



THE VOICE

YOU KNOW.

BRAND IDENTITY GUIDE

ALABAMA BROADCASTERS ASSOCIATION



GOALS AND OVERVIEW

CREATING A FAMILIAR VOICE IN THE BROADCASTING INDUSTRY IS AN INNOVATIVE APPROACH TO BRIDGE THE GENERATIONAL GAP AND ESTABLISH A STRONGER CONNECTION WITH YOUNGER AUDIENCES. IN TODAY'S MEDIA LANDSCAPE, WHERE DIVERSE CONTENT CONSUMPTION PLATFORMS ARE PREVALENT, IT'S ESSENTIAL TO RECOGNIZE THE UNIQUE PREFERENCES AND INTERESTS OF THE GEN Z DEMOGRAPHIC. BY INTEGRATING A GEN Z ROLE INTO THE BROADCASTING INDUSTRY, WE AIM TO GIVE THIS GENERATION A VOICE AND MAKE THEM ACTIVE CONTRIBUTORS TO THE CONTENT CREATION PROCESS.

MISSION

THROUGH THIS CAMPAIGN, WE HOPE THAT PEOPLE WILL NOT ONLY GAIN A BETTER UNDERSTANDING OF THE POSITIVE CONTRIBUTIONS LOCAL BROADCASTERS MAKE IN THEIR COMMUNITIES, BUT ALSO EMPHASIZE THE FACT THAT THERE IS A UNIQUE COMFORT AND RELIABILITY IN RECEIVING KEY INFORMATION FIRSTHAND FROM FAMILIAR FACES AND "VOICES YOU KNOW."

VALUES

- **CREATE VALUE BY LISTENING FIRST: SERVING OUR CUSTOMERS BY LISTENING TO THEIR IDEAS AND IMPLEMENTING THEM TO CREATE THE BEST EXPERIENCE POSSIBLE.**
- **FOCUS ON EXPERIENCE FIRST: WE FOCUS ON HOW TO MAKE THINGS EASIER FOR PEOPLE, NOT HARDER. THEREFORE, THE ONLY EXPERIENCE WE STRIVE TO PROVIDE IS ONE OF POSITIVITY AND IMPROVEMENT.**
- **WORK TOGETHER: WE CREATE A FAMILY-ORIENTED WORK ENVIRONMENT THAT BUILDS TRUST AND ACCOUNTABILITY TO FURTHER THE GREATEST LEVEL OF CUSTOMER SERVICE POSSIBLE.**

VISUAL IDENTITY

BRAND IDENTITY IS THE VISIBLE ELEMENTS OF A BRAND, SUCH AS COLOR, DESIGN AND LOGOS, THAT IDENTIFY AND DISTINGUISH THE BRAND IN THE CONSUMERS' MIND. BUILDING A POSITIVE, COHESIVE BRAND IMAGE REQUIRES ANALYZING THE COMPANY AND ITS MARKET, AND DETERMINING THE COMPANY'S GOALS, CUSTOMERS AND MESSAGE.

BRAND VOICE

THE BRAND VOICE OF "THE VOICE YOU KNOW" CAN BE DESCRIBED AS APPROACHABLE AND INNOVATIVE. WITH A PROFESSIONAL YET FAMILIAR FEEL, WE CAN CONNECT WITH CONSUMERS AND CREATE DYNAMIC RELATIONSHIPS WITH THEM. OUR APPROACHABLE, ENERGETIC PERSONALITY ALLOWS TWO-WAY COMMUNICATION BETWEEN THE PUBLIC AND THE NEWS STATIONS.

PRIMARY LOGO:



SECONDARY LOGO:

THE VOICE
YOU KNOW.

COLOR PALETTE

#05659D

#028EDF

#073852

#A80632

FONTS:

COMPACTA BT

ABCDEFGHIJKLMN OPQR

STUVWXYZ

CEREBRI

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

TONE

WHILE OUR TONE CAN CHANGE FOR CERTAIN SITUATIONS IN RELATION TO SOCIETAL EVENTS, WE TRY TO KEEP THE SAME TONE ACROSS OUR PLATFORMS TO ALLOW FOR CONSISTENCY AND RECOGNITION WITHOUT BRAND. OUR GOALS ARE TO REACH OUR AUDIENCE AND ALLOW THEM TO FEEL COMFORTABLE AND WELCOME WHEN IT COMES TO TWO-WAY COMMUNICATION. WE KEEP A BALANCE BETWEEN COMFORTABLE AND SERIOUS WITHOUT LEANING TOO FAR IN EITHER DIRECTION. WE ARE FAMILIAR AND PROFESSIONAL, ALLOWING US TO GAIN TRUST AND EXHIBIT A TRUSTING TONE.

