

## BRAND ATTRIBUTES

Brand attributes create our brand's personality. Attributes are words and traits that describe how our brand looks, feels, sounds, and acts. Entercom's brand attributes are:

**Personal**

(Authentic, Grounded, Intimate)

**Gritty**

(Spirited, Resourceful, Tenacious)

**Smart**

(Bright, Agile, Responsive)

## BRANDMARK

The Entercom brandmark is our most important identity asset. It is a visual representation of what we stand for. The brandmark is composed of two elements: the Entercom brand wordmark, and the Entercom symbol.



## CONFIGURATIONS

Main Logo (Full Color)



Reverse Color



White



Black



## CLEAR SPACE

Let our brandmark stand out. The clear space needed around the brandmark is equal to the height and width of the symbol in the Entercom brandmark.



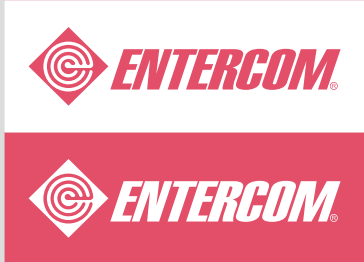



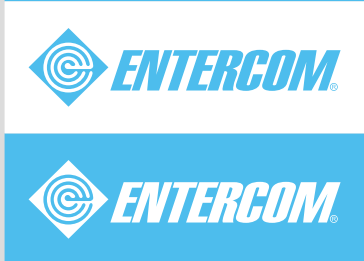



## MINIMUM SIZE

The minimum size the brandmark can be reduced to, and still remain legible, is 0.5 inches wide.



## BRANDMARK CONFIGURATIONS

<p><b>ETM Ash Gray</b>                      RGB: 78 / 68 / 63                      HEX: #4E443F                      4C: 26 / 31 / 35 / 75                      Spot: PANTONE 405 C</p> 	<p><b>ETM Deep Purple</b>                      RGB: 120 / 40 / 90                      HEX: #78285A                      4C: 34 / 98 / 0 / 41                      Spot: PANTONE 7650 C</p> 	<p><b>ETM Vibrant Rose</b>                      RGB: 227 / 78 / 105                      HEX: #E34E69                      4C: 0 / 82 / 37 / 0                      Spot: PANTONE 198 C</p> 	<p><b>ETM Yellow Gold</b>                      RGB: 255 / 175 / 23                      HEX: #FFAF17                      4C: 0 / 31 / 98 / 0                      Spot: PANTONE 1235 C</p> 
<p>ETM_Logo_R_Ash_Gray_(Pos/Rev)_rgb.ai or .png                      ETM_Logo_R_Ash_Gray_(Pos/Rev)_4c.ai                      ETM_Logo_R_Ash_Gray_(Pos/Rev)_405c.ai</p>	<p>ETM_Logo_R_Deep_Purple_(Pos/Rev)_rgb.ai or .png                      ETM_Logo_R_Deep_Purple_(Pos/Rev)_4c.ai                      ETM_Logo_R_Deep_Purple_(Pos/Rev)_7650c.ai</p>	<p>ETM_Logo_R_Vibrant_Rose_(Pos/Rev)_rgb.ai or .png                      ETM_Logo_R_Vibrant_Rose_(Pos/Rev)_4c.ai                      ETM_Logo_R_Vibrant_Rose_(Pos/Rev)_198c.ai</p>	<p>ETM_Logo_R_Yellow_Gold_(Pos/Rev)_rgb.ai or .png                      ETM_Logo_R_Yellow_Gold_(Pos/Rev)_4c.ai                      ETM_Logo_R_Yellow_Gold_(Pos/Rev)_1235c.ai</p>
<p><b>Black &amp; White</b></p>  <p>ETM_Logo_R_Black_rgb.ai or .png                      ETM_Logo_R_Black_4c.ai</p> <p>ETM_Logo_R_Black_with_White_rgb.ai or .png                      ETM_Logo_R_Black_with_White_4c.ai</p> <p>ETM_Logo_R_White_rgb.ai or .png                      ETM_Logo_R_White_4c.ai</p>	<p><b>ETM Rich Teal</b>                      RGB: 0 / 145 / 159                      HEX: #00919F                      4C: 100 / 0 / 28 / 20                      Spot: PANTONE 7712 C</p>  <p>ETM_Logo_R_Rich_Teal_(Pos/Rev)_rgb.ai or .png                      ETM_Logo_R_Rich_Teal_(Pos/Rev)_4c.ai                      ETM_Logo_R_Rich_Teal_(Pos/Rev)_7712c.ai</p>	<p><b>ETM Sky Blue</b>                      RGB: 77 / 189 / 237                      HEX: #4DBDE8                      4C: 67 / 2 / 0 / 0                      Spot: PANTONE 298 C</p>  <p>ETM_Logo_R_Sky_Blue_(Pos/Rev)_rgb.ai or .png                      ETM_Logo_R_Sky_Blue_(Pos/Rev)_4c.ai                      ETM_Logo_R_Sky_Blue_(Pos/Rev)_298c.ai</p>	<p><b>ETM Navy Blue</b>                      RGB: 0 / 60 / 92                      HEX: #003C5C                      4C: 100 / 48 / 12 / 58                      Spot: PANTONE 302 C</p>  <p>ETM_Logo_R_Navy_Blue_(Pos/Rev)_rgb.ai or .png                      ETM_Logo_R_Navy_Blue_(Pos/Rev)_4c.ai                      ETM_Logo_R_Navy_Blue_(Pos/Rev)_302c.ai</p>