Crossings TV
Brand Guidelines

October 2023

Table of Contents

Brand Overview

Founded in 2005, Crossings TV is the home for Asian Americans to seek comfort, empowerment, and a sense of belonging.

Crossings TV provides in-language news, information, and entertainment programming for 7 Asian language groups in 7 Asian concentrated metropolitan areas across the US.

Language Groups

Chinese
Tagalog
Hmong
Japanese
Korean
Hindi / Punjabi
Vietnamese

Logo

The full color Crossings TV logo with the white rim is the primary logo used for branding purposes.

Black and White version
for one-color media needs

Example of Transparent version
on IG Reel

Fonts

Typeface

Noto Sans (Regular & Bold) - Ads & Promotional Materials
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 !@#$%^&*() ,./<>?

Noto Sans Bold is used for Headings and important keywords.

Chinese 普通话/粤语
Korean 한국인

Noto Sans Traditional Chinese, Simplified Chinese, and Korean are also used.
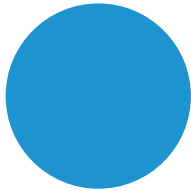
Lucida Sans Unicode – Website
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
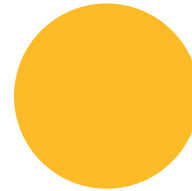0123456789 !@#$%^&*() ,./<>?

Colors

Primary Colors
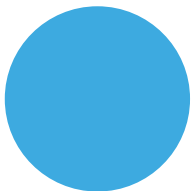
HEX #0091CE
CMYK 100, 30, 0, 19
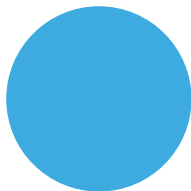
HEX #FFFFFF
CMYK 0, 0, 0, 0

HEX #FBBC0E
CMYK 0, 25, 94, 2
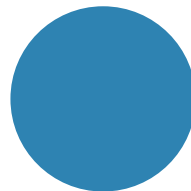
Yellow is used as an accent color.
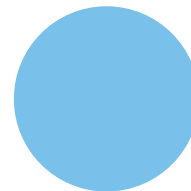
Secondary Colors

HEX #4DABE1
CMYK 66, 24, 0, 12

HEX #4EACE1
CMYK 65, 24, 0, 12

HEX #2D82B3
CMYK 75, 27, 0, 30

HEX #8CC5EC
CMYK 41, 17, 0, 7

Secondary colors that can be used for
backgrounds and texture.

Visual Style: Color

Example of color usage in a presentation.

Content Highlights

14 Years' Partnership With Charter Communications
- Serving NYC and Los Angeles Customers
- Supporting Political & Regulatory Agendas
  - Proactively Supporting Charter Initiatives e.g. CA PUC Approval, Net Neutrality Opposition

Supporting Asian Entertainment & Information Needs
- Content in More Than 7 Languages
- Special Programming and Digital Content
  - COVID   Voting
  - Census   Asian Hate

Crossings TV's Role In DEI Initiatives
- African American Owned Media Serving Asian Americans
- Certified Minority Business Enterprise (MBE)

crossings TV

Example of how to use color to **highlight** an important word.

Visual Style: Photos

Use photos that are bright, inviting, and contain warm colors to evoke the feeling of comfort and "home" for Asian Americans. Select photos that feature Asian individuals to give people a sense of belonging.