

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.



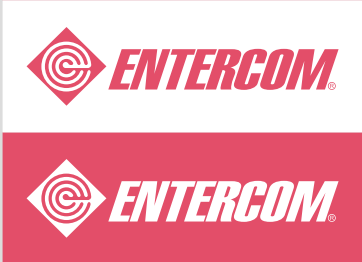



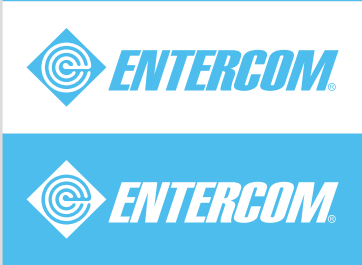



MINIMUM SIZE

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



BRANDMARK CONFIGURATIONS

<p>ETM Ash Gray RGB: 78 / 68 / 63 HEX: #4E443F 4C: 26 / 31 / 35 / 75 Spot: PANTONE 405 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 Deep Purple RGB: 120 / 40 / 90 HEX: #78285A 4C: 34 / 98 / 0 / 41 Spot: PANTONE 7650 C</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 Vibrant Rose RGB: 227 / 78 / 105 HEX: #E34E69 4C: 0 / 82 / 37 / 0 Spot: PANTONE 198 C</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 Yellow Gold RGB: 255 / 175 / 23 HEX: #FFAF17 4C: 0 / 31 / 98 / 0 Spot: PANTONE 1235 C</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>Black & White</p>  <p>ETM_Logo_R_Black_rgb.ai or .png ETM_Logo_R_Black_4c.ai ETM_Logo_R_Black_with_White_rgb.ai or .png ETM_Logo_R_Black_with_White_4c.ai ETM_Logo_R_White_rgb.ai or .png ETM_Logo_R_White_4c.ai</p>	<p>ETM Rich Teal 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>ETM Sky Blue RGB: 77 / 189 / 237 HEX: #4DBDEE 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>ETM Navy Blue 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>