



**BRAND & STYLE GUIDE**

## 02 About

### VISION

Forever inspire and connect people through the power of music, arts, culture and story.

### CORE VALUES

CKUA is guided by and committed to:

- Fostering a sense of place and belonging
- Diversity and respect
- Creativity and discovery
- Individuality and authenticity
- Relevance and sustainability

### MISSION

CKUA is Alberta's voice for music, arts and culture.

### TAG LINE

Alberta's voice for music, arts & culture.

# 01 Introduction

## Why follow CKUA's Brand & Style Guide?

CKUA is a multi-faceted media organization with many representatives engaging with the public in various ways.

This guide is designed to provide consistency in our messaging and interactions with everyone we engage with. If we all adhere to this guide, we will all use the same tools (i.e. graphics, fonts, terminology, etc.) and CKUA's public face and official branding will be recognized for its look, feel, and tone.

So please, use this guide in your work promoting and interacting with CKUA!

# 03 Language Usage

The purpose of this branding and style guide is to provide clear direction on conventions we've adopted to appear consistent, professional, and make our messaging more powerful in supporting CKUA as individuals and as a whole. Please refer to these guidelines when sharing official CKUA messaging on your digital platforms.

## NUMBERS

Spell out a number when it begins a sentence and all single numbers from one to nine. From 10 onwards, use the numerals.

- Three or four CKUA employees visit Al Centro for coffee on a normal work day. On a stressful day, 13 or 14 might go.

Numbers over 3 digits get commas:

- 999
- 1,000
- 150,000

Write out big numbers in full. Abbreviate them if there are space restraints, as in a tweet or a chart: 1k, 150k.

## 03 Language Usage

### PEOPLE AND PLACES

Use full names on first reference of people. On second reference, use last names.

Do not use the full names of donors unless they have specifically given permission to have their name published.

For non-specific reasons, such as attributing a photo or story, using a first name only is generally acceptable. (“Peggy, a donor from Calgary...” “Listener Alan says....”)

If a donor has requested anonymity, do not use any part of their name. Linking them to a location is generally fine, but should be avoided for smaller centres.

Always refer to a person by their preferred pronoun/identity. If unsure of preference, check for the wording in a bio/press release/electronic press kit (EPK).

## 03 Language Usage

### RACE AND ETHNICITY

As above, CKUA’s overall principle online when it comes to race/ethnicity is to identify a person in the way they identify themselves. If in doubt, ask.

In all matters, specificity is preferable. “Indigenous artist” is acceptable (and sometimes necessary), but if it is possible, specify “Anishinaabe artist” or, better yet, “Ojibwe artist”. On the other hand, never guess or assume - use the level of specificity you are completely confident about.

Use “Indigenous” instead of “Aboriginal.” If possible, be more specific with First Nation, Métis, Inuit etc. (Note capitalizations.)

Do not use “Canada’s Indigenous People” (or any similar possessive “country-group” construction). Instead: “Indigenous People of Canada”.

## 03 Language Usage

### ALBUMS AND BANDS

Band names, song names and album names are written with the same capitalization and punctuation used by the band.

Note: Many Francophone/Indigenous/other non-English band names use punctuation not present in English. When in doubt, use the same punctuation that’s on the group’s website.

Band names are written as plain text.

Album titles are italicized. If an italicized title appears in a headline, where formatting is not possible, please use single quotation marks, ‘like this.’

Song names are placed in quotation marks. (Ex: Altameda’s new song “Losing Sleep” off their new album *Time Hasn’t Changed You*.)

Possessives can be used for both a band with an artist, and an artist/band possessing an album. (Ex: “Whitehorse’s Luke Doucet and Melissa McClelland”, “Whitehorse’s *The Northern South Vol. 2*”)

When referring to band names, treat them as plural, as they are collective nouns. Ex: ‘Jesse and the Dandelions *are* playing the King Eddy’ ... Versus ‘Jesse and the Dandelions *is* playing the King Eddy...’

