Radioline

GRAPHIC GUIDELINES

Font

Our corporate font is Roboto, the Android font, it should be used in all printed materials for headlines, body copy and highlight text. It's a completely free commercial use font. When technically possible it should be used for digital media.
There are 4 weights that we use: Light, Regular, Semibold and Bold.

Primary weights for headline and body copy

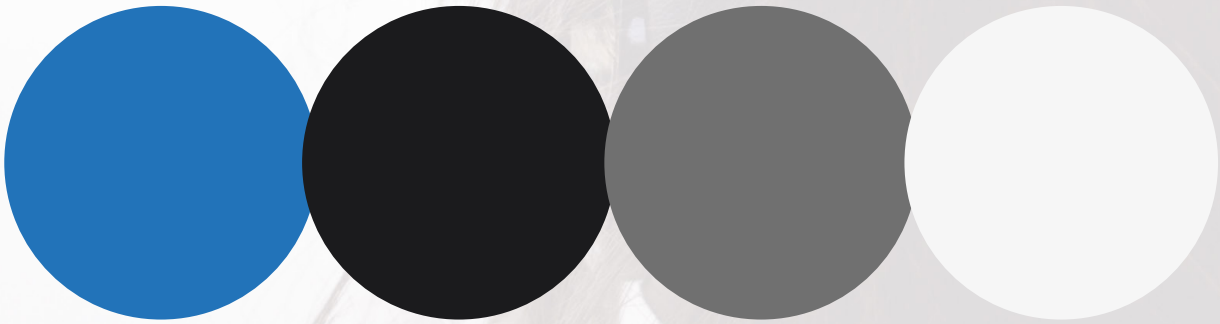
Roboto light
ABCDEFGHIJkLMNOPqRSTuVWXyz1234567890
abcdefghijklmnopqrstuvwxyz!@£$@¥%*&_+}:?

Secondary weights for sub heading

Roboto regular
ABCDEFGHIJkLMNOPqRSTuVWXyz1234567890
abcdefghijklmnopqrstuvwxyz!@£$@¥%*&_+}:?

Colors

Our accent color is this cool blue, often highlighted by light greys or a white-to-grey gradient. We usually use declinations of our blue tending to purple as backgrounds and a white or dark grey for the text, depending of the contrast and the lisibility.

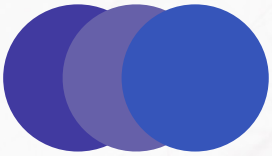


RADIOLINE BLUE
HEX: #2273b9
RGB: 34 115 185
CMYK: 82 38 0 27

DARK GREY
HEX: #1b1b1d
RGB: 27 27 29
CMYK: 7 7 0 89

MID GREY
HEX: #707070
RGB: 112 112 112
CMYK: 0 0 0 56

LIGHT GREY
HEX: #f3f3f3
RGB: 243 243 243
CMYK: 0 0 0 5



HEX: #413f91
RGB: 65 630 145
CMYK: 55 57 0 43

HEX: #6660a9
RGB: 102 96 169
CMYK: 40 43 0 34

HEX: #3b55a1
RGB: 60 86 161
CMYK: 63 47 0 37

Logo use

The Radioline logo is composed of the 'Radioline' text and the flat blue radio icon, those two elements must be used together when it is possible.
The main logo is the grey and blue one and it should be used anytime the background is light enough. When the logo is put on a dark background, you have to use the white one. When the background is blue and cannot permit to read efficiently 'Radioline' please use a white rectangle using the following instructions. The logotype must not be altered or used incorrectly or inappropriately. These examples demonstrate some, but not all, incorrect uses of the logotype. Avoid textured or multicolored backgrounds. It is important that all the details of the logotype are clearly visible.

Logo space

To maximise the impact of our logo, ensure that no other elements appear too close to it. The area of clear space is defined by using the x height of the logotype, i.e. the height of the letter ‘o’. This rule applies to all variants of the logo.

This area of separation is a minimum and should be increased wherever possible.

Logo Size

Here is the minimum size of the logo lenght to be used in print and on screen : 50mm & 100 pixels. If you can’t respect these constraints, please use the icon alone, first and foremost the simple flat (iOS) one.

Here are the elements you can find with the following formats:

– Logotypes (EPS, SVG, PNG)
– Icons (EPS, SVG, PNG)
– Typefaces (OTF)