Style Guide

(Working Copy as of September 2016)

PURPOSE OF THIS GUIDE

This guide was developed to foster consistency in the content of WQPT–Quad Cities PBS' air, print and electronic messaging. We believe in the value of consistently branding our television programs, station events and initiatives in all mediums.

In putting together this guide, we drew on a number of resources to gather the points of style we consider most pertinent to the print and electronic communications produced at and by WQPT. (In certain instances, where user protocols cause print, on-air and/or electronic medium conventions to be at variance, we have so indicated with italic type in brackets.)

It is incumbent upon all of us to help further build, strengthen and enhance the value of the WQPT brand

The WQPT logo is a visual cue representing WQPT and everything people associate with our brand. Whenever it appears, it should stand out.
This Style Guide covers general uses of the WQPT logo.

Whenever the WQPT logo is utilized by an outside agency, business or organization we must be afforded the opportunity to review and approve its use. It is incumbent upon us to ensure our logo is utilized properly to maintain the high standards and reputation of WQPT.

In our view, no guide of this kind is ever "final;" it is a work in progress that adapts to and reflects evolving usage and styles. We assume that this guide will be updated from time to time, as warranted by significant changes.

As someone who participates promoting WQPT–Quad Cities PBS, you are a WQPT brand steward. Regardless of your title or position, it is incumbent upon all of us to help further build, strengthen and enhance the value of the WQPT brand. We must always present it in a positive light—and all messages, materials, designs and communications must reflect a personality that is uniquely WQPT (and the PBS brand).

We all must do our part to ensure the correct and consistent use of the WQPT logo

Using the WQPT logo properly is the key to garner recognition from our target audiences throughout the region we service and moreover the national network of PBS stations. Generally speaking, consumers gravitate towards ideas and imagery that are consistent and used repetitively.

Your correct and consistent use of our logo etches it in the public's mind, strengthens our marketplace position and helps to ensure our longevity. That's why we must all do our part to bring the following guidelines to life.

BASIC BRANDING PRINCIPLES

A. Organization Name

1. Our name is WQPT–Quad Cities PBS, pronounced **W-Q-P-T, Quad Cities PBS.** When spoken, written, published or otherwise communicated, the **first instance** must always utilize our entire name "WQPT–Quad Cities PBS".

   Correct:

   > WQPT–Quad Cities PBS is a regional leader of quality television.

   Incorrect:

   > WQPT is the Quad Cities regional PBS station.

   Correct:

   > In July WQPT–Quad Cities PBS announced the Story Contest winners. In all, more than 500 children entered the contest, presented by PBS and WQPT.

   Incorrect:

   > In July WQPT announced the Story Contest winners. In all, more than 500 children entered the contest, which was presented by PBS in conjunction with the station.

2. In all common practices and instances, including on-air, in print, online and other mediums, please use "WQPT–Quad Cities PBS."

3. Please note the N-dash (or hyphen) between WQPT and Quad. There should never be any space on either side of the N-dash.

B. Co-branding with PBS

1. Of great significant to WQPT is our relationship and affiliation with PBS (Public Broadcasting Service). In an effort to reinforce WQPT's brand identity, it is of paramount importance that "Our name is WQPT–Quad Cities PBS" reflects said affiliation. WQPT has worked diligently to align itself with PBS, a legacy brand. Study after study has demonstrated the tremendous trust, respect and loyalty that PBS and member stations like WQPT have earned from the American public over decades of service. This holds true in the loyal viewers and supporters of WQPT.

2. Themes and keywords commonly associated with both WQPT and PBS.

— Trust	— High Quality	— Respect
— Safe for Children	— Children	— Diverse Perspectives
— Making a Difference	— Be More	— Explorer

3. It is important for us to build upon the strength we have established by continually co-branding with PBS.

However communicated, the first instance of our name must always be WQPT–Quad Cities PBS

WQPT is a trusted, respected and high-quality brand

LOGO USAGE and GUIDELINES

A. WQPT Logo Elements

The term "logo" refers to the graphic treatment of our name. The logo is stylized type and graphic treatment of "WQPT–Quad Cities PBS" along with the PBS identifier/logo (additional information under Section J).