CKUA program names are italicized.

- *Roy’s Record Room*
- *World Spinning*

## 03 Language Usage

### Genres

When referring to a music genre, we always use lowercase — blues and folk, not Blues and Folk.

### Books

When referring to a book title, italicize it. If an italicized title appears in a headline, where formatting is not possible, please use single quotation marks, ‘like this.’.

### Time and Date

In general, we do not include a date if the sentence is referring to the upcoming instance of that day. (“Tune in Sunday...” is the preferred method if the sentence is referring to the next coming Sunday.)

If speaking of a date further in the future, use a specific date ( “Sunday, January 25”.)

All times should include the time in Mountain time first, and be indicated as such (6 AM MT or 6:30 AM MT). Include a second time zone for special cases where it is appropriate (for instance, a show that is recorded out of another time zone.)

Generally, spell out the day of the week and the month. Abbreviate only if space is an issue.

- Saturday, January 24
- Saturday, Jan. 24
- Sat., Jan. 24



## 03 Language Usage

### Decimals and Fractions

Spell out fractions.

- Yes: two-thirds
- No: 2/3

Use decimal points when a number can't be easily written out as a fraction, like 1.375 or 47.2.

### Percentages

Use the % symbol instead of spelling out "percent."

### Range or Span

Use 'to' to indicate a range or span of numbers, unless space is an issue for a social media post. Then a hyphen can be used.

- Folk festivals run anywhere from one to four days in Alberta.

Abbreviate decades when referring to those within the past 100 years.

- the 00s
- the 90s

When referring to decades more than 100 years ago, be more specific:

- the 1900s
- the 1890s

## 03 Language Usage

### Exclamation Points

Use exclamation points sparingly, and never more than one at a time. They’re like high-fives: A well-timed one is great, but too many can be annoying.

### Semicolons

Go easy on semicolons. They usually support long, complicated sentences that could easily be simplified. Try an em dash (—) instead or simply start a new sentence.

### Ampersands

Don't use ampersands unless one is part of a company, band or brand name.

Ben and Dan

Ben & Jerry’s

### Quotation Marks

Use quotation marks to refer to words and letters, titles of short works (like articles and poems), and direct quotations.

Periods and commas go within quotation marks. Question marks within quotes follow logic — if the question mark is part of the quotation, it goes within. If you’re asking a question that ends with a quote, it goes outside the quote.

Use single quotation marks for quotes within quotes.

- Who was it that said, “A fool and her donut are easily parted”?
- Marc said, “A wise man once told me, ‘A fool and her donut are easily parted.’”

## 04 Logo

This section deals with the various forms that the CKUA logo can take.

1



- 1 The button logo. This should be used whenever possible to officially represent CKUA.

2



Full colour



Black and white

- 2 The logo without the CKUA tagline. This should be used if the main logo will be sized too small to easily read the tagline.

