



SEASON 4

PROMOTION KIT





# Brand & Style Guide

## Logo

There are two versions of the *Coastal Kingdom* logo, a color version and a white reverse version to appear on darker backgrounds.

### RECREATION

Do not recreate the logotype.

### REVERSE LOGO

When printing onto a dark background without color printing capability, a white version of the logo is approved for use.

### DISTORTION

Do not stretch, distort or otherwise modify the logo. A drop shadow may be applied.







### MINIMUM PADDING

Minimum Padding around the logo is equal to 25 percent of the height of the logo.

### MINIMUM SIZING

Logo should never print less than 0.5" in width.

COLOR		PRINT	DIGITAL	
		CMYK	RGB	HEX
	Deep Ocean Blue	C: 96 Y: 51 M: 66 K: 43	R: 0 G: 59 B: 74	#003b4a
	Gator Brown	C: 53 Y: 87 M: 57 K: 47	R: 84 G: 70 B: 39	#544627
	Marsh Green	C: 37 Y: 100 M: 27 K: 2	R: 172 G: 163 B: 0	#aca300
	Coastal Blue	C: 65 Y: 0 M: 22 K: 0	R: 64 G: 166 B: 236	#40a6ec

## Colors

The primary color palette for *Coastal Kingdom* includes deep ocean blue, gator brown, marsh green and coastal blue. deep ocean blue and marsh green are the brand's primary colors and should be used so long as the final product passes color accessibility. CMYK colors are recommended for most print jobs. Gator brown and coastal blue are the brand's secondary colors and should be used as an accent or in locations where deep ocean blue or marsh green are not appropriate.



## Typography

*Coastal Kingdom* uses the font Footlight MT Light for headers and specialty text. Segoe UI is used for body copy.

- When using these fonts to promote *Coastal Kingdom*, do not add effects, such as gradients, emboss or drop shadow.

## Header

### Subheader 1

SUBHEADER2

Body copy

## Imagery

These graphics serve as signature art and title treatment art for *Coastal Kingdom* and should be used where appropriate.

### SIGNATURE ART

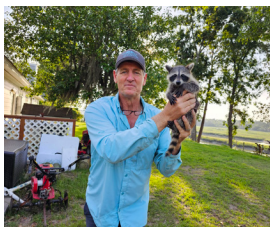


### TITLE TREATMENT ART



### PROGRAM IMAGERY

Below are 10 production stills selected to reflect *Coastal Kingdom Season 4*. These have been approved for promotional use and can be found, along with image captions and other promotional tools, online at [www.scetv.org/about/press-room](http://www.scetv.org/about/press-room).





## Funding Partners

Where appropriate, funding partners should be mentioned. Funding partners for *Coastal Kingdom* include:

- The ETV Endowment of South Carolina







## Tony Mills

Tony Mills writes, hosts and co-produces *Coastal Kingdom* and works to create a program that is fun, engaging and educational.

Tony is the Education Director for the Spring Island Trust. His duties include co-teaching the Lowcountry Master Naturalist Program, producing and conducting educational programs, field trips, and teacher workshops. He has written numerous columns and articles on local plants and animals for the popular media and co-wrote the book *Lizards and Crocodilians of the Southeast*. Tony is a passionate naturalist and educator and spends a major portion of his time teaching and doing fieldwork.



# Season Descriptions



## LONG DESCRIPTION

*Coastal Kingdom* features some of the most well-known habitats and wildlife of the South Carolina Lowcountry. Learn about two of the most important features along the coast - the ACE Basin and the salt marsh. Also featured are some of the signature species of coastal South Carolina, from alligators to sea turtles. Learn how to build nesting boxes, and find out more about becoming a naturalist as host Tony Mills interviews people from around the state to find out what sparked their lifelong love of nature.

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## MEDIUM DESCRIPTION

Host Tony Mills and cinematographer Rob Lewis guide viewers through the diverse ecosystems of the South Carolina Lowcountry with unique perspective on the region's rich wildlife and habitats.

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## SHORT DESCRIPTION

Explore the diverse ecosystems of the South Carolina Lowcountry.



# Episode Descriptions

## SIGNATURE SPECIES - PART 1

The Lowcountry is a region with a wide variety of habitats. Host and naturalist Tony Mills explores some of the animals that live here that are relatively common, but iconic to the area. This episode includes Kingsnakes, Slider Turtles and sharks.

## SIGNATURE SPECIES - PART 2

A continuation of Part 1, Tony looks at more animal species that are ambassadors for our local habitats. This episode includes American Alligators, Corn Snakes and raccoons.

## LIFE IN THE SALT MARSH

Venture into the salt marsh, a habitat teeming with diversity. Tony Mills takes viewers on a journey through marshes, creeks and rivers, encountering crabs, shrimp, sharks, Redfish and the resilient Spartina grass.

## THE DIY NATURALIST

Discover the art of being a naturalist with Tony's hands-on guide to creating traps and nesting boxes. From bluebirds and crayfish to Mummichogs and blue crabs, witness the process of connecting with the Lowcountry's fascinating creatures.

## THE ACE BASIN

Uncover the mysteries of one of the "50 Last Great Places on Earth!" Tony explores the unique natural habitat created by the convergence of the Ashepoo, Combahee and Edisto Rivers in this awe-inspiring episode.

## SAFETY IN THE FIELD

In this episode, Tony Mills demonstrates techniques he has learned that will help keep you safe in nature. Segments include identifying venomous vs non-venomous snakes, looking out for poisonous plants and staying away from fire ants.





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# Season Imagery

IMAGE 1



**Credit**  
*South Carolina ETV*

IMAGE 2



**Credit**  
*South Carolina ETV*

IMAGE 3



**Credit**  
*South Carolina ETV*

IMAGE 4



**Credit**  
*South Carolina ETV*



IMAGE 5



**Credit**  
*South Carolina ETV*

IMAGE 6



**Credit**  
*South Carolina ETV*

IMAGE 7



**Credit**  
*South Carolina ETV*

IMAGE 8



**Credit**  
*South Carolina ETV*



IMAGE 9



**Credit**  
*South Carolina ETV*

IMAGE 10



**Credit**  
*South Carolina ETV*

IMAGE 11



**Credit**  
*South Carolina ETV*



# Production Photography

IMAGE 1



**Credit**  
*South Carolina ETV*

IMAGE 2



**Credit**  
*South Carolina ETV*

IMAGE 3



**Credit**  
*South Carolina ETV*

IMAGE 4



**Credit**  
*South Carolina ETV*



IMAGE 5



**Credit**  
*South Carolina ETV*

IMAGE 6



**Credit**  
*South Carolina ETV*

IMAGE 7



**Credit**  
*South Carolina ETV*

IMAGE 8



**Credit**  
*South Carolina ETV*



IMAGE 9



**Credit**  
*South Carolina ETV*

IMAGE 10



**Credit**  
*South Carolina ETV*

IMAGE 11



**Credit**  
*South Carolina ETV*

IMAGE 12



**Credit**  
*South Carolina ETV*





# COASTAL KINGDOM

