



Media *Kit*

Short, illustrated, sourced explainers about Taiwan.

Everything here is free to use, with credit. No permission form, no licence fee, no email. If you are on deadline, take it and go.



Look again at the *frog*

Most people see the frog first. Look again: the two pale triangles stack into 台 — the character for Taiwan. Taiwan is not the backdrop of this project. It is the character the whole mark is built from.

Then step back, and the frog is also a desk microphone — the head is the capsule, the body is the stand. That is the other half of the name: the frog, and the broadcast.

Gua, gua, gua.



One line, if you only have one line: a frog, the character 台, and a desk microphone — the same shape, read three ways.



A frog.

What everyone sees first.



台

The two pale shapes, stacked.



A desk microphone.

Head is the capsule, body the stand.

How to *describe* us

Please use one of these as written. If you need a length that isn't here, ask us and we will draft it rather than have you guess.

Tagline

Taiwan, in our own words.

Under the logo, on a cover, at the end of a video. Not a description — it isn't meant to explain.

Descriptor

Where our name is already shown (a profile field, a directory, a caption):

Short, illustrated, sourced explainers about Taiwan.

Where the sentence has to stand alone (press release, end-of-article note):

Taiwan Frogcast makes short, illustrated, sourced explainers about Taiwan.

Where there is room to be warmer (an about page, a deck):

Short, illustrated explainers about Taiwan, with sources you can check.

Standard description

Taiwan Frogcast is a media project of Frogcast Society, a registered non-profit in British Columbia, Canada (Incorporation No. S0083855). It makes short, illustrated, sourced explainers about Taiwan, free to cite and reuse.

Mandarin (Taiwan): 寶島蛙語是 Frogcast Society 的媒體專案。Frogcast Society 是在加拿大卑詩省立案的非營利組織（登記號 S0083855）。

Spelled *correctly*

FIELD	VALUE
Project name	Taiwan Frogcast — two words, both capitalised. Never “TaiwanFrogcast”, never “Frogcast” on its own.
Legal entity	Frogcast Society
Incorporation No.	S0083855
Jurisdiction	British Columbia, Canada
Mandarin name	寶島蛙語
Languages	English, with Mandarin (Taiwan) versions in progress
Website	twfrogcast.org
Press contact	info@twfrogcast.org

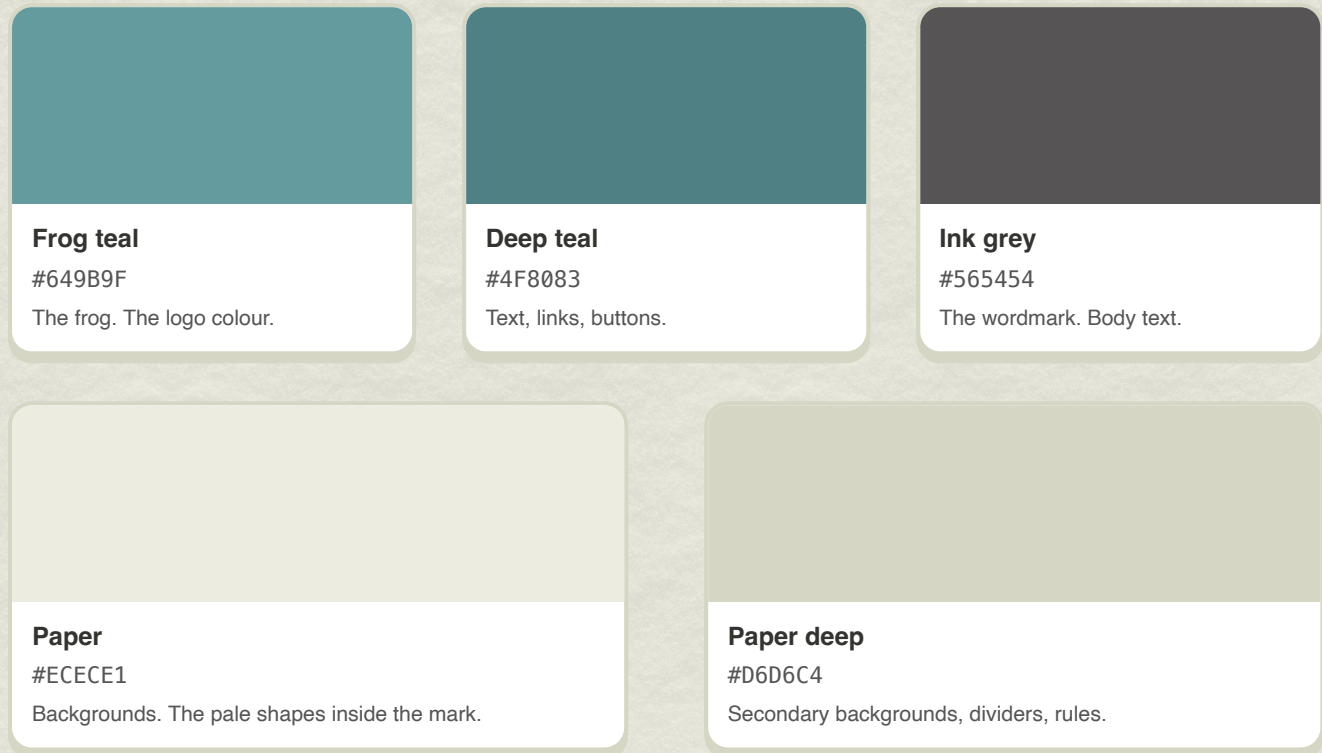
Where to find us

YouTube	youtube.com/@twfrogcast
Instagram	instagram.com/twfrogcast
Threads	threads.com/@twfrogcast
X	x.com/twfrogcast
TikTok	tiktok.com/@twfrogcast
Facebook	facebook.com/twfrogcast
LinkedIn	linkedin.com/company/frogcast-media
Newsletter	twfrogcast.substack.com

