MANUAL of
GRAPHIC STANDARDS

TODAY'S CONTINUOUS COUNTRY

★KORD★

102★7FM

PS MEDIA
AN ADVERTISING AGENCY

SIGNATURE LOGOTYPE AND LOGO

When at all possible, please use the original artwork

files attached to this booklet and DVD.

This Trademark Usage Policy will show you the proper use of KORD's logo.

Town Square Media carefully limits the use of its logo. No other company may use the KORD logo, or company name without express written permission from the company's Marketing Department.

Brand Signature

The most integral part of the KORD identity is its brand signature.

Logotype

KORD logotype may appear alone in graphical layouts and in applications such as pins, temporary tattoos or stickers. It is acceptable to rotate the logo and reproduce it at varying sizes when it is used alone for creative layouts.
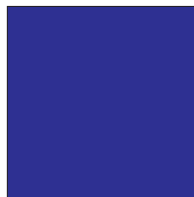
**Importance
of Accuracy**

It is especially important to follow color guidelines when creating corporate materials. Colors can vary from computer monitor to computer monitor, and the only way of ensuring a consistent color in materials is to adhere to the color standards in this manual.

Blue

Spot Color

Pantone 2746

CYMK

C 100% M 100% Y 0% M 0%

RGB

R 46   G 49   B 146

Red

Spot Color

Pantone 180

CYMK

C 17% M 192% Y 89% M 6%

RGB

R 193   G 56   B 50

COLOR VARIATIONS

One Color Signature

Reverse One Color Signature

Two Color Signature

One color signature sample

Reverse one color signature sample

TYPEFACES

Brand Signature Typefaces

Rockwell Extra Bold
ABCDEFGHIJKLMNOPQRZTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?.,@$&

Rockwell Bold Italic
ABCDEFGHIJKLMNOPQRZTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?.,@$&

Avenir95-Black
ABCDEFGHIJKLMNOPQRZTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 !?.,@$&

GLOSSARY OF GRAPHIC DESIGN TERMS

Acrobat

Acrobat is part of a set of applications developed by Adobe to create and view PDF files. Acrobat is used to create the PDF files, and the freeware Acrobat Reader is used to read the PDF files.

Branding

Originally an advertising concept, branding is now an integral part of many graphic designer's day-to-day exposure. A brand is a graphic, font, image or a series of concepts that defines a company's, or product's, identity.

By establishing a strong and identifiable brand, a company or organization is trying to convey to its consumers a sense of familiarity and trust of its products, over that of its competitors.

CMYK

Stands for the four primary colors used in a printing process; Cyan, Magenta, Yellow and Black. In a "four-color" printing process, these colored inks are combined to closely resemble the actual colors in a photograph or design.

Corporate Identity

Whilst having a link with branding, corporate identity generally applies more specifically to the visual perceived image of a corporation, rather than to an individual product. The intent of a strong corporate identity is to promote this cohesive visual image, both within the company - as a corporate culture - and externally to clients and rivals as a strong visual corporate identity.

In practical terms, for designers, this involves the development of a logo (or group of logos) and a set of printed visual guidelines - usually in the form of a Corporate Identity Manual - as to how the organization's corporate identity is to be represented in publications, web sites and advertising campaigns. A Corporate Identity Manual would include samples of logotypes and layouts, instructions for their usage, color guides and color swatches.

GLOSSARY OF GRAPHIC DESIGN TERMS

EPS extend. Encapsulated PostScript

An Encapsulated PostScript (EPS) file is a self-contained PostScript graphic file that contains vector image data. The 'Encapsulated' part means that graphics applications, such as Adobe Illustrator, Freehand and CorelDraw can use the information to lay out a page.

In practice, what this means for designers, is that line art drawings made in programs such as Illustrator and Freehand can be saved, exported and printed as PostScript files. An EPS graphic file has the advantage of all vector images, in that it can be enlarged to any size, without a loss of quality. However, it should be noted that it is also possible to have bitmap images within, and saved as, EPS file formats. These images will lose visual quality as they are expanded in size.

