

Worldnow Case Study

Maintaining Online Brand Consistency with an On-Air Rebrand

KLAS - Las Vegas, NV

Business Challenge

- KLAS was preparing for a on-air rebrand and wanted to keep their online branding consistent.
- On-air rebranding included a design strategy similar to USA Today including different color coding for separate content types/franchises (i.e. – Weather = Orange, Money = Green)
- Within the existing Worldnow style sheets, there is one design treatment which is implemented sitewide

Solution

- KLAS migrated to Worldnow's Front End Pro which is a full rearchitecture of the front end code, utilizing Cascading Style Sheets (CSS)
- Worldnow assisted KLAS with implementing a javascript include that calls a CSS file maintained by KLAS to override default design styles on the front end
- Separate CSS files were created to seek the content classification of the page upon load. When the content classification of the page matches the content classification set for one of the CSS files, it overrides the color of design elements and content on the page

Benefits

- Allows station to maintain a consistent branding on-air and online
- Additionally, station is able to modify the look/feel of the various display formats/assignment positions on their site through CSS overrides