

Click! is the cable TV service satisfaction leader. A division of Tacoma Power, Click! Network is a local company dedicated to local needs. Through Click! Cable TV, we deliver all the cable channel variety you want, better customer service from conscientious local experts and simple, straightforward plans.

We give local residents the best possible blend of reliability, accountability and value for their dollar.

CLICK!, THE BRAND

In our ongoing efforts to demonstrate the inherent value that Click! has to offer, we have focused on reshaping our brand. In doing so, we have created a strategy that will allow us to build our awareness and our customer base. We have always focused on quality and service and will continue to do so. The cornerstone to this new strategy is to adequately and accurately deliver this message to our customers, both new and existing. We are truly a local company that can deliver programming that is on par with the big cable companies and can offer unique regional programming they cannot. Not only can we deliver a quality product, but we can deliver it at a lower price point. We are THE local choice for cable, in quality, service and price.

In order to solidify this message to our customers, we are adding new layers to the Click! brand. The first step is creating the branded service Click! Cable TV. This provides clear messaging about who and what Click! is, and is the first step in a series of branded services and ultimately an umbrella brand for Click! The road map below will provide insight into where Click!, the brand, is headed.

DIVISION OF PUBLIC UTILITY



CURRENTLY IN USE.

**MAINTAIN FOR B2B-LEVEL CORRESPONDENCE
AND “CORPORATE”-LEVEL COMMUNICATIONS**

POTENTIAL UMBRELLA BRAND FOR SERVICES



STEP 2. SUITE OF SERVICES

**BUILD OUT A BRANDED UMBRELLA
BRAND THAT COVERS THE SUITE
OF SERVICES.**

**THIS UMBRELLA BRAND WILL ALLOW
FOR EFFORTS THAT ARE FOCUSED
AROUND POTENTIAL BUNDLED
SERVICE OFFERINGS AND SOLUTIONS.**

BRANDED SERVICE IMMEDIATE NEED

STEP 1. THE “SHORTCUT”

**BUILD OUT BRANDED
SERVICE LINE FIRST WITH
CLICK! CABLE TV AS THE
LEAD SERVICE OFFERING.**

**THIS PROVIDES THE
“SHORTCUT” TO THE “WHO”
AND “WHAT” WE ARE.
FIRMLY ESTABLISH THE
“CLICK!” BRAND PRESENCE.**



POSSIBLE FUTURE BRANDED SERVICES



CLICK! NETWORK CORPORATE IDENTITY

The identity shown below represents the corporate identity of Click! Network. The Click! Network corporate identity (shown here in positive and reverse) should be the first choice for any company wide communications such as business papers, fax forms, payroll, etc. If space is limited, alternate versions (shown on pages C.3 and C.4) may be used.



SPECIFICATIONS

CLICK! NETWORK CORPORATE IDENTITY

Size

This is the preferred version of the Click! Network corporate identity. It can be used at any size 1" in width or greater.

Clear space

A clear space should be maintained around the identity. The size of this area depends on the size of the identity in a given application. A distance equal to the width of the top of the "exclamation point" (indicated by "x"—see diagram) should be maintained on all sides.

Color

The Click! Network corporate identity uses PMS 2593 and black. This identity should be used only on white or very light backgrounds. When the identity appears on a colored background, the one-color version should be used (see page C.3).

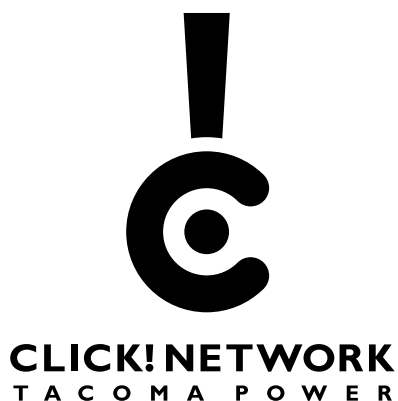
CLICK! NETWORK CORPORATE IDENTITY, REVERSED

When the Click! Network corporate identity appears on a black or very dark background, the reversed version should be used for maximum readability.



CLICK! NETWORK CORPORATE IDENTITY

When the Click! Network corporate identity appears on a photograph or on a colored field, or when printing limitations make it necessary, the one-color version should be used. The one-color identity can be used in either black or white (no other colors), whichever provides the higher contrast against the background.



SPECIFICATIONS

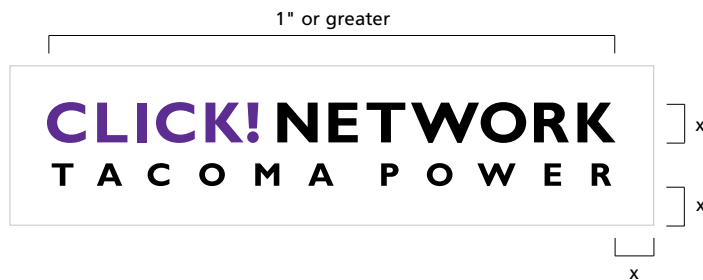
ONE-COLOR CLICK! NETWORK CORPORATE IDENTITY

Note that when the Click! Network corporate identity appears in only one color, all artwork is solid color (there are no halftones).



HORIZONTAL CLICK! NETWORK CORPORATE IDENTITY (LOGOTYPE ONLY)

In situations where the primary Click! Network corporate identity will not work, the horizontal configuration may be used, either on its own or in conjunction with the logo mark (see page C.7).



CLICK! NETWORK
T A C O M A P O W E R



SPECIFICATIONS

Size

This identity may be used at any size 1" in width or greater.

Clear space

Maintain a clear space equal to the height of the "Click! Network" logotype (indicated by "x"—see diagram) on all sides.

