Radioplayer

Radioplayer everywhere.

Brand identity guidelines
November 2017 Version 1.0

Contents

Radioplayer

Logotype and symbol artwork
Our different logotypes and symbols ensures
that the Radioplayer brand is visible
across all platforms and applications.

An icon for everything.

Logotype
Proportion and clearspace

The overall ratio of the Radioplayer logotype is 5:28
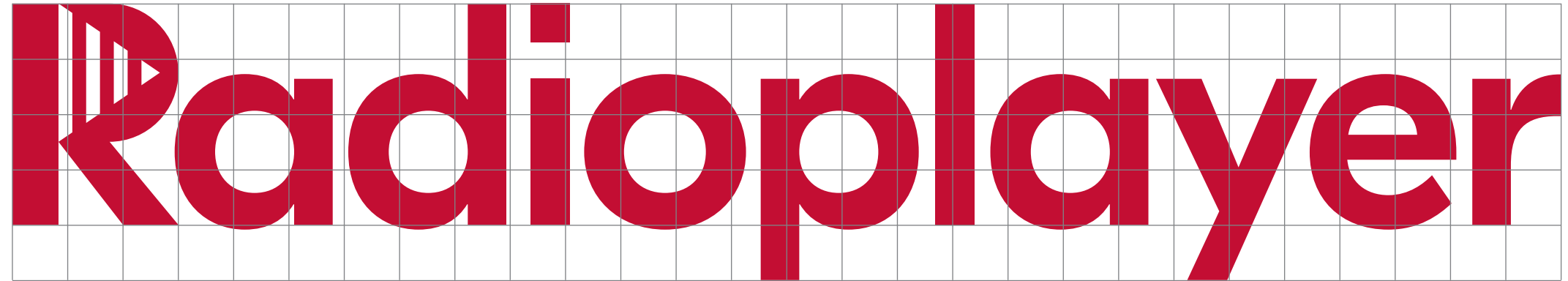
Clearspace around the logotype is 1/4 of the height of the 'R'
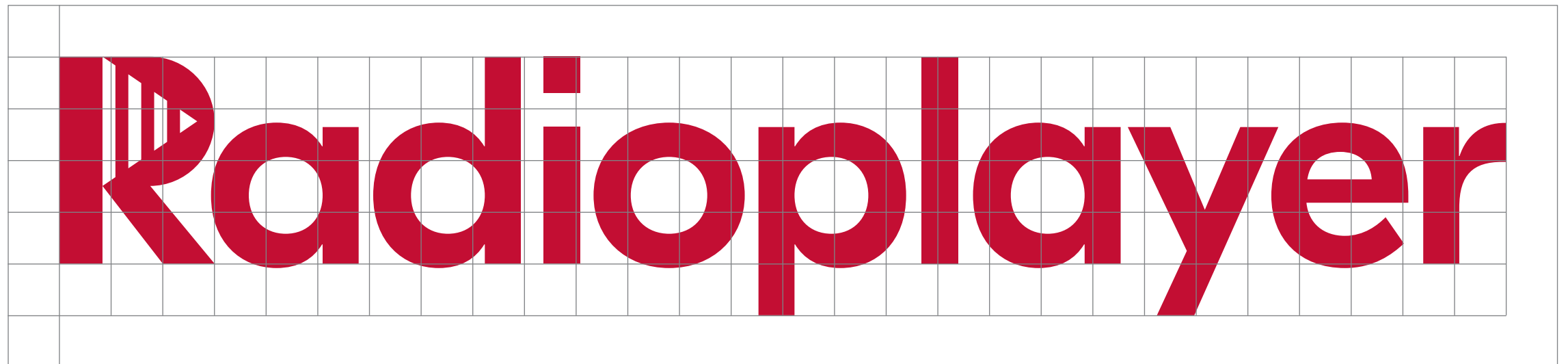
Logotype
Colour usage

Red logotype on white or light backgrounds. The logotype can also appear in black on white.

White logotype on red or dark backgrounds. The logotype can be red or white reversed out of black. or dark image.

Symbol
Proportion

The overall ratio of the Radioplayer
symbol is 4:3
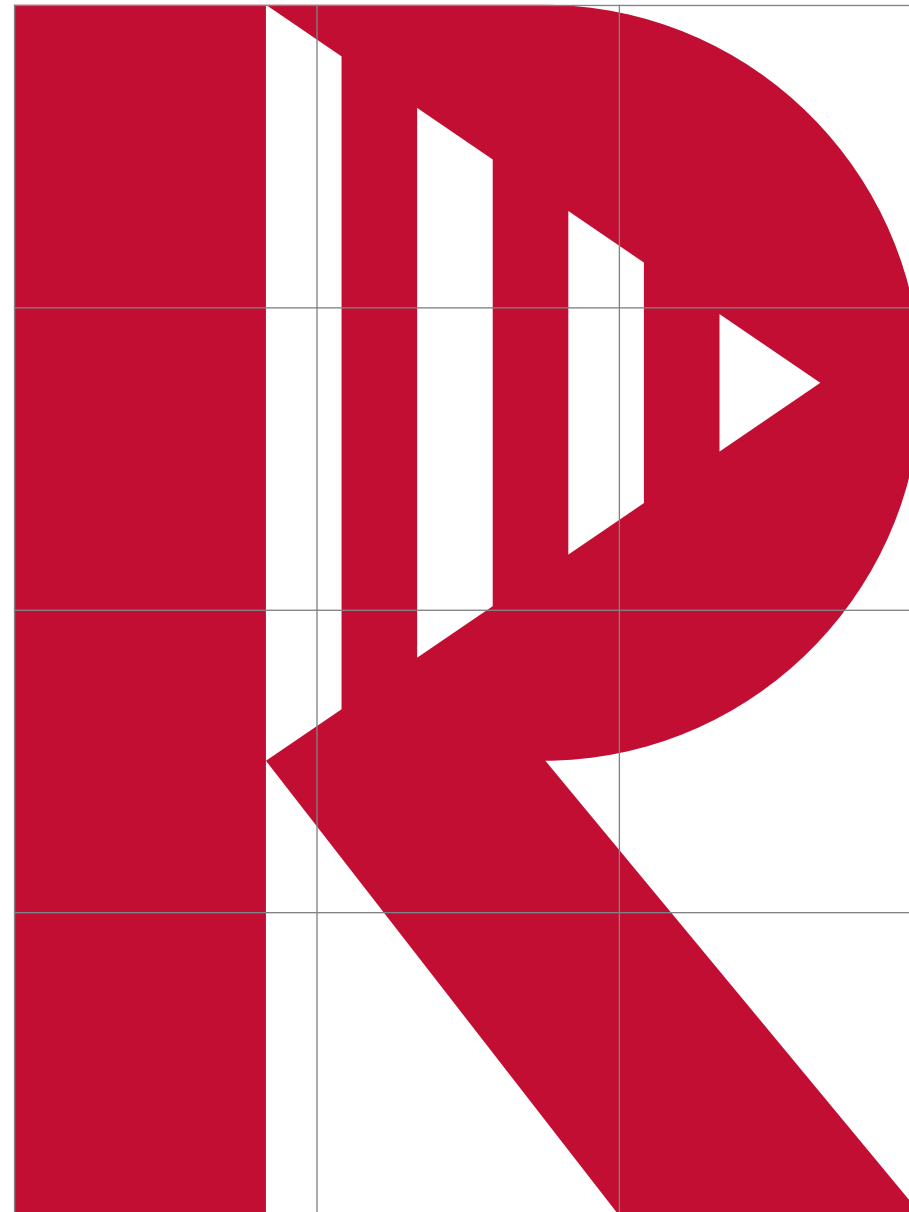
App icon
Proportion and colour usage

The app icon is square.

