UnDrive
Pledge Drive

KCRW's UnDrive Style Guide

Updated July 1, 2019

TABLE OF CONTENTS

BRAND OVERVIEW

KCRW is your always-on connection to music, news, culture, and each other — on the radio, online, and in-person. We belong to Los Angeles, connecting diverse perspectives and the sounds of Southern California with curious communities around the corner and around the world.

As a community driven by the spirit of Los Angeles, KCRW aspires to connect the interesting to the interested, growing a hyper-engaged LA-based collective through one-of-a-kind experiences. Always excellent, essential, and accessible, we're the exclusive club that everyone is invited to.

We are the curator of the LA experience — your guide to understanding the diverse communities and cultures of the region, spotlighting unique perspectives through original programming and hand-picked content. Always free, never behind a paywall.
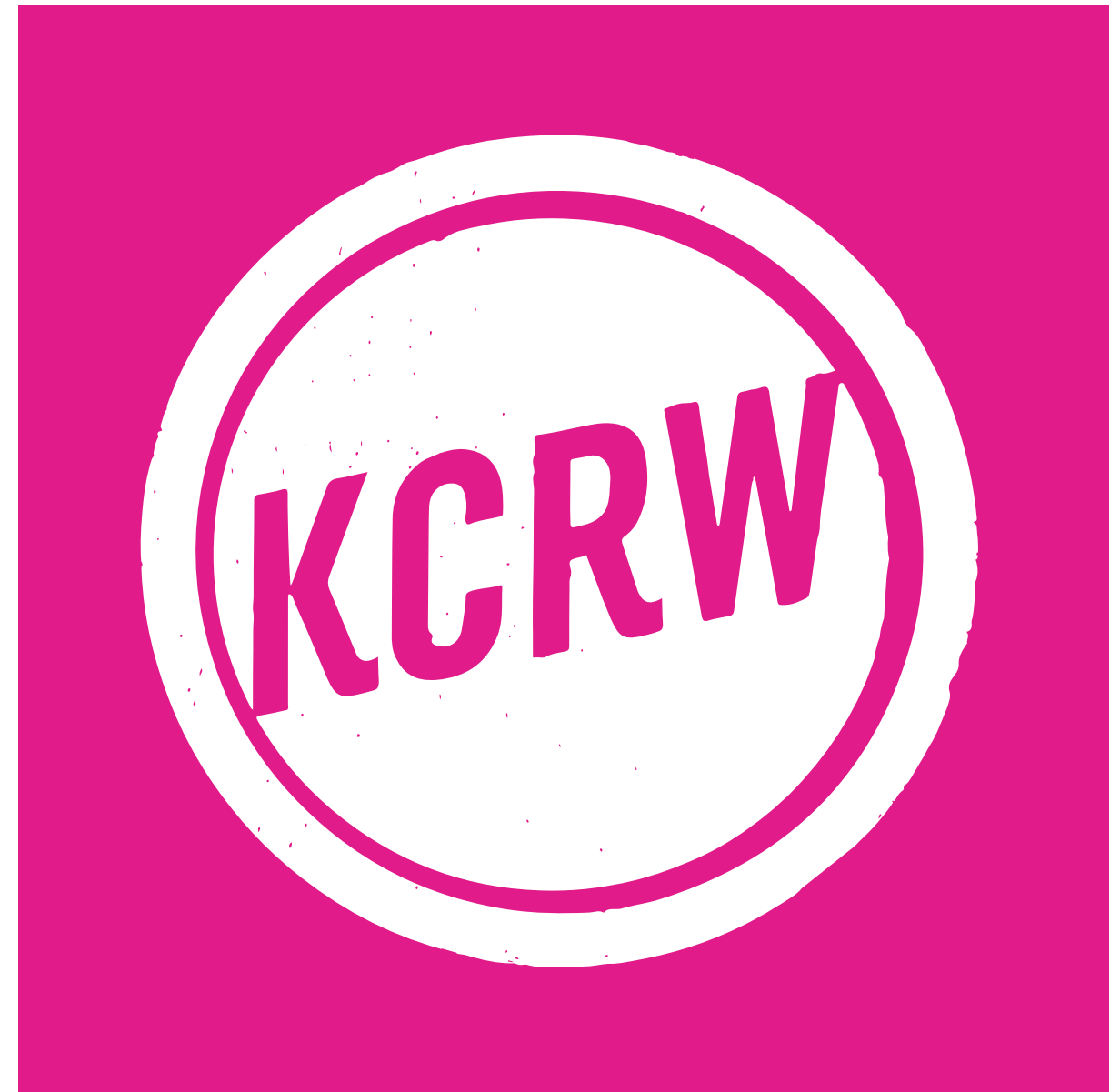
LOGO