### 05 Logo usage

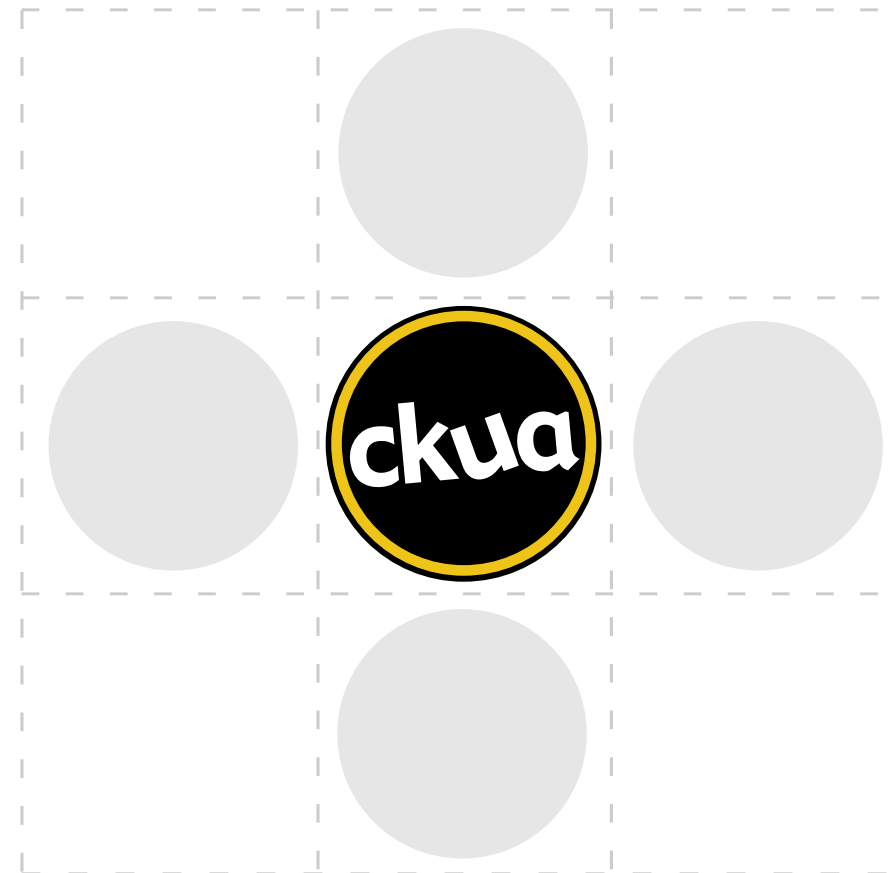
Correct usage of CKUA's logo is critical and helps to ensure that the brand has the greatest impact. These guidelines show the correct way to use CKUA's brand identity. Any deviation or misinterpretation of the guidelines is considered incorrect usage.

CKUA's logo should be used in full colour whenever possible.

Size matters! To help maintain the brand's unique identity, the logo must always be seen in its original proportions. To ensure clarity and readability, the logo's minimum size should be no smaller than one inch in width.

The logo's size can be changed, but it must always be scaled proportionately. When resizing the CKUA logo to a larger size, always use the EPS version. Never resize a small version of the logo to a larger size if it is a JPG; this will distort the quality of the logo.

NOTE: The CKUA logo should not be supplied to third parties as part of a Word or PowerPoint document. When sending the logo via email, insert a JPG or EPS file into the email as an attachment.



Please allow adequate spacing at all times. All forms of the CKUA logo must have clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

### 06 Logo treatment - Incorrect Usage

The CKUA logo must be used as is and not be altered in any way. This means that you must not:

- 1 Change the logo's orientation or rotation
- 2 Disproportionately scale, distort or resize the logo
- 3 Change the logo's colours
- 4 Display the logo with colour combinations not previously specified
- 5 Use the incorrect file type which makes the logo blurry or pixelated
- 6 Attempt to recreate the logo
- 7 Add special effects to the logo
- 8 Display other elements within the logo's designated clear space
- 9 Crop the logo in any way

1



2



3



4



5



6



7



8



9



07 Typography

These are the fonts most commonly used at CKUA. Gotham is used when creating graphics, and Circular Std is used for any web materials.

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+=":?><

Circular Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&\*()\_+=":?><

Book

Sit dicta and eiusmod yet quae. Explicabo  
minim for quaerat accusantium yet velitesse.

Black

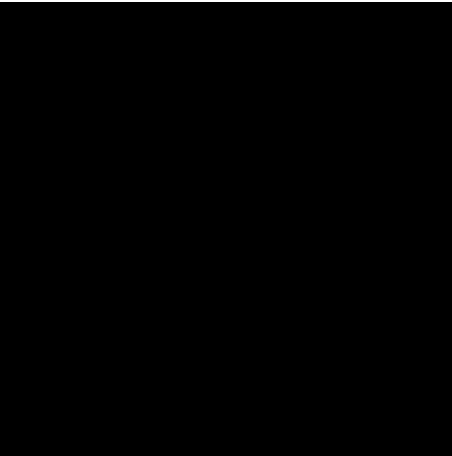
**Sunt vitae. Tempor irure. Modi irure but  
nostrum officia so inventore. Beatae omnis.**

Medium

Sunt vitae. Tempor irure. Modi irure but  
nostrum officia so inventore. Beatae omnis.