Space above and below the symbol is 1/10th of the icon height.

Radial corners are 12% of the height (ie 100mm height symbol has radial corners of 12mm).

Red app icons with white 'R' symbol on white or light backgrounds

White app icon with red 'R' symbol on red or dark backgrounds

Stacked symbol and logotype
Proportion

The stacked logotype is combined with the app icon to improve standout and is always in the arrangement shown.

The overall proportion of the lockup is 5:12.

Social media icon
Proportion and use

The social media icon uses a smaller 'R' symbol than the app icon. Only use the artwork supplied.

Artwork is supplied at 720px X 720px at 72dpi. When uploaded on to your social platform, the logotype will be resized and either be placed in a square (sometimes with rounded corners) or a circle, automatically.

26   48   26

18

64

18
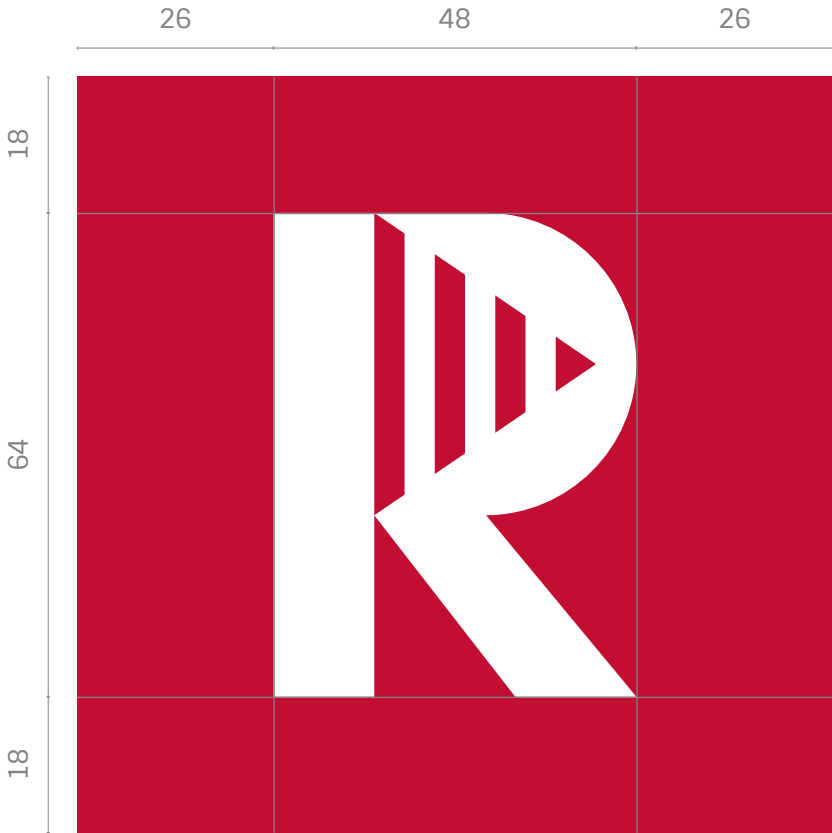
Square icon

Circular icon

Favicon
Artwork

Artwork has been created specifically for the use as a 'favicon' (16px X 16px).

There are two versions, one with a white box behind the symbol and one with a transparent background. The play symbol in the R will always appear as white stripes.

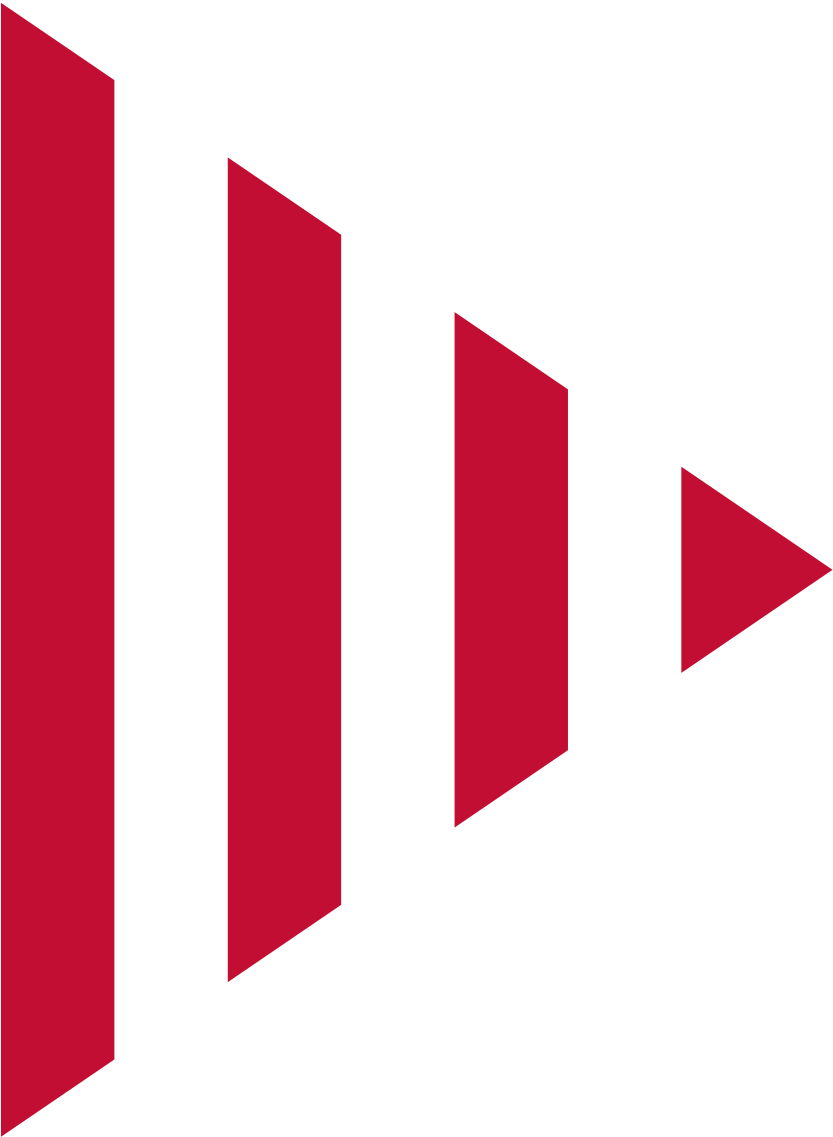# Play symbol
Proportion and use

The play symbol is our unique visual property that is part of our logotype and the 'R' symbol.