Horizontal Single Color

UnDrive

Stacked Single Color

Un Drive

Horizontal Full Color

UnDrive

Stacked Full Color

Un Drive

LOGO WITH TAGLINE

Horizontal Single Color with Tagline

UnDrive
Pledge Drive

Horizontal Full Color with Tagline

UnDrive
Pledge Drive

LOGO DOs

Use high-contrast background colors for optimal legibility

Proper clear spacing around the UnDrive logo

LOGO DON'Ts

Do NOT add drop shadow

Do NOT place over busy photos

Do NOT change size of tagline

Do NOT rotate or distort

Do NOT place on low contast colors

Do NOT change tagline text

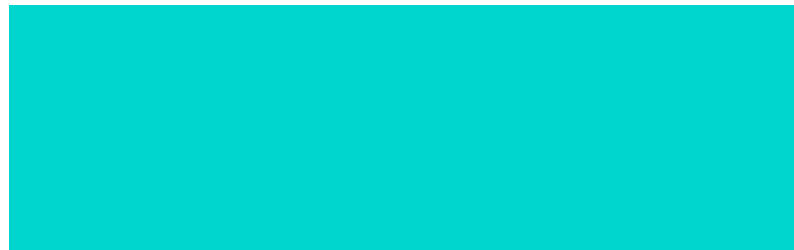Do NOT use off brand colors

Do NOT split colors

Do NOT recreate logo

COLOR PALETTE

EGGPLANT

CMYK: 73 / 100 / 21 / 7
RGB: 101 / 36 / 116
HEX: #652474

AQUA

CMYK: 64 / 0 / 28 / 0
RGB: 0 / 214 / 206
HEX: #00d6ce

BLACK

CMYK: 75 / 75 / 59 / 81
RGB: 17 / 2 / 20
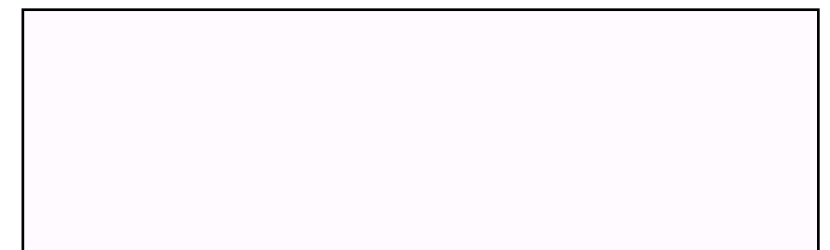HEX: #110214

MAGENTA

CMYK: 6 / 98 / 3 / 0
RGB: 225 / 28 /138
HEX: #e11c8a

BUTTER

CMYK: 1 / 17 / 99 / 0
RGB: 255 / 208 / 5
HEX: #ffd005

WHITE

CMYK: 0 / 2 / 0 / 0
RGB: 254 / 250 / 255
HEX: #fefaff

COLOR PALETTE USAGE

DOs

Use high-contrast pairings for optimal legibility

Headline Text

Headline Text

Headline Text

DON'Ts

Make sure color pairings pass contrast accessibility

Headline Text

Headline Text

Headline Text

TYPOGRAPHY

HEADINGS

Paytone One Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

BODY COPY

Lato Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Lato Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY TYPESETTING

PAYTONE ONE REGULAR
ALL CAPS | Tracking: 10

LARGE HEADLINE

Lato Bold
Title Case | Tracking: 20
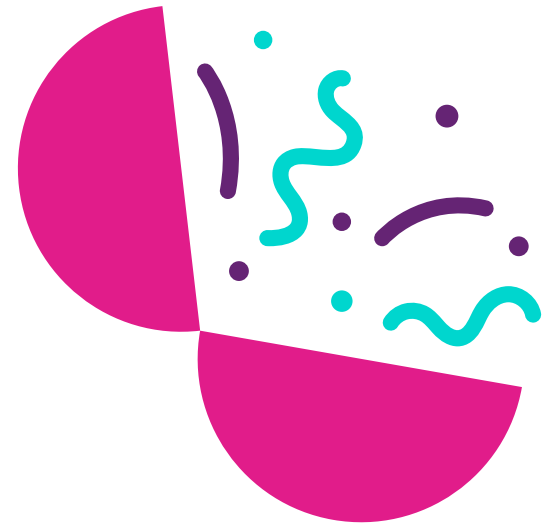
Article Title

