



RADIO MARIA

CORPORATE IDENTITY MANUAL
STAGE OF PURSUIT



LOGOTYPE

This is the official logo of the **RADIO MARIA**. To assure that it is recognized by everyone it will be necessary to apply it on all the graphical pieces generated. This manual will allow you to assume, without problems, the responsibility to preserve the visual integrity of this logo.

This logo has been designed to guarantee the correct proportion on all the graphical elements. If these guidelines are followed it will facilitate the CORRECT use in all the applications.



GUIDELINES

- * The logo of **RADIO MARIA** must be used in every graphical pieces produced. If they are from stationery store (calling cards, paper letterhead, signboards etc.) and in resources for the Web.
- * Use only the **RADIO MARIA** logo designs approved. And do not modify the logo in any way.
- * Follow the provided guides and instructions for the size and positioning of the standards of the Logo of **RADIO MARIA**.
- * You cannot use the logo of **RADIO MARIA** like part of a title or part of a normal text.
- * **RADIO MARIA's** sponsors' logo must appear subordinated to the logo of **RADIO MARIA**.
- * If your materials use logos from third parties, **RADIO MARIA's** logo must appear as predominant as the others.
- * The Logo of the **RADIO MARIA** will be available in WGet <http://wf.radiomaria.org/> to download in three formats: EPS, GIF and bmp. For printing stationery and advertising use the EPS format; to use it on the web and presentations with Windows98 or newer versions, use GIF; and for Windows 95 and previous versions, the BMP.



COLORS USED

The logo of **RADIO MARIA** uses two colors. It is set in a white background. If you need to place the logo in another background, see the part related to backgrounds in this guide for the examples of its acceptable use. The logo is also available in one color (black), but for specific uses, like newspaper advertisement.



Pantone 281 CV
Process 100C, 72M, 0Y, 32K
RGB 11R, 46G, 108B
Web Colour # 0B2E6C



Pantone Process Blue CV
Process 100C, 10M, 0Y, 10K
RGB 0R, 129G, 200B
Web Colour # 0081C8



Enclosed please find the required images in the "ANEXOS" folder.

ACCEPTABLE USES OF THE COLORS

Logo to two colors



Logo to a color (Black and white)



■ Black 100%
The gradation in the world globe goes from 45% black to 0% (white)

UNACCEPTABLE USES OF THE COLORS





Enclosed please find the required images in the "ANEXOS" folder.

MINIMUM SIZE OF THE LOGO

In order to assure the legibility, the logo must never be smaller than the minimum size in the examples below. Observe that the measure of the minimum of size is applied to all the wide one of the typography of **RADIO MARIA**.

If Printed or shown on screen the standards have separate requirements for the minimum size. To be printed (example: business cards), you can reduce the logo of **RADIO MARIA** up to 31,0 mm. For use on screen the minimum size will be of 89,0 pixels, as shown here.

Printed



31.0 mm

Onscreen



89.0 px



Enclosed please find the required images in the "ANEXOS" folder.

SPACES

In order to assure that the logo does not compete visually with other graphical elements, you must surround it with the minimum clear space established. The clear space (that is to say, "X") is equal to the height of the typography of **RADIO MARIA** according to the diagram below.. It is not allowed to use a clear space shorter than the minimum established. The clear space must cover the total size with the typography of **RADIO MARIA**.



x = height of the typography of **RADIO MARIA**
 Z = height of the photograph



Y = wide and high of the photograph



Enclosed please find the required images in the "ANEXOS" folder.

BACKGROUND

The following examples are applicable for the vertical and the horizontal version of the logo.

The Logo in two colors or one color on a white background, is the most recommendable.

To exhibit the logo on a gray background is acceptable, but not recommended. When using backgrounds in other colors than white, a white edge must surround the logo as shown in the exemple below. This edge must be always be included.

Preferred use of the background



Recommended use of the background



UNACCEPTABLE USES OF THE BACKGROUND

The following examples are applicable for the vertical and the horizontal version of the logo.

It is recommended to use colors like: target, celestial, gray clear.

Always use the logo recommended with the white box according to the recommended thing in the "Background"

- To avoid dark colors with the logo.