The proportion of the symbol is 15:11.

It can be used creatively in applications such as twitter headers and advertising and can integrate with images in either red or white reversed out of an image or solid red.

The three left red stripes and the space in-between are all equally spaced, the small arrow on the right hand side is actually slightly wider so that is stands out visually.
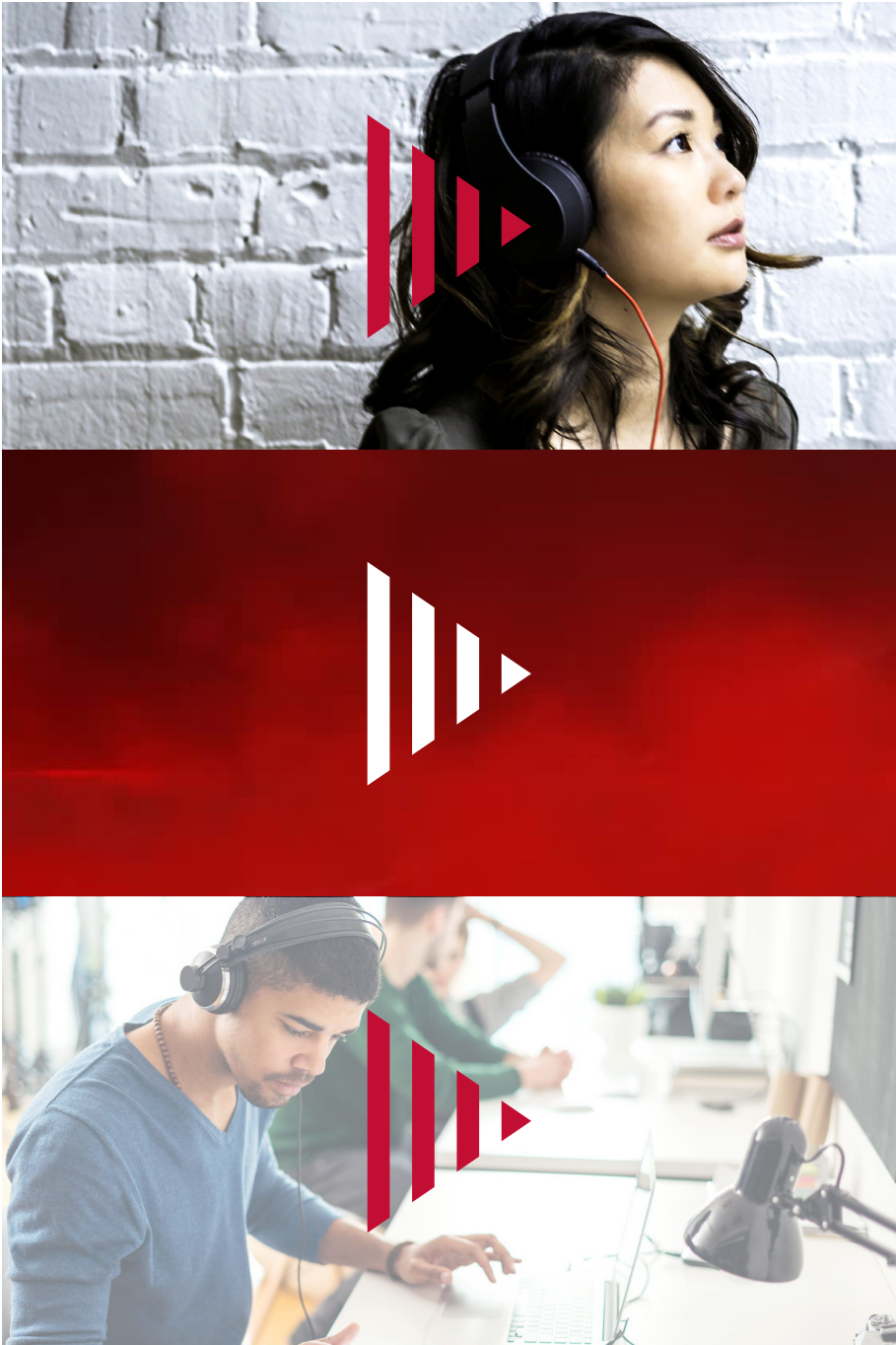
Integrated in a specific image area to depict 'sound'.

White reversed out of a red textured image.

Red on top of a light image.

Play symbol
Avoid

The examples opposite should be avoided as they will weaken the overall brand.

Do not flip the play icon

Do not use more than one play icon in a single image

Do not use the play icon at an angle

Do not use just part of the play icon

Summary of logotype and symbol

Logotype

To ensure that the Radioplayer brand is visible across all platforms and environments, there is a range of formats. Always ensure you choose the right version of the logotype or symbol for your specific use.
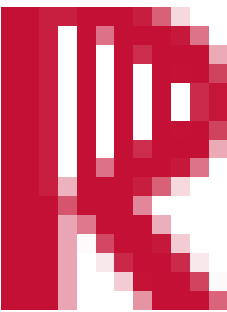
Radioplayer

Stacked logotype

Radio player

Symbol

Favicon

App icon

Social media icon

Play symbol

Radioplayer

Additional elements
A limited range of colours and typefaces is combined with a more diverse approach to imagery, illustration and language to enable variety in expression.

Beyond the logotype

Colours
Specifications

Red is the primary brand colour for Radioplayer in all territories except for Irish Radioplayer.

Grey, black and white support the red. Tints of red and black may also be used across applications.

Red

CMYK
000/100/075/020
RGB
204/000/051
WEB
#CC0033

Black

Grey

CMYK
000/000/000/060
RGB
134/134/134
WEB
#868686

White

The Eetsi Display typeface is
used for headlines in marketing
communications.

Eetsi Display Bold
Eetsi Display Regular

Typeface
Body copy

Body copy
The Sitony typeface is used for body copy in marketing communications. This matches the font for the Radioplayer app and will create a consistent look and feel across communications.

This font should also be used for body copy on websites.

Sitony is a free Google font and is available at https://fonts.google.com/specimen/Sintony

Sitony Bold
Sitony Regular

Digital templates
The Arial typeface is used for all digital templates eg PowerPoint and word documents. This font is pre-installed in most computer operating systems.

Arial Bold
Arial Regular

Imagery styles

Products and technology

People and lifestyle

Use of red

As we have a diverse audience in a wide range of countries, we want there to be flexibility in the type of images used across the brand.

