



---

## BRAND & STYLE GUIDE

---

## 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

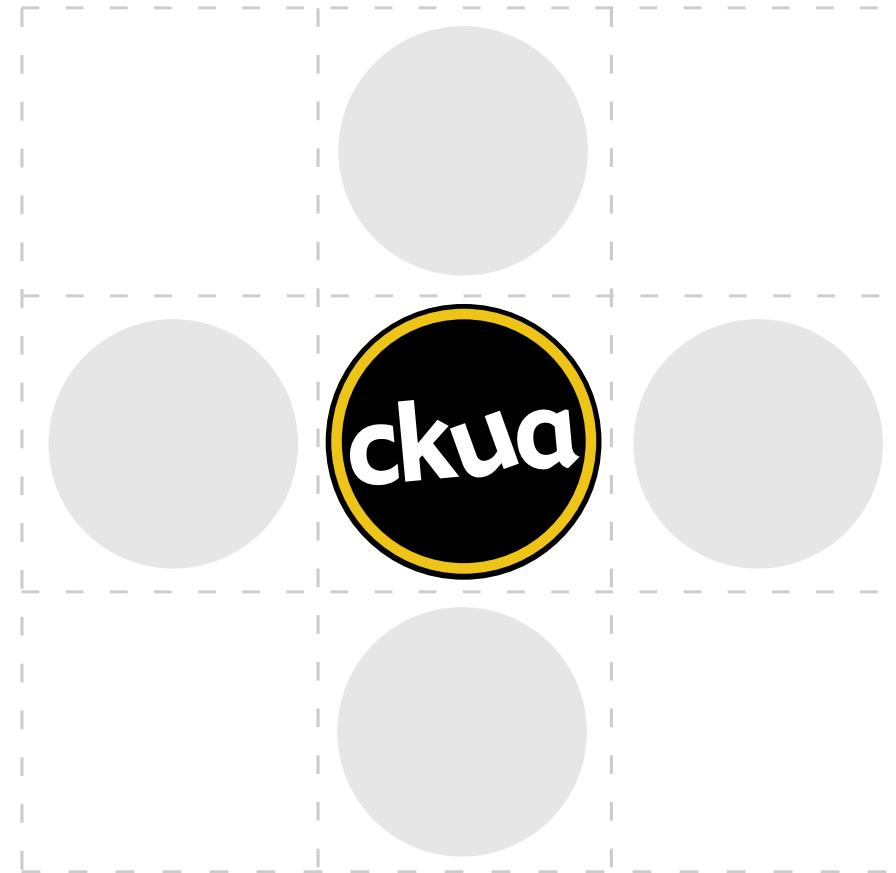
Correct usage of CKUA's logo is critical and helps to ensure that the brand has the greatest impact. These guidelines show the correct way to use CKUA's brand identity. Any deviation or misinterpretation of the guidelines is considered incorrect usage.

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.**

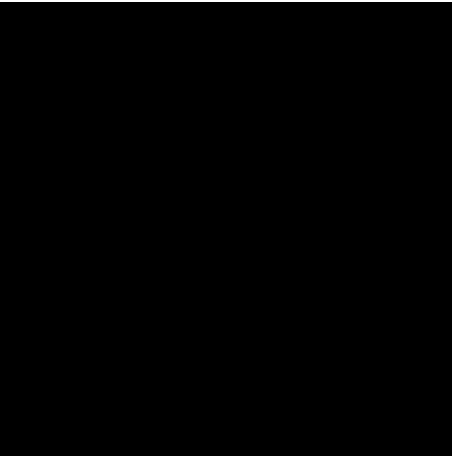
Medium

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

CKUA Brand guidelines

08 Colours

Logo Colours



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

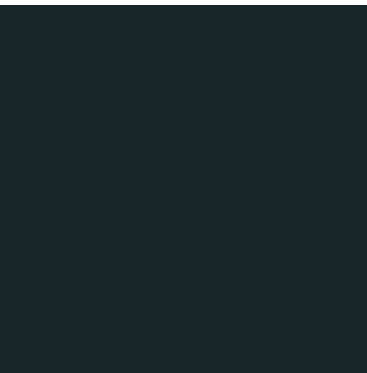


HEX #FFCC00 (web safe)  
RGB 241 / 196 / 0  
CMYK 7 / 21 / 100 / 0



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



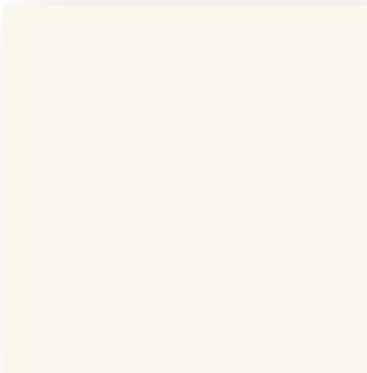
HEX #15A59D  
RGB 21 / 165 / 157  
CMYK 78 / 12 / 44 / 0



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

### **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.



### 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.