

# LOGOS

## Proper Usage

Logo as preferred one-color positive



Logo as preferred one-color reverse



**Important:** The MUSIC CHOICE logo must never be redrawn, its elements rearranged or its type styles changed. Size and proportions of the logo components should not be altered in any way. Representation should always be reproduced from the electronic files or the original artwork.

## Improper Usage

Logo out of proportion or distorted



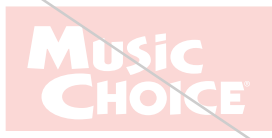
Logo placed on conflicting or patterned background



Logo boxed in



Logo reversed out of wrong hue or value



Logo rendered with outlined letters



Logo rendered with graduated color



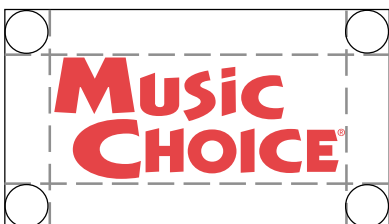
Logo with a shadow



Logo rendered as a screen or tint



## Spacing Guidelines



### Minimum Display Requirements and Background Control

Take care to keep the MUSIC CHOICE logo surrounded by clear open space. It should be free from interference by, or close association with, any visually distracting images such as type, illustration, photography, background patterns, etc. Do not superimpose the logo against visually conflicting backgrounds.

The spacing guide (below) shows the suggested proportion of open space that must surround the logo. No other "live" matter should appear within this area. You may not reduce the clear area shown in the diagram.

# LOGOS

You may also access our website at [www.musicchoice.com/affiliate](http://www.musicchoice.com/affiliate) to download this material.

## Artwork on the CD-ROM

### Macintosh Logo Formats

MC 4/c Red.eps	Adobe Illustrator
MC PMS 185.eps	Adobe Illustrator
MC Blk.eps	Adobe Illustrator
MC Rev.eps	Adobe Illustrator
MC 4/c Red.tif	Adobe Illustrator
MC PMS 185.tif	Adobe Photoshop
MC Blk.tif	Adobe Illustrator
MC Rev.tif	Adobe Photoshop

### PC Logo Formats

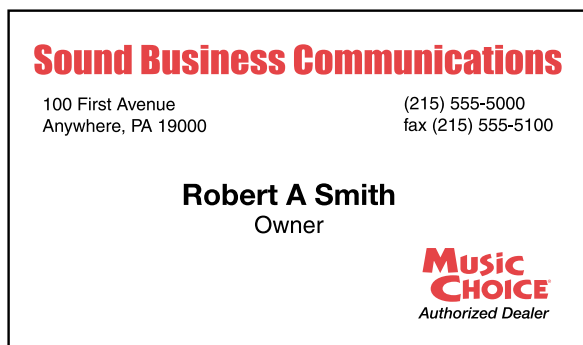
MC_Blk.tif	Adobe Photoshop
MC_PMS185.tif	Adobe Photoshop
MC_Blk.gif	Adobe Photoshop
MC_PMS185.gif	Adobe Photoshop
MC_Rev.gif	Adobe Photoshop
MC_Blk.jpg	Adobe Photoshop
MC_PMS185.jpg	Adobe Photoshop

## Artwork

Special logo artwork has been developed to insure proper reproduction. This artwork is available in a number of sizes, in both positive and reverse versions. Authorized logo sheets and a CD-ROM disk containing electronic files of the logo are included with this Brochure.

Avoid reducing the logo to a size smaller than the smallest artwork provided or the result may be poor production quality. Enlarging may also negatively affect reproduction. For best quality, adjust the logo to a size in between the smallest and largest sizes provided.

## Proper Usage



## Logo Usage for Authorized Dealers

When incorporating the MUSIC CHOICE logo onto company letterhead or business cards, the placement of the logo should not take away from company's existing identity. The MUSIC CHOICE logo should be used only to identify a company as an authorized dealer of MUSIC CHOICE.