There are however a few simple rules that must be followed to ensure that images that are selected work well with other brand elements (particularly the logo and the colour red).

Our basic colour palette of red, black and white should be reflected in the choice of images.

The play icon may also be integrated into imagery (see pages 11–12).

Use white/light backgrounds with contrasting dark/black

Where possible allow red to dominate the image

Black images with highlights of red create a strong brand look

Show images of people using products in a natural way

It may be necessary to lighten complex images

Images can be cutout on white background

Abstract red patterns can be used

Colour images can be on red if there is enough contrast

Black images can be used on red

Imagery style to avoid

The examples opposite should be avoided as they will weaken the overall brand.
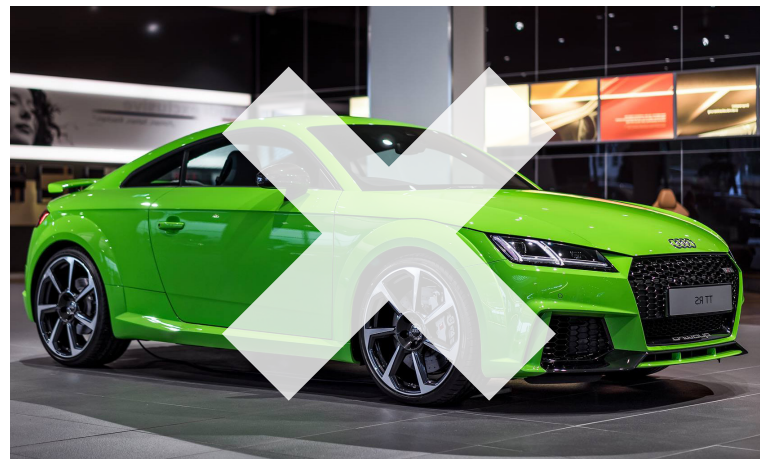
Avoid dark images

Avoid overtly staged photography

Avoid strong use of other colours that clash with red

Ensure imagery isn't too complex

Illustration

Illustration can be used instead of photography. Ensure that the illustrations demonstrate the variety that radio provides.
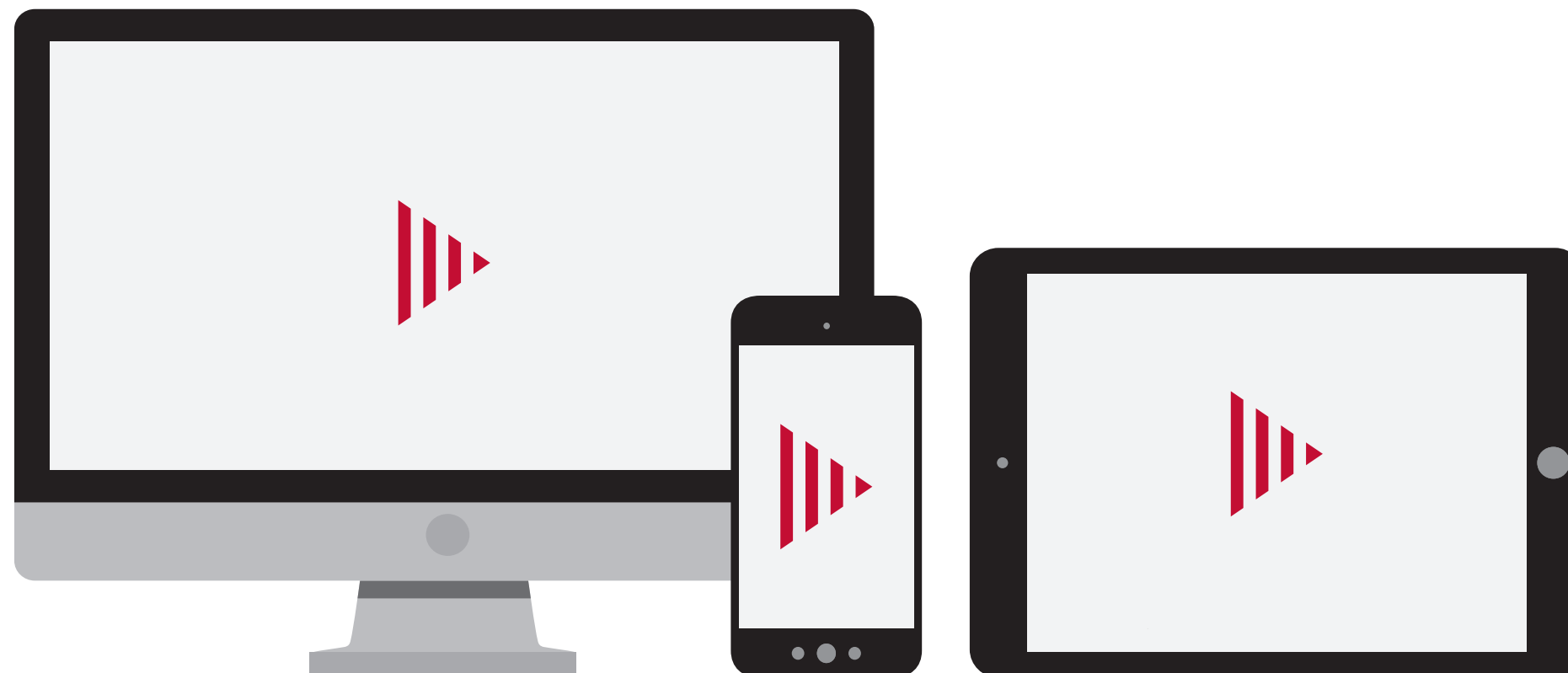
Use the basic colour palette of red and black with tints. These illustrations can be more complex than the technical diagrams (see page 21)
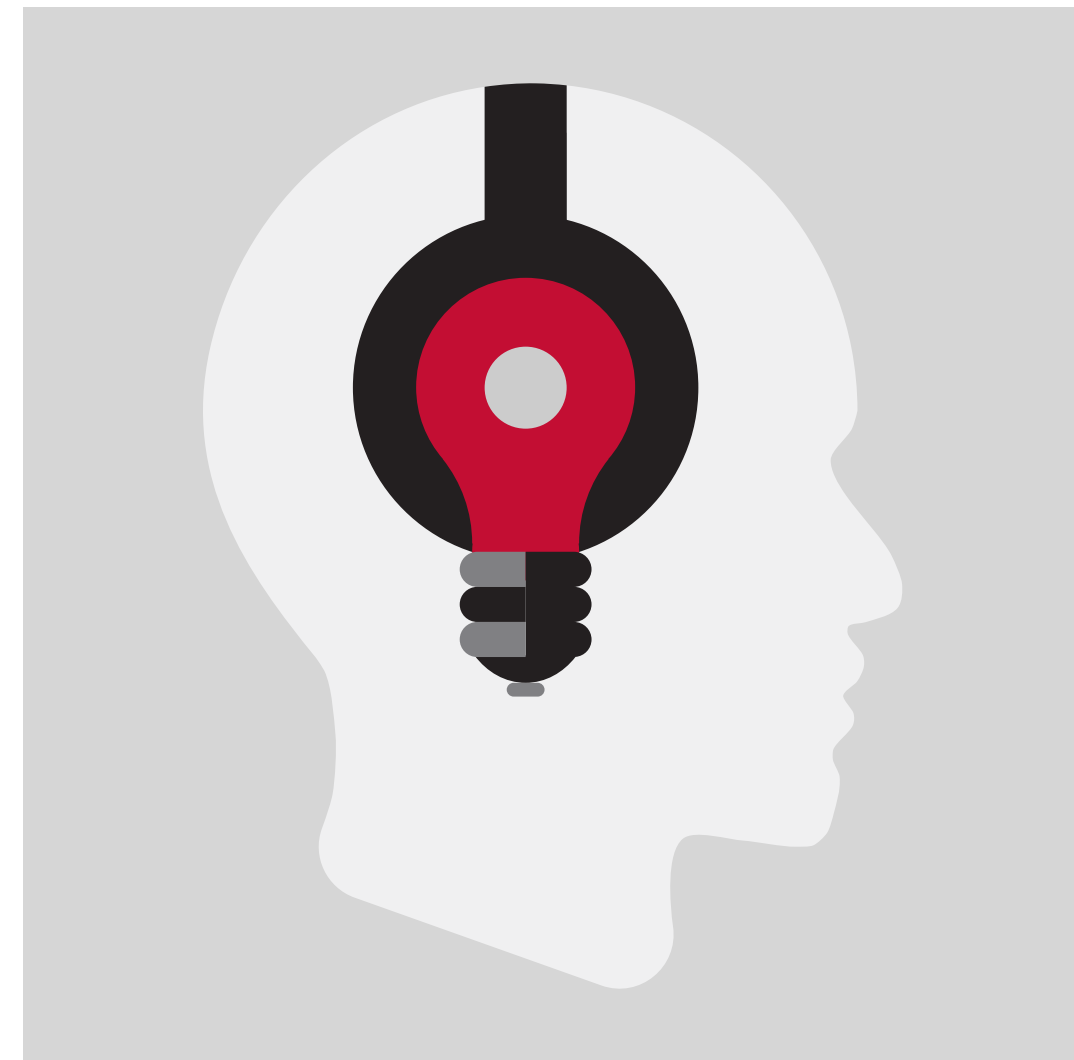
Technical diagrams