- It is not allowed to use the logo on backgrounds of color without the white edge, because it produces vibration of colors.



- Do not use the logo on a photo without the white edge.





Enclosed please find the required images in the "ANEXOS" folder.

NOT ALLOWED VARIATIONS OF THE LOGO

The following examples are applicable for the vertical and the horizontal version of the logo.

Never do a pattern with the logo.




Never stretches the standard of the logo.



Never use a shade of the drop in any place of the logo, with the exception of the shade in WORLD FAMILY.



Never use it as part of a title or part of the text.

Este es el logo de  y para lograr que sea reconocido por todos será necesario aplicarlo en todas las piezas gráficas de comunicación.

Enclosed please find the required images in the "ANEXOS" folder.

NOT ALLOWED VARIATIONS OF THE LOGO

The following examples are applicable for the vertical and the horizontal version of the logo.



The circular use of the photography is not allowed.



Additional texts within the logo are not allowed.



The use of another font (writing style) for the logo is not allowed.

Enclosed please find the required images in the "ANEXOS" folder.

NOT ALLOWED VARIATIONS OF THE LOGO

The following examples are applicable for the vertical and the horizontal version of the logo.



Patches are not allowed on the logo.



The use of a different photo than the one used is not allowed even if this photo is very similar to the used one.

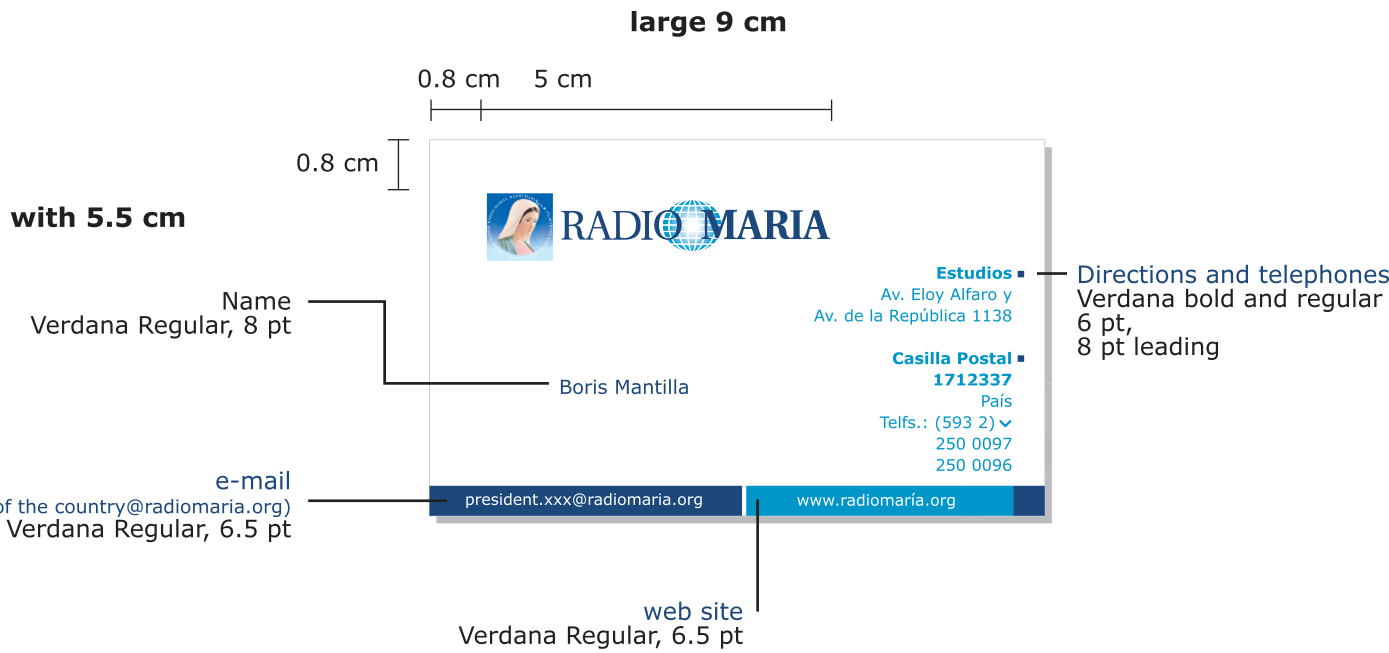


The Use of other images and texts not specified in this manual are not allowed.



