



☐☐☐Nine Radio
2GB, 3AW, 4BC, 6PR



Our new family

2GB
SYDNEY

3AW
MELBOURNE

4BC
BRISBANE

6PR
PERTH

☐☐☐Nine Radio

**Primary
Logo 2GB**

Primary Logo

2GB

The brand logo identifies the 2GB brand as a whole. Use this logo to represent digital, merchandise, print and any other media.

This logo should not be altered in any way.



Sizing & Spacing

2GB

Ensure clear space is maintained around the perimeter of the logo.



LOGO SPACING

The spacing around the logo should be minimum of 2xD.



MINIMUM SIZE
The minimum height
is 10mm for print
applications.

Colour Variations

2GB

Our logo has several colour variations for use on different background types, tones, and colours.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two Colour Logo



Single Colour



Single Colour



DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

☐☐☐Nine Radio

**Primary
Logo 3AW**

Primary Logo

3AW

The brand logo identifies the 3AW brand as a whole. Use this logo to represent digital, merchandise, print and any other media.

This logo should not be altered in any way.



Sizing & Spacing

3AW

Ensure clear space is maintained around the perimeter of the logo.



LOGO SPACING

The spacing around the logo should be minimum of 2xB.



MINIMUM SIZE
The minimum height
is 10mm for print
applications.

Colour Variations

3AW

Our logo has several colour variations for use on different background types, tones, and colours.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two Colour Logo



Single Colour



Single Colour



DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

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Primary
Logo 4BC

Primary Logo

4BC

The brand logo identifies the 4BC brand as a whole. Use this logo to represent digital, merchandise, print and any other media.

This logo should not be altered in any way.



Sizing & Spacing

2GB

Ensure clear space is maintained around the perimeter of the logo.



LOGO SPACING

The spacing around the logo should be minimum of 2xB.



MINIMUM SIZE
The minimum height
is 10mm for print
applications.

Colour Variations

4BC

Our logo has several colour variations for use on different background types, tones, and colours.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two Colour Logo



Single Colour



Single Colour



DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

☐☐☐Nine Radio

**Primary
Logo 6PR**

Primary Logo

6PR

The brand logo identifies the 2GB brand as a whole. Use this logo to represent digital, merchandise, print and any other media.

This logo should not be altered in any way.



Sizing & Spacing

6PR

Ensure clear space is maintained around the perimeter of the logo.



LOGO SPACING

The spacing around the logo should be minimum of 2xT.



MINIMUM SIZE
The minimum height
is 10mm for print
applications.

Colour Variations

6PR

Our logo has several colour variations for use on different background types, tones, and colours.

When in doubt, use the most legible version of the logo for the available background.

For printed executions, special care should be given to ensure logo legibility on the final media or material used.

Two Colour Logo



Single Colour



Single Colour



DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

DIGITAL
AI, EPS, JEGP, PMG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

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Brand Colours

Colour sets us apart & helps to invoke emotion.

The colours we've chosen for our brand are a key factor in differentiation and brand recognition.

As such, it is vital that our colours are reproduced faithfully and combined in the right way.

This section covers these guidelines in detail.

Any colour outside of those outlined within this section will be considered unauthorised

Primary Colour Palette

The consistent use of colour is vital to effective brand recognition.

Our brand should always be represented in one of the colours on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorised colours. Use of the Pantone Matching System is highly recommended to ensure colour consistency across any and all touchpoints.

NINE RADIO

BLUE RGB: 0 87

183 HEX:

#0057B7

PANTONE 2935

C

PANTONE 300 U

CMYK: 100, 52, 0,

27 PANTONE P

106-8 C PANTONE

P 106-8 U

PANTONE®

2935 C

PANTONE® Formula Guide Coated

L*a*b* 34 -2 -64

sRGB 0 87 183

HEX 0057B7

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PANTONE 2935 C	<i>Solid Color Coated</i>
#0063A8 94%	
PANTONE P 106-8 C	<i>CMYK Color Guide Coated</i>
#0068AF 93%	
PANTONE 2935 CP	<i>Color Bridge Coated</i>
#0063B2 95%	
PANTONE 18-4245 TN	<i>Nylon Brights</i>
#046AAA 92%	
PANTONE 18-4244 TPG	<i>Fashion, Home + Interiors</i>
#006EB6 91%	
PANTONE 300 U	<i>Solid Color UnCoated</i>

WHITE

RGB: 255, 255, 255

HEX: #ffffff

CMYK: 0, 0, 0, 0

BLACK

RGB: 0, 0, 0

HEX: #000000

PANTONE NEUTRAL BLACK

C PANTONE NEUTRAL

BLACK U

CMYK: 75, 68, 67, 90

PANTONE P PROCESS BLACK

C PANTONE P PROCESS

BLACK U

Using Tints

We prefer our brand colours used without editing, but some situations require the use of colour tints, especially on the web. For example, when a user hovers over a button on our web site, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text..

