WUSF is dedicated to enriching minds and inspiring curiosity in the greater Tampa Bay region and beyond. As the flagship NPR (National Public Radio) station in the area, WUSF 89.7 serves as a reliable source of news, information and thought-provoking programming. With a commitment to building a strong sense of community, WUSF delivers trusted journalism that keeps the local audience well-informed about current events. Moreover, WUSF’s dedication to classical music and culture adds an enriching dimension to our offerings, making us a go-to destination for those seeking inspiration and a deeper understanding of the world around us.

WUSF’s mission encompasses not only providing news and cultural programming but also creating a multifaceted platform that engages diverse communities. By championing trusted journalism, WUSF plays a crucial role in fostering an informed and intelligent society. Our station’s commitment to classical music through Classical WSMR 89.1 Sarasota and 103.9 Tampa/St. Petersburg further enhances its impact. By blending this rich musical heritage with our focus on news and culture, WUSF creates a unique space that reflects the multidimensional interests and aspirations of our audience.
ABOUT THESE GUIDELINES

On the following pages, you will find an analysis and explanation of research conducted on WUSF. Characteristics of WUSF as a brand and detailed instructions on how to reproduce and apply the visual identity system are determined from this research. Please understand the information in this book to be an educated approximation.

Consistency in visual presentation is one of the keys to the success of the WUSF brand. Please take notice of the system design of this book, which is created to resemble a consistent treatment of the visual identity (the way WUSF conveys itself visually through logos and messaging) from WUSF.

WUSF’s visual and language standards provide coherence and present the many different aspects of our work as important individual parts of a single unified organization. Consistent adherence to these standards brings focus, unity and strength to the WUSF brand, making it more recognizable.

WHERE DO THESE GUIDELINES APPLY?

This guide serves as the official reference for how to properly use WUSF’s new brand. It directly informs our design and language wherever we present ourselves. The style guide governs:

- All uses of WUSF’s logo;
- The way we identify ourselves on the air and online when representing WUSF;
- The way we refer to our programs, collaborations, projects and initiatives;
- All development materials and communications with members and listeners; and
- All marketing communication and materials from WUSF.
At WUSF, we believe in the power of trustworthy information and education to bridge divides and foster understanding. Our mission extends beyond traditional news outlets, as we aspire to touch your life in a unique way, reminding you of the profound value of connection and the celebration of our local culture and stories. Just as NPR has been a trusted companion to millions, WUSF proudly serves as your local NPR station, delivering the same powerful experiences and memorable “driveway moments” that truly matter.

**MISSION**
We enrich the mind and inspire curiosity.

**VISION**
To build community through trusted journalism, classical music and culture that reflect the world around us.

**VALUES**

**Inclusion** We respect the diverse backgrounds of our team and community and celebrate characteristics and perspectives that make us individuals.

**Innovation** We embrace change, explore creative ideas and pursue new partnerships to provide the best experiences for our community.

**Excellence** We maintain high ethical standards, transparency and authenticity in everything we do in order to build trust.

**Service** We are passionate about meeting the needs of our growing and changing community.
AUDIENCE

The WUSF audience encompasses individuals of all ages, genders, races, incomes and political ideologies. What unites our audience is a shared desire for well-rounded, reliable news delivered in an engaging and accessible manner. They rely on WUSF as a trusted source, often serving as their lifeline to vital local information, while also keeping them informed about global events.

Our audience is inquisitive and values intellectual stimulation. They turn to WUSF as a respected institution within our city, seeking a partner in the ongoing growth of our region. Although many of our audience members come from different backgrounds, they have found a sense of belonging here, where the weather and the people have become synonymous with the idea of home. For some, our station is an integral part of their journey to making this place feel more like home for themselves and the community as a whole.
BRAND VALUE

**Functional Offering** (What Makes WUSF Different?)
Trustworthy and reliable news, working tirelessly for the community, is a key tenet of WUSF. WUSF will also be a constant source of cultural connection to the arts and the pulse of the greater Tampa Bay region.

**Emotional Offering** (How Does WUSF Make Listeners Feel?)
WUSF brings a sense of connection to our listeners. We help them both understand their community and be proud of their slice of Florida.

**Brand Strength**
Our relatable human delivery is an invitation to a source of respite and inspiration for the community.

**Brand Promise**
WUSF will not only inform but inspire and strengthen the community through helping them know others and themselves on a deeper level.
COMMUNICATING OUR BRANDS TO THE PUBLIC

As part of our rebrand, we decided to drop “Public Media” from our name. In our industry, “Public Media” is typically used for dual licensees – organizations that offer both radio and television broadcast signals to their community.