Lato Regular
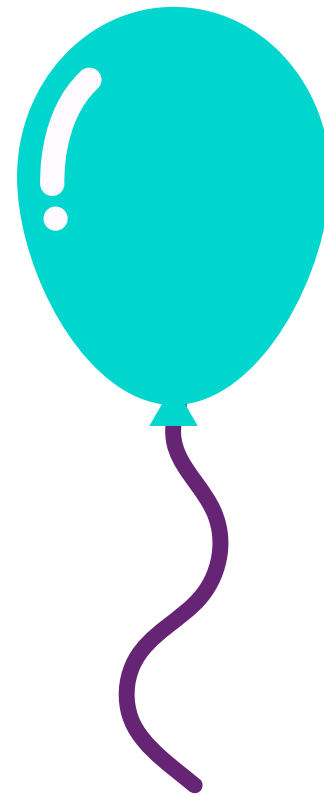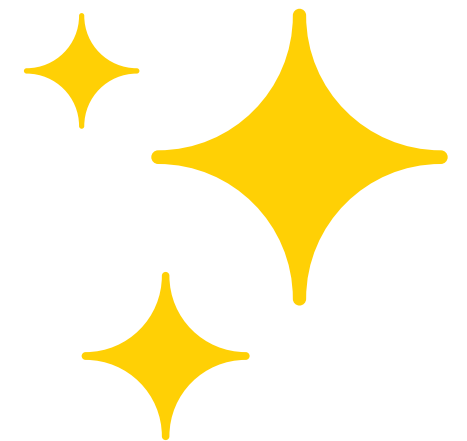Title Case | Tracking: 30

Subtitle

ICONOGRAPHY

Music Emoji

Confetti Ball

Balloon

Party Popper

Stars

ICONOGRAPHY USAGE

Logo Lockup

Become a KCRW member and support music, news, and culture.

