



**IHEARTMEDIA**  
BRAND GUIDELINES



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# PRIMARY LOGO



 **LOGO ON BLACK AND WHITE**



 **LOGO BLACK AND WHITE**

# SECONDARY LOGO



FOR PRINT USE:  
■ PANTONE 199C



FOR PRINT USE:  
■ PANTONE 199C

 **LOGO ON BLACK AND WHITE**



 **LOGO BLACK AND WHITE**





 **LOGO ON BLACK AND WHITE**



 **LOGO BLACK AND WHITE**

# IMPLEMENTATION GUIDELINES

Pantone 199C

R198 G0 B43

HEX: #C6002B

C11 M100 Y83 K2

Pantone Process  
Black C

R0 G0 B0

HEX: #000000

C0 M0 Y0 K100

Pantone Cool Grey  
8C

R144 G147 B148

HEX: #939697

C45 M36 Y35 K2

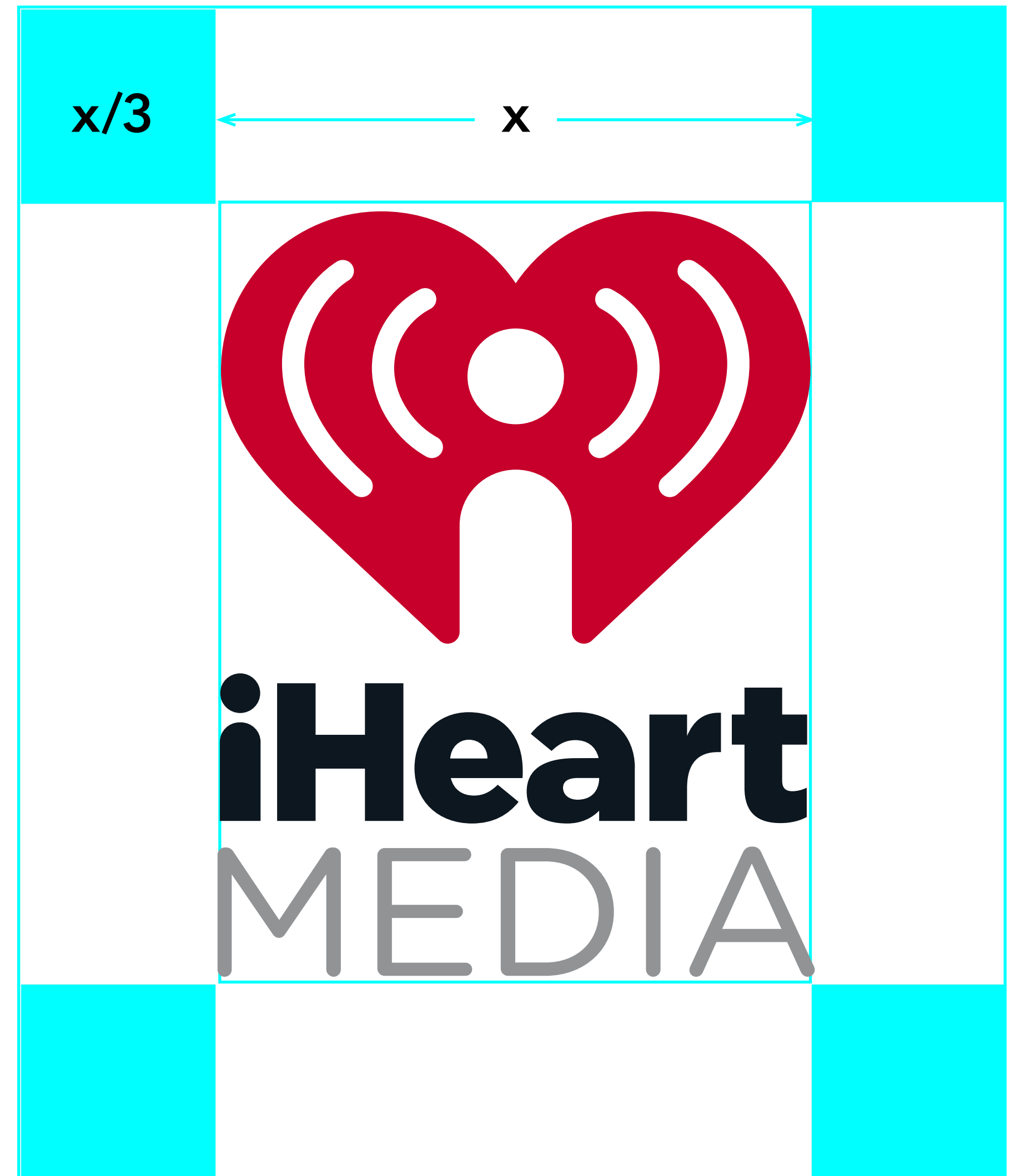
White Solid

R255 G255 B255

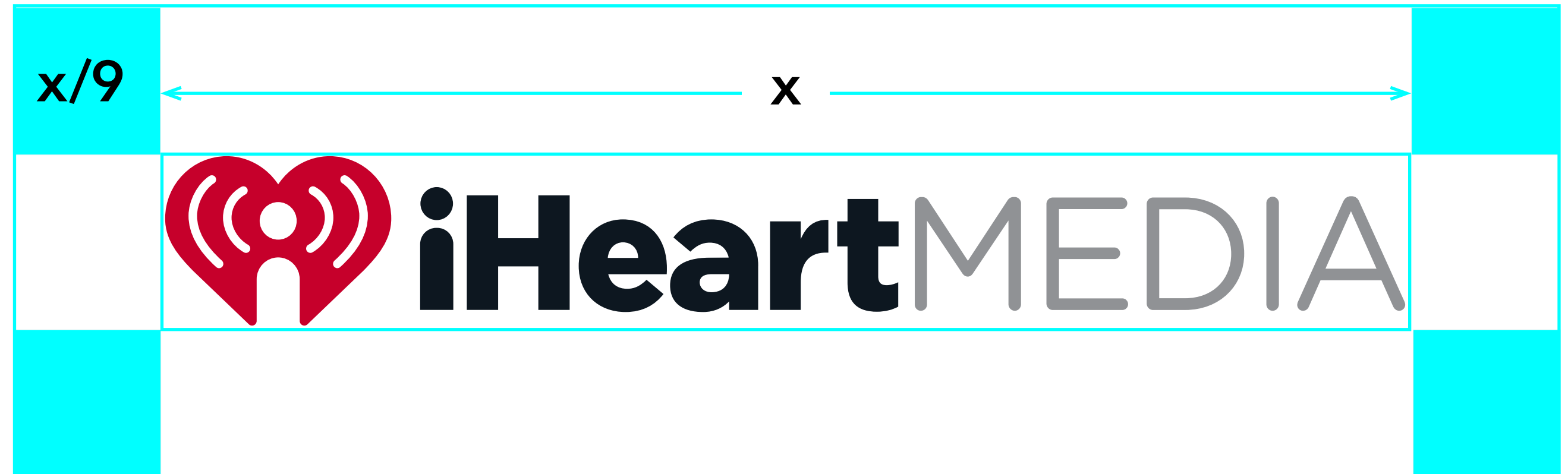
HEX: #FFFFFF

C0 M0 Y0 K0





 **CLEARSPACE: PRIMARY VERTICAL**



 **CLEARSPACE: SECONDARY HORIZONTAL**



Primary Logo Minimum Width:  
100 px  
1.4 inches  
3.5 cm



Secondary Logo Minimum Width:  
300 px  
4.2 inches  
10.6 cm

FOR PRINT USE:  
■ PANTONE 199C

## MINIMUM SIZE



**DO NOT**  
Change color  
of any logotype  
element



**DO NOT**  
Add a gradient  
to the logo  
unless approved



**DO NOT**  
Change the size  
of any logotype  
element



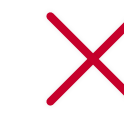
**DO NOT**  
Add a drop  
shadow to any  
logo element  
unless approved



**DO NOT**  
Remove any  
elements of the  
logo



**DO NOT**  
Change the font  
of any logotype  
element



**DO NOT**  
Use logo as part  
of a sentence





# TYPOGRAPHY

Primary:

**“iHeartMedia”**

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Avoid:

**i Heart Media**

**iHeartMEDIA**

**iheartmedia**

**Iheartmedia**

**iHEARTMEDIA**

**Avenir Next Demi Bold**  
Avenir Next Regular

 **TYPE FACES**

**Helvetica Neue Bold**  
Helvetica Neue Regular

**Avenir Next- Primary Brand Typography**

**Helvetica Neue- Secondary Brand  
Typography**



# QUESTIONS?

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