



vTuner

Logo Guideline


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Version 2.0 - August 2008

vTuner.com

A brand of NEMS Ltd.

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Thank you very much for taking a few minutes to find out more about our basic visual elements and the way we like to use them. The vTuner logo represents our brand and the task of organizing world-wide broadcasts. Please treat it nicely...



Colored

This is the standard version of our logo to be used whenever it is possible. Please utilize it for all printed publications, advertising, product packaging, brochures as well as screen work like websites, banners and presentations.



Monochrome

From time to time you will not be able to use vTuner Green and Blue (e.g. in certain silk print or embroidery applications). Always choose decent colors for your specific application and avoid oddities like gold, pink, neon and so on.

Always at your service. These logos are used to promote the added value which vTuner services provide for your products. Each service has its specific features, therefore please make sure to exclusively use the logo that complies with your specific vTuner license agreement.



Five Star Service

vTuner Full Service. This includes vTuner live internet radio as well as podcasts and on-demand shows. This includes all stations and shows in the vTuner listings with streaming formats that are playable on company's DMA platform (i.e. MP3, WMA, RealAudio, AAC, OGG, etc.).



Four Star Service

vTuner Live Station Service. This includes vTuner live internet radio, but excludes podcasts and on-demand shows. Included are all radio stations in the vTuner listings with streaming formats that are playable on company's DMA platform (MP3, WMA, RealAudio, AAC, OGG, etc.).



Three Star Service

vTuner MP3 Service. This includes the vTuner MP3 service of live internet radio. This includes only stations in the vTuner listings that stream in MP3 format.



Not so nice. Really, we don't ask for much, just a little visual common sense when handling our logo. Just take a look at the following page. For us, this feels like a cabinet of cruelties. Please don't make us suffer that way... Thank you.

01 Colors

This is so wrong! Never change the colors of the logo. vTuner Green and Blue are just fine (please see following pages for color reference).

02 Embellishments

Do not add any drop shadows, embossings or other effects to the logo. You wouldn't like tons of make-up either, would you?

03 Rotation

Do not change the angle of the logo. It might become sick from being twisted around, and that is something we must avoid.

04 Space

Space is important! Always leave the logo some space so it can breathe and come into its own like it should.

05 Background

Yuck! Do not place the logo on obviously inappropriate backgrounds. Use white or neutral backgrounds, and avoid backgrounds similar to vTuner Green and Blue.

06 Photos


Although the motive in the example is cool, do not sit the logo on cluttered backgrounds that make it hard to recognize it.







The colors we wear. Obviously, green and blue is what we like. Please use these colors for our logo, but also for straplines, illustrations and so on. If you need more shades to make us look nicely, refer to the additional graduations below.


vTuner Green


 Pantone 377 (100 %)
CMYK 45/0/100/24
RGB 136/163/0
HEX #88A300


 Pantone 377 (50 %)
CMYK 22/0/50/12
RGB 195/208/137
HEX #C3D089

vTuner Blue

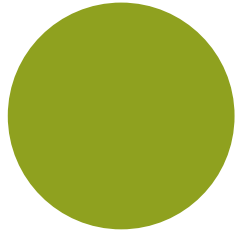
 Pantone 541 (100 %)
CMYK 100/57/0/38
RGB 0/63/124
HEX #003F7C

 Pantone 541 (50 %)
CMYK 50/28/0/19
RGB 120/142/186
HEX #788EBA

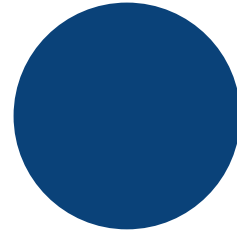
 Pantone 541 (30%)
CMYK 30/17/0/11
RGB 173/185/213
HEX #ADB9D5

 Pantone 541 (15%)
CMYK 15/9/0/6
RGB 214/220/235
HEX #D6DCEB

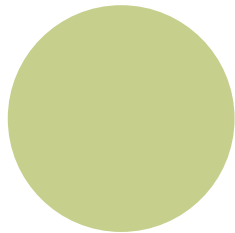
100 %



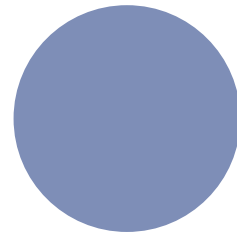
100 %



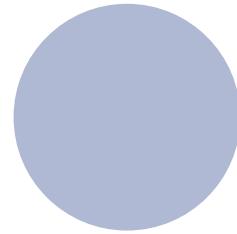
50 %



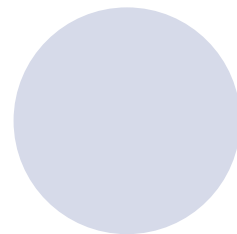
50 %



30 %



15 %





Finally, our typeface. This pretty font is called Sari. Please use it for any vTuner related print applications - regular style for text, bold for headlines and so on. For online use, the usual suspects like Arial and Verdana will be just fine.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@*) 0123456789

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:;?!£\$&@*) 0123456789