JOIN NOW
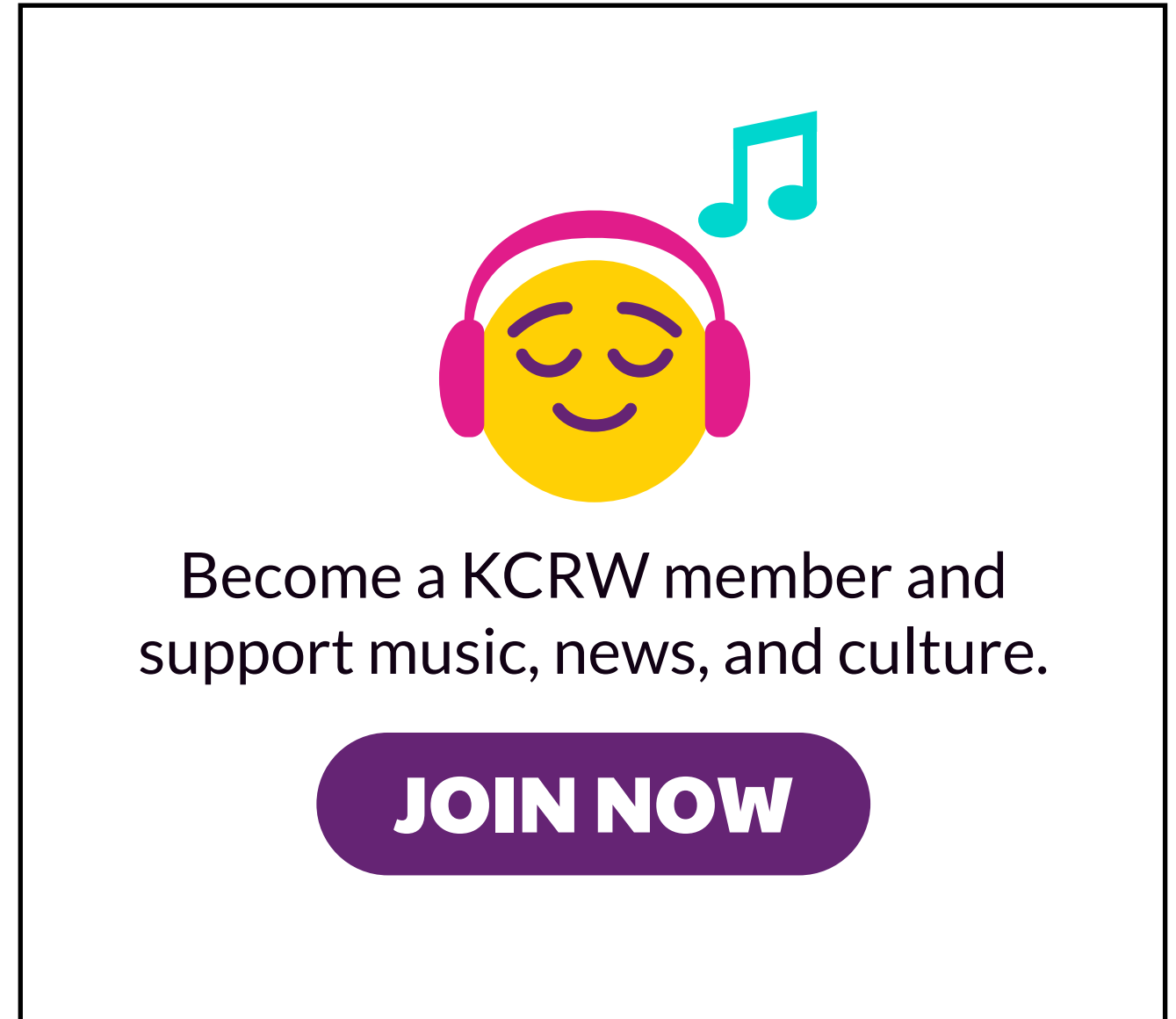
Call to Action

PATTERN

PATTERN USAGE

Digital Wallpapers

Subscribe to our Newsletter!