08 Colours

Logo Colours



HEX #000000  
RGB 0 / 0 / 0  
CMYK 0 / 0 / 0 / 100

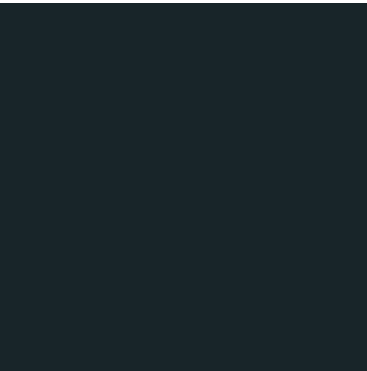


HEX #FFCC00 (web safe)  
RGB 241 / 196 / 0  
CMYK 7 / 21 / 100 / 0



HEX #FFFFFF  
RGB 255 / 255 / 255  
CMYK 0 / 0 / 0 / 0

Complementary Colours



HEX #182529  
RGB 24 / 37 / 41  
CMYK 81 / 65 / 61 / 69



HEX #F5BF48  
RGB 245 / 191 / 72  
CMYK 4 / 26 / 83 / 0



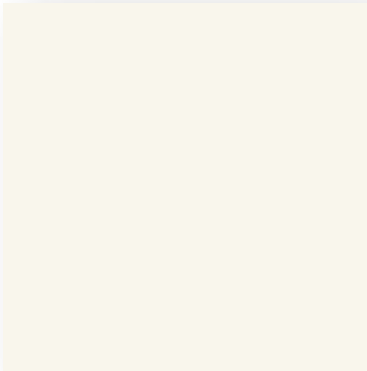
HEX #15A59D  
RGB 21 / 165 / 157  
CMYK 78 / 12 / 44 / 0



HEX #C92438  
RGB 201 / 36 / 56  
CMYK 14 / 99 / 82 / 4



HEX #EA7C02  
RGB 234 / 124 / 2  
CMYK 5 / 62 / 100 / 0



HEX #F8F6EC  
RGB 248 / 246 / 236  
CMYK 2 / 2 / 7 / 0

## 09 Social Media Policy

### PURPOSE

At CKUA, sharing information and encouraging conversations within the realms of music, arts, and culture is part of why we exist. How our listeners and followers interact with information, content, and each other is constantly evolving and it's important for us to be deeply invested in digital tools, like social media, to ensure we are engaging with our audience and community members.

The following are guidelines to help **everyone at CKUA** navigate their personal use on social media. They are not intended to stop you from posting, tweeting, liking, and sharing—in fact, we encourage it. We respect your right to express yourself, and do not wish to diminish your autonomy or individuality.

It is increasingly difficult to draw clear dividing lines between personal and professional personas on social media accounts. We encourage you to be an active participant of social media, but keep in mind that any reference made to your work, even within a personal context, is subject to the spirit of these guidelines, and our employee Respect in the Workplace and Communication policy documents. You are not authorized to derive revenues, benefits or interest from CKUA-related information that you publish.

As a media entity in Alberta, we must hold ourselves to a high standard when it comes to the information we convey, and that includes how we interact with the public on all our platforms—not just on-air on the radio.

We commit to uphold the following in all our engagement, and we expect you to do the same on your personal social media:



## 09 Social Media Policy

**We exemplify our corporate values—creativity, relevance, diversity and inclusion, authenticity, respect, and community—in all that we do.**

**We comply with applicable privacy policies, laws, rules and regulations and respect copyrights, trademarks, rights of publicity, and other third-party rights and agreements.**

**It is impossible to be aware of everything posted on social media, but we will monitor our behaviour online and exercise good judgment when we post.**

### THINK BEFORE YOU POST

Consider the implications of each post you make on social media sites/services; people will be able to see what you post for a long time. A helpful rule: If you would not say it on live radio or to someone in person, reconsider posting it on social media.

