






BRAND GUIDELINES

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Logos are available for download at: <http://1059theregion.com/wp-content/uploads/2022/08/1059-The-Region-Logo.zip>

COLOUR		PANTONE EQUIVALENT	CMYK	RGB	WEB-SAFE HEX
GREEN		360 C	38, 0, 65, 25	119, 192, 67	#66cc33
BLACK		-	75, 68, 67, 90	0, 0, 0	#000000
WHITE		-	0, 0, 0, 0	255, 255, 255	#ffffff

The logo requires a percentage of 'buffer-space' surrounding the image, this should not be more or less than the recommended 6% of the image width.

As an example: if the image is 10cm x 5cm, the buffer-space should be 0.6cm, 20cm x 10cm, would be 1.2cm etc.



Maximum Outside Fill	6%
Height to Width Ratio	2:1

## LOGO BUFFER SPACE

The logo for 105.9 The Region is a vector-based EPS file and should be the only file used when used in identifying the station. Vector logos are scalable in size allowing them to be enlarged to fit everything from large objects; like billboards or vehicles, or reduced to the size of a business card without jeopardizing quality.

### Size Restrictions

As far as large object are concerned, there is no limit when using the appropriate EPS file, but when reducing the size of the logo, the absolute minimum size that still retains legibility and is considered acceptable must not be smaller than 1.75cm x .92cm.



Example of a non-EPS image copied and resized up



Example of an EPS image versus non-EPS image resized up



## LOGO SIZING



This is an alternate logo and should **ONLY** be used under special circumstances as dictated by the station's MARKETING Team or Web Manager



This is a retired logo and should **NOT** be used on any current correspondence or web property

## SECONDARY & RETIRED LOGOS 6

Questions? [Rick@1059TheRegion.com](mailto:Rick@1059TheRegion.com)

Last Updated August 5, 2022



DO NOT use any other typeface for the typography



DO NOT encapsulate the logo in another shape



DO NOT alter the position of the typography in relation to each other



DO NOT modify, stretch or distort the logo in any way



DO NOT reproduce the logo in any other colour except other than the colour combinations specified on page 3.



DO NOT alter the orientation of the logo



DO NOT alter the brand colours of the logo



DO NOT alter the logo with colours or graphics to deliver a specific message

## LOGO USAGE RESTRICTIONS

Do not use the logo as part of sentence or phrase

I listen to **105.9**  
*The Region* every day!

Be conscience of placing the logo on a busy background.



Be vigilant when others use the logo in an inappropriate way and notify the Marketing team or Web Manager immediately.



## LOGO USAGE RESTRICTIONS



## PRINT

**Calibri** is the primary typeface used for **105.9 The Region**. Calibri should be used in correspondence, brochures, literature and stationary. This typeface is available in numerous weights for flexibility; however, the primary fonts are as follows:

Calibri (Body), Calibri (Light). See samples below:

Calibri (Adobe)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!,

Calibri Light (Adobe)

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!,



## WEB

**Open Sans** is the primary typeface used to represent 105.95 The Region on its web-properties, including all aspects of the website. **Khand** is the secondary typeface used for headings, titles, and subheads.

Open Sans

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!,

Khand

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890?!,

# PRIMARY AND SECONDARY TYPOGRAPHY