PLATFORMS

THE DIFFERENCE IN SOCIAL MEDIA PLATFORMS CORRELATES WITH OUR TARGET AUDIENCES BY THE USAGE OF EACH SITE CORRESPONDING WITH A DIFFERENT AGE GROUP. GIVEN THAT THE CURRENT LOYAL NEWS AUDIENCE IS OLDER, ACTIVELY POSTING ON FACEBOOK CAN CONNECT TO THAT AUDIENCE AND KEEP IN TOUCH WITH THE LOYAL BASE OF THE STATION. ACCORDING TO A MARKETING CHARTS RESEARCH STUDY IN 2022, 71% OF ADULTS OVER THE AGE OF 50 USE FACEBOOK AS THEIR PRIMARY SOCIAL MEDIA.

IN TERMS OF CONNECTING WITH YOUNGER AUDIENCES, THE USE OF INSTAGRAM AND TIKTOK IS MORE PROMINENT. TIKTOK VIDEOS ARE VIEWED AS MORE AUTHENTIC AND PERSONABLE, WHILE INSTAGRAM MIMICS FACEBOOK THROUGH ITS INTENTIONAL NATURE AND FORMAL CONTENT. CAROLINE COLLINS (@CAROLINEONTV ON TIKTOK), FOR EXAMPLE, HAS FOUND INCREDIBLE SUCCESS THROUGH TIKTOK. SHE UTILIZES THE PLATFORM TO SHOW "BEHIND THE SCENES" OF A NEWS STATION AS WELL AS CONTENT THAT SHOWS HOW SHE PREPARES FOR A NEWSCAST OR A QUESTION AND ANSWER SESSION. THESE VIDEOS ARE DELIVERED IN A VERY CASUAL SETTING, ALLOWING HER AUDIENCE TO CONNECT WITH HER IN A MORE PERSONAL WAY. THROUGH THIS, SHE HAS FOUND A FAN BASE WITHIN A YOUNGER AUDIENCE WHO MAY NOT RELIGIOUSLY WATCH THEIR LOCAL NEWS WHILE MAINTAINING THE AUDIENCE THAT WAS GAINED BEFORE VIEWERSHIP.

AUDIENCE

IT IS INCREDIBLY IMPORTANT TO CONTINUE TO INTERACT WITH AND REACH THE AUDIENCE THAT IS LOYAL TO THE NEWS STATION. THUS, THE UTILIZATION OF FACEBOOK IS VITAL TO THAT EFFORT. THE MOST LOYAL BASE TO THE NEWS CURRENTLY ARE THOSE 50 AND ABOVE. THIS IS AN AUDIENCE IN WHICH THE GOAL IS TO MAINTAIN AS THE MAIN AUDIENCE. THE GOAL OF THE SOCIAL MEDIA CAMPAIGN IS TO REACH A YOUNGER AUDIENCE, PARTICULAR THOSE 18-35 YEARS OLD WHO ARE STARTING TO LIVE MORE INDEPENDENTLY, WHO ARE NOT AS FREQUENTLY WATCHING OR LISTENING TO THE NEWS ON TV AND RADIO. THIS WOULD EXPAND THE STATION'S REACH IN THE COMMUNITY AND ENCOURAGE THE YOUNGER COMMUNITY MEMBERS TO BE MORE ACTIVE IN THE NEWS.

TAGLINE

"THE VOICE YOU KNOW" IS PIVOTAL TO THE CAMPAIGN. IT HELPS TO CONNECT THE STATION TO THE COMMUNITY AND SOLIDIFY A MORE PERSONAL RELATIONSHIP BETWEEN STATION REPORTERS AND ANCHORS WITH VIEWERS.

THANK YOU

HERE AT ABA, WE ARE PASSIONATE ABOUT OUR WORK AND HOPE TO EMPHASIZE THE VALUE OF BROADCASTING THROUGH THIS CAMPAIGN. WE WANT TO THANK EACH ONE OF YOU FOR YOUR SUPPORT AND IF YOU HAVE ANY QUESTIONS OR CONCERNS PLEASE REACH OUT. WE ARE SO PROUD OF OUR STATIONS FOR BEING "THE VOICE YOU KNOW"!