Color

This identity uses PMS 2593 and black. It should be used only on white or very light backgrounds. When it appears on a black or very dark background, the reversed version should be used for maximum readability. When the identity appears on a colored background, the one-color version should be used.

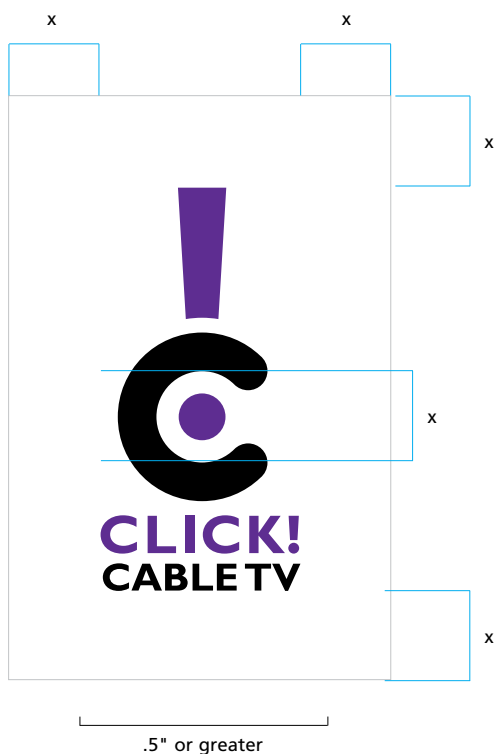
**Introducing our new branded
service: Click! Cable TV**



CLICK! CABLE TV IDENTITY

The identity shown below represents the core brand of Click! Cable TV. All offers and product lines within Click! Cable TV should use this identity.

The Click! Cable TV identity in positive and reverse should be the first choice for any given application. The one-color identity is the second choice.



SPECIFICATIONS

CLICK! CABLE TV IDENTITY

Size

This is the preferred version of the Click! Cable TV identity. It can be used at any size .5" in width or greater.

Clear space

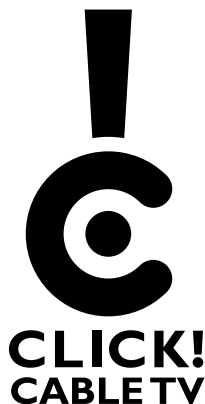
A clear space should be maintained around the identity. The size of this area depends on the size of the identity in a given application. A distance equal to the height of the center negative space of the "C" (indicated by "x"—see diagram) should be maintained on all sides.

Color

The Click! Cable TV identity uses PMS 2593 and black. This identity should be used only on white or very light backgrounds. When the identity appears on a colored background, the one-color version should be used.

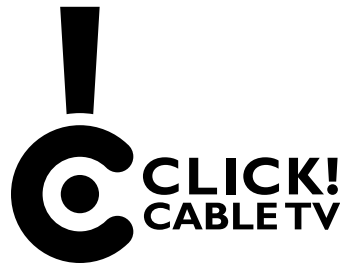
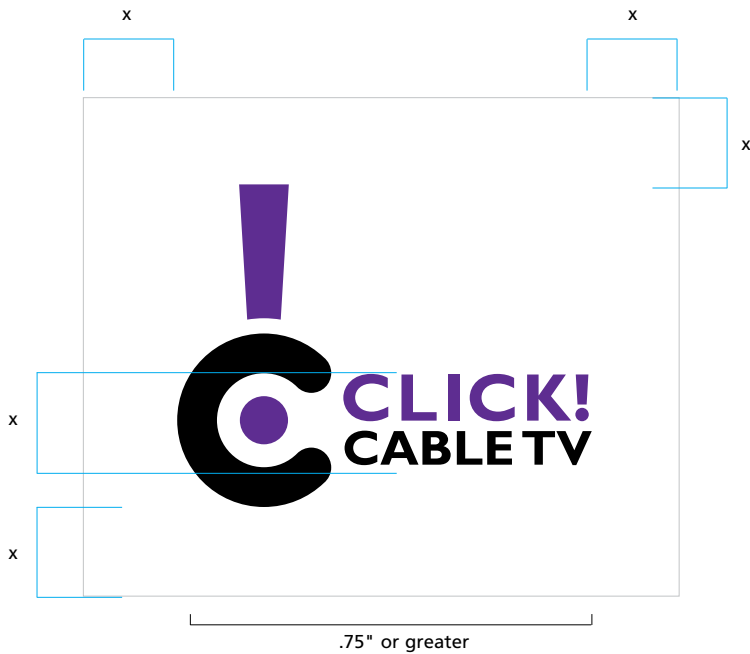
CLICK! CABLE TV IDENTITY, REVERSED

When the Click! Cable TV identity appears on a black or very dark background, the reversed version should be used for maximum readability.



CLICK! CABLE TV IDENTITY

The horizontal Click! Cable TV identity (shown here in positive and reverse) is an alternative to the preferred vertical version.



SPECIFICATIONS

CLICK! CABLE TV IDENTITY

Size

This is the horizontal version of the Click! Cable TV identity. It can be used at any size .75" in width or greater.

Clear space

A clear space should be maintained around the identity. The size of this area depends on the size of the identity in a given application. A distance equal to the height of the center negative space of the "C" (indicated by "x"—see diagram) should be maintained on all sides.