Technical illustrations, such as devices should be kept as simple as possible, with just black and a few tints of grey.

Avoid complex shadows and too much detail.

Always consider the Radioplayer vision and values when writing any copy or headlines.

Overall we want consumers to feel the pleasure that listening to radio provides.

Radiopleasure

Vision (what we want to achieve)
Keeping radio simple on every device, everywhere.

Values (how it should feel to the audience)
Joyful. Simple. Alive.

Summary of additional elements

Colours

Typefaces

Headline font

Eetsi Display Bold
Eetsi Display Regular

Text font

Sintony Bold
Sintony Regular

Imagery styles

Photographic

Illustrative

Stripes/Play symbol

Graphic

Radioplayer

Applications
Create campaigns that reflect the diversity of radio whilst still retaining a consistent look and feel. This ensures that material is recognisable as being part of the Radioplayer brand.

Keeping the brand alive

Twitter header

The Twitter header image should be set-up at 1500px X 500px. Note that the image will be cropped automatically and the top and bottom 70px will not be visible.

Consider this when placing content. It is usually best to keep any active content (eg the play symbol) centred within an image both vertically and horizontally.

It is not recommended to include text in your Twitter header.

1500px

70px

360px

70px
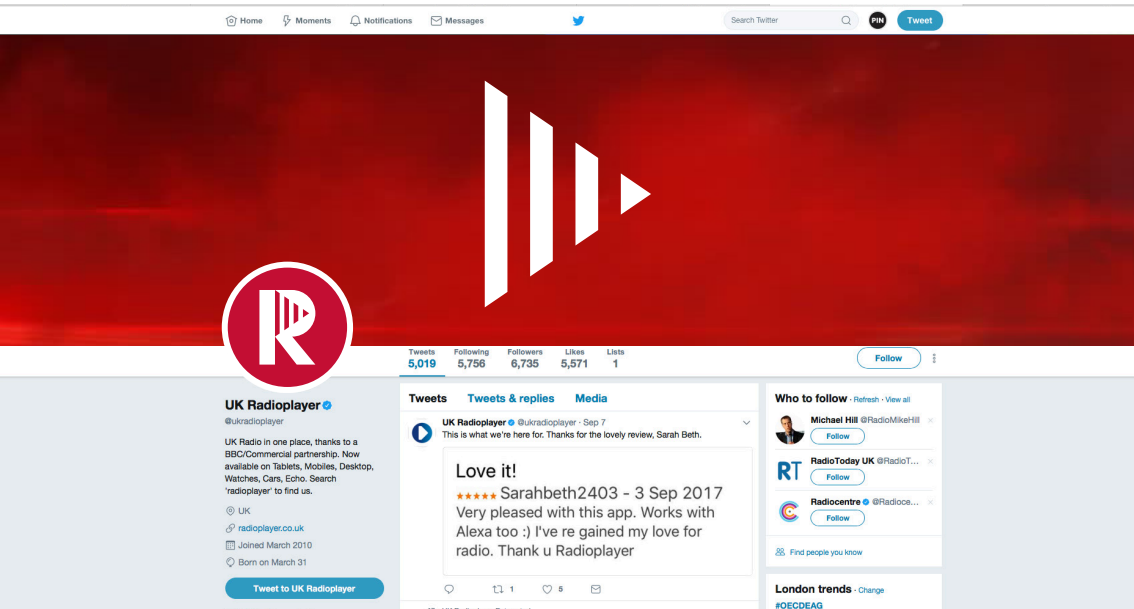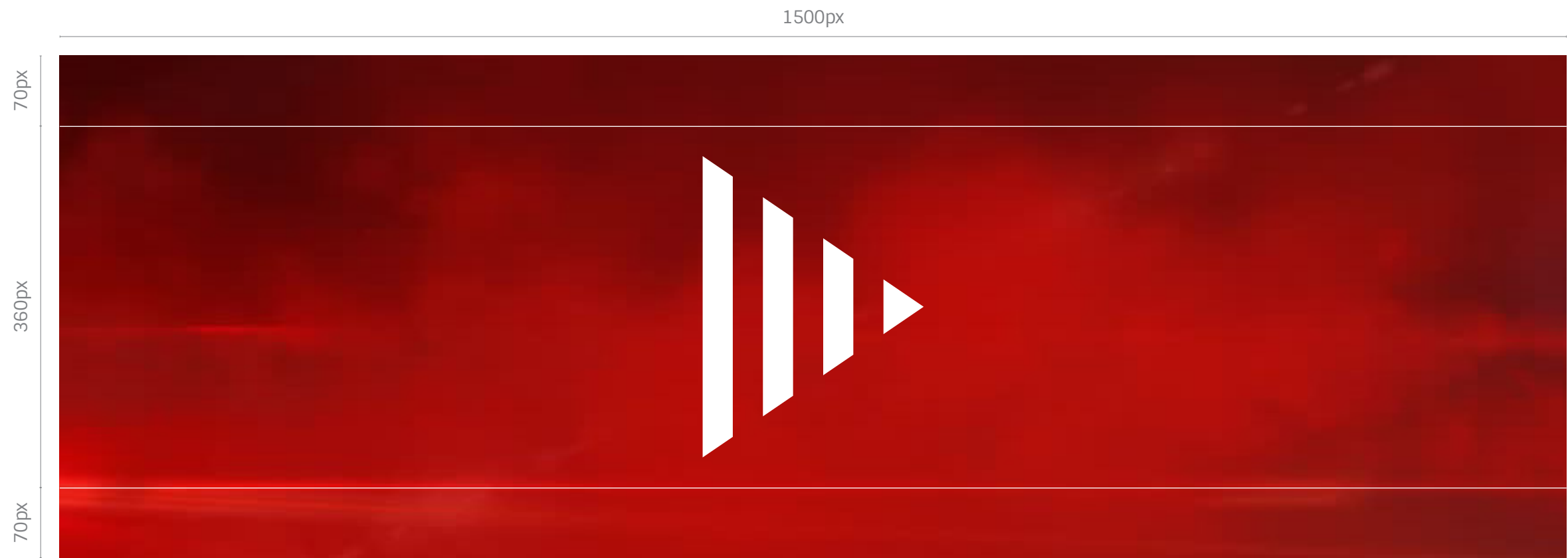
PowerPoint