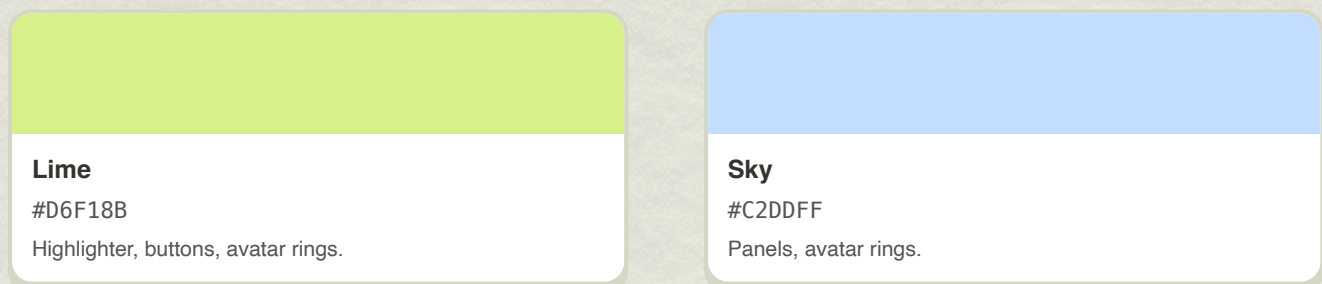


Five brand colours, *two* accents

Read straight out of the original Illustrator files. If a value anywhere else disagrees with this page, this page is right.



Accents



If you are setting type. Deep teal on paper is 3.72:1 — fine for headings, below the 4.5:1 small body text needs. For long text on a pale background use ink grey (10.7:1). Never set body text in frog teal: on paper it is 2.62:1 and it will be hard to read.

Printing something where the colour has to be exact? Write to us and we will get the values from our designer rather than have you convert them yourself.

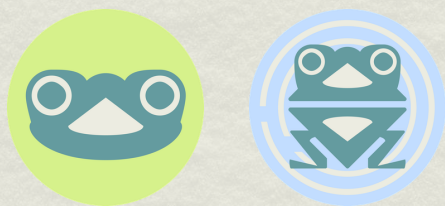
What's in the *zip*

SVG is vector: sharp at any size, and the right file for print. PNG is transparent and sits on any background. Use SVG when you can.

FILE	USE IT FOR
logo/logo-horizontal.png	Default. Anywhere wider than it is tall.
logo/logo-vertical.png logo/logo-vertical.svg	Narrow columns, posters, square placements.
logo/logo-vertical-ripple.png	The vertical lockup with the ripple mark.
logo/logo-badge.svg	Circle-framed lockup. Stamps, seals, stickers.
logo/wordmark.svg	Text-only contexts, sponsor rows, footers.
logo/mark.png	The frog alone — only where our name is already nearby.
avatars/ (six files)	Profile pictures and round placements. Not a logo.
text/ (five files)	Descriptions, colours, fact sheet, usage — as plain text.

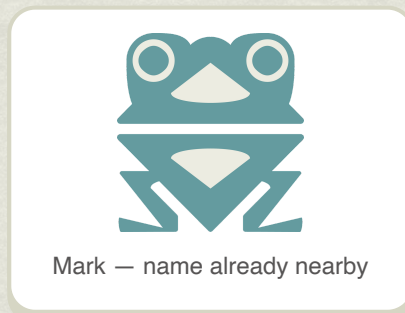
Every PNG comes at full resolution and at a smaller web size. Files ending -1600, -1000 or -800 are the web sizes.

The six avatars



Full-body and face crops, on lime, sky, and paper. Pick whichever sits best against your own background — they are all equally correct.

The three lockups



Space, size, and *please don't*

Clear space

Leave clear space on all four sides equal to the height of the frog's eye. Nothing goes inside that margin — no text, no rules, no other logos.



x = the height of the frog's eye, at whatever size you are using the logo.

Minimum size

LOCKUP	PRINT	SCREEN
Horizontal	25 mm	120 px
Vertical	20 mm	100 px
Frog mark	10 mm	48 px

Below these the ripple lines fill in and the mark stops reading as a frog.

Please don't

- Stretch, squash, or rotate it.
- Recolour it, or add a gradient, shadow, outline, or glow.
- Put it on a busy photograph, or on a colour close to its own teal.
- Rebuild the lockup yourself, or retype "Taiwan Frogcast" in another font.
- Use the frog mark as though it were your own icon.
- Use an old version. If it came from anywhere but this kit, ask us.



Endorsement, and the *frogs*

Using our logo is not an endorsement

It does not mean we endorse you, your event, your organisation, or your content. If you want to show a partnership with us, write first. We answer.

The hand-drawn frogs are not in this kit, on purpose

Every frog on our site was drawn by hand for us. They are not free stock, and they are not part of this kit. If you want to use one, write to us and we will usually say yes — we just want to know where it is going.

Need something that isn't here?

A different format, a colour variant, a size, a quote, a person to talk to. info@twfrogcast.org — one inbox, read by a person, and we answer. If it doesn't exist yet, knowing you wanted it is genuinely useful.

