Hosted by author Daniel Alarcón, *Radio Ambulante* is a Spanish language podcast that uses long-form audio journalism to tell neglected and under-reported Latin American and Latino stories. We present diverse, global stories about politics, sports, love, human rights, family ties, and more.

Download the *Radio Ambulante* podcast at [npr.org/podcasts](http://npr.org/podcasts), iTunes or wherever you like to get podcasts.
PRIMARY AND SECONDARY BRAND MARKS

RADIO AMBULANTE

PRIMARY BRAND MARK

The primary brand mark format for Radio Ambulante is the stacked vertical design.

SECONDARY BRAND MARK

Use the secondary brand mark in the horizontal format when the primary brand mark cannot be used due to space constraints (see size limits on each description).

BRAND MARK ICON

The primary brand mark format for Radio Ambulante is the stacked vertical design.
**CLEAR SPACE GUIDELINES + COLOR PALETTE**

**RADIO AMBULANTE**

**PRIMARY BRAND MARK**
The required amount of clear space around the primary brand mark is equal to the width of the “E” in Radio Ambulante.

**SECONDARY BRAND MARK**
The required amount of clear space around the primary brand mark is equal to the width of the “E” in Radio Ambulante.

**BRAND MARK ICON**
The required amount of clear space around the primary brand mark is equal to the width of the “wheel” of the Radio Ambulante cart.

**COLOR PALETTE**

**RADIO AMBULANTE**

**BLACK**
- C 0
- M 0
- Y 0
- K 100
- # 231F20
- SPOT

**RED**
- C 12
- M 99
- Y 96
- K 2
- # D1252B
- SPOT 51805C

**WHITE**
- C 0
- M 0
- Y 0
- K 100
- # FFFFFF
- SPOT WHITE
BRAND MARK USAGE RADIO AMBULANTE

- PRIMARY BRAND MARK
  - 2 COLOR (COLOR POSITIVE)

- PRIMARY BRAND MARK
  - BLACK (1 COLOR)

- PRIMARY BRAND MARK
  - NEGATIVE
BRAND MARK USAGE, CONTINUED

SECONDARY BRAND MARK
2 COLOR (COLOR POSITIVE)

SECONDARY BRAND MARK
BLACK (1 COLOR)

SECONDARY BRAND MARK
NEGATIVE
BRAND MARK USAGE

RADIO AMBULANTE

BRAND MARK ICON
2 COLOR (COLOR POSITIVE)

BRAND MARK ICON
BLACK (1 COLOR)

BRAND MARK ICON
NEGATIVE
ANY OF THESE ALTERATIONS (OR SIMILAR) ARE PROHIBITED

Brand marks cannot be modified in color, layout or font.

Brand marks should only live in the forms presented in this brand guide. No other versions will be accepted.

Remember to respect clear space around the brand marks.
Proper representation of the *Radio Ambulante* brand includes proper use of it in text. The purpose of these rules is to ensure that every display of the podcast mark communicates that *Radio Ambulante* is a brand. The mark should always stand out from any surrounding text. The R and A in *Radio Ambulante* should be capitalized in headers and the entire name should be italicized when used in text. The word “Radio” should always be in the same style (font, color, size) as the word “Ambulante”. Additional examples of proper and improper usage are displayed below.

**CORRECT:**
*Radio Ambulante* from NPR
*Radio Ambulante*

**INCORRECT:**
*Radio Ambulante* - New York
*Radioambulante*
*NPR Radio Ambulante*
*NPR’s Radio Ambulante*
Recommended for podcast covers.