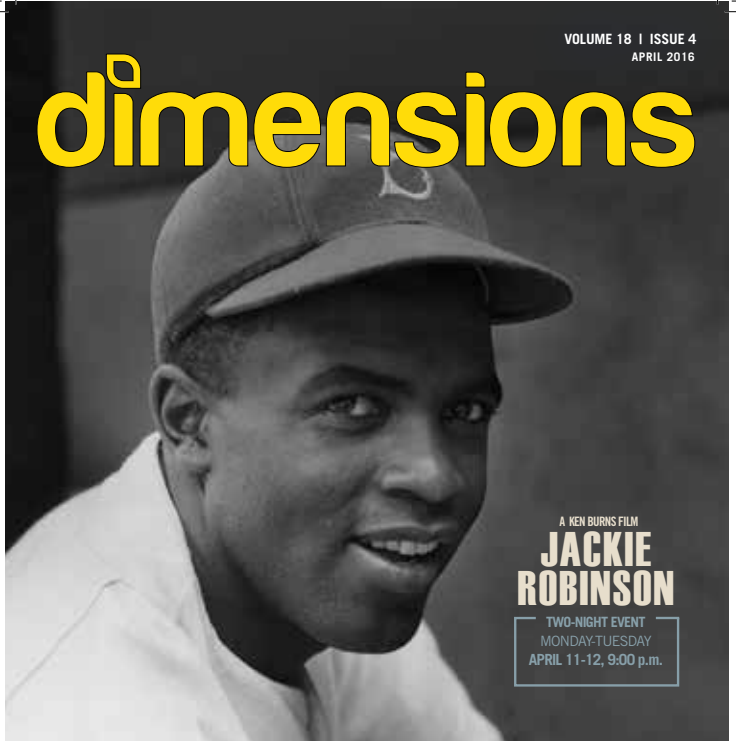
**Team River Runner**  
Disabled vets find motivation and a new outlook



**Puller Clinic**  
Assisting veterans with disability claims


VOLUME 18 | ISSUE 4  
APRIL 2016

# dimensions

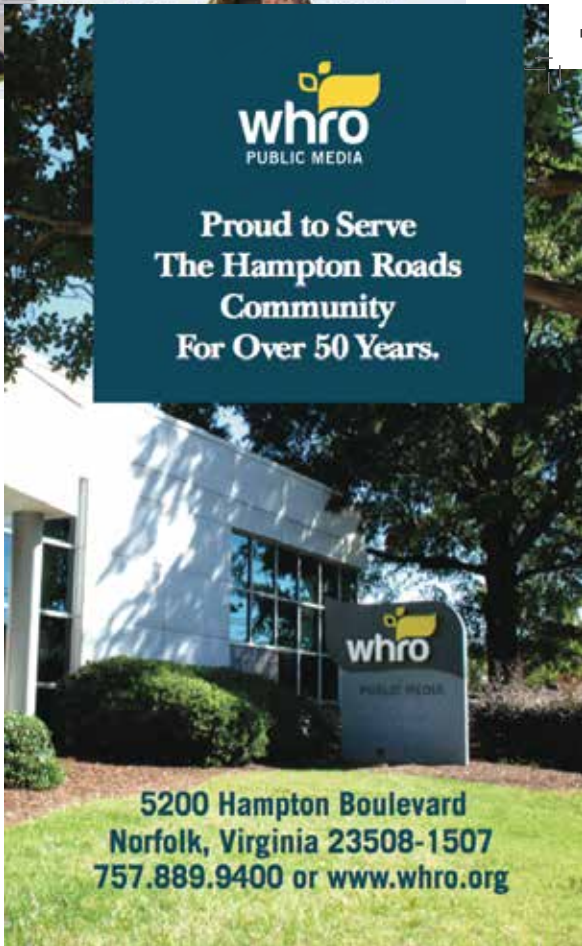


A KEN BURNS FILM  
**JACKIE ROBINSON**

TWO-NIGHT EVENT  
MONDAY-TUESDAY  
APRIL 11-12, 9:00 p.m.



5200 Hampton Blvd | Norfolk, VA 23508



**whro**  
PUBLIC MEDIA

**Proud to Serve  
The Hampton Roads  
Community  
For Over 50 Years.**

**5200 Hampton Boulevard  
Norfolk, Virginia 23508-1507  
757.889.9400 or [www.whro.org](http://www.whro.org)**

**whro** PUBLIC MEDIA **PLEDGE TALENT  
THANK YOU RECEPTION**

YOU ARE INVITED TO A SPECIAL RECEPTION  
TO HONOR YOU AND ALL YOUR FELLOW PLEDGE TALENT.

Thursday  
January 15th, 2015  
6:00-8:00PM

WHRO Public Media  
5200 Hampton Blvd.  
Norfolk, VA 23508

Kindly respond to Gail Busby by January 9th, 2015  
757.889.9334 • [gail.busby@whro.org](mailto:gail.busby@whro.org)

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## ALTERNATE LOGO USE



The only time the alternate WHRO logo without the “PUBLIC MEDIA” tag displayed should be used is when the minimum size logo is needed. In this case the “PUBLIC MEDIA” would appear illegible and the smaller leaf on the bud may be used for spacing purposes as illustrated above.

## 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 colored logo file format (PMS, CMYK, or RGB).



NORMAL



REVERSED



SOLID BLACK



SOLID WHITE



GRAYSCALE

## 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. Blooms and buds cannot be used as a design element within the logo. The logo cannot have a gradient applied or used as outlines.

