

broadcast electronics

a half century  
of experience  
meets

modern  
digital  
innovation

## experienced

BE has been in the industry for over half a century. We know what works, and what doesn't. We've been blazing a trail and we have no intent of stopping. Our industry experience can be tapped into to let our clients know our products are reliable, trustworthy, and of the highest quality.

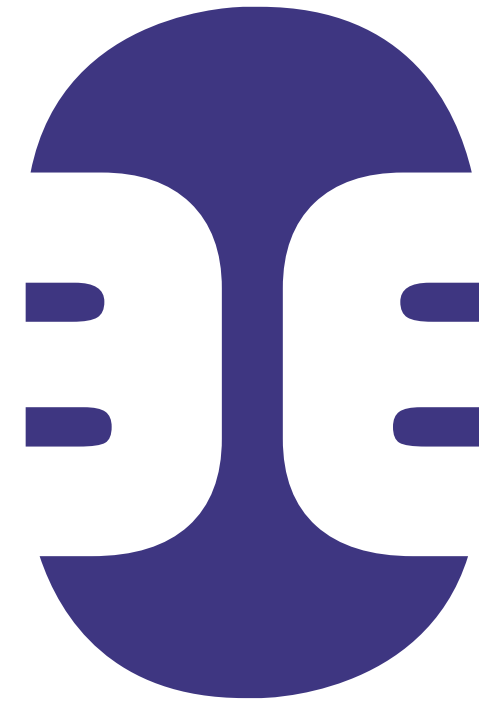
## modern

While experienced, we are far from outdated. BE has the most up to date hardware and software available, and is ready to accommodate the ever changing needs of the digital world.

## the symbol

A retro mic in a clean, minimalistic, **modern** way.

A logo that simultaneously represents our long history and experience, and our new drive to become the most state of the art broadcasting equipment company in the market. Symbolic of our open line of communication with our clients; we listen in a meaningful way, we are **connected**. The logo should appear on a white background if it has breathing room, and it can be independent of the company name. It always appears in broadcast blue, unless it is used as a decorative design element.

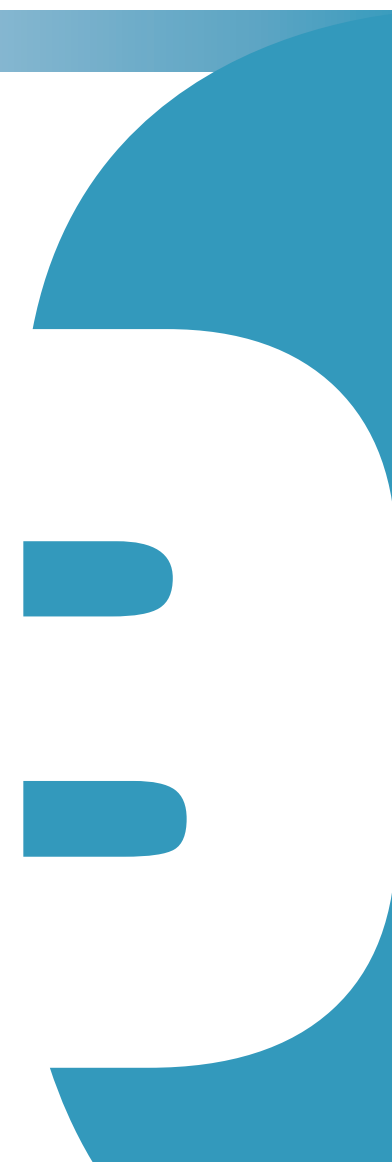


## innovative

Not only up to date, but paving the way for new technologies, BE has been a long time researcher, developer, and innovator. BE has at its disposal an incredible variety of products that can scale from single users all the way to a staff of over 50, the highest quality transmission equipment and the software to use it.

