off the wire

visual identity guidelines

off the wire
visual identity guidelines

preface: the following guide sets color, typography, spacing, layout, photo, and video guidelines for content pertaining to the brand of "Off The Wire," a University of Miami Television program. the guidelines below are to be strictly adhered to for any branded content, including, but not limited to, social media posts, show graphics, show intros, show credits, and social media assets. "skits," "segments," and other similar portions of the show are not required to adhere to the style guide. any other changes to material that falls under the style guide must be approved by the person currently maintaining Off The Wire branding and the executive producer(s).

design parameters/guiding principles:
the branding....
• is flexible across mediums and platforms.
• is recognizable and distinct
• embodies a "fun" mood to match the show's objective and target audience
• includes vibrant colors that catch the viewers' attention
• is bold, punchy, clean, and easily legible, while maintaining playful elements.
• includes distinct typographic choices that create a typographic-based direction
• has visual interest

typography

Kilimanjaro Sans

face type: primary

purpose: headlines, headers, wordmark logo, monogram logo

punctuation: only to be used when absolutely necessary

case: only use in lowercase. do not use uppercase in any circumstance.

variations: variations (i.e. "tall," "round," "extra tall," "slant") are not to be used

tracking: do not modify tracking.

leading: this purpose of this face is designed for use in single lines. if necessary, use a second line and adjust leading as necessary.

kerning: do not modify kerning values.

alternate characters: characters that appear below should always be used in their alternate form, as shown.

latin lowercase "c"	latin lowercase "k"	latin lowercase "m"	latin lowercase "n"	latin lowercase "r"
c	k	m	n	r

latin lowercase "s"	latin lowercase "t"
s	t

full character set (utilizing alternates as required):

abcdefghiklmnopqrstuvwxyz

1234567890 & $ %

typography

Rubik

face type: secondary

purpose: body font, small text

punctuation: punctuation is not to be used unless absolutely necessary for the header or title

case: use in lowercase. do not capitalize the beginning of sentences. uppercase for all proper nouns and additionally, position/job titles.

variations: use only "Regular", "Medium", & "SemiBold" and their respective italic variations. all other variations are not permitted. always use "Regular" for the primary type and add variations only as necessary.

tracking: tracking at 10pt is preferred. when absolutely necessary, utilize tracking at 0. do not set tracking to any value below zero.

leading: (auto) + 2pt only unless absolutely necessary

kerning: do not modify kerning values.

alternate characters: An ampersand character is preferred to "and". do not use other alternates.

full character set (regular weight) **:**

abcdefghiklmnopqrstuvwxyz

1234567890 & $ %

all permitted weights and variations:

standard
A A A
Regular · Medium · SemiBold

italic
A A A
Regular · Medium · SemiBold

color

swatches

name: Yale Blue
purpose: primary background
hex: #003566
rgb: 0, 53, 102
hsb: 207, 100, 40

hue: do not modify
saturation: do not modify
brightness: do not modify

name: Rose Pink
purpose: primary accent
hex: #FF70C6
rgb: 255, 112, 198
hsb: 324, 56, 100

hue: do not modify
saturation: 56%-76%

brightness: do not modify
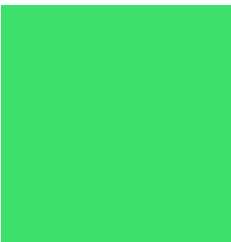
name: Malachite
purpose: secondary accent
hex: #3EE06C
rgb: 62, 224, 108
hsb: 137, 72, 88

hue: do not modify
saturation: 60%-92%

brightness: do not modify
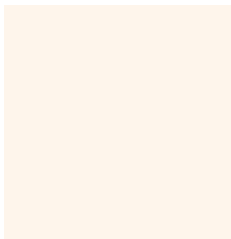
name: Linen
purpose: light anchor
hex: #FEF5EB
rgb: 254, 245, 235
hsb: 32, 7, 100