The WQPT logo consists of three primary elements; the mechanical letters "W-Q-P-T", the PBS identifier/logo and the tagline "Quad Cities PBS".

1. Sizing. The logo, using all three primary elements must never be displayed smaller than 1.125" (1 1/8") width X .375" high; or the tagline "Quad Cities PBS" at a font size of 7pt. For internet/online use, the horizontal width would never be smaller than approximately 125 pixels.

   When the logo is displayed less than 1.125" wide, it is preferred that the tagline "Quad Cities PBS" be removed.

When to drop the tagline "Quad Cities PBS"

   In almost every application, the PBS P-Head should be always be locked-up (displayed) with the letters "W-Q-P-T" as shown above.

B. WQPT Logo Colors. We have two primary COLOR logos.

The preferred color logo

PREFERRED: For four+ color , full color printing, internet/web, on-air and most other applications: We use this styled logo (shown above) that features gradients in the letters W-Q-P-T and the PBS P-Head. The custom colors builds, based off the Pantone specific colors are custom CMYK (for printing) or RGB (for web, on-air and other electronic uses) to highlight and make the logo visually distinctive.

Logo for Pantone color specific printing

ALTERNATIVE: For printing spot colors: Though not preferred, this logo (shown immediately above) is utilized whenever Pantone Spot colors are specified or required for printing. Our Pantone colors are Pantone 2607 (Purple), Pantone 116 (Gold), and Pantone Black. This logo has no gradients, appears "flat," and is 100% solid spot color throughout.

C. Black Only Logo

There are 2 primary black only logos. (Also referred to as Black & White)

PREFERRED ✅

WQPT 🅟
QUAD CITIES PBS

Solid Black

WQPT 🅟
QUAD CITIES PBS

As with our preferred color logo, we prefer use of the gradient styled logo above. The Alternative Black logo may be used when no "grayscale" or "screening" is available.

D. Printing when Four+ Color Process (also referred to as Full-Color), Pantone Spot color and/or black are <u>not</u> available.

This notation is only applicable in very rare print or otherwise unique situations. The preferred method is to use the Alternative Black Only logo in the darker color. If black and/or the WQPT colors are <u>NOT</u> available to print, do not change the "Q". It should be displayed like a Black Only logo.

(Please note: Printing the logo in Four+ Color is the preferred method.)

One Color ✅

WQPT 🅟
QUAD CITIES PBS

Changing colors ❌

WQPT 🅟
QUAD CITIES PBS

E. Printing a White WQPT Logo

Though not advisable, in some instances, such as having a predominately dark or black background, printing an "all-white" logo is the only possible solution to retain the integrity of the WQPT logo. When doing so, please select one of the following options.

Gradient ✅

WQPT 🅟
QUAD CITIES PBS

Solid White ✅

WQPT 🅟
QUAD CITIES PBS

A few words about using White Edging

It is not advised, nor acceptable to use white borders or edging around the logo. Whereas this may seem like a good idea or solution, it simply is not permissible as it diminishes the value of the logo as well conflicts with mandated usage of how the PBS P-Head is displayed. Please refer to "E" immediately above for proper logo usage for dark backgrounds.

❌

WQPT 🅟
QUAD CITIES PBS

Preferred WQPT Logos

Please reference these logos, when reviewing the improper usage logos below.

Our preferred logos

Preferred ✅
WQPT
QUAD CITIES PBS

Acceptable ✅
WQPT
QUAD CITIES PBS

Preferred ✅
WQPT
QUAD CITIES PBS

Acceptable ✅
WQPT
QUAD CITIES PBS

F. Improper WQPT Usage

Under no circumstances or reason should the WQPT logo be altered or displayed in any way other than the approved method as demonstrated in this Style Guide. Below are examples of how NOT to use the WQPT logo.

