

BRAND ONE-SHEET

February 1, 2019

NEWS RADIO 92.3 | AM 1620

PRIMARY LOGO

NEWS RADIO
92.3 | AM 1620

NEWS
RADIO
92.3 FM
AM 1620

Stacked

This version may be used in instances when spatial constraints require a configuration of a more vertical nature

LOGO VARIANTS

Secondary - White & Red

NEWS RADIO
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NEWS
RADIO
92.3 FM
AM 1620

Secondary - Black

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Special Use - for use on vibrant background

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COLOR PALETTE



Black
C: 75 R: 0
M: 68 G: 0
Y: 67 B: 0
K: 90 #000000
PMS: Black U



Red
C: 16 R: 196
M: 100 G: 0
Y: 100 B: 0
K: 7 #c40000
PMS: 53-8

TYPOGRAPHY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ARVIL SANS

To be used for Headers

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Gotham Light

To be used for all other typography needs

CLEARSPACE

