



COMMUNITY TV & RADIO

STYLE GUIDE

A branding and communications guide for the community correspondents who air content on Brooklyn Free Speech to ensure their communications are fashioned, styled, and on point.

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AN INTRO TO STYLE

WHY WAS THIS STYLE GUIDE CREATED?

We are ONE TEAM supporting your media dreams through one-half of BRIC's community media initiative— Brooklyn Free Speech. As one team, it is imperative that we are all on the same page with how we speak about Brooklyn Free Speech in both verbal and written communications.

As your marketing team, our sole goal (not to be confused with Soul Glo, for you *Coming to America* fans) is to help elevate awareness about, and the footprint of Brooklyn Free Speech.

The only way that is going to happen is if we are moving as one unit. Our hope is that this new style guide will equip you with the appropriate tools for how Brooklyn Free Speech should be presented to the general public when promoting your show. This guide was created to ensure that we all move as one team, one unit, **one Brooklyn Free Speech.**





Welcome
to the
Family!

COMMUNICATIONS

You just got through reading about why this guide was created on page three, now let's talk about the differences between BRIC's two TV networks and how to talk about Brooklyn Free Speech on your show and in media / press communications.

WHAT IS BROOKLYN FREE SPEECH?

Brooklyn Free Speech is **YOUR** New York Emmy-winning, community-produced, nonprofit TV and podcast network. Brooklyn Free Speech has aired hundreds of thousands of hours of community-produced media since it hit the airwaves in 1990.

We take great pride in airing **YOUR** local films, documentaries, podcasts, and moments on our channels. We think of our community-produced media platforms as: Locally sourced. Globally shared.



With two TV networks under the BRIC Community Media umbrella, we heard that you have questions about the differences between the two. Here's an in-depth explanation into the differences between **Brooklyn Free Speech** and BRIC TV!

IN-DEPTH EXPLANATION

DIFFERENCE BETWEEN BROOKLYN FREE SPEECH & BRIC TV / BRIC RADIO

BRIC is the leading presenter of free cultural programming in Brooklyn. In addition to BRIC's performing arts and contemporary art programs, it also has two distinct community media initiatives:

- **Brooklyn Free Speech**, an Emmy-winning, community-produced, nonprofit TV and podcast network featuring **content produced by YOU**, and
- BRIC TV, an Emmy, Ipppy, and Telly-winning, nonprofit community TV channel and digital network featuring content produced by BRIC that's for, or about Brooklyn.

SCENARIOS

HOW TO WRITE / SPEAK ABOUT BROOKLYN FREE SPEECH

1. My TV show, which airs on Brooklyn Free Speech was nominated for an Emmy.
2. Of course you can watch my show from Buckingham Palace, Prince Harry and Duchess Meghan! Brooklyn Free Speech TV streams its community-produced content worldwide.
3. You can watch my show every week on Brooklyn Free Speech TV exclusively in Brooklyn on RCN, Spectrum, and Optimum; all five boroughs on Verizon.
4. My show started out airing on Brooklyn Free Speech TV and now I've got a deal with Netflix– BOOM SHOCKALAKA BOOM BOOM!
5. *Game of Thrones* just ended. HBO is hungry for the next big thing and my show which airs on BRIC's Brooklyn Free Speech TV & Podcast Network is exactly what they're looking for!
6. *Cue hysteria and ugly cry* Beyoncé, you mean with your busy schedule, kids, touring, Jay-Z, showing love to the Beyhive, and making music you make time to listen to my podcast on Brooklyn Free Speech Radio?

BROOKLYN FREE SPEECH

WRITTEN & VERBAL COMMUNICATIONS

CORRECT

- ✓ BRIC (*BRIC should always be capitalized; Even though our URL is BRICartsmedia.org, our name is just BRIC*)
- ✓ BRICartsmedia.org
- ✓ Brooklyn Free Speech
- ✓ Brooklyn Free Speech TV
- ✓ Brooklyn Free Speech Radio

INCORRECT

- ✗ Bric / bric / BRIC Arts Media
- ✗ bricartsmedia.org
- ✗ BRIC Free Speech
- ✗ BRIC TV
- ✗ BRIC Radio

Brooklyn Free Speech TV & Radio

You're The Star. We're Just The Platform. Community-Made, 1st Amendment-Focused Media Since 1990.

CHANNEL 1

WATCH

- BRICartsmedia.org/1
- Spectrum 1995
- Optimum 67
- Verizon 42
- RCN 82

CHANNEL 2

WATCH

- BRICartsmedia.org/2
- Spectrum 1998
- Optimum 68
- Verizon 43
- RCN 83

CHANNEL 3

WATCH

- BRICartsmedia.org/3
- Spectrum 1996
- Optimum 69
- Verizon 44
- RCN 84

CHANNEL 4

WATCH

- BRICartsmedia.org/4
- Spectrum 1996
- Optimum 69
- Verizon 44
- RCN 84

CHANNEL 5

WATCH

- BRICartsmedia.org/HD
- Spectrum 1993
- Optimum 951
- Verizon 47

PODCAST NETWORK

LISTEN

- iTunes
- Stitcher
- SoundCloud
- Google Play Music

LOGOS

As a member of the Brooklyn Free Speech family, you DO NOT have to use the Brooklyn Free Speech logo in the promotion of your film, TV show, or podcast. Should you decide to use one, or all of the iterations of the logo, they can be accessed at [**BRICartsmedia.org/reservations**](https://BRICartsmedia.org/reservations).



RADIO



RADIO

FRATERNAL TWINS

WHY TWO DIFFERENT LOGOS?

YOU-PRODUCED

This logo is specifically for our community correspondents– THAT’S YOU! The BRIC logo is not attached because BRIC does not own your film, TV show, or podcast– you do.



BRIC-PRODUCED

This logo is used for videos and marketing materials produced through BRIC’s Brooklyn Free Speech initiative.



PNG VS. JPEG

CORRECT IS PNG

This TV uses the PNG version and is correct because there IS NOT a white background behind the logo.



INCORRECT IS JPEG

This TV uses the JPEG version. It is incorrect because there is a white background behind the logo.



BROOKLYN FREE SPEECH: Logo Color Variation

The primary palette color for BROOKLYN FREE SPEECH is BRIC PURPLE and GRAY.

In certain instances, BLACK instead of BRIC PURPLE can be used. This should be determined on a case by case basis.

NOTE: the FREE SPEECH logotype must always remain BRIC GRAY, with BROOKLYN always in white.



BRIC PURPLE

PMS 2695

C90 M100 Y10 K50

HEX 331C54

BROOKLYN FREE SPEECH: Logo

This is the new BROOKLYN FREE SPEECH logo, which replaces the previously used logo. Update all usage with this logo.

The logo should always appear in this orientation and should never appear vertically, on an angle, or upside down. No alterations should be made to the brandmark or wordmark.



BRIC GRAY

PMS COOL GRAY 6

C15 M8 Y12 K25

HEX ADAFAF

SOCIAL MEDIA MARKETING

We love seeing your posts. Please tag us! We'll like, retweet, regram, and possibly even feature you in an upcoming project.

HANDLES

    **@bfreebk**

HASHTAGS

#BrooklynFreeSpeech #BFreeAwards

QUESTIONS?

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