For reference purposes, shown at right are a variety of logo variations that are NOT acceptable

❌ *Squished*
WQPT
QUAD CITIES PBS

❌ *Shortened*
WQPT
QUAD CITIES PBS

❌ *Element Changes*
WQPT
QUAD CITIES PBS

**Do not alter the established properties of the WQPT logo in any way.**

These include but are not limited to: cropping, rotating, skewing, distorting, rearranging the logo elements or placing the logo on a low contrast busy background.

❌ *Logo Violation*
WQPT
QUAD CITIES PBS

❌ *Changing Logo*
WQPT
QUAD CITIES PBS

❌ *Changing Logo*
QUAD CITIES PBS
WQPT

❌ *Slanting*
WQPT
QUAD CITIES PBS

❌ *Changing Colors*
WQPT
QUAD CITIES PBS

❌ *Changing Logo*
WQPT
QUAD CITIES

❌ *Changing Colors*
WQPT
QUAD CITIES PBS

❌ *White Box on background*
WQPT
QUAD CITIES PBS

❌ *White Edging*
WQPT
QUAD CITIES PBS

❌ *Low Contrast*
WQPT
QUAD CITIES PBS

❌ *Busy Background*
WQPT
QUAD CITIES PBS

❌ *White Edging*
WQPT
QUAD CITIES PBS

Provide space around
the logo to ensure it
always stands out

G. Positioning WQPT logo near other elements

In print executions, the WQPT logo should be surrounded with a minimum of horizontal and vertical space that equals the diameter of the letter "Q". When used online, the logo should be surrounded by space equaling 20 pixels. Exception to the online usage is made for the enlarged logo in the masthead of our website.

Preferred ✅
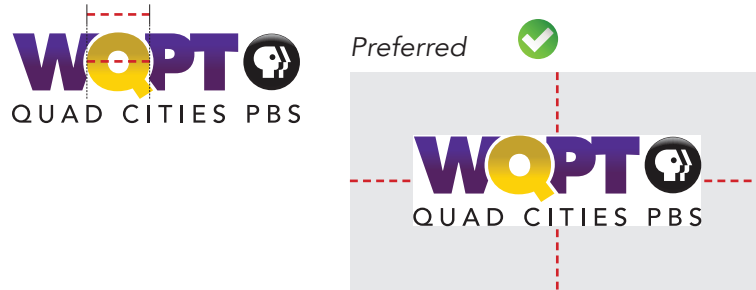
H. WQPT Logo On-Air Bug

1920x1080 HD transparent logo place in the lower right hand on the screen. Typically adjusted to 50–70% opacity, which may be decided by Production staff or as directed by the General Manager.

Lower right hand corner

I. On-Air Considerations

Remember: The WQPT logo may not be altered, manipulated, modified or obscured in any way. It must be used without distorting its proportions or otherwise altering the impression it creates. The logo can resolve in for on-air executions and fade/animate in for online executions but may not be manipulated in any other way. Exception may be granted by approval of the General Manager.

J. PBS Identifier/Logo

The iconic PBS identifier/logo (commonly referred to as the "P-Head") must NEVER be altered in any manner or way. When the PBS identifier is "locked up" with the WQPT logo and it becomes an integral element and must never be changed or moved. *(A singular exception is noted under "Social Media Thumbnails" shown below.)*

K. Social Media Thumbnails

We make the following accommodation solely for optimal logo recognition when the logo is <u>used as a thumbnail online</u>. We have followed other PBS stations who logo, like ours, is horizontal in design rather than square.

This variance is the removal of "QUAD CITIES PBS" and the repositioning of the PBS Identifier/Logo above or below "W-Q-P-T". NO other alterations are allowed, the thumbnails must be used as shown.

