



# TVW LOGO GUIDELINES

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# INTRODUCTION

TVW is a public affairs network modeled after C-SPAN, airing gavel-to-gavel coverage of the state Legislature as well as independently produced shows.

TVW made history with the first-ever televised state court proceeding when it went on the air April 10, 1995, televising a death penalty case being heard by the Washington State Supreme Court. From the start, TVW has covered all three branches of state government – legislative, executive, and judicial – as well as public policy events of statewide significance.

TVW invites the public to engage with TVW through its various offerings; from TV to online, to social media to OTT offerings. TVW's goal from the beginning has been to make public affairs available to the public.

The trust that is created between TVW and the public is critical to TVW's success. This guide is designed to represent who TVW is and how we preserve our identity to maintain that trust.



# THE TVW LOGO



## PRIMARY COLORS

(Pantone U)

541

c: 86 m: 68 y: 29 k:12  
r: 58 g: 84 b: 124  
hex: #3A547C

543

c: 53 m: 23 y: 5 k:0  
r: 120 g: 169 b: 209  
hex: #78a9d1

## SECONDARY COLORS

(Pantone C)

113

c: 3 m: 8 y: 80 k: 0  
r: 252 g: 223 b: 81  
hex: #FCDF51

432

c: 78 m: 57 y: 39 k: 56  
r: 51 g: 63 b: 72  
hex: #333f48

5875

c: 14 m: 8 y: 37 k: 0  
r: 210 g: 206 b: 158  
hex: #D2CE9E

179-3

c: 0 m: 0 y: 0 k: 20  
r: 205 g: 205 b: 205  
hex: #CDCDCD

The TVW Logo symbolizes the station's full, 360 degree coverage of Washington state's public affairs. It is an important piece of the station's identity.

The following logo standards along with other graphic standards will give TVW stakeholders a consistent and clear brand experience across all media: TV, web and print.

The primary colors are used for headlines and featured copy either as a colored bar or divider with white type. Primary colors can also be used for backgrounds.

Secondary colors should be used for subheads, descriptors, charts, and image backgrounds.



# THE TVW LOGO

The TVW logo requires clear space around it when used in conjunction with other logos or text. The below guide indicates the correct usage.



The clear space allows for clean visual separation of the Logo from all other elements. The height of the inside circle is the measurement for the minimum clear-space requirement.



The TVW logo should not be printed any smaller than .5 inches.

**Do not squish, stretch, remove pieces, change colors, or edit the TVW text. If the colors of our logo conflict with your materials, use a black or white version.**



# LOGO VARIATIONS

Alternate uses and needs: The TVW logo can also be used as all-black or all-white. These, and the designated 2-color logo are the only acceptable uses.



Color Logo used over lighter background.



White logo used over dark background.



Black logo used over light background.

# TVW TYPEFACES

**DIN Bold** (for all major headings)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

DIN Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Adobe Caslon Regular (for body copy)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz1234567890



1058 Capitol Way South • 360.529.5310 • [www.tvw.org](http://www.tvw.org)

# THE TVW LOGO ON-AIR

TVW dictates all usage of the TVW logo on TVW. Exclusive use of variations of the logo will often appear on TVW. For use of the TVW logo on other media, the following files are available.

TVW logo in .eps format for any area where the TVW logo will be printed, and in .png format for use in Word and other document programs. Please contact us for 3D versions of the TVW logo.

Follow this [link](#) to download the TVW logo.



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# ACCEPTABLE FILE TYPES

When supplying TVW with video for a program or production, audio, or logos and photos, please use one of the following formats:

## VIDEO

TVW prefers Quicktime (.mov) or .mp4, .mxf, .m2v, and .mts. We produce in 1080i, which equates to a frame size of 1920x1080 at 29.97 frames per second. Your video can be 720p, 1080i, 1080p, 2K, or 4K. Please do not send video smaller than 1280x720, unless it is archival footage. Do not send .avi or .wmv files.

## AUDIO

TVW prefers to use Waveform (.wav) or .aiff files. Mpeg-3 (.mp3) files are acceptable if the bit rate is at least 128mbps. Other formats that are acceptable are .aac, .ogg, .flac, .alac, or .m4a. Do not send .wma files.

## PHOTOS

The bigger - the better, they say. TVW can take most any photo file. Please send a file that is larger than 2 megapixels. The HD frame is more or less that size, but on a horizontal plane. If you have a vertical picture, please send a 3 megapixel or larger photo.

## LOGOS

We want your company or organization to look it's best when featured on TVW or TVW print materials. Please send us the logo you would send to a sign or print shop. We prefer Illustrator (.ai) and encapsulated postscript files (.eps.) If you do not have this file, please send the largest .png, .tiff, .tga, or .jpg file you have of your logo. Do not send a .bmp or .gif file.

## FILE TRANSFER

Please contact us at [programming@tvw.org](mailto:programming@tvw.org) to arrange for a Dropbox, Google Drive, or FTP login if you need to transfer files too large for an email.

