KCET LOGO GUIDE

SIZE

MAIN LOGO

If you need to re-size the logo, always constrain proportions by locking the aspect ratio, so the height and width are scaled together.

There should always be a buffer surrounding the KCET LOGO, with no type or graphics appearing in that zone. The buffer is to be determined by the height of the letters.

COLOR

LOGOTYPE

BLACK

CMYK (70, 65, 65)

RGB (44, 43, 42)

SPOT 179-15 C

SECONDARY PALETTE

ORANGE

CMYK (0, 93, 96, 0)

RGB (239, 57, 39)

SPOT 45-8 C

YELLOW

CMYK (0, 21, 100, 0)

RGB (255, 201, 7)

SPOT 7-8 C

MAGENTA

CMYK (9, 100, 10, 0)

RGB (218, 13, 129)

SPOT 73-16 C

GREEN

CMYK (78, 2, 68, 0)

RGB (14, 177, 127)

SPOT 136-7 C

Secondary color palette colors should not ever be applied to logotype.

TYPOGRAPHY

PROXIMA NOVA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

The primary KCET brand typeface is Proxima Nova. Fonts within the Proxima font family may be used. Bold all caps generally used for headlines.

Condensed fonts are not to be used.