Color

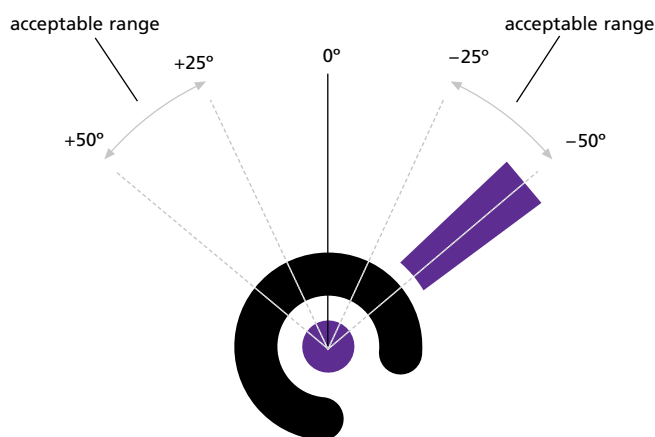
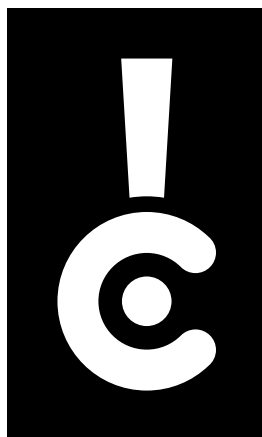
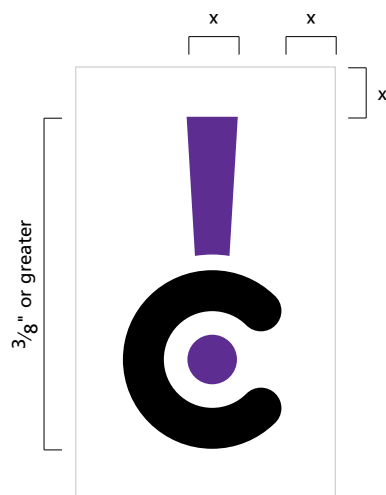
The Click! Cable TV identity uses PMS 2593 and black. This identity should be used only on white or very light backgrounds. When the identity appears on a colored background, the one-color version should be used.

CLICK! INTERNET IDENTITY, REVERSED

When the Click! Cable TV identity appears on a black or very dark background, the reversed version should be used for maximum readability.

CLICK! LOGO—MARK ONLY

The Click! logo mark may be separated from the logotype for the purpose of creating engaging artwork, animations, or for layout considerations. Because the logo mark does not incorporate the name of the company, it is important that it be accompanied by either the full Click! Network identity (page C.6), the logotype (page C.4) or one of the branded services identities somewhere in the layout.



SPECIFICATIONS

Size

The Click! logo mark may be used at any size $\frac{3}{8}$ " in height or greater.

Clear space

Maintain a clear space equal to the top of the "exclamation point" (indicated by "x"—see diagram) on all sides.

Color

This identity uses PMS 2593 and black. It should be used only on white or very light backgrounds. When it appears on a black or very dark background, the reversed version should be used for maximum readability. When the identity appears on a colored background, the one-color version should be used.

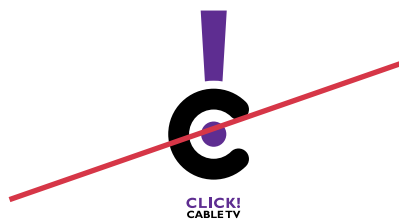
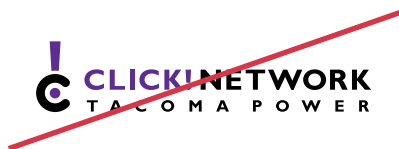
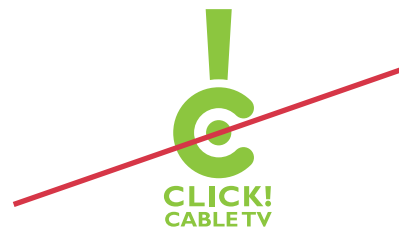
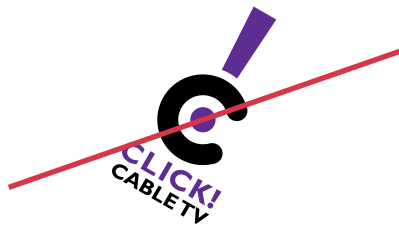
Rotation

The Click! logo mark may be rotated to create interesting and engaging layouts, or for animations, but it is important to follow these guidelines when doing so:

1. When the rotated mark appears on its own (not part of a series or animation), the rotation angle should fall between $\pm 25^\circ$ and $\pm 50^\circ$ (see diagram).
2. When rotated and cropped, the logo mark should maintain enough of its original form to be recognized easily. (See business cards, page C.19, for an example.)
3. When animated, or used in a series, the mark may be rotated to any angle.

UNACCEPTABLE USES OF CLICK! NETWORK IDENTITIES

The different Click! Network identities allow for a wide variety of uses. However, to present a consistent image of Click! Network, Click! Cable TV and Tacoma Public Utilities, it is important to use the identities properly. Below are some examples of unacceptable use of the identities. If you have any questions about proper use, please contact the Graphics section.



SPECIFICATIONS

Incorrect scaling

The identities should never be stretched vertically or horizontally.

Incorrect background

The color versions of the Click! Network identities should never appear on fields of color. When an identity must appear on a colored background, use the one-color version.

Incorrect color

The Click! Network identities should only appear in the color configurations shown previously. Never substitute other colors for any part of the identity.

Incorrect rotation

Do not rotate the Click! Network identities (logo mark and logotype together).

Incorrect configuration

The Click! Network identities should only appear in the configurations shown previously.

POSITIONING LINE

The positioning statement is a key element in establishing Click! Cable TV as a competent local choice. When used in tandem with the Click! Cable TV identity, and Click! offers, it provides an additional layer of reinforcement in the consumer's mind to choose Click!.