Never miss the best of what to do with your free time. With tastes that match your curiosity, let KCRW be your cultural docent for where to go, what to see, eat, hear, do, and more.
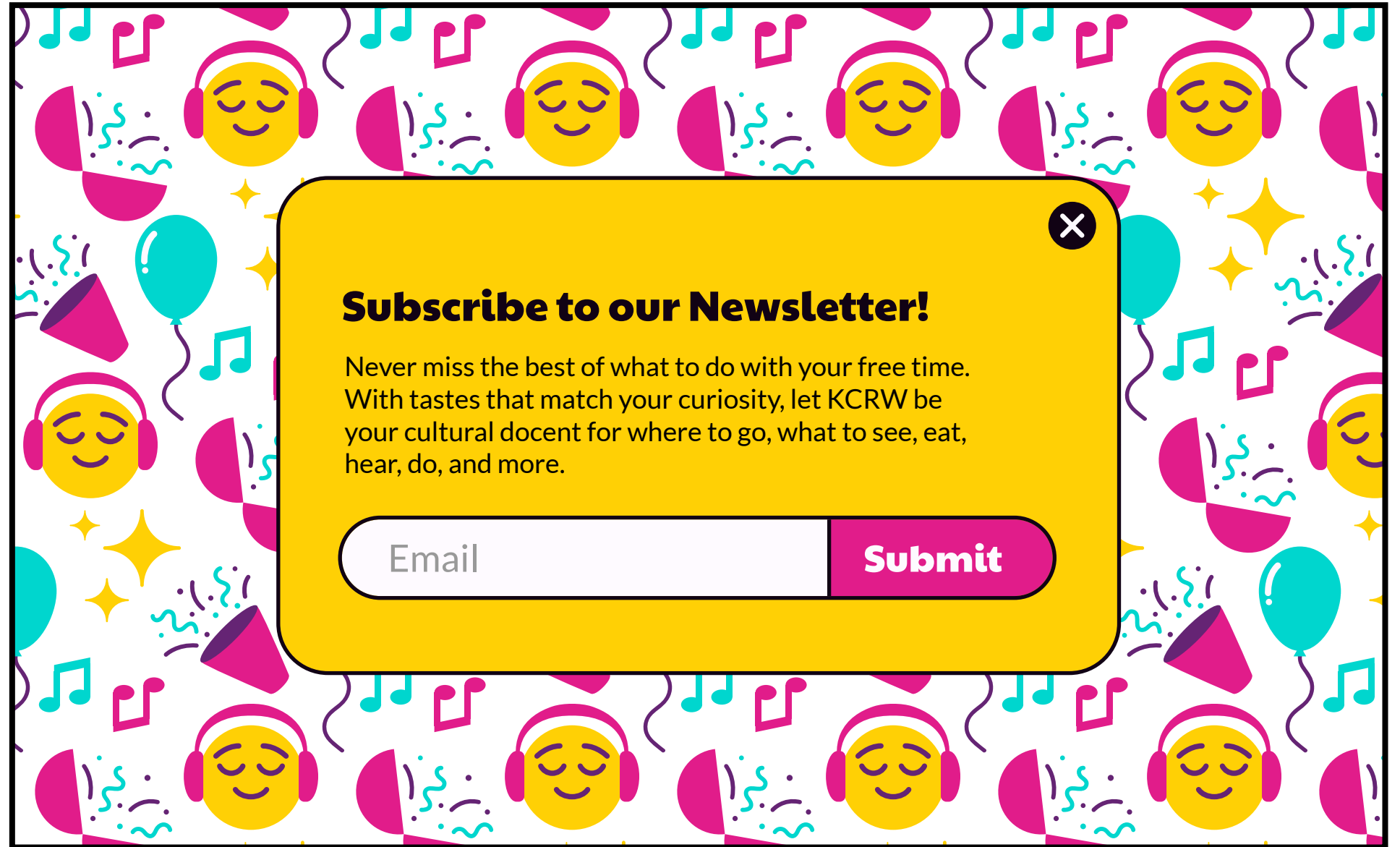
Email   Submit
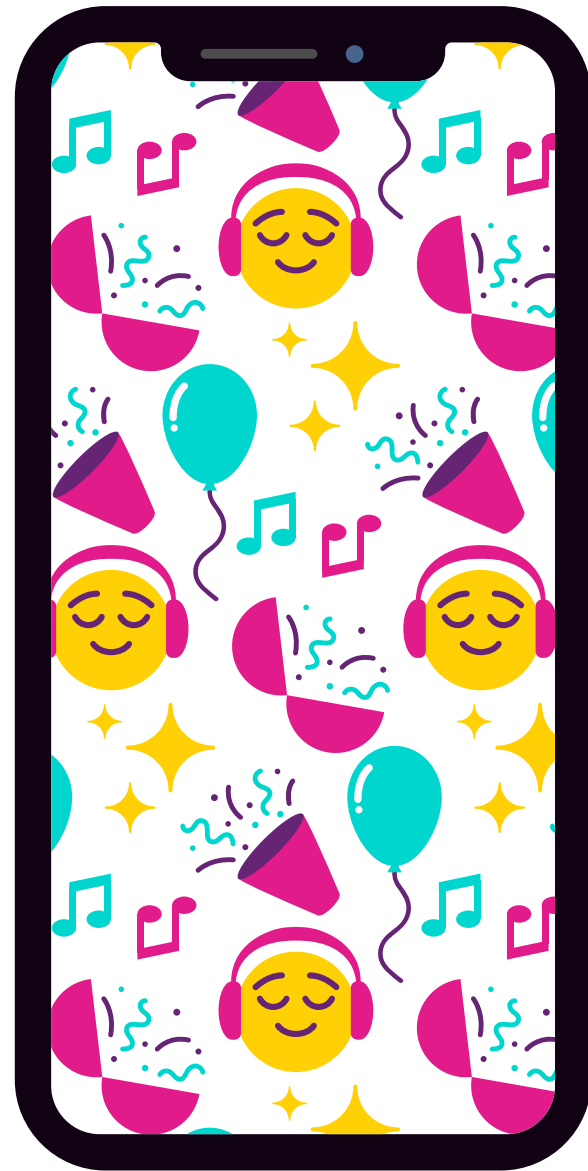
Website Backgrounds

COPYRIGHT NOTICE

For all usages of this artwork, logos, patterns and icons, please use the following notice:

©KCRW

BRAND USE & QUESTIONS

Use of the KCRW logo and/or creative assets for merchandise or promotional materials must be approved by the KCRW creative team.

Please contact Mike Royer for all use permissions and approvals:

MIKE ROYER
mike.royer@kcrw.org