

COLOURS

PRIMARY

<p>CMYK</p> <p>00 00 00 100</p> <p>RGB</p> <p>29 29 27</p>	<p>CMYK</p> <p>00 00 00 60</p> <p>RGB</p> <p>135 135 135</p>	<p>CMYK</p> <p>70 15 00 01</p> <p>RGB</p> <p>55 170 225</p>
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SECONDARY

<p>CMYK</p> <p>95 67 51 45</p> <p>RGB</p> <p>22 57 72</p>	<p>CMYK</p> <p>00 00 00 80</p> <p>RGB</p> <p>87 87 86</p>	<p>CMYK</p> <p>42 09 00 00</p> <p>RGB</p> <p>157 203 238</p>	<p>CMYK</p> <p>14 03 00 00</p> <p>RGB</p> <p>225 238 250</p>
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TYPEFACE

PRIMARY

Body text, website, accessible to all through google fonts – <https://fonts.google.com/specimen/Raleway>

Raleway

SECONDARY

Graphics/titles

Used in PR logo “Radio” – be aware of kerning on this font can look very odd. Available online.

Futura

OR

Graphics/titles – found in adobe fonts

Fat Frank

LOGO

PRIMARY – Variations

Must always be complete, with no alteration of colour or skewing.
Placed on simple background, ideally single colour with adequate spacing.



No box required, used to show white logo



No box required, used to show white logo



Squashed and skewed



Squashed and skewed



Colours other than in colour scheme

SECONDARY – Cube

Must always be complete, with no alteration of colour or skewing.
Placed on simple background, ideally single colour with adequate spacing.



No box required, used to show white logo



Squashed and skewed



Colours other than in colour scheme



Amendment to shape