

TALK 1170 RADIO

Brand Guidelines

Primary

TALK 1170 RADIO

Alternates



White Text
(Please ask for permission before using.)

TALK 1170 RADIO

Black
RGB: 0 0 0
HEX: #000000
CMYK: 100 100 100 100

Usage Guides

TALK 1170 RADIO

Min. & Max. Width

The minimum width is 225px or .75 inches (at 300 dpi).

There is no maximum defined size.

Usage Guides



Exclusion Area

Always allow a minimum space around the logo.

Please Do Not (We thank you!)



Do not compress, stretch, crop, or otherwise manipulate the logo.

The following are examples of how the logo should **not** be used.



The logo color should not be changed or texturized,

Colors



Red
RGB: 170 30 35
HEX: #AA1E23
CMYK: 22 100 100 17



Dark Red
RGB: 35 31 32
HEX: #231F20
CMYK: 0 0 0 100

Fonts

Trueno

(primary brand font)

Trueno Light

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Trueno Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Trueno SemiBold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Trueno Bold

Semiotics aesthetic freegan pour-over jianbing. Artisan blog retro neutra.

Roboto

(responsive web font only)

Roboto Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Roboto Medium

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Roboto Bold

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.



The logo should not be obscured with a background.