A PowerPoint template is available using the core brand elements. The template has a number of styles for key pages (see page 27).
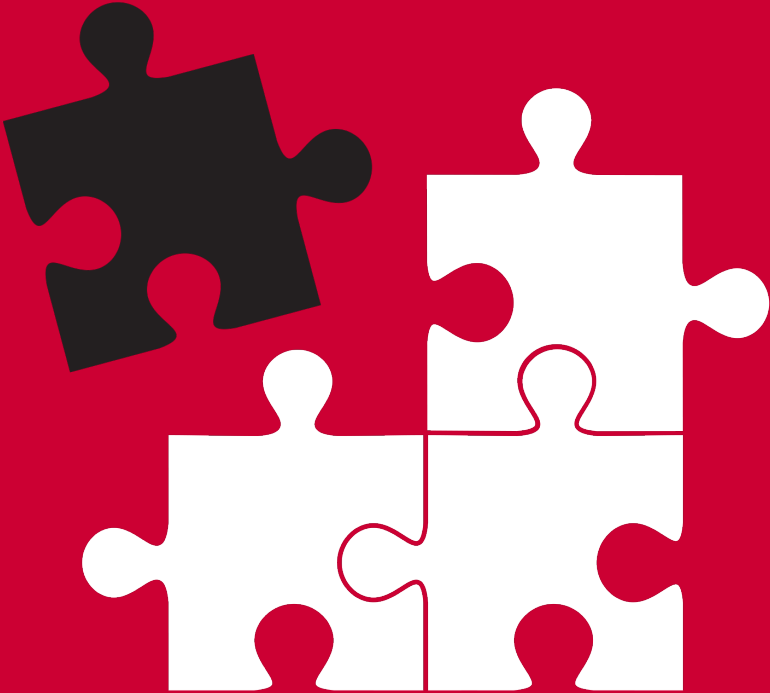
The template is set-up in a format of 16:9.

960px

540px

Radioplayer

How it all fits together

Subtitle if needed

© Radioplayer November 2017

PowerPoint example pages

The pages below show some of the basic design options within the PowerPoint template. Try and keep a balance of red/white/black pages across a single presentation (typically more white than red or black pages).

Radioplayer

How it all fits together

Subtitle if needed

© Radioplayer November 2017

Radioplayer

How it all fits together

Subtitle if needed

© Radioplayer November 2017

Radioplayer

How it all fits together

Subtitle if needed

© Radioplayer November 2017

Standard heading size
Single column of large text

4

- Example of large bullet point text on one line
- Example of large bullet point text on one line that goes over two lines, that goes over two lines
- Example of large bullet point text on one line
- Example of large bullet point text on one line that goes over two lines, that goes over two lines
- Example of large bullet point text on one line

© Radioplayer November 2017

Standard heading size
Single column of small text

5

- Example of small bullet point text on one line that might also go over two lines if required.
- Example of small bullet point text on one line.
- Example of small bullet point text on one line.
- Example of small bullet point text on one line that might also go over two lines if required.
- Example of small bullet point text on one line that might also go over two lines if required.
- Example of small bullet point text on one line that might also go over two lines if required.

© Radioplayer November 2017

Two columns of text

6

- Example of small bullet point text on one line that goes over two lines
- Example of small bullet point text on one line that goes over two lines
- Example of small bullet point text on one line that goes over two lines
- Example of small bullet point text on one line that goes over two lines
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© Radioplayer November 2017

Radioplayer

Red divider title slide

Subtitle

© Radioplayer November 2017

Radioplayer

White divider title slide

Subtitle

© Radioplayer November 2017

Radioplayer

Black divider title slide

© Radioplayer November 2017

Campaigns

Campaigns can be created using any of the elements with the use of imagery, illustration and language creating a distinctive look and feel.

The examples opposite show how an advertising campaign can re–use elements for a social media campaign. Key to each of these approaches is a strong use of imagery that is appropriate to the specific audience.

Red can be used in a minimal way (as per the example on the right) or in a bolder way (as the example on the far left).