hue: do not modify
saturation: do not modify
brightness: do not modify

this is the news
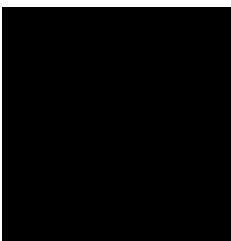
name: Black
purpose: TITN Anchor
hex: #000000
rgb: 0, 0, 0
hsb: 0, 0, 0

hue: do not modify
saturation: do not modify
brightness: do not modify

name: Fire engine red
purpose: TITN Secondary
hex: #C71D2A
rgb: 199, 29, 42
hsb: 355, 85, 78

hue: do not modify
saturation: do not modify
brightness: do not modify

color

permitted usages

use other combinations only when absolutely necessary. never use pink or green as both colors of a combination. text color can be used for any foreground elements. combinations are ordered top to bottom. use topmost combination when possible.

abcdefghiklmnopqrstuvwxyz

abcdefghiklmnopqrstuvwxyz

abcdefghiklmnopqrstuvwxyz

abcdefghiklmnopqrstuvwxyz

abcdefghiklmnopqrstuvwxyz

abcdefghiklmnopqrstuvwxyz

this is the news

abcdefghiklmnopqrstuvwxyz
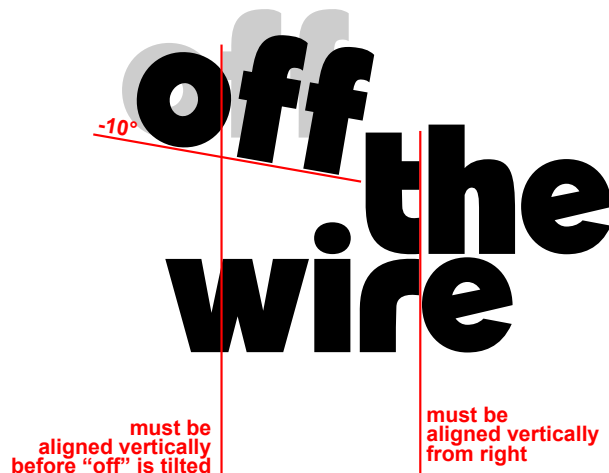
abcdefghiklmnopqrstuvwxyz

wordmark

configurations and usages

the wordmark must always adhere to all guidelines below whenever used.

usage: use only the following color combinations. always use the leftmost wordmark possible.

alignment: follow the alignment guide below. do not change angles or alignment points.

-10°

must be aligned vertically before "off" is tilted

must be aligned vertically from right

transparent background: use any color provided below. prioritize legebility. do not use other colors. always use the leftmost wordmark possible.
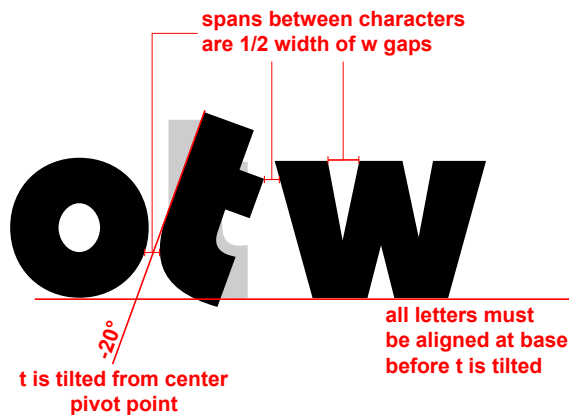
monogram

configurations and usages

the monogram logo must always adhere to all guidelines below whenever used.

usage: use only the following color combinations. always use the leftmost monogram logo possible.

alignment: follow the alignment guide below. do not change angles or alignment points.

spans between characters are 1/2 width of w gaps

all letters must be aligned at base before t is tilted

-20°

t is tilted from center pivot point

transparent background: use any color provided below. prioritize legibility. do not use other colors. always use the leftmost monogram logo possible.