Without a television station, “Public Media” didn’t seem to fit any longer. You may ask, “Well why not use ‘Public Radio’ then?” With the growth of our digital offerings, podcasts and brands like Arts Axis Florida, we are more than just Public Radio alone.

Using WUSF as the Hero Brand allows us to focus on all of our products individually and to speak about WUSF 89.7 and WSMR to their respective audiences. People want to hear directly about the brand they love, not necessarily the Hero Brand. A well-known local example of this is Outback Steakhouse, whose parent company is Bloomin’ Brands. If you are a fan of Outback, you would want information about Outback, not Bloomin’ Brands.

Our brand guidelines will help you navigate this change. As we continue to build relationships with our community, we will be able to identify what offerings they care about the most and to serve them with the information and news about the brands they love.

There may be scenarios when people ask questions about our brand hierarchy. When those situations arise, the appropriate response would be to explain that WUSF 89.7, Classical WSMR, Arts Axis Florida, The Zest Podcast and so on, are all products of WUSF.
HERO LOGO

The Hero Logo represents the umbrella offerings of the media offerings to our region. When a specific brand of WUSF is speaking to an audience it will use its own branded voice.

▼ Download Logo
PRIMARY LOGO

The Primary WUSF Logo is our Hero Logo locked up with the NPR logo. This lockup is the preferred (primary) version of our logo, and is the strongest communication of the relationship between WUSF and NPR.

NPR is one of the most recognizable and trusted brands in news, and has significantly better brand recognition within the greater Tampa Bay region than WUSF does alone.

Whenever possible, we will use WUSF and NPR’s brands together in order to:

• Position WUSF 89.7 as NPR in the greater Tampa Bay region
• Capitalize on NPR’s brand equity
• Grow WUSF’s audience in the greater Tampa Bay region
• More tightly align our brands in digital environments

▼ Download Logo
BLACK & WHITE LOGOS

WUSF’s logo must never appear in grayscale. For single-color processes as well as black-and-white executions, we use the “line art” version. Here are examples of how the logo should appear on white or light backgrounds as well as on black or dark backgrounds.

For print-ready versions of the logo, please reach out to Leslie Laney at llaney@wusf.org
SMALLER PRIMARY LOGO

To increase legibility at smaller sizes (below 1.75" wide), use the smaller version with optimized kerning. Please note that this image is an entirely different image than the Primary Logo. Do not size down the Primary Logo. Make sure to use this specific image instead.
SOCIAL MEDIA LOGOS

This is a tertiary logo designed for social media, and should only be used when design flexibility is mandated through constricting design elements. This tertiary logo can be used for artwork or promotional materials, pending approval from the brand manager at WUSF.
PLACEMENT OF LOGO ON SOLID COLOR BACKGROUNDS

When the background is white, please use the Primary WUSF Logo.

When the background is one single solid color, you may use either the Outline Version or the Black-and-White Version of the WUSF logo.

1. Primary Logo over white
2. Primary Logo over single color with Outline Version
3. Primary Logo over single color with Black-and-White Version
PLACEMENT OVER MULTIPLE COLOR BACKGROUNDS

When the WUSF Primary Logo is placed over multiple colors, there are two options for optimal visibility. You may use the Black-and-White Version, or you will need to overlay the logo on a single separating background color.

1. Primary Logo over multiple colors - Wrong (x)
2. Primary Logo over multiple colors - Black and White
   - The Black-and White transparent vector version of our logo can be used when there are multiple colors.
3. Primary Logo over multiple colors - Separating Overlay
   - If the logo is placed on top of an image, the preferred method would be to use a White #FFFFFF overlay at a 65% opacity.
WRONG LOGO USAGE

- Do not change positions of the logos
- Do not change the size of any logo elements
- Do not rotate the logo
- Do not condense or expand the logo
- Do not rearrange the letterforms
- Do not add a drop shadow
- Do not invert the colors of the logo
- Do not crop the logo
- Do not use our old logo
LOGO CLEAR SPACE

To ensure the right amount of breathing space around the WUSF Primary Logo, the following process should be applied:

For Top/Bottom Margins
STEP 1: Pick the letter F
STEP 2: Place F on edge and rotate it 90 degrees

For Side Margins
STEP 1: Pick the letter W
STEP 2: Place W on left and right edges
While the importance of the radio dial position in marketing campaigns may be decreasing with the growth of digital streaming and online platforms, it remains relevant for public media organizations that focus on radio broadcasting. It’s important for WUSF to strike a balance between promoting our dial position and emphasizing our online presence to reach a broader audience. For use of this logo, please consult the brand manager.
The WUSF Hero Logo can be used to co-brand WUSF-owned sub brands and requires a co-branding lockup. These rules apply when locking up a sub brand:

1. WUSF always appears first
2. There is W space between the WUSF “The Spot” and the following Sub Brand
WUSF COLORS

WUSF Rosetta
Rosetta (Home, Hope, Respite)
WUSF Rosetta is the color of comfort, home and peace. It is a color that invites safe exploration of important issues and provides a respite from the more tumultuous happenings of the state.

