



Brand Guidelines

Primary



Alternates



White

RGB: 255 255 255
HEX: #ffffff

Black

RGB: 0 0 0
HEX: #000000

Weekend Logo

For use only when promoting the weekend morning shows.
(Please ask for permission to use.)



Usage Guides



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. It should also not be obscured with a background.

Colors



Red

RGB: 190 0 0
HEX: #be0000
CMYK: 17 100 100 9
PMS: 186 C



Yellow

RGB: 255 177 0
HEX: #FFB100
CMYK: 0 31 100 0



Grey

RGB: 120 120 120
HEX: #787878
CMYK: 0 0 0 70

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.