

Brand guidelines.

We know you want to use our beautiful brand, but let's make sure you're doing it right. All the information you need is below to make sure everything you create is in keeping with Truckers FM. For the logo files, please contact the branding team.

OUR LOGO

Primary

Used only on coloured background Beat (#081E29)



Secondary

To be used only on white background when dark mode isn't available (email signatures, partner websites etc)



Logomark

Used only on gradient background for social media profile pictures. **Do not just use the arrow.**

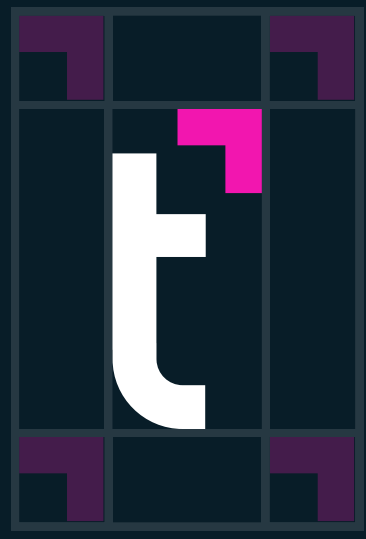


Mono

Used over photography with a dark overlay, as a watermark, or when colour is unavailable (i.e merchandise)



Minimum clear space = 2 x arrow



Minimum clear space = 1x arrow

OUR COLOURS

Our palette has been curated to align with our new digital presence. We are in eternal dark mode, allowing our super vibrant colours to shine through. When using our palette, please do not introduce any colours that aren't listed below.

Beat #081E29	Melody #F316B0	Road Trippin' #A37ECE	Gradient Melody > Beat diagonal
	Convoy #D9D9D9	Freight #40515A	Track Ten #263943

OUR TYPEFACES

MAIN Parkinsans Our main typeface used for headings, subheadings, navigation and call-to-action buttons. Shows ours personality through bold statements. Only use <u>Regular</u> weight. Free to use on commercial & web. download fonts.google.com/specimen/Parkinsans	SECONDARY Questrial Our supporting typeface used for all body copy on digital, print and supportive collateral in all experiences regarding TruckersFM. Only use <u>Regular</u> weight. Free to use on commercial & web. download fonts.google.com/specimen/Questrial
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BRAND ASSETS

There are many things that make up the brand of TruckersFM, including shapes, corners and lines. If you get stuck or question if something looks on brand, compare it to our website - this is the best example of all brand assets together.

 Our gradient waves represent the soundwaves of the tunes we play. These are created different each time they are used. Beat > Melody > Beat or Beat > Road Trippin' > Beat	 Corner radius: 10pt We like to put content in rounded boxes. Whether we're pull quoting or just trying to add some visual interest, its a big part of our brand.	 Our blinking lights can be used in Melody, Road Trippin' & Convoy. On our website, it undulates to indicate being on air. SUBTITLE Subtitles must be in all caps All lines must be 1pt width.
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BRAND MISUSE

The TruckersFM brand needs to remain intact when using our logo or brand on anything representing the station. Below are examples of **what not to do**. If you are unsure if you're doing something wrong, talk to our branding team.

 Do not use our brand in your own logo. We want all presenters and shows to have their own identity. Do not use our logo, mark, colours or fonts.	 Do not change our logo in any way. Treat the logo as if it is completely locked. No drop shadows, no adding in additional words, just as it is.	 Do not use the wrong logo & background. The logo types have specific uses and background. These can be found in the 'Our Logo' section above.
 Do not use our full logo in a profile picture. This is where our logomark comes in handy. Its much more readable in a smaller format!	 Do not add new colours to our palette. As stated in the Our Colours section, our palette has been curated specifically. Don't go all Bob Ross on us.	 Do not distort the proportions in any way. We hope this one goes without saying - but please keep the proportions as they came. Please.
 Do not use fonts that aren't in the brand. Ours have been chosen to be useable for free across lots of programs. Download them in the section above.	 Do not type in Title Case. Leave the shift key alone, it's done nothing wrong! Keep the way we type consistent across all platforms.	 Do not use our brand in light mode It's nothing personal, we just like to keep things dark. It keeps us consistent from website to collateral.