Your local choice.

Preferred color PMS Cool Gray 11. Positioning line minimum size is 7 pt. or .75".

Your local choice.

Alternate color PMS 2593.

Your local choice.

Alternate color black.

Your local choice.

Alternate color white.



Maximum height for positioning line.

SPECIFICATIONS

POSITIONING LINE

Size

There is no specific point size for the positioning line as it will vary per the communication material created. There is a minimum point size of 7 pt.

Clear space

There is no specific clear space dedicated to the positioning line, but it should follow any recommended clear space requirements for the Click! Cable TV identity or third party logos.

Color

The positioning can be used in multiple color options depending on the communication material created. The preferred color is PMS Cool Gray 11 or 75% tint of black on a white background.

The alternate colors for the positioning line are PMS 2593 and black. These colors should only be used when the positioning line is not in close proximity to a Click! branded service logo, such as Click! Cable TV. Additionally, these colors should be used only on white or very light backgrounds. When it appears on a black or very dark background, the reversed version should be used for maximum readability.

Size relationship

The positioning line has a size relationship that maps to the size of the Click! branded service logo as illustrated to the left. It should never be larger than the cap height of "CLICK!" when used in close proximity of the logo. When it is used separately, it has no set maximum size. In all cases the minimum size for the positioning line always applies.

COLOR

The color palette for the Click! brand is focused on delivering maximum impact through owning the color purple. The primary color is PMS 2593 or the Click! purple blend. These colors should be used whenever possible to help build equity into the brand. There is a secondary palette that can be used for accent colors.

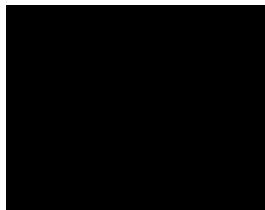
PRIMARY PALETTE



Click! Purple
PMS 2593
c79 m100 y100 k0
r102 g51 b153



Click! Gray
PMS Cool Gray 11
c0 m0 y0 k75
r102 g102 b102



Click! Black
PMS Black
c0 m0 y0 k100
r0 g0 b0



Light Purple
PMS 2563
c41 m55 y100 k0
r178 g153 b204

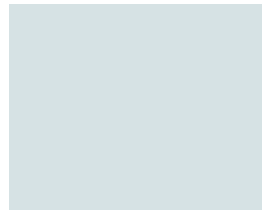


Dark Purple
PMS 2593
c79 m100 y100 k0
r102 g51 b153

SECONDARY PALETTE— WEB SITE ONLY



Orange
PMS 180
c0 m50 y98 k3
r233 g143 b7



Teal
PMS 621
c15 m5 y8 k0
r218 g230 b231

BRAND ELEMENTS

CLICK! CABLE TV SUPPORTING GRAPHICS

There are several elements that are used to create the Click! Cable TV brand presence. These elements include a Mt. Rainier illustration, vibrant purple blend of color, a cable, and distinctive typographic treatments. These elements provide a flexible canvas in which to create compelling, offer-centric advertisements and communication materials with strong continuity.



SPECIFICATIONS

CLICK! PURPLE BLEND

The Click! purple blend is one of the key supporting graphics. It provides a strong backdrop for messaging, and a cohesive visual bond between all Click! communications. The strength of the new Click! purple should be leveraged whenever possible.

MT. RAINIER ILLUSTRATION

The Mt. Rainier illustration is an optional supporting graphic. This element provides an additional visual layer that ties back to the local community and region. It should only appear in a subtle fashion and never conflict with the primary messaging or offer. It should be used as a layer on top of the Click! purple blend. The layer setting is set to "Screen" and has a transparency of 60-80%.

CLICK! CABLE ILLUSTRATION

The Click! cable graphic is an optional supporting graphic. This element provides a strong visual link to the cable industry vertical, while also functioning as a layout tool. The cable provides a clean break between the purple background and the signoff area for other key elements such as the positioning line or logo.

The cable has a black shadow set to 65% with a blur of .1 inch.

An alternate graphic with the cable is the "cable box" graphic. This graphic creates a clean area for the logo. The graphic should bleed off the left or right side of the page or screen. If this is not possible it may bleed off from the top of the page or screen. The cable box has a rounded corner of 0.15 inch and a black shadow set to 65% with a blur with a range of .1 -.07 inch.

TYPOGRAPHY

Integrity, accountability and accessibility are the values inherent in the Tacoma Public Utilities brand. We want to project these qualities in our printed and electronic materials.

We are using Frutiger and Bembo—two classic, timeless, and easy-to-read type families—to establish hierarchy, to allow flexibility, and to maintain consistency in the presentation of information. To acquire the brand fonts, contact the Graphics section.

PRIMARY TYPE FAMILY: FRUTIGER

Use the typefaces in this family for headlines and short amounts of body copy. They may also be used for captions and for text callouts.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0	Frutiger Light Use this typeface for large headlines. Do not use it for large blocks of text or in very small point sizes.
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0	Frutiger Roman Use this typeface for short headlines and for caption text. Use this typeface or Frutiger Bold in signage applications.
<i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</i>	Frutiger Italic Use this typeface to stress certain words in headline or caption text.
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0	Frutiger Bold Use this typeface for caption titles, text callouts, and small-type headlines. Do not use this weight of Frutiger for large-type headlines or for body text. Use this typeface or Frutiger Roman in signage applications.
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0	Frutiger Black Use this typeface for special situations when the Bold weight is not heavy enough (for instance, when printing limitations require a heavier weight).

SECONDARY TYPE FAMILY: BEMBO

Use the typefaces in this family to change typographic emphasis—for example, to differentiate between headlines and body copy. Bembo, a serif type family, is more suitable for large blocks of text, but it may be used for headlines or captions when Frutiger would be unsuitable.