Photographic with integration of the play symbol.
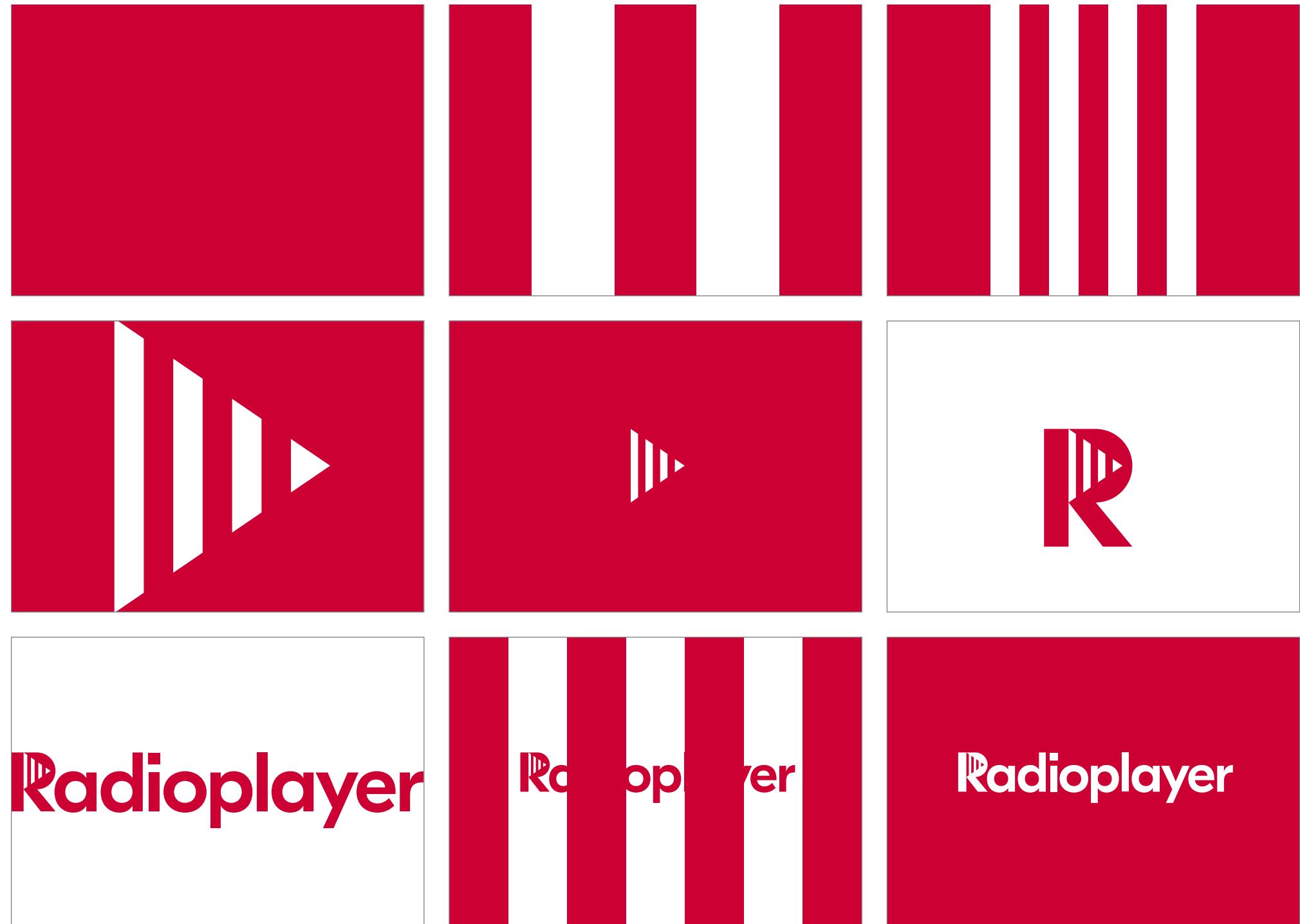
Illustrative approach showing diversity.

Bold use of red and simple language.

Animation

The story boards opposite demonstrate the principle behind animating the logotype, using strong red and white and bold use of the play symbol.
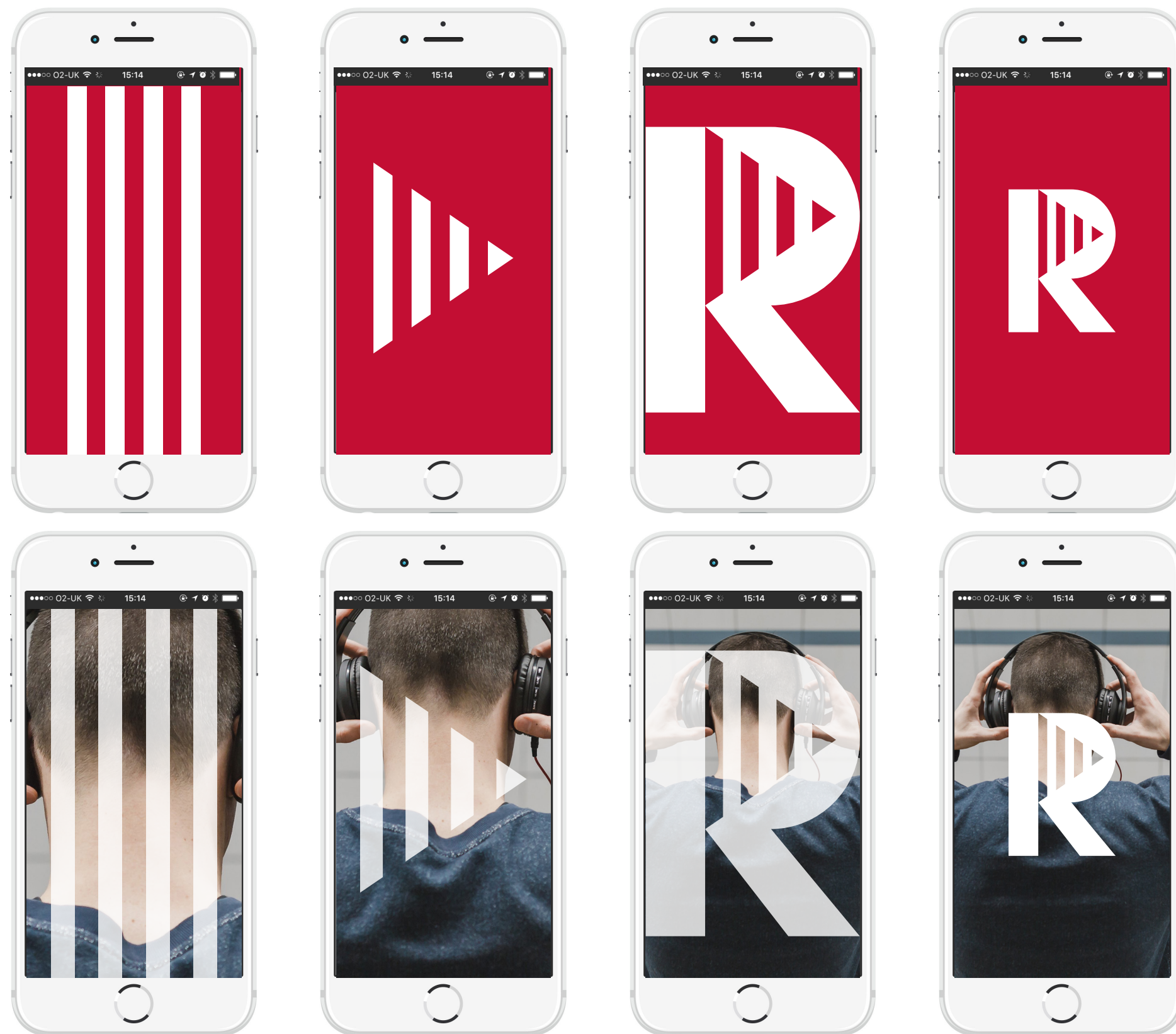
It is important that any animation resolves to a single logotype.

