9 THIS MORNING 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.)

9 THIS MORNING WEEKEND

Usage Guides

Min. & Max. Width
The minimum width is 225px or .75 inches (at 300 dpi).

There is no maximum defned size.

Usage Guides

50% of width

50% of width

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 obsucred 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 19

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.