HEX: #0057B7		HEX: #000000	
80%		80%	
60%		60%	
40%		40%	
20%		20%	

#0057B7 Color Shades

HEX: #002A59

HEX:
#00418A

HEX: #0057B7

HEX:
#067BFF

HEX:
#57A6FF

HEX:
#A9D1FF

#f2f8ff	#eaf4ff	#e2effe	#daebfe	#d2e7fe	#c9e3fe	#c1defe	#b9dafe	#b1d6fe	#a9d1ff	#0077fc	#0073f4	#006fec	#006ce4	#0068dc	#0064d4	#0060cc	#005cc3	#0058bb	#0054b3
#a1cdf	#99c9ff	#90c4ff	#88c0ff	#80bcff	#78b8ff	#70b3ff	#68afff	#5fabff	#57a6ff	#0051ab	#004da3	#00499b	#004592	#00418a	#003d82	#00397a	#003672	#00326a	#002e61
#4fa2ff	#479eff	#3f99ff	#3795ff	#2e91ff	#268dff	#1e88ff	#1684ff	#0e80ff	#067bff	#002a59	#002651	#002249	#001e41	#001b39	#001730	#001328	#000f20	#000b18	#000710

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Typography

Typrography

UI, Social Media
and Marketing

Social and Marketing /Nine radio aktiv grotesk ex

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

Social and Marketing /Nine radio aktiv grotesk
ex

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

Nine radio aktiv grotesk ex

Aktiv grotesk ex Original

ij Modified the type so they all have circles
instead of squares as per the original

ij

UI / Roboto bold

UI / SF

ij

Pro

i

j

UI / Roboto bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@#\$%^&*()?

UI / SF Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
z 123456789!@#\$%^&*()?

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Closing

Approvals

As previously stated, this guide is not a comprehensive list of rules. We recognize the creative journey is full of twists and turns. New approaches, new trends, and changes in technology will inevitably have an effect on our brand and the way we execute it visually. That being said, we insist that any brand execution follow the guidelines listed within. Anything outside of these guidelines must be approved by an authorized representative from Nine Radio.

If you are a client working on one of our brand executions, we require an electronic or physical proof before any item is printed, published, or otherwise executed. These proofs can be submitted to your point of contact within Nine Radio.

Questions prevent mishaps: If you have a question about the use of our brand materials, please do not hesitate to ask!

File Types

The files provided with this guide generally fall into two types: raster and vector files. While both can be used for most applications, typically one is more suited, depending on the usage intent.

DIGITAL
AI, EPS, JPEG, PNG
PMS
COATED - AI, EPS
UNCOATED - AI,
EPS **CMYK**
COATED - AI, EPS
UNCOATED - AI,
EPS

Raster Files

Raster files are comprised of a grid of pixels. These types of files always have a set resolution and size. Once you increase the size past its predetermined size, the quality decreases. You've probably seen this before: images begin to appear pixelated if they're pushed too far.

Graphics, like the brand logo, can be exported in raster versions. Photographs are always raster files.

Raster files are typically used for web graphics and digital executions. When used in print applications, you must ensure that the file exceeds the minimum DPI (dots per inch) of 150DPI, or risk a low-quality print.

Typically, raster files end with .jpg, .png, .gif, and .psd. They are easy to open and apply.

Vector files

Vector files create their shapes by mathematical equations between anchor points. Since they are crafted by ratios, and not a grid of coloured squares, vector images can be infinitely scaled.

Graphics, like the brand logo, are typically created as vector files. Illustrations, iconography, and many of our simple shapes and graphic elements are created as vector files.

The limitations of vector files lie in their strengths: because each relationship is an equation, complex items, gradients, photographs often make vector file sizes too large. Raster images are more efficient in those situations.

Vector files are typically used for printing or producing the logo or other graphics in most forms. If you're ever asked for a high-resolution logo file, send a vector file. Typically, vector files end with .ai, .eps and .svg. Without special programs, these files will be difficult to open.

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