<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Bembo Regular Use this typeface mainly for large blocks of text.</p>
<p><i>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</i></p>	<p>Bembo Italic, Old Style Figures Use this typeface to separate and differentiate lines within body copy.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0</p>	<p>Bembo Small Caps Use small capitals for text callouts and for headlines when Frutiger doesn't produce the desired visual effect.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Bembo Semibold, Old Style Figures Use this typeface for caption headlines or small-type headlines when Frutiger doesn't produce the desired effect. Generally, this typeface should be used at small point sizes.</p>
<p>A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0</p>	<p>Bembo Bold, Old Style Figures Use this typeface for special situations when the Semibold weight is not heavy enough (for instance, when printing limitations require a heavier weight).</p>

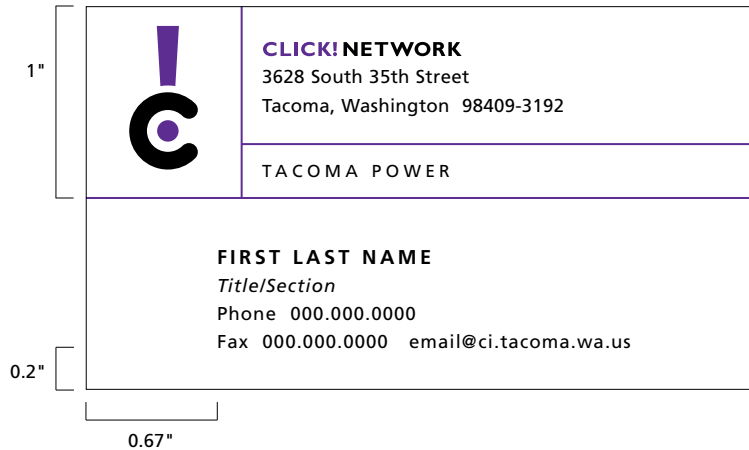
CLICK! NETWORK CORPORATE BUSINESS CARDS

To order Click! Network business cards, contact the Graphics section.

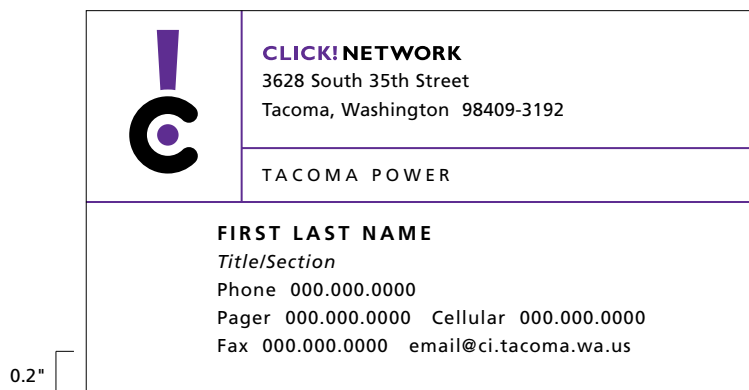
The address block will include the Click! Network logotype, appropriate street address, city, state, ZIP code and the “Tacoma Power” sign-off.

The employee block will include employee name, title and/or section (where applicable), telephone and fax numbers, and e-mail address. If necessary, up to two additional contact numbers can be listed.

4-LINE CONFIGURATION



5-LINE CONFIGURATION



BACK SIDE



SPECIFICATIONS

Size

2" x 3 1/2"

Color

The Click! Network corporate identity uses PMS 2593 U and black. All rules are PMS 2593 U; all type is black. The back of the card uses PMS 2593 U and black.

Paper

Approved paper stock is Gilbert Cover Recycled White Wove 80-lb.

Typography

“Click! Network”

Use logotype artwork.

Address

Font: Frutiger Roman

Point size: 7

Leading: 11

Tracking: 3

“Tacoma Power”

Font: Frutiger Roman, all caps

Point size: 6.5

Tracking: 45

Employee name

Font: Frutiger Bold, all caps

Point size: 7.5

Leading: 10.5

Tracking: 30

Title/Section

Font: Frutiger Italic

Point size: 7

Leading: 10.5

Tracking: 10

Contact information

Font: Frutiger Roman

Point size: 7

Leading: 10.5

Tracking: 10

Rules


Rule weight is .75 pt.

Logo mark on back of card

Rotation angle: 50° clockwise

CLICK! NETWORK CORPORATE LETTERHEAD

All Click! Network sections and product lines should use this letterhead. To order Click! Network corporate letterhead, contact the Graphics section.

	CLICK! NETWORK 3628 South 35th Street Tacoma, Washington 98409-3192
	TACOMA POWER

SPECIFICATIONS

Size

8 1/2" x 11"

Color

The Click! Network corporate identity uses PMS 2593 U and black. All rules are PMS 2593 U; all type is black.

Paper

Approved paper stock is Torchglow Pearl White, 60-lb. Text, Vellum Finish.

Typography

"Click! Network"

Use logotype artwork.

Address

Font: Frutiger Roman

Point size: 7.75

Leading: 17

Tracking: 11

"Tacoma Power"

Font: Frutiger Roman, all caps

Point size: 7


Tracking: 45

Rules

Rule weight is .75 pt.

CLICK! NETWORK CORPORATE STANDARD LETTER FORMAT

Customers will see our identity most frequently on stationery, which means how each document is formatted becomes a critical part of our identity program. Please use this format when typing your correspondence, and follow the same format on all pages.

