



Primary Logo

The KUOW brandmark, or logo, conveys a sense of movement and momentum. The architecture of the mark is intentionally complex, conveying the depth and dimension that are hallmarks of KUOW’s journalistic storytelling. The shadow effect helps communicate the idea that in everything we do, there’s a sense of purpose sitting behind it. And the mark honors our history in terrestrial radio by evoking the iconic “On Air” sign, yet still feels contemporary and forward-leaning — a celebration of our evolution and our future.

KUOW’s logo should only be used in three forms: 3-color, black, or white.



Logomarks

	FULL COLOR	BLACK	REVERSE
HORIZONTAL			
SQUARE*			
VERTICAL*			

**These are only used in special circumstances. Please consult with the Marketing Department for approval prior to use.*

Approved NPR Network Logo Lockups

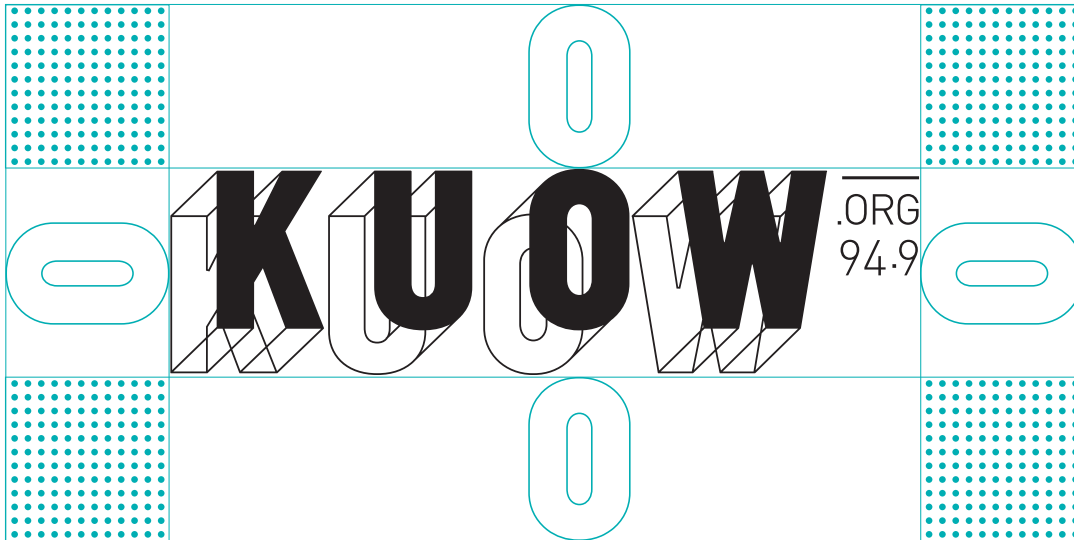


Approved Color Pairings



CLEAR SPACE

Let the logo breathe. Leave space for the full height of the shadowed “O” between the logo and other elements.



MINIMUM SIZE

The minimum size helps protect the detail and legibility of the logo in all applications of use.

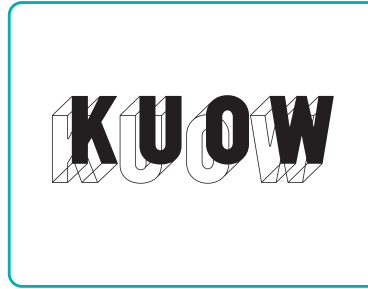


PRINT // 1" WIDE
WEB // 72PX WIDE

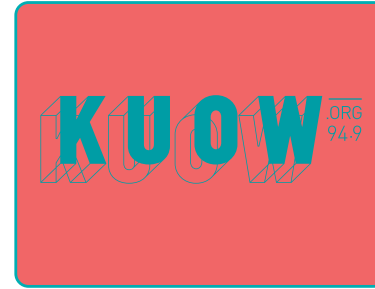
Incorrect Logo Usage

Please follow these guidelines to ensure the integrity, clarity, and cohesion of the KUOW brand:

- ✗ Do not crop out the .org or 94.9 elements.¹
- ✗ Do not use unapproved color pairings.²
- ✗ Do not outline the stroke within the logo.³
- ✗ Do not place the logo over busy backgrounds.⁴
- ✗ Do not add filters or effects to the logo.⁵
- ✗ Do not stretch, distort, or rotate the logo.⁶
- ✗ Do not place the logo over a low contrast color.⁷
- ✗ Do not use square or vertical logos without Marketing Department permission.⁸
- ✗ Do not remove logo linework without Marketing Department permission.⁹



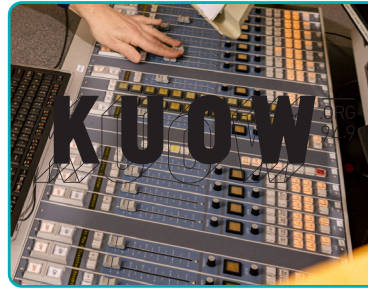
1



2



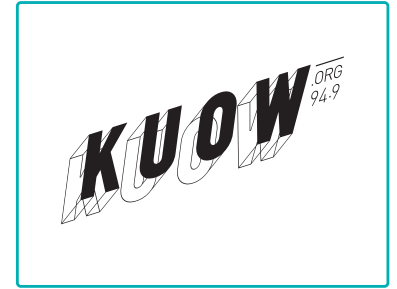
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