## connected

We're broadcast electronics, as in, broadcasting. Transmitting. Relaying information. Connecting. Instead of thinking of BE as selling equipment, you should think of us as selling networking. We don't want to treat our clients as customers, we want to treat them as partners. Our level of commitment to clients is unmatched in the industry.



# the layout

## transmitting data, broadcasting ideas

Layout design should further the ideas of our core brand ideals. Design elements such as the gradient above and a symmetric, alternating layout are akin to a call and response, radio waves bouncing, or the transmission of data. White space, headings with all lower case, and a clean layout style are contemporary industry standards, and are highly encouraged to solidify the brand pillars.

# the typefaces

## print

### avenir next

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

### din alternate

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

### **garamond**

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
*ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890*

# the type

## heading treatment

Main headings should be in all lower case, DIN alternate typeface, and broadcasting blue. Secondary headings should be bolder, but the same typeface as the body copy. Body copy for web should use oxygen typeface, and headings for web should use quicksand. Body copy for print should use avenir next. as an alternative, garamond pro can be used for secondary headings in print.

## web

### oxygen

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

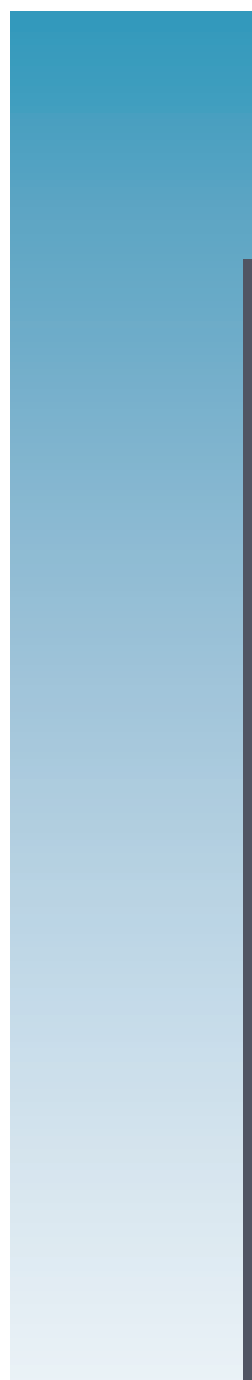
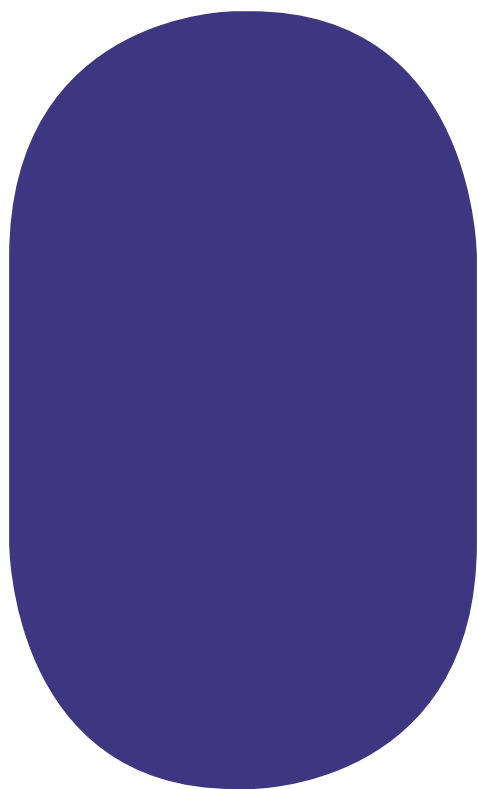
### quicksand

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890



rgb  
cmyk  
hex

	broadcast blue	electronic cyan	neutrals		
rgb	62-54-129	50-153-187	83-85-99	213-235-242	143-146-161
cmyk	92-95-15-4	75-25-17-0	69-61-45-25	15-1-3-0	47-38-27-1
hex	3E3681	3099bb	535563	D5EAF1	8e92a2