WUSF Slate
Slate (Truth, Information, Perspective)
WUSF Slate represents our organization as the preeminent place for truth, information and perspective. This color is the bedrock of our brand story.
WUSF ROSETTA

The WUSF Rosetta is a color selected from our greater Tampa Bay region.

Region Sunset
Roseate Spoonbill
WUSF Rosetta
- PMS: 170
- CMYK: 0, 60, 50, 0
- Hex: f48474

WUSF Slate
- PMS: 432
- CMYK: 79, 65, 52, 44
- Hex: #323e49

Tertiary Colors

Aqueous
- PMS: 3105
- CMYK: 55, 0, 14, 0
- Hex: #63cada

Lime
- PMS: 388
- CMYK: 21, 0, 90, 0
- Hex: #d7df21
THE SPOT

We refer to the graphic shape of our logo as “The Spot,” a name that symbolizes both the shape itself and WUSF as a place. Our audience turns to us for trusted journalism, classical music and a variety of cultural experiences. We are “The Spot” that connects you to the community.

Naming it “The Spot” was a collaborative decision made by WUSF staff members, and represents a shared understanding and appreciation for the significance of this particular visual element in the brand identity of WUSF.
CLASSICAL WSMR PRIMARY LOGO

Download Logo
CLASSICAL WSMR SECONDARY LOGOS

Classical WSMR has two dial positions, depending on your geographic location. When placing the logo in marketing campaigns or at events that occur in a location covered by a specific dial position, please use the logo containing that dial position. For reference, Classical WSMR 89.1 covers the Sarasota markets and 103.9 covers Tampa/St. Petersburg. In an instance where both logos are needed, consult the brand manager for use of both secondary logos.
WSMR COLORS

WSMR Mango
Mango (Cultural Institution, Celebration of the Arts, Vibrant)
WSMR Mango exudes a regal glow that celebrates the station as a cultural institution. It serves as a tribute to the arts, radiating sustainable joy and unwavering reliability.

WSMR Slate
Slate (Truth, Information, Perspective)
WUSF Slate represents our organization as the preeminent place for truth, information and perspective. This color is the bedrock of our brand story.
TYPOGRAPHY
Aptos is the official digital typeface for WUSF. It is also the new default font for Microsoft Office 365.

**Headline Font**  
Aptos Extra Bold

**Body Copy Font**  
Aptos Regular

**Primary Headline Example**

Aptos

**Secondary Headline Example**

Aptos

**Paragraph Example**

Sample paragraph text here. Try to match line spacing – this sample is 16 point font size with 21 point leading. sum experspiet aborem quiam velia eribus, sit aute pa saessit di des non nis sunt adi bla sit, tem net ad ende que poressit remo ium reicil idebist omni sum illorpo reperum harum iur solupit ionsequuntur aut vel isciatio et lit molenti beatur? Idus est, odiuir aut repe et in nullab in pedios et adit fuga.

Aessit di des non nis sunt adi bla sit, tem net ad ende que poressit remo ium reicil idebist omni sum illorpo reperum harum iur solupit ionsequuntur aut vel isciatio et lit.
TYPEFACE FOR DIGITAL USAGE

HEADLINES
Primary Headline Font
Proxima Nova Extra Bold, upper & lower case, tracking -10

Secondary Headline Font
Proxima Nova Bold, upper & lower case. To be used with Primary Headline for emphasis

PARAGRAPHS
Proxima Nova Regular
Note: use the paragraph example on the right as a guide to apply line-height to paragraph copy.

Text size should not go below 8 point or above 30 point in paragraph copy to maintain legibility.

Proxima Nova is available through Creative Cloud.
All Star Foundation
89.7
89.7
your home for NPR
florida's classical music station

Andrew Lucas
Producer, The Zest Podcast
612-636-8681
amlucas@wusf.org
A tornado touches down in St. Petersburg during strong storms

LOCAL TOP STORIES

- Growing Up With Guns
  Sarasota school board votes 4-1 for Bridget Ziegler to resign. She refuses
- At USF’s Stonewall Suites, these queer students find ready-made family
- Tampa is bringing a new water filtration system to the U.S. that will help remove forever chemicals
Saturday, December 2, 2023 ~ 7:00 - 11:00 pm
At the home of Mike Paonessa and Rob Iles
790 9th Avenue North, St. Petersburg, FL 33701
~
RSVP by November 17 to Alissa VanDeman at (813) 905-6916 or alissa7@wusf.org
~
Come enjoy friendship, cocktails and special hors d’oeuvres by Inside the Box Catering at Metropolitan Ministries
In appreciation of your support for all that WUSF does for our community.