2"		CLICK! NETWORK 3628 South 35th Street Tacoma, Washington 98409-3192
		TACOMA POWER
3 carriage returns	January 21, 1999	
2 carriage returns	Recipient's Name Recipient's Title Company or Organization Street Address Tacoma, WA 98411	
2 carriage returns	Dear Recipient,	
2 carriage returns	<p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignis sim qui bland it praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex.</p> <p>Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui bland it praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.</p> <p>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignis sim qui bland it praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.</p>	
2 carriage returns	Sincerely,	
3 carriage returns	Sender's Name Title	
min. 1"		

1 1/4" 1 1/2"

SPECIFICATIONS

Typing standards

Font: Times New Roman or equivalent serif typeface
Alignment: flush left, ragged right
Point size: 11
Line spacing: single-spaced (11-point leading)
Upper and lower case

Position

Left margin: 1 1/4"
Right margin: 1 1/2"
Top margin: 2"
Bottom margin: 1"

Personalized correspondence

Employees may personalize letters by entering name, position, and phone number, following these guidelines:

Alignment: flush left
Left margin: 1 1/8"
Position: 2 returns after date

Additional pages

For correspondence longer than one page, use blank sheets of the same stock used for the first page. After page 1, top margin becomes 1 1/4".

CLICK! NETWORK MEMORANDUM AND STANDARD MEMO FORMAT

Memos should be set on the one-color Click! Network corporate memorandum form shown below. Margins and type specifications for body text on these forms should be consistent with the Click! Network corporate standard letter format shown on page C.21, with the exceptions noted below. A digital Microsoft Word version of this document is also available. Contact the Graphics section.

The diagram illustrates the layout of a Click! Network memorandum form. It features a gray header bar at the top with the word "MEMORANDUM" in white. Below the header, the form is divided into sections for "Date:", "To:", "From:", and "Subject:". The body text is composed of three paragraphs of Lorem Ipsum. Margins are indicated by brackets on the left and bottom. The left margin is 2 inches, and the bottom margin is 1 1/4 inches. The right margin is 1 1/2 inches. The form is labeled with "2 carriage returns" and "3 carriage returns" on the left side, indicating the number of lines for each section.

2"

2 carriage returns

2 carriage returns

2 carriage returns

3 carriage returns

2 carriage returns

2 carriage returns

1 1/4"

1 1/2"

MEMORANDUM

Date:

To:

From:

Subject:

CLICK! NETWORK
T A C O H A P O W E R

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SPECIFICATIONS

Gray bar

Bar across top of page is a 60% screen of black and should be printed at no less than 80 lpi.

Position


Margin guides are the same as for the Click! Network corporate standard letter format, shown on page C.21. Use the format shown at left for the "Date" through "Subject" lines.

Typing standards

Typing standards for body text are the same as for the Click! Network corporate standard letter format, shown on page C.21.

CLICK! NETWORK CORPORATE FAX TRANSMITTAL COVER SHEET

This form should be used to send official Click! Network fax messages. It should be filled out by hand; there is room at the bottom to include comments or notes.

	CLICK! NETWORK 3628 South 35th Street Tacoma, Washington 98409-3192
	TACOMA POWER

FAX TRANSMITTAL

> To:	> From:
Company:	Department/Section:
Fax Number:	Phone No. or Ext:
Date:	Fax Number:
Pages (including cover):	

SPECIFICATIONS

Size

8 $\frac{1}{2}$ " x 5 $\frac{1}{2}$ "

Color

All artwork, rules and type are black.

Paper

Any white bond or fax paper.

Typography

"Click! Network"

Use logotype artwork.

Address

Font: Frutiger Roman

Point size: 8.5

Leading: 19

Tracking: 20

"Tacoma Power"

Font: Frutiger Roman, all caps

Point size: 8

Tracking: 55

"Fax Transmittal"

Font: Frutiger Bold, all caps

Point size: 15

Leading: 30

Tracking: 40

Sender/recipient information

Font: Frutiger Roman

Point size: 8

Leading: 30

Tracking: 11

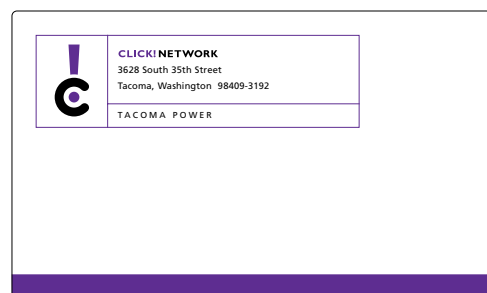
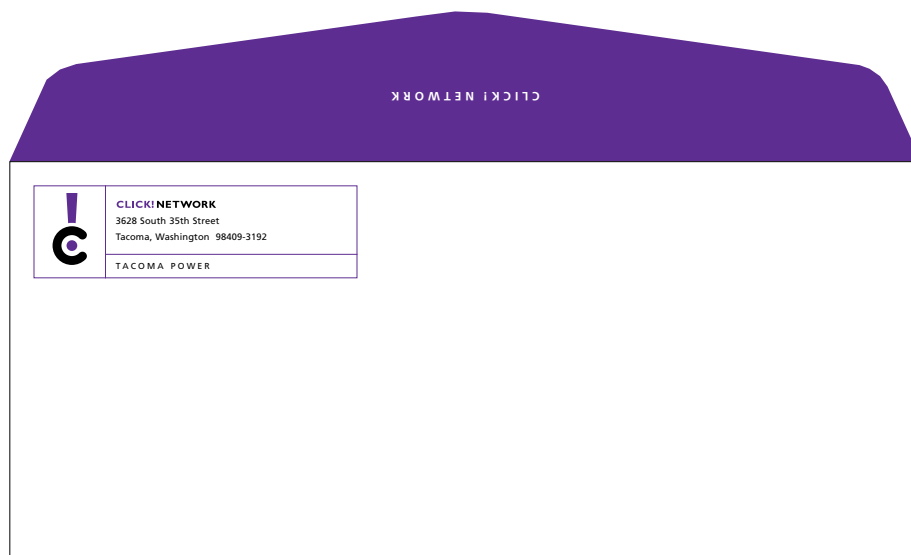
Rules

Rules surrounding address box are .75 pt.