## the colors

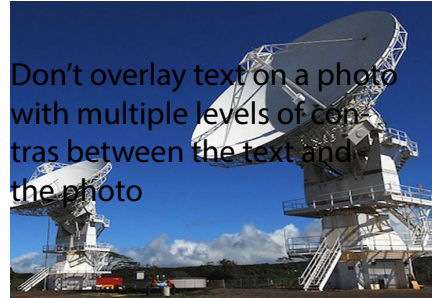
a palette of vibrant blues  
contrasted by neutral greys

The varying shades of blue are designed to evoke thoughts of sky, airwaves, and eventually communication. Blue is also a color used to represent lots of digital and modern applications: Internet explorer, facebook, twitter, instagram, tumblr, and even the standard color of hyperlinks are all shades of blue. The grey neutrals are to be used to provide contrast and divide up the different colors of blue.

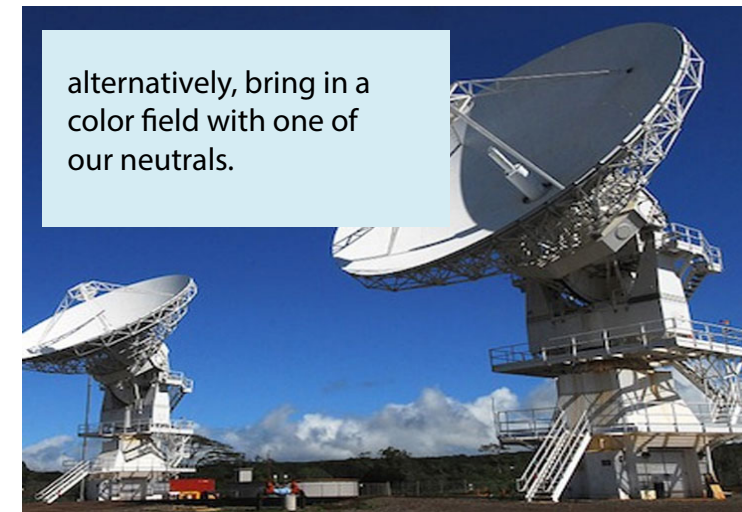
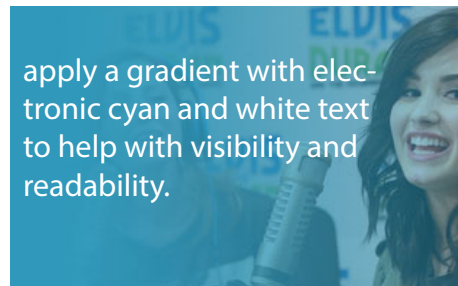


# dos & don'ts

## photo treatment



Don't overlay text on a photo with multiple levels of contrast between the text and the photo



## color

always separate our primary two shades of blue with one of the more neutral colors.



# logo application

## do's



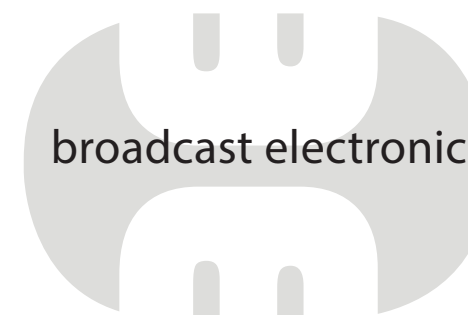
the logo can appear beside the type, above it, or not at all. Use light blue if the combination of the logo and type has room to breathe. large letterspacing is encouraged. Logo must always appear in broadcast blue, unless it is being used as a decorative element.