WEB URL/ADDRESSES

Using our website address

1. When promoting the website in written word, the preferred method is to use "wqpt.org rather than the full URL (Uniform/universal resource locator) eg. http://www.wqpt.org OR www.wqpt.org. Current web browsers automatically redirect a web/internet user to the proper website without the need to type redundancy (eg. http or www).

   ✅ Visit us online at wqpt.org   ❌ Visit us at www.wqpt.org

2. It is also preferred to keep the URL as short as possible, so its easy for the user to remember. Consult with WQPT's website administrator to develop simple URLs.

   ✅ Preferred "wqpt.org/storycontest";

   ❌ Not preferred: "http://www.wqpt.org/storycontest/index.html".

Keep URLs simple so they may be easily remembered

COPYRIGHT LINES

It is important to protect our intellectual property

We use a simple copyright line for all print documents, as well as our website and other electronic transmissions. Please use this exact format and simply change the year to the current year.

✅ ©2013 by WQPT–Quad Cities PBS. All rights reserved. USA.

When publishing the copyright line, the font should always be Helvetica or Arial Regular or Narrow and displayed at 7pt. Because the copyright line is utilitarian in nature, never match the font of the copyright line to other fonts used in a document.

❌ *©2013 by WQPT–Quad Cities PBS. All rights reserved. USA.*

Good To Know: Basic Design Principles

These two basic Design principles can help your next design or on-air project stronger and more impactful.

Typography

1. Do not duplicate or copy typography (fonts) used in the logo for print, web, on-air or other collateral materials. The strength in the logo is distinguished by lettering that is unique and special to it. Do not use the same font in any like manner.

Color

1. When creating a document, keep the logo separate, so it stands out. It should never "blend" in. It may seem like a good idea to use the same colors as the logo when creating print, web, on-air or other collateral materials; however doing so diminishes the strength and uniqueness of the logo.

OTHER LOGOS

Station Event, Programs and other logos

WQPT utilizes a variety of other logos (examples shown below) for use in station events, such as the Brew Ha Ha, Champagne on the Rocks, WQPT Kids Club, WQPT/PBS Ambassadors, WQPT Kids Week, the Writers Contest, and the Ready To Learn Conference.

Use of special event, special initiatives and event logos

Logos for WQPT events and other initiatives have been streamlined to establish consistency and brand awareness. These logos may utilize different color to establish a mood or theme for the general public as directed and approved by WQPT's General Manager and Marketing Director. Some variation is acceptable and may occur to the extent that the overall design remains intact and easily identifiable (see Brew Ha Ha logo shown above right).

As noted within this document, it is NOT advisable to use WQPT's or Western Illinois University logo colors for event logos, as it is important to maintain clear distinction between them and the WQPT and/or WIU logos.

Some logos may mandate their own requirements and must be adhered to

Some logos, including the PBS Story Contest, must maintain the mandated design as established by PBS. As a PBS affiliate station, WQPT is required to adhere and follow graphic design directives as established by PBS. This includes all televised and online program series logos.

Additional logos and modifications to current event or activity logos may be executed and/or created to appeal to a specific demographic as deemed appropriate by General Manager.

Using Approved Western Illinois University Vendors

A Western Illinois University trademark licensing partner must be utilized when ever and where ever the WQPT logo and all Western Illinois University logos (included, but not limited to Bell Tower artwork, Western Illinois Sweep, Rocky mascot, and/or word marks including Western Illinois University, Leathernecks, and WIU) are printed, published, embossed or otherwise used. This includes, but is not limited to the printing and use of logos on T-shirts, pencils, pens, cookies, glasses, hats, umbrellas, bags and other items.

What is trademark licensing? Trademark licensing is the means by which Western Illinois University protects the University's name, (including WQPT and the WQPT logo), identifying marks, logos, and reputation by ensuring that all products bearing its name or likeness are of the finest quality and reflect positively on the University.

For current Western Illinois University trademark licensing partners, visit wiu.edu/trademark.