The words "Authorized Dealer" should be used along with the MUSIC CHOICE logo.

Dealers are required to include the MUSIC CHOICE logo on truck/van signage.

# TYPEFACES

## Company Font

Helvetica (regular)

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica (medium)

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Helvetica (bold)

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Helvetica (heavy)

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

Helvetica Condensed (all weights)

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Only Helvetica type face (regular or medium) should be used for body copy used in connection with the logo.

The Helvetica Bold typeface should be used for **MUSIC CHOICE**<sup>®</sup>. A stylized typeface may be used to illustrate a channel name or genre of music.

Typographic styles for body copy used in literature or advertising should be from the Helvetica typeface family.

If Helvetica is not available, then the Arial font may be used as a substitute.

## Alternate Font

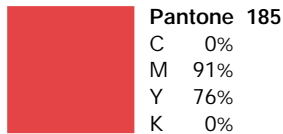
Arial (all weights)

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**



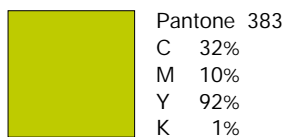
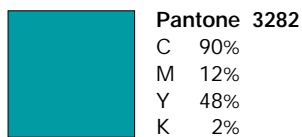
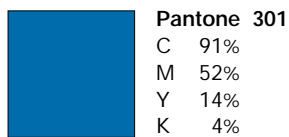
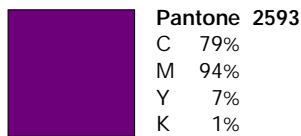
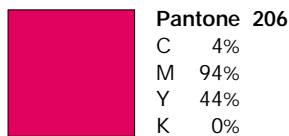
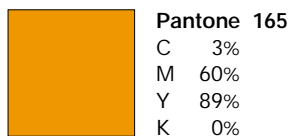
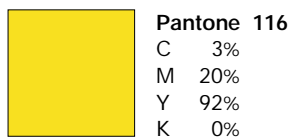
# COLOR

## Company Color Palette

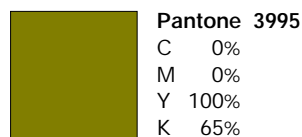
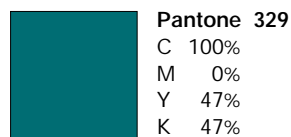
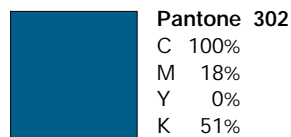
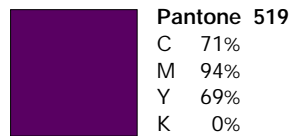
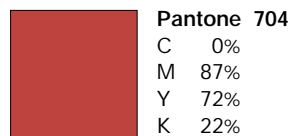
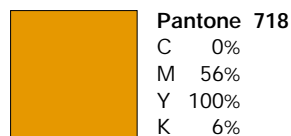
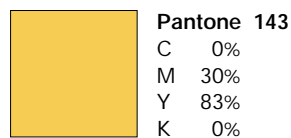


## Promotional Color Palettes

### Promotional-Bright



### Promotional-Subdued



## Positive and Reverse

The preferred color for the MUSIC CHOICE logo is a dynamic, vibrant red similar to Pantone Red #185.

Always produce the logo in the official colors when possible. Never render it as a screen or tint of a color. Print it against white whenever possible.

The logo can be rendered in reverse (i.e. dropped out). If reversed out of a color other than Pantone Red #185, take care to insure that the background color is similar in hue and value (i.e. sufficiently dark and solid so as to provide proper contrast). Avoid reversing the logo out of a screen or pastel color.

## Reproduction Aids

For consistent color reproduction, please submit the enclosed color swatches to all print or graphic vendors attempting to match the preferred color (red similar to Pantone #185).

Important: One page of color swatches shows the preferred color printed on coated (gloss) paper and the other is on uncoated (dull) paper. Be sure to give your vendor the correct swatch. If you are unsure of the type of paper you are printing on, consult with the vendor.