

THE BLITZ 1170 AM Brand Guidelines

Primary



Print



CMYK



B&W

Alternates

(requires approval before use)



4-COLOR



2-COLOR



3-COLOR



1-COLOR



1-COLOR Alternate



1-COLOR-Reverse



1-COLOR-Reverse Alternate

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 textured

Fonts

Obvia Italic (available through Creative Cloud)

Obvia Bold Italic

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

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Colors

Yellow

RGB: 249 174 66

HEX: F9AE42

PMS: 122

CMYK: 0 36 84 0

Dark Blue

RGB: 12 39 69

HEX: 0C2745

PMS: 540

CMYK: 100 84 44 47

Blue

RGB: 0 66 189

HEX: 0142BD

PMS: Process Blue

CMYK: 100 75 0 0

White

RGB: 255 255 255

HEX: FFFFFFFF

CMYK: 0 0 0 0

Gradient

RGB: 239 103 35

HEX: EF6723

CMYK: 2 73 99 0

TO

RGB: 249 175 24

HEX: F9AF18

CMYK: 2 35 100 0

Gradient

RGB: 0 89 139

HEX: 00598B

CMYK: 97 67 22 6

TO

RGB: 100 175 225

HEX: 64AFE1

CMYK: 57 18 0 0

Roboto

(responsive web font only)

Roboto Regular

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.

Roboto Bold

Semiotics aesthetic freegan pour-over jianbing.

Artisan blog retro neutra.