



BRAND GUIDE
RADIO AMBULANTE

LAST UPDATED: NOVEMBER, 2016

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](https://www.npr.org/podcasts), iTunes or wherever you like to get podcasts.



PRIMARY BRAND MARK

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



BRAND MARK ICON

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



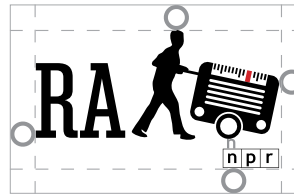
SECONDARY BRAND MARK

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).



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*.



BRAND MARK ICON

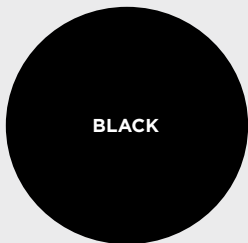
The required amount of clear space around the primary brand mark is equal to the width of the "wheel" of the *Radio Ambulante* cart.



SECONDARY BRAND MARK

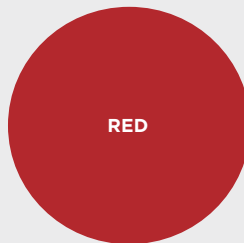
The required amount of clear space around the primary brand mark is equal to the width of the "E" in *Radio Ambulante*.

COLOR PALETTE RADIO AMBULANTE



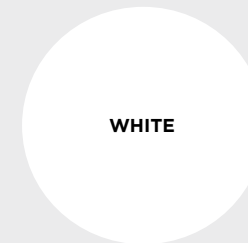
BLACK

C 0 R 35
M 0 G 31
Y 0 B 32
K 100
231F20
SPOT



RED

C 12 R 209
M 99 G 36
Y 96 B 43
K 2
D1252B
SPOT 1805C



WHITE

C 0 R 255
M 0 G 255
Y 0 B 255
K 0
FFFFFFFF
SPOT WHITE

PRIMARY BRAND MARK
2 COLOR (COLOR POSITIVE)



PRIMARY BRAND MARK
BLACK (1 COLOR)



PRIMARY BRAND MARK
NEGATIVE





SECONDARY BRAND MARK
2 COLOR (COLOR POSITIVE)



SECONDARY BRAND MARK
BLACK (1 COLOR)



SECONDARY BRAND MARK
NEGATIVE

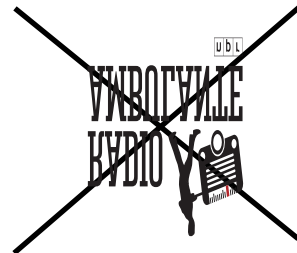


ANY OF THESE ALTERATIONS (OR SIMILAR) ARE PROHIBITED

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*



**RADIO AMBULANTE
PODCAST TILE
TREATMENT**
Recommended for
podcast covers.