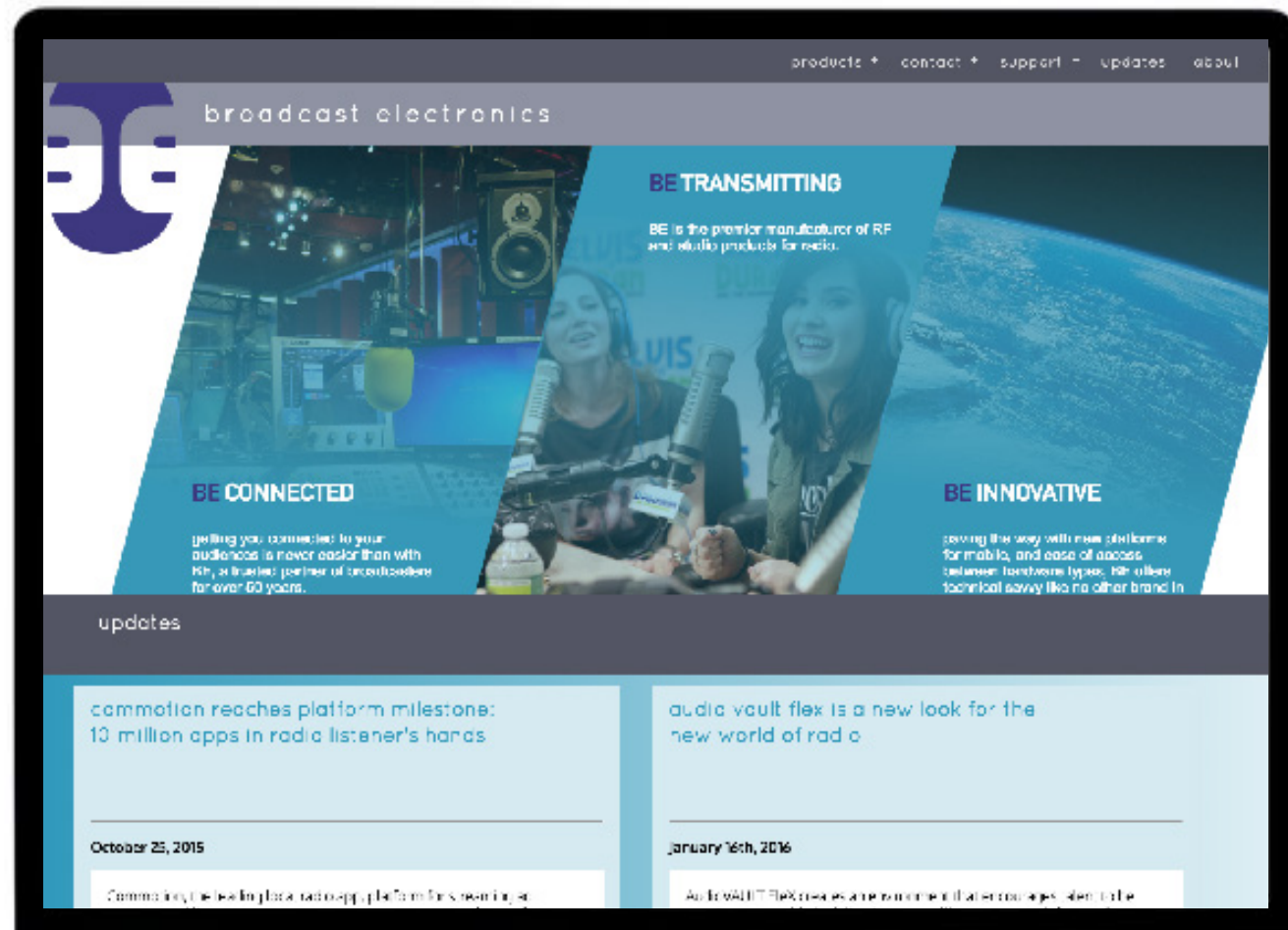
broadcast electronics



## don'ts

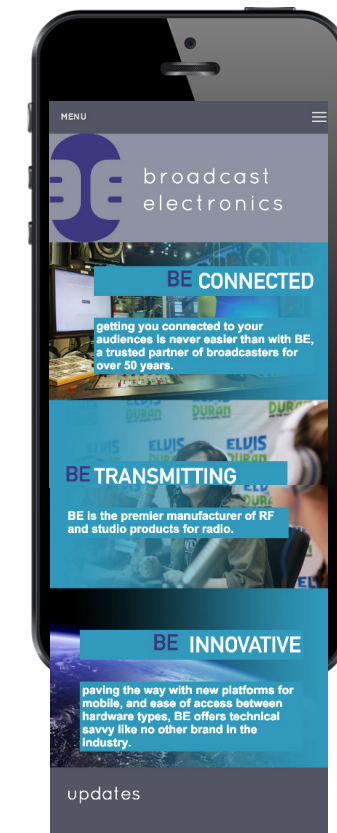
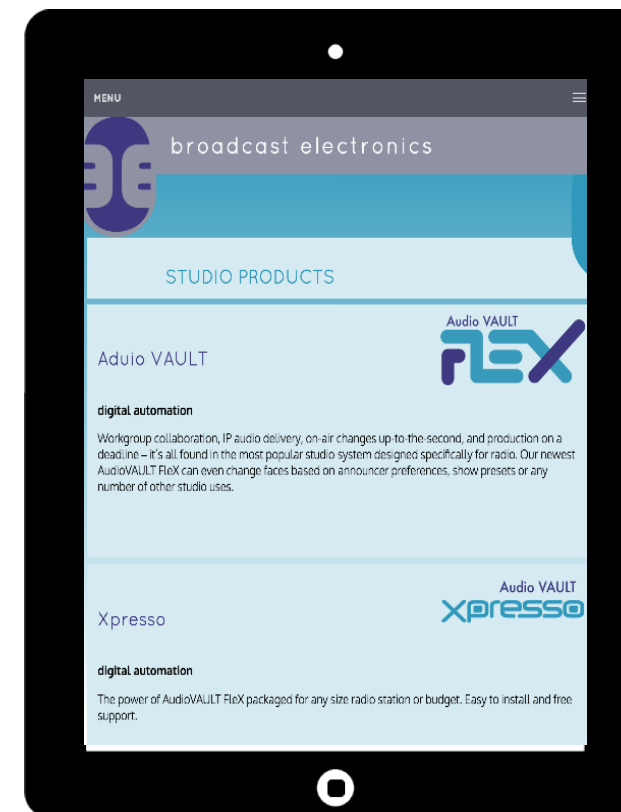
it's not an apple core, the logo appears in blue at all times. Don't tilt the logo, or place anything within it.





## web application

In web applications, color can be more liberally used without concern for ink. Other layout, type, and general brand applications should be kept the same. To help promote mobile software, and brand pillars, all web applications have to be completely responsive, down to tablet and even mobile sizes. Price tags and specific products are kept off the front page to dispell the idea that our clients are stopping in for a single one time purchase.



Today's radio broadcaster wears many hats. Only Broadcast Electronics has the studio tools and the support you'll need to manage it all, whether it's voice tracking, ad-logging on-air, creating a newscast, or getting in on the latest radio applications like podcasting, datarasting, tweeting or Taping.



### rf transmission products

Broadcast Electronics' AM, FM and HD Radio transmitters are rated among the best performers in the broadcast industry. They are super efficient, cool running and adaptable to whatever the future of radio holds, whether it's a power boost, a new data service or both.



### audio/data links

The rollout of HD Radio, more frequent collocation of multiple stations and other factors often demand more efficient studio-to-transmitter link (STL) solutions with greater bandwidth and bidirectional capability. While existing wireless and terrestrial STLs will remain an appropriate program and data transport choice, many radio stations and networks are seeking new options.



# brand application

software programs and supplemental logos

Software products that have their own supporting websites still need to follow general branding guidelines when presented on the main Broadcasting Electronics website. The following are some examples of how logos need to be tweaked when presented on bdcast.com. Unified supporting typefaces, colors, and a simplicity that reflects the main logo design are implemented.



# business application

Supplemental applications

Business card, letterhead, and mobile app logo