Susan Giles Wantuck
News/Classic Host
813-974-8657
swantuck@wusf.org
twitter@SGWantuck
wusf.org
YEAR-END GIVING HAPPENING NOW
DONATE

Cozy Up With Classical WSMR
WSMR Fall Membership Drive
DONATE

Typography / WSMR Digital Examples
VERBAL IDENTITY
STANDALONE WUSF IDENTIFICATION

The standalone identification should serve as guidance for how to refer to WUSF outside of an imaging or branding statement.

Our standalone verbal identity on air will continue to be “WUSF 89-seven” to reinforce our call letters and FM location. Both components are essential for raising awareness and recognition of the Hero Brand. Please note that “FM” is not part of our visual or verbal identity, and the “point” in “89.7” is not part of our verbal identity either.

“This is WUSF” is an acceptable standalone variation.

EXAMPLES:
- "This is WUSF 89-seven"
- "Coming up next on WUSF 89-seven"
- "You’re listening to WUSF 89-seven, online at WUSF-dot-org."
- "This is WUSF."

Our verbal identity can contract to exclude “89-seven” when used in possessive form:
- "WUSF’s Sky Lebron reports."
Preferred Verbal Imaging

Our verbal imaging on air will be “WUSF 89-seven, your home for NPR” to reinforce our call letters, FM location and affiliation with NPR. All components are essential for defining the association between the two brands for our audience. As with our verbal identity, “FM” and the “point” are not part of our verbal imaging.

“This is WUSF 89-seven, your home for NPR” is an acceptable standalone variation.

WUSF would like “WUSF-dot-org” mentioned in one-fourth of all verbal imaging.

EXAMPLES:

- “This is WUSF 89-seven, your home for NPR.”
- “You’re listening to WUSF 89-seven, your home for NPR, online at WUSF-dot-org.”
- “You’re tuned into WUSF 89-seven, your home for NPR, online at WUSF-dot-org.”
STANDALONE WSMR IDENTIFICATION

The standalone identification should serve as guidance for how to refer to WSMR outside of an imaging or branding statement.

Our verbal imaging on air will be “Florida’s Classical Music Station, WSMR” to gain ownership of the branding of being “Florida’s classical” destination. As with our verbal identity, “FM” and the “point” are not part of our verbal imaging.

“This is WSMR, Florida’s Classical Music Station ” is an acceptable standalone variation. WSMR would like “WSMR-dot-org” mentioned in one-fourth of all verbal imaging.

EXAMPLES:

- “This is WSMR”
- “Classical WSMR”
- “Florida’s Classical Music Station”
WSMR ON-AIR IMAGING

Preferred Verbal Imaging:
On-air, our verbal imaging will be "WSMR 89.1 and 103.9, Florida’s Classical Music Station, Classical WSMR" to reinforce our call letter identity, FM locations, and affiliation as one of Florida’s only classical music stations. All components are essential for defining the association between the two brands for our audience. "This is WSMR, Florida’s Classical Music Station " is an acceptable standalone variation.

EXAMPLES:
• “This is WSMR, Florida’s Classical Music Station, online at WSMR-dot-org”
• “You’re listening to WSMR, online at WSMR-dot-org”
• “This is WSMR 89.1 and 103.9, online at WSMR-dot-org”
• “Thank you for listening to Classical WSMR, online at WSMR-dot-org”
Use the primary color WUSF logo in full color whenever possible. Do not use on a dark or clashing background or place over photos. When it's necessary to use the WUSF logo in one color, use one of the secondary logos.

Download Logos
Use the primary color WSMR logo in full color whenever possible. Do not use on a dark or clashing background or place over photos.
When it’s necessary to use the WSMR logo in one color, use one of the secondary logos.

Primary color logo (preferred)

Secondary one-color logo

Secondary one-color reverse logo

Primary/Secondary logos mini - 1" wide + text

Download Logos
ACCESSIBILITY

“Accessibility” is the inclusive practice of designing so people with disabilities can engage equitably. According to Census Bureau data, nearly 30 percent of people in the United States and about one in six worldwide have a disability.

As a public institution, the University of South Florida must comply with the accessibility standards set by WCAG 2.1 (Web Content Accessibility Guidelines). Even more importantly, making content accessible is an essential part of our culture of inclusion at WUSF.