Font A font is a complete set of characters in a particular size and style of type. This includes the letter set, the number set, and all of the special character and diacritical marks you get by pressing the shift, option, or command/control keys. For example, Times NewRoman Bold Italic is one font, and Times NewRoman Bold is another font. Times NewRoman is a single typeface.

High Resolution A bitmap image that has a high pixel resolution. Photographic images that have been scanned and that are intended to be used for printed reproduction must be high resolution. Usually defined in terms of 'pixels per inch' (PPI).

It is a relative term. Images that are going to be printed must usually be scanned to a resolution approximating 1.5 times to 2.5 times the intended line screen of the output device.

GLOSSARY OF GRAPHIC DESIGN TERMS

JPEG   In computing, JPEG (seen most often with the .jpg extension) is a commonly used method of lossy compression for digital images, particularly for those images produced by digital photography. The degree of compression can be adjusted, allowing a selectable tradeoff between storage size and image quality. JPEG typically achieves 10:1 compression with little perceptible loss in image quality.

JPEG compression is used in a number of image file formats. JPEG/Exif is the most common image format used by digital cameras and other photographic image capture devices; along with JPEG/JFIF, it is the most common format for storing and transmitting photographic images on the World Wide Web.[citation needed] These format variations are often not distinguished, and are simply called JPEG.

Logo or Logotype   A distinctive design, symbol, or style of type associated with the company name. Specifically, a logo is a symbol or mark and a logotype is an alphabetical configuration.

Low Resolution   The term applied to a bitmap graphics file (usually a photographic image) that is only used for positional purposes, or 'on-screen' display. The term 'low-resolution' is not an absolute term. A low resolution file is typically 72dpi, at the intended output size and so is generally considered unsuited for printed work as it will probably appear bitmapped or aliased. However, some newspaper or large posters are output at very course line screens and so this size of image is no longer considered 'low-resolution'.

PDF   Stands for Portable Document Format. Created by Adobe Systems in its software program Adobe Acrobat as a universal browser. Files can be downloaded via the web and viewed page by page, provided the user is computer has installed the necessary plug-in which can be downloaded from Adobe's own web site.

GLOSSARY OF GRAPHIC DESIGN TERMS

PMS Acronym for Pantone Matching System, a graphics industry standard spot color printing system [pantone color guides]

PostScript A page description language, developed by Adobe, that redefined the design, print and publishing industry in the 1980's. The Apple laserwriter in the mid-1980's shipped with PostScript and, combined with Pagemaker and the Macintosh, launched the desktop publishing (DTP) industry.

PostScript was the first digital printing programming language that, in conjunction with DTP publishing software, allowed text and graphics to be reproduced in a high enough quality to be used in prepress reproduction.

PostScript is also utilised in the majority of fonts used in the design and publishing industry, as well as in design tools such as QuarkXpress and vector illustration tools such as Freehand and Illustrator. As well as printing systems, PostScript is also used as a display system for screen output.

RGB Stands for the colors Red-Green-Blue. In web design and design for computer monitors, colors are defined in terms of a combination of these three colors. For example, the RGB abbreviation for the color blue shown below is 0-0-255. In contrast, print designers typically define colors using CMYK.

Vector Graphic A graphic image drawn in shapes and lines, called paths. Images created in Illustrator and Freehand (graphic design software) are vector graphics. They are usually exported to be bitmap images.

GLOSSARY OF GRAPHIC DESIGN TERMS

TIFF   ext. Tagged Image File Format

A TIFF file is a cross-platform graphics file format that is very highly used in graphic arts. In fact it was specifically designed for crossplatform compatibility and this has helped it become a very popular file format, especially for high-resolution pre-press files.

Like the EPS file format, TIFF files have the ability to saved digital image information as CMYK and this has led both these formats to become the de-facto standard for print design.