Animation (devices)

The play symbol stripes can be animated and incorporated into imagery to create distinct animations on devices. Effects such as transparency are also allowed as part of the sequence.

Always ensure that the animation resolves to a solid logotype or symbol (not a tint).
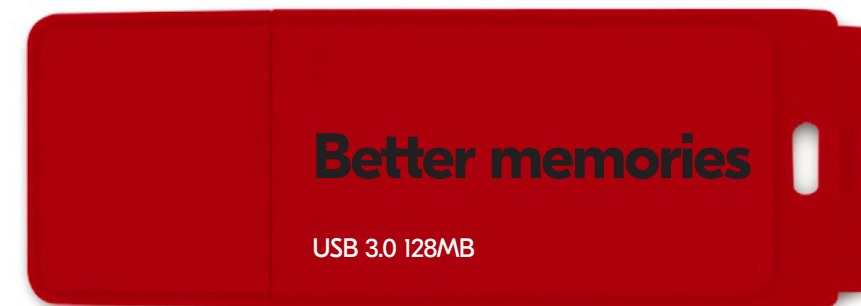
Promotional

Language can be used to reflect the personality of Radioplayer (beyond the use of imagery and illustration).

Ensure that language is; joyful, simple and feels alive. The audience should feel a positive engagement with any message.

Branding should be evident, but doesn't need to dominate the promotional item.

Promotional

There is scope for a range of styles in all material. Backgrounds can be either white, red or black. With the correct use of the elements all material will retain the Radioplayer look and feel.

Simple use of illustration on white.

Bold use of the play symbol on red.

Intelligent use of radio 'content' on black.

Do you remember lying in bed. With your covers pulled up over your head? Radio playin' so no one can see. Rock'n'roll radio. Let's go.

Radioplayer

Summary of application examples

When viewed together the
applications retain a consistent look
and feel whilst enabling scope for
diversity depending on the audience
needs. Be creative, but relevant.
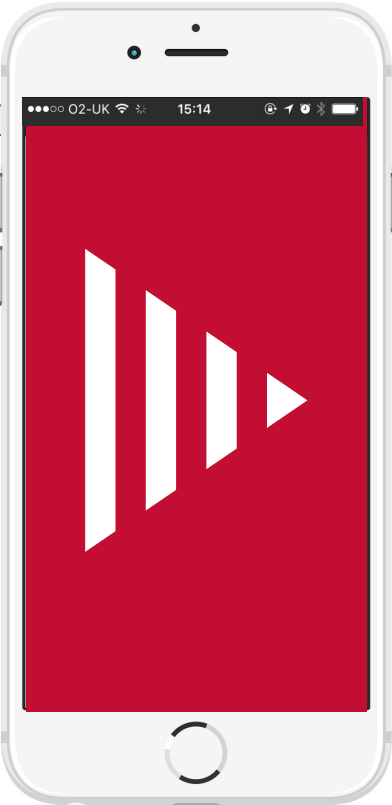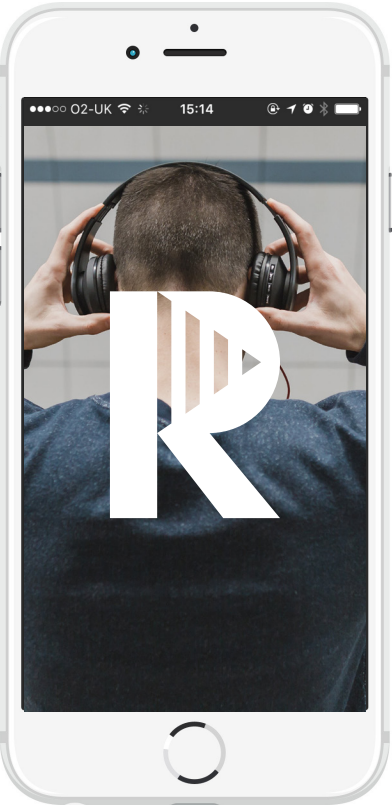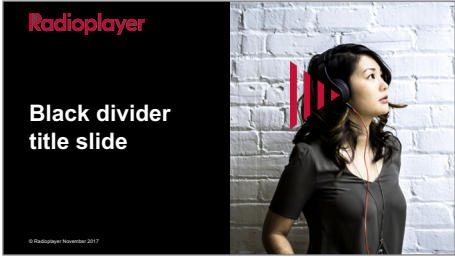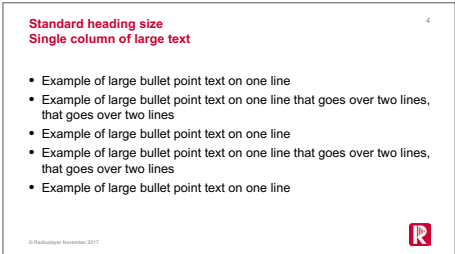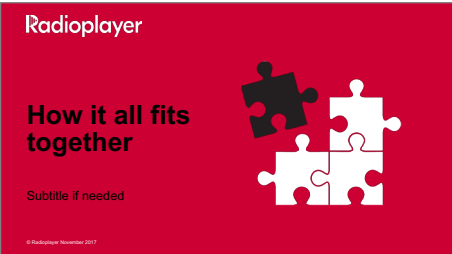
Radioplayer

Brand architecture

Whilst there is diverstity in style of marketing there is a common approach to Radioplayer partner identities. This makes everything easier to manage and creates greater consistenct for the brand.

Organising our partners

Brand architecture
Country names size and position

Country name is in all caps and is 3/8ths the height of the R of Radioplayer. The Country name aligns left with the Radioplayer logotype and is aligned with the lower descender of the 'p' of player.

Radioplayer
COUNTRY

Brand architecture
Country names size and position

Country domain suffixes (ie .be) can
be used with the Radioplayer logotype.
They are the same 'cap-height' of the
logotype and the dot aligns with the
end of the 'r' in Radioplayer.

Brand architecture
Irish Radioplayer

Irish Radioplayer has different set of principles to other partners, but follows the same general rules of clearpsace and use of colour.

Radioplayer

IRISH

Green

CMYK
085/015/085/000
RGB
000/156/094
WEB
#009C5E

Brand architecture
Overview of regional logotypes

Artwork is supplied for all regions. See page 36 for variations to these rules which have been agreed the Belgian market and page 37 for the Irish Radioplayer.

Radioplayer WORLDWIDE

Radioplayer BELGIQUE

Radioplayer ÖSTERREICH

Radioplayer UK

Radioplayer CANADA

Radioplayer PERU

Radioplayer DEUTSCHLAND

Radioplayer NORGE

IRISH **Radioplayer**

Radioplayer

It's that simple...

These guidelines have been produced to inspire all Radioplayer partners to create communications that use the brand elements both consistently and creatively.