Do not highlight technical issues, human errors, or belittle your colleagues or our organization when mistakes occur, as it is unprofessional to do so in a public forum—online, on-air, or otherwise. If something seems awry with our on-air or online signals or displays, please do not dwell on, or place a greater focus on the error. Instead, please privately contact the appropriate CKUA personnel to rectify the situation.

Remember, CKUA brands, logos and trademarks can only be associated with social pages and accounts. When in doubt, contact the External Relations Department Director.

### RESPECT INTERNAL POLICY AND CONFIDENTIALITY

We are accountable for our actions on- and offline. These guidelines complement and reinforce pre-existing corporate policies on confidentiality, conflict of interest, security, Respect in the Workplace, as found in our Policies and Table of Authorities folder.

In your role you may be privy to private and confidential information. Respect it. For example, do not comment on legal or financial matters including non-public financial or operational information unless you are an official spokesperson and have the approval of CKUA Leadership to do so. If you have concerns regarding ethics or conflicts of interest, you can always contact a member of our Leadership team to address them.

### BEWARE OF DISCLAIMERS IN YOUR BIO

While good in theory, disclaimers such as “All opinions expressed here are my own” can lull one into a false sense of security and do not negate the expectations of behaviour laid out in the Respect in the Workplace policy.

### CONSULT THIRD-PARTY TERMS AND CONDITIONS

Before uploading or sharing content, consult and ensure you are comfortable with third-party terms and conditions. Make sure you have the necessary rights to any content being posted on third-party sites.

## CKUA Brand & Style Guide

# 09 Social Media Policy

## WHEN ISSUES ARISE

Issues happen and can escalate quickly online. CKUA can address potential issues and risks to our brand and reputation. To mitigate risks and protect CKUA's reputation, stay aware of what is happening on your social media accounts. If an issue arises related to CKUA, do not engage in an attempt to mitigate it. You can inadvertently add fuel to the fire. Please contact [news@comm.ckua.com](mailto:news@comm.ckua.com) who will escalate the issue appropriately.

## Social Media Guidance FAQs

### CAN I SHOW MY SUPPORT ON SOCIAL MEDIA FOR A POLITICAL PARTY?

As a media entity, integrity, independence, and impartiality are fundamental to CKUA's credibility. There are some situations where your professional responsibilities may not allow you to express yourself politically on social media. When in doubt, please consult the Communication Policy.

### CAN I ENGAGE ON SOCIAL MEDIA IN MATTERS THAT ARE CONTENTIOUS OR POLITICAL IN NATURE?

The world is becoming more polarized, where every issue can be deemed "political." At CKUA we recognize that social media is increasingly becoming a place where people share their views and opinions on current affairs and community issues. That said, there are certain positions within the organization that carry different rules, most notably with our public-facing personnel. The Communication Policy is in place to ensure such personnel are clear on what they can and cannot do on social media. Beyond those covered under that policy, there are other roles at CKUA that preclude employees from engaging on social media in matters that are contentious or political in nature. Any member of the Leadership team, the managers reporting directly to them, as well as External Relations employees who operate as spokespeople or manage social media accounts representing CKUA in its relations with its various audiences would fall into this category. Personal accounts should never be used to speak on behalf of CKUA. We respect your right to share your views on issues you are passionate about if you are not going against the spirit of the Communication Policy or your professional responsibility. Simply put, do not engage in activity that could compromise your ability to do your job or bring CKUA under fire due to a personal matter.

## **WHAT IF MY SOCIAL MEDIA ACCOUNT IS PRIVATE? CAN I POST WHATEVER I WANT?**

Though social media account settings can imply privacy, nothing we say or post on social media or the Internet can be considered truly private. As part of CKUA, we are responsible for ensuring that what we post will not compromise CKUA's integrity, impartiality, independence, and reputation.

