



THE WORLD'S LARGEST GAY RADIO STATION. BE PART OF IT.

GAYDARRADIO BRAND GUIDELINES 2010



BASIC ELEMENTS

THE GAYDARRADIO LOGO



EXCLUSION ZONE

The logo must be reproduced with an area of free space around it which is free from any other graphic element. This area is known as the 'exclusion zone'. The exclusion zone is calculated by using the diameter of the ball from the logo as shown below.



MINIMUM SIZE

Print

As a general rule the logo must never be reproduced smaller than the sizes recommended below:



Digital Media

Please contact design@qsoft.co.uk for information on logo usage on digital media.

COLOUR & LOGO USAGE

COLOUR

The logo should only be reproduced in 4 colour process. If, for some reason, this cannot be achieved please contact design@qsoft.co.uk for an alternative.

Logo Colours

A PMS colour palette has been developed to complement the 4 colour logo. These colours can be used on collateral where extra impact is required. They should be matched to the PANTONE colour matching swatches and not the swatches on this page.



GaydarRadio Blue

Matches PANTONE® 299

To match this colour out of a four colour process, specify the following breakdown:

Cyan – 82%
Magenta – 10%
Yellow – 0%
Black – 0%



GaydarRadio Grey

Matches PANTONE® 424

To match this colour out of a four colour process, specify the following breakdown:

Cyan – 12%
Magenta – 8%
Yellow – 10%
Black – 60%

PROTECTING THE BRAND

It is essential that the GaydarRadio brand is applied in a consistent manner in order to help maintain our powerful brand presence. Variations and mistakes over time will reduce and diminish the impact of the GaydarRadio brand. If the words GaydarRadio are used in text they must be written as follows, with a capital G & R and no space between the words Gaydar and Radio – GaydarRadio.

USING THE LOGO

The logo itself can be used on a white, black or coloured background as long as the background colour does not interfere with the logo itself.

CORRECT USE OF THE LOGO



HOW TO APPLY THE BRAND

gaydarradio

MEDIA PACK

find the groove 2008

DAB Radio for London and the Sussex Coast Sky Channel 0158
www.gaydarradio.com

ORQIVA COMMERCIAL BRAND DESIGN, DESIGNER OF THE YEAR 2007

SONY RADIO ACADEMY AWARDS CELEBRATING 20 YEARS OF COLLECTOR'S CARE

BT

gaydarradio

SIX

WE'RE CELEBRATING OUR 6TH BIRTHDAY IN STYLE WITH SPECIAL GUEST DJS
THE FREEMASONS
JOIN US THURSDAY 7TH FEBRUARY 2008 22.00 - 03.00
WIN TICKETS FOR THE EXCLUSIVE VIP PARTY @ GAYDARNATION.COM

find the groove

THE BASEMENT, 84-84 WARDOUR STREET, LONDON W1F 0TG

gaydarradio

One

WEDNESDAY 16TH APRIL 2008

Come and help us celebrate our first birthday

gaydar.co.uk

Ciervo TEQUILA

gaydarradio

Profile Bar • 50 Fifth Street London W1D 3JG • www.gaydarprofile.com

official 2007 tournament programme

FEEL THE HEAT

03-05.08.07
sutton tennis centre

the game is on

sponsored by

LTA

sponsored by

gaydarradio

gaydarradio

DAB Radio for London and the Sussex Coast
Sky Channel 0158
www.gaydarradio.com

PASSIONATE ABOUT MUSIC

Proud Sponsors of FEEL THE HEAT.
The 12th Tennis London International Tournament.

ORQIVA COMMERCIAL BRAND DESIGN, DESIGNER OF THE YEAR 2007

SONY RADIO ACADEMY AWARDS CELEBRATING 20 YEARS OF COLLECTOR'S CARE

BT

SUNDAY 25TH MAY
4PM - 11.00PM

Stretto VS MIXTAPE

BANK HOLIDAY SUNDAY MASHUP

RYAN COLEMAN LEWIS
MIKE CYPRIAN LISA GERMAN
SIMON WALLIS DJ PIERRE
GARRIBALDI CUTRANO KLAUDY J BROWN
LARI FREE LONDON

barcode

gaydarradio

THINGS TO AVOID

Do not split the logo or move elements around



Do not change the colours of the logo



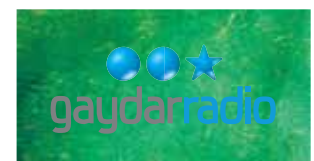
Do not distort the proportions of the logo



Do not forget about the exclusion zone!



Do not use the logo on distracting colours or backgrounds



CONTACT

For all logos, graphic elements and further information regarding the GaydarRadio brand, please contact the Gaydar Creative Team.

PLEASE NOTE: Any use of our logo requires approval prior to any piece of artwork going to print or going live on a website.

For approvals please email your artwork to design@qsoft.co.uk