Unlike EPS files, ordinary TIFFs are purely bitmap files and could not, until recently, contain vector data. Recently, however, there has been the emergence of the enhanced TIFF file format, which not only supports fonts and other vector drawing information, but also supports Photoshop layers and transparency.

The features of advanced TIFF files are extremely useful, especially when importing into a DTP package such as QuarkXpress for layout design. However, it is advisable to check with the intended prepress bureau or print supplier, before submitting files in this format.

Most printers will still prefer Photoshop files to be flattened before outputting them to an imagesetter.

Additionally, recent versions of InDesign and QuarkXpress now support importing layered Photoshop files (PSD) and so the use of layered TIFF files is slightly questionable.

PNG   PNG (Portable Network Graphics) is a file format for image compression that, in time, is expected to replace the Graphics Interchange Format (GIF) that is widely used on today's Internet. Like a GIF, a PNG file is compressed in lossless fashion (meaning all image information is restored when the file is decompressed during viewing). A PNG file is not intended to replace the JPEG format, which is "lossy" but lets the creator make a trade-off between file size and image quality when the image is compressed.

Important Feature: You can not only make one color transparent, but you can control the degree of transparency (also called "opacity").

ARTWORK FILE LIST - DVD

Name	Date Modified	Size	Kind
▼ 📁 PNG Files	Today, 12:13 PM	—	Folder
KORD_102FM_Logo_wTag_Color.png	Today, 12:13 PM	82 KB	Portable Network Graphics image
KORD_102FM_Logo_Color.png	Today, 12:13 PM	70 KB	Portable Network Graphics image
Jean_Patch_KORD_Logo_White.png	Today, 12:12 PM	643 KB	Portable Network Graphics image
▼ 📁 Illustrator Files	Today, 12:11 PM	—	Folder
KORD_102FM_Logo_wTag_Color.ai	Today, 12:00 PM	1.2 MB	Adobe Illustrator Document
KORD_102FM_Logo_wTag_BW.ai	Today, 11:59 AM	1.2 MB	Adobe Illustrator Document
Jean_Patch_KORD_Logo_White.ai	Today, 11:58 AM	8 MB	Adobe Illustrator Document
KORD_102FM_Logo_Color.ai	Thursday, May 15, 2014 4:52 PM	1.1 MB	Adobe Illustrator Document
KORD_102FM_Logo_BW.ai	Thursday, May 15, 2014 4:47 PM	1.1 MB	Adobe Illustrator Document
▼ 📁 Photoshop File	Today, 12:10 PM	—	Folder
KORD_Logo_wTag_on_Wood.psd	Today, 12:06 PM	84.4 MB	Adobe Photoshop file
▼ 📁 JPEGs	Today, 12:10 PM	—	Folder
KORD_Logo_wTag_on_Wood.jpg	Today, 12:06 PM	14.4 MB	JPEG image
KORD_102FM_Logo_wTag_BW.jpg	Today, 12:03 PM	344 KB	JPEG image
Jean_Patch_KORD_Logo_White.jpg	Today, 12:02 PM	651 KB	JPEG image
KORD_102FM_Logo_Color.jpg	Thursday, May 15, 2014 4:54 PM	430 KB	JPEG image
KORD_102FM_Logo_wTag_Color.jpg	Thursday, May 15, 2014 4:54 PM	1.2 MB	JPEG image
KORD_102FM_Logo_BW.jpg	Thursday, May 15, 2014 4:50 PM	946 KB	JPEG image
▼ 📁 Fonts	Friday, May 16, 2014 1:35 PM	—	Folder
Avenir95Black.ttf	Tuesday, September 3, 2013 10:24 AM	45 KB	Windows TrueType font
ROCKEB_0.TTF	Friday, October 7, 2005 7:36 AM	53 KB	Windows TrueType font
Rockwell	Thursday, April 8, 2004 12:00 AM	299 KB	Font Suitcase