Rules below content lines are .5 pt dotted lines.

CLICK! NETWORK CORPORATE #10 ENVELOPE AND MAILING LABEL

Use the #10 envelope for general correspondence. Use a mailing label for parcels or for envelopes larger than #10 size.



SPECIFICATIONS

#10 ENVELOPE

Size

4 ¹/₈" x 9 ¹/₂"

Color

The Click! Network corporate identity uses PMS 2593 U and black. All rules are PMS 2593 U; all type in address block is black. The words "Click! Network" reverse out of PMS 2593 U on flap.

Paper

Approved paper stock is Torchglow Pearl White, 60-lb. Text, Vellum Finish.

Typography

"Click! Network"

Use logotype artwork.

Address

Font: Frutiger Roman

Point size: 7

Leading: 12

Tracking: 3

"Tacoma Power"

Font: Frutiger Roman, all caps

Point size: 6.5

Tracking: 45

Rules

Rule weight is .75 pt.

MAILING LABEL

Size

5" x 4"

Color

The Click! Network corporate identity uses PMS 2593 U and black. Rules and color band are PMS 2593 U; all type is black.

Paper

Use any bright white, text weight, uncoated, crack 'n' peel stock, ¹/₈" radius kiss cut die.

Typography and rules are the same as for the #10 envelope.

C.20

50% of actual size

CLICK! CABLE TV EXAMPLES


The following examples illustrate how to assemble the key supporting graphics to build cohesive Click! Cable TV branded communications.

MORE NEW CHANNELS HD PROGRAMMING FREE ON-DEMAND NO PRICE HIKE.

WE DO IT. THEY DON'T.

502-8900

Your local choice.
clickcabletv.com



Digital Cable with more than 130 channels for just \$31.99.* (Limited time offer.)

MORE NEW CHANNELS
Sure, there are lots of channels out there, but we have the ones you want. We've recently added loads of new channels including Superstation WGN—home of Lou Piniella and the Chicago Cubs. And for the kids, Boomerang has everything from Huckleberry Hound to Super Friends.

MORE HD PROGRAMMING
Just get a new HDTV? Then you've probably noticed that your favorite sports programs, movies and nature programs look amazing. Want more? Well, look no further. We have all the top HD channels including ESPN, HD Net and Discovery HD Theater.


MORE FREE ON-DEMAND
No time to watch your favorite TV shows? No problem. We have hours of FREE on-demand programming. The kids will love PBS Kids Sprout, while you can check out free programming from CNN, HGTV or The Speed Channel. Best of all, we're adding new content all the time.

MORE FROM YOUR LOCAL CABLE COMPANY.
How can we give you more than the other guys? It's simple—we're local and have been since we opened our doors nearly 10 years ago. That means we don't care about what people in New York or Peoria want to watch. We spend all our time thinking about Tacoma, University Place, Fircrest, Fife and Lakewood. It also means when you pay your bill, your money stays right here, so we can continue to provide you the kind of programming and services you've been asking for.

Say goodbye to operator #63115 in who-knows-where and get more by making a local call to Click! And, because we're neighbors, we'll give you free installation on two outlets and get you connected in just a few days.

Call today at 502-8900
or visit: clickcabletv.com

*Offer good for new customers only. Not available in some areas. See website for details. For all rates and terms, visit www.clickcabletv.com. For all rates and terms, visit www.clickcabletv.com.



Sunday Insert



HOW SWEET IT IS. MORE LOU ALL SEASON LONG.

WE HAVE IT. THEY DON'T.

