

KHITS 106.9

TULSA'S #1 HIT MUSIC STATION

Brand Guidelines

Primary



TULSA'S #1 HIT MUSIC STATION

Alternates (Please ask permission before using.)



Lineart



Black & White



2 Color (Print Only)

Usage Guides

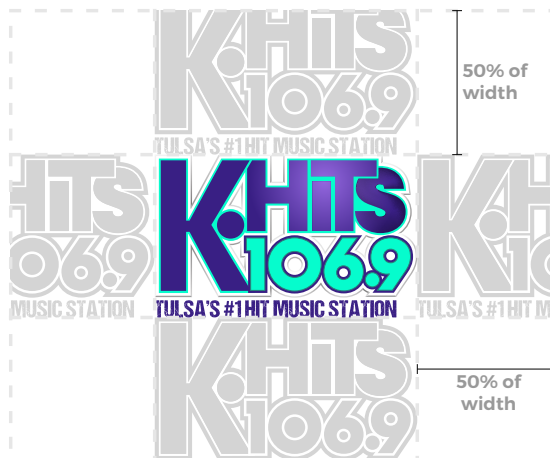


Min. & Max. Width

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 should not be obscured with a background.

The logo color should not be changed or texturized,

Colors



Violet

RGB: 57 31 132

HEX: #3B2D81



Violet (Print)

PMS: Violet C

CMYK: 95 100 11 4



Aqua

RGB: 107 203 184

HEX: #06FCCD

CMYK: 56 0 36 0

PMS: 3248 C



Dark Aqua (Outline)

RGB: 40 132 121

HEX: #288479

CMYK: 81 29 56 8

PMS: 327 C



Gradient

RGB: 116 83 188

CMYK: 65 75 0 0

HEX: #7453BC

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.