APPLICATION IN THE LETTERHEAD

Bussinescard

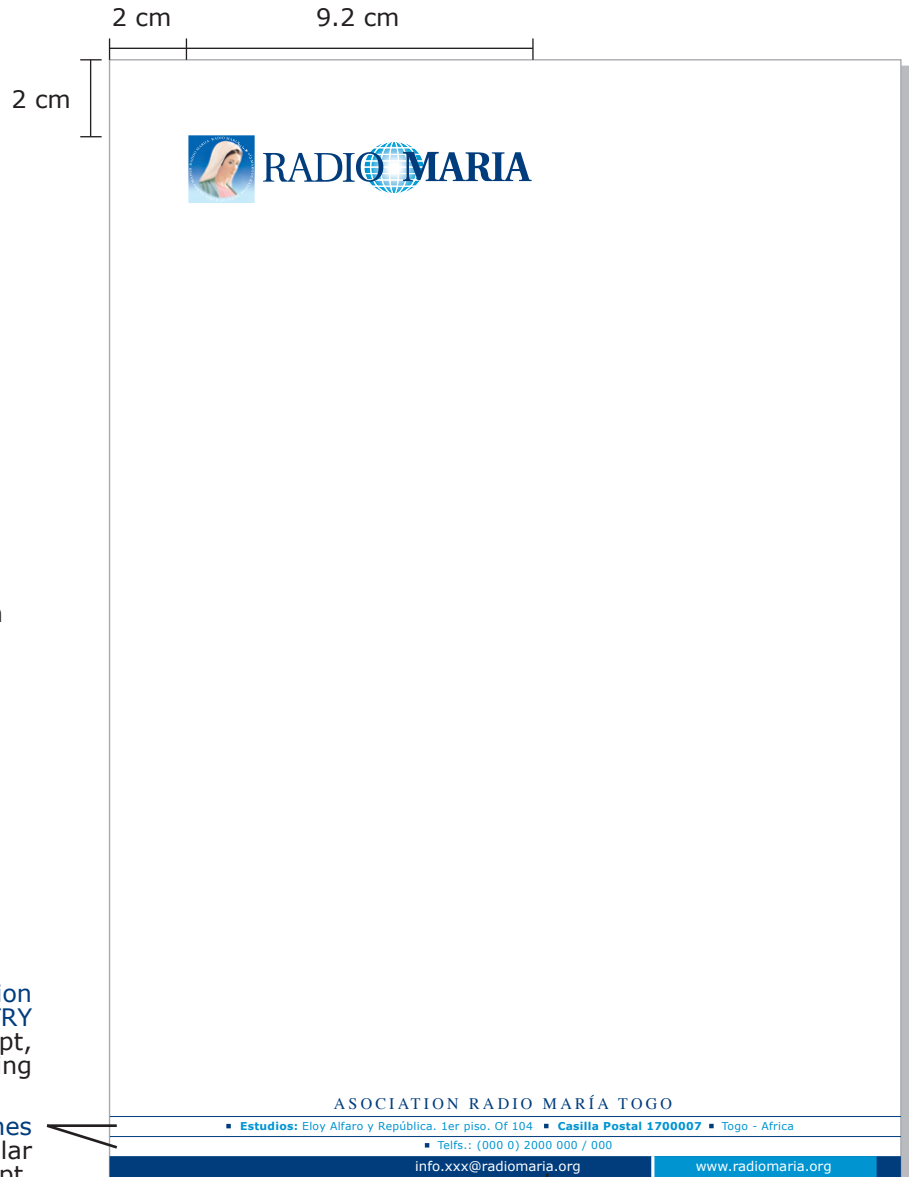




RADIO MARIA

APPLICATION IN THE LETTERHEAD

width 21 cm



Asociation
ASOCIATION RADIO MARÍA and COUNTRY
Times regular, 8 pt,
14.5 pt leading

Directions and telephones
Verdana bold and regular
10 pt,
14.5 pt leading

e-mail
(info.code of the country@radiomaria.org)
Verdana Regular, 10 pt