502-8900

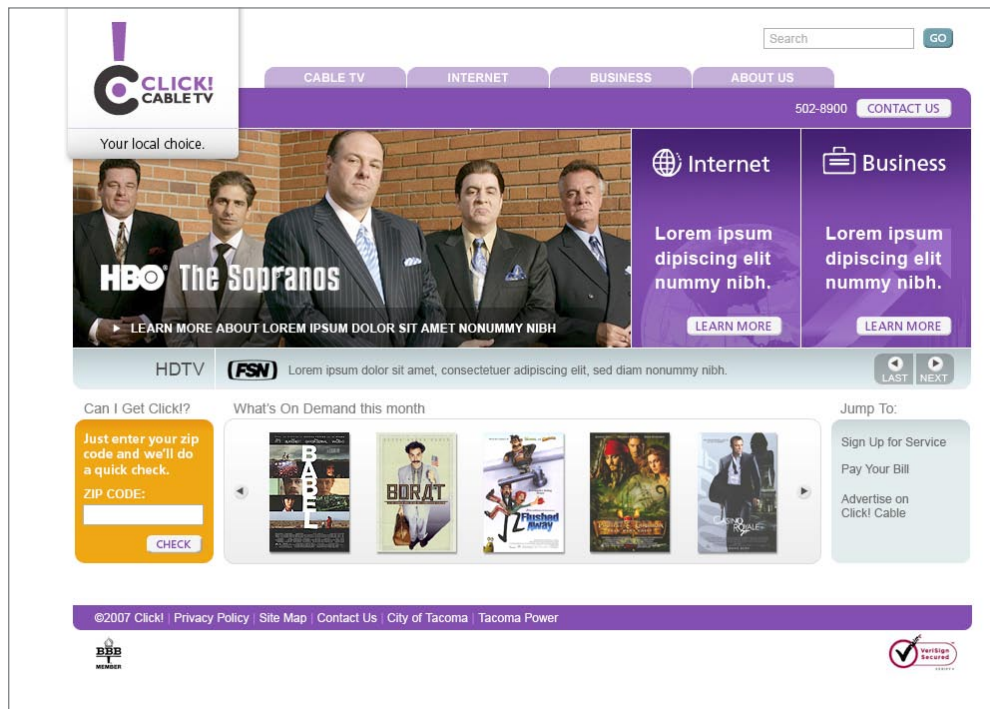
Your local choice.
clickcabletv.com



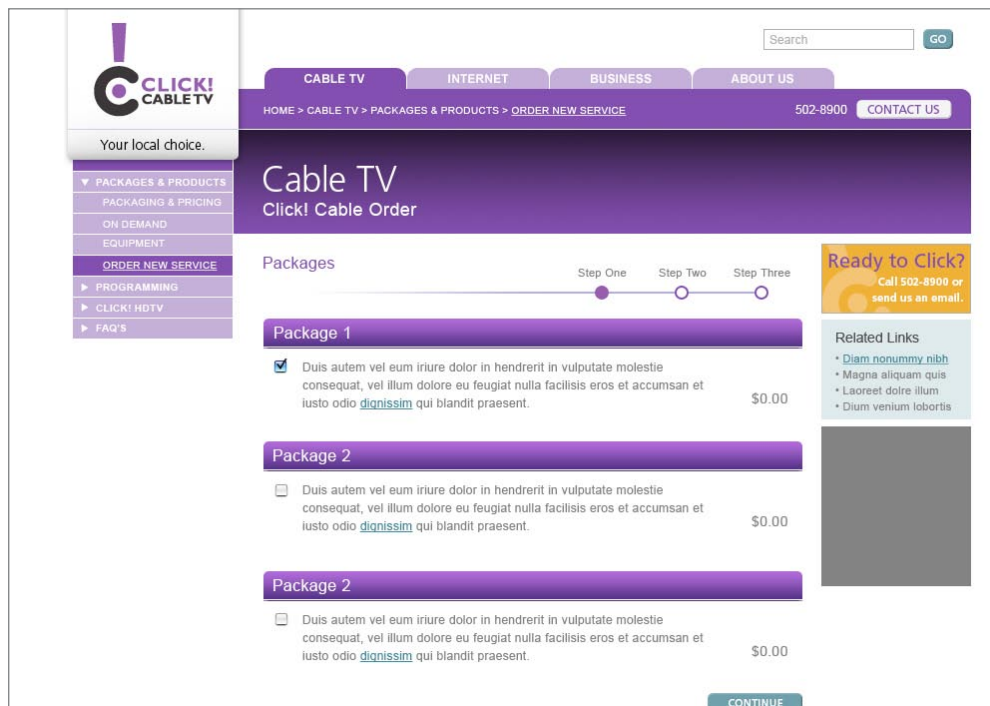
Outdoor Billboard

CLICK! CABLE TV EXAMPLES

The following examples illustrate how to assemble the key supporting graphics to build cohesive Click! Cable TV branded communications.



Web site—Home page



Web site—Interior page

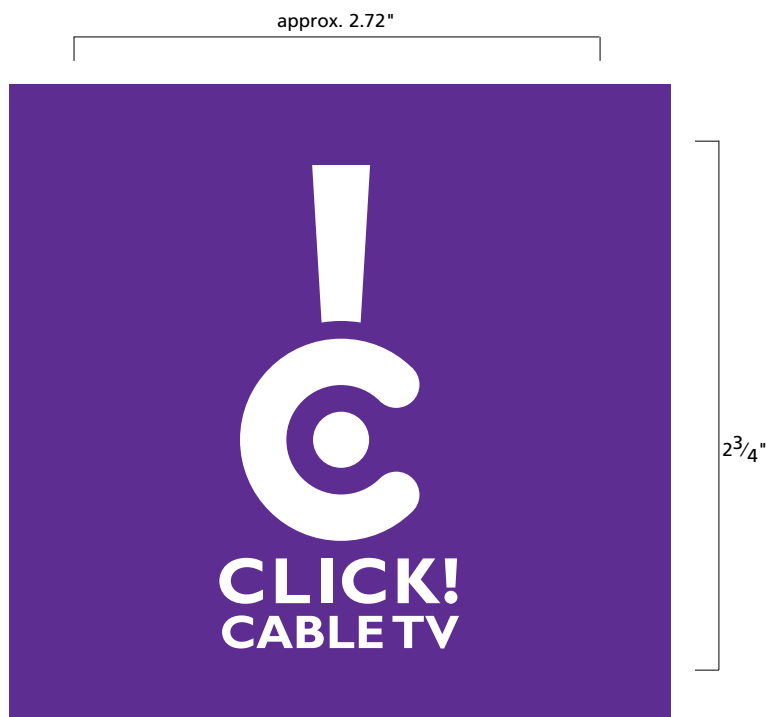
CLICK! CABLE TV POLO SHIRT

Applications for promotional products need to adhere to graphic standards. For assistance, contact the Click! Marketing Department or Community/Media Services.



SPECIFICATIONS

Recommended polo shirt fabric is purple colored, dark enough to allow clear contrast against for the white Click! logo. Artwork should be reproduced in embroidery. Refer to this drawing when positioning artwork.



ACTUAL SIZE