

RadicalMedia[®]

Brand Visual Guidelines & Standards

At RadicalMedia, we pride ourselves on the originality and quality of everything we put our name on. The work we create is constantly changing—it moves, inspires, entertains, and persuades. And the way in which we make this powerful work continues to evolve everyday.

So, after over 20 years of producing amazing looking work, we have decided it was time to evolve the way that we look as a company.

Welcome to the new RadicalMedia Brand Visual Identity.

Every time we create or produce something (no matter how big or small) and send it out into the world, it represents RadicalMedia. The way in which we package and present this creative output and ideas forms the collective sense in the mind of the recipient and wider cultural landscape that is our 'Brand Identity'.

How the company 'Brand Identity' looks, sounds, moves, behaves, and functions ultimately contributes to the overall 'Radical' experience. It is therefore important that we always maintain a certain level of quality and consistency when representing the RadicalMedia brand.

This document provides specific guidelines and topline rules for using our new Logo and Brand Identity in everyday applications.

RadicalMedia[®]

The RadicalMedia Logotype (or 'Trademark') is the center piece of the brand.

A solid, clean and graphic type mark based on customized grotesk letterforms, it has the visual weight to stand out on the page or screen.

To ensure that the brand maintains its graphic strength, the following pages detail guidelines for the correct use of the logo, typography and other visual elements.

The image shows the RadicalMedia logo in a bold, black, sans-serif font. A thin blue horizontal line is positioned above the text, starting from the left edge of the page and extending past the end of the word 'Media'. A registered trademark symbol (®) is located at the top right of the word 'Media'.

The RadicalMedia Logotype appears on almost everything we produce as a company.

It is important that the Logotype always appear with the ® mark. The ® mark should be considered part of the Logo itself and never be moved, scaled or altered in any way.

Refer to the Logo Scales and Versions section in this guide to ensure that you are using the correct Logotype version.

RadicalMedia®

01.

RadicalMedia®

02.

RadicalMedia®

03.

The RadicalMedia Logotype has three versions for use at different scales.

The main difference between the versions is the size and position of the ® in relationship to the Logotype. There is also a slight difference in the negative space between the 'I' and 'M' to prevent closing in small print uses.

- 01. Large Scale Logotype (Smaller ®):**
For use in large print, posters, broadcast, and on-screen animated logos.
- 02. Standard Scale Logotype:**
For use in most print applications and company stationary.
- 03. Small Scale Logotype (Larger ®):**
For use in very small print or small web applications.



In most uses the RadicalMedia logo should be left or center aligned.

Always left align to the left edge of the letter '**R**'.
(Do not indent or hang when left aligning)

When horizontally center aligning the center line of the logotype is the left edge of the letter '**I**' at the end of '**Radical**'.

In rare cases where the logotype needs to be right aligned, hang the ® and align to the right edge of the last letter '**a**'.



MINIMUM EXCLUSION ZONE



MINIMUM SPACING

Our logo is important and should be given room to breathe when used.

Just as an art gallery places the most valuable painting with the most white wall space around it, we want to give our logotype adequate space and never want to crowd it. Follow the minimum exclusion zones for spacing to prevent a claustrophobic logo.

The RadicalMedia Logotype should never be crammed into a small space or up against other logos or graphic elements.



Consistent use of the RadicalMedia Logotype helps to establish and reinforce the brand.

We always use the logotype properly and never modify it. We never alter its shape or proportions in anyway.

The correct logotype version and files should be used exactly as provided for the appropriate mediums and scales.

Specifically We Do Not:

- ⊘ Distort or change the Logo shape or proportions in any way
- ⊘ Add new letters, characters, ornaments, shapes, or punctuation to the Logo.
- ⊘ Separate or divide the Logo character parts and letters.
- ⊘ Overlap the Logo with other type, logos, or graphic elements.
- ⊘ Rotate or reflect the Logo.
- ⊘ Use the logo as a graphic element or brush within another design.
- ⊘ Alter the Logo letterforms or shape with outlines, boldface, drop shadows, bevel, or highlights.
- ⊘ Add any text to or in front of the Logo unless being used within a headline or copyblock.
- ⊘ Draw or Color on top of the Logo.
- ⊘ Change the scale or position of the ®.

RadicalMedia[®]

01.

RadicalMedia[®]

03.



RadicalMedia[®]

02.



RadicalMedia[®]

The RadicalMedia Logotype should only appear in one of the three main brand colors. Black, White or PMS 7540U. (In the large majority of daily applications the Logo will be Black or White.)

A rare exception to this rule would be if the Logo was being used in a single/spot color print application where black was not one of the colors. In a case like this the “Relative Black” spot color should be used.

01. Black

When appearing over white or light backgrounds the Black Logo should always be used.

02. White

When appearing over Black, dark or photographic backgrounds the White Logo should be used.

03. PMS 7540U

PMS 7540U should only be used in spot color print applications such as company stationary and business cards.



Process Black



PMS 7540U

The RadicalMedia is a 'Black and White' brand.

By using only Black and White, the brand remains strong, clean and graphic. Like an art gallery, our minimal and neutral palette does not visually distract from the great work that we produce.

“Black” is not always “Black.”

PMS 7540U is the brand Pantone color we use instead of Process Black in professionally printed and produced artifacts.

For example: PMS 7540U should only be used as a spot color in print applications such as business cards and company stationary. And never used for items printed 'inhouse' such as invoices, Word docs or mailing label templates.

**Radical
Media[®]**



Proceed With Caution!

In **VERY RARE** cases an alternate RadicalMedia Logotype lock-up may be necessary.