## **WHAT IF I DON'T LIST MY EMPLOYER AS CKUA ON MY SOCIAL MEDIA BIO/PROFILE?**

Not officially identifying yourself as a CKUA employee does not negate you from the employee Communication Policy or any of its accompanying policies. Regardless of how you present yourself on social media, you should act with integrity and with good judgment. Plus, others may associate you with CKUA, so ensure how you are presented online is consistent with how you want to be presenting yourself to the public.

## **CAN I SHARE MY OPINIONS ON CKUA PROGRAMMING, POLICIES AND ANNOUNCEMENTS?**

We love the passion you have working for CKUA (we have it too!) and we encourage you to share and engage on social media if it is within the spirit of the Communication Policy and the Respect in the Workplace Policy and does not go against your professional responsibilities. For example, it is not okay to share announcements that are intended for internal use only. If it says, "embargoed" or "internal use only," then that is who it is meant for—the internal use of CKUA. Furthermore, it serves no professional purpose to highlight CKUA technical difficulties or human error in public forums, so please deal with such matters privately with your colleagues, instead of taking it to the tweets.

## **CAN I PUT A CKUA LOGO ON MY SOCIAL MEDIA ACCOUNT?**

CKUA brands, logos, and trademarks, including services and programs, cannot be associated with personal accounts.

### **CAN I DESIGN MY OWN PROMO ADS AND SOCIAL MEDIA BANNERS FOR MY SHOW?**

While it is ‘your show’, you are employed by CKUA. Your show, and all related assets, are the property of CKUA. As such, for the purpose of consistent branding and professional presentation to the market, CKUA will design templates for all social media accounts and any promotional ad spots. If there is something that you would like to explore beyond the templated materials provided to you, please contact External Relations - and do so with weeks of lead time.

### **CAN I PAY FOR MY OWN PROMO ADS FOR MY SHOW?**

As noted above, while it is ‘your show’, it is the property of CKUA. As such, CKUA will oversee all paid advertising related to show promotions in a manner that serves the organization’s marketing strategy.

### **CAN I FOLLOW ANY GROUP/INDIVIDUAL THAT I WANT TO?**

Absolutely, however keep in mind you may be associated with any individual or group you follow or interact with. As per our policy documents, harassment, discrimination, bullying, and violence are not tolerated at CKUA.

As social media evolves, and as our experience with it grows, these guidelines will evolve too. Should you be in any doubt of how to interpret these guidelines, contact us by emailing **[news@comm.ckua.com](mailto:news@comm.ckua.com)**.

## CKUA Brand & Style Guide

# 09 Social Media Policy

### WHAT IF I GET CARRIED AWAY AND POST SOMETHING?

If CKUA identifies a comment that is deemed in contravention of this policy, External Relations will let you know it is and why, without malice.

If your post gets traction or goes viral, contact External Relations before weighing in further. Then, under the guidance and with the coordination of External Relations, issue an apology and a retraction statement. If your statement gets too much negative attention, CKUA will need to enact crisis communications protocols up to, and including, Public Relations support.

If you repeatedly keep getting carried away, even after conversations with CKUA, it may result in disciplinary measures up to and including dismissal or revocation of a contract for contractors. For union members, this would include disciplinary action in accordance with the collective agreement.

### WHAT IF I DELIBERATELY POST SOMETHING THAT CONTRAVENES THIS POLICY?

Your actions will be investigated by External Relations and/or Management. Depending on the outcome of the investigation, it may result in disciplinary measures up to and including dismissal or revocation of a contract for contractors. For union members, this would include disciplinary action in accordance with the collective agreement.

## 10 Glossary

### **RGB**

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

### **Raster**

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

### **CMYK**

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

### **Lossless**

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

### **Vector**

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

### **Lossy**

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

## 10 Glossary

### JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

### EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

### PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production.

### PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

### Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.