For example in a very tall/narrow outdoor media space such as a light post flag or a skyscraper web banner, where using our standard Logotype would be too small to read.

This version of the Logotype should never be used in any application that can accommodate the Primary Logotype.

If you have any doubt, it's best just to use the standard Logotype.



Social Media Icons, Avatars, and buttons are a reality in today's media landscape. However, many logos that function in the majority of media applications become illegible at the tiny icon sizes dictated by the various Social platforms.

Logotype vs RM Icon.

The RadicalMedia Logotype Icon should be used when the scale permits it to be clearly legible.

For extremely small sizes (below 60px) the 'RM' icon should be used.

Facebook:

Page profile pictures are square and display at 160x160 pixels on your Page. The photo you upload must be at least 180x180 pixels.

You Tube & Google+

A square image which renders at 98x98px.
(The Recommended upload size is 800x800px.)

Twitter Icon

A square image which renders at 48x48 pixels is the dimension at which the profile photo will be most commonly seen – in the twitter stream. 500x500 pixels is the max size it will be shown. The 'RM' icon should be used for this size.

Helvetica Neue Bold 75

ABCDEÊFGHIJKLMNOÖØPQRSßTUÜVWXYZ
aåbcdeèêfghiîjklmnñoöøpqrstuüvwxyzž
0123456789 @#/?;!;:&\$£¥¢+;:,. .

Helvetica Neue Medium 65

ABCDEÊFGHIJKLMNOÖØPQRSßTUÜVWXYZ
aåbcdeèêfghiîjklmnñoöøpqrstuüvwxyzž
0123456789 @#/?;!;:&\$£¥¢+;:,. .

The primary RadicalMedia Brand Typeface is Helvetica Neue.

Helvetica Neue is highly legible, neutral and refined, conveying a sense of modern objectivity

The typeface has a complete international character and glyph set in all of its weights, making it ideal for a company with offices and clients around the globe.

If you do not already own Helvetica Neue you can download the font here:

www.fonts.com/font/linotype/neue-helvetica

Typography Guidelines

Helvetica Neue is the only typeface that should be used in RadicalMedia brand documents and public facing communications.

Other typefaces should only be used in very rare cases when customizing a pitch or presentation for a particular client. (for example: a presentation designed within the visual language of a brand like Mount Gay or Amex, the designer may elect to use those brand typefaces).

Typeface Weights

The most commonly used type weights in the Helvetica Neue family are Bold 75 and Medium 65.

Helvetica Neue Roman 55 and Heavy 85 may also be used in some cases. (such as very small or fine print or to bold elements within headlines)

Black, Light, and Thin weights should be avoided. Condensed, Extended versions should never be used within the brand.

Large Headline Type Style.

01.

SubHead or Bullet Type Style.

02.

Body Copy Type Style. Lorem Ipsum. Radialis visivae imaginem et identitatem. Vigentque frederic hanc notam disposuerat Ducem. Huius generis litteras docet et ponderum. Itatenimus sunt vero natem idem, quantior rate am, con premeras imincip. Cogitos ergo sum.

03.

SMALL CAPTIONS / FINE PRINT / LEGAL SLUG / TINY COPY TYPE STYLE.

04.

Within the RadicalMedia brand visual identity, typography is one of the main design elements that helps to define our visual character.

The brand is generally very minimal, so it is important when creating documents to correctly use and set type styles.

01. Large Headline & Title Type

Headline type should be set in Helvetica Neue Bold 75. The type should be TitleCase and tightly kerned (approx. -44 in Adobe Design applications or -4 in Apple Keynote or Pages).

02. Subhead & Bullets Type

Subhead type should be set in Helvetica Neue Bold 75. The type should be TitleCase and tightly kerned (approx. -44 in Adobe Design applications or -4 in Apple Keynote or Pages).

03. Body Copy Type

Body copy type (~8pt. – 14pt.) should be set in either Helvetica Neue Medium 65 or Helvetica Neue Roman 55, in sentence case and kerned around 0.

04. Small / Fine Print Type

Very small or fine print type (below 8pt.) should be set in Helvetica Neue Roman 55, ALL CAPS and kerned around +10.

Logo Download Links

Logotype (Black)

http://clients.radicalmedia.com/RADICALMEDIALOGOS_BLACK/

Logotype (White)

http://clients.radicalmedia.com/RADICALMEDIALOGOS_WHITE/

Animated Logo (Broadcast/Film)

http://clients.radicalmedia.com/RADICALMEDIALOGOS_FILM/

Static & Animated Bug (Broadcast)

http://clients.radicalmedia.com/RADICALMEDIALOGOS_BUG/

Static & Animated Logo (Web/Presentations)

http://clients.radicalmedia.com/RADICALMEDIALOGOS_WEB/

Logo Files

Approved files should be always used for our Logo to ensure that it has not been modified, distorted, or corrupted in any way.

These download links provide the approved Logo files in a range of file formats.

Animated Logo Files

Approved Animated Logo files should be always used for Film and Broadcast. (These are available as QTV files in 3 and 5 second versions, with and without sound)

Simple Animated Logos are available for keynote presentations and video bugs.

Apple Pages & MSWord Letterhead Templates:

http://clients.radicalmedia.com/RADICALMEDIA_TEMPLATES/

PDF Mailing / Binder Label Templates:

http://clients.radicalmedia.com/RADICALMEDIA_TEMPLATES/

Templates

RadicalMedia Letterhead, Mailing Label, and Prepro Label templates are available for Apple Pages and MSWord. These should be used for all company communications.

Please try to use the paragraph and character styles defined in the template whenever possible.

Do not modify or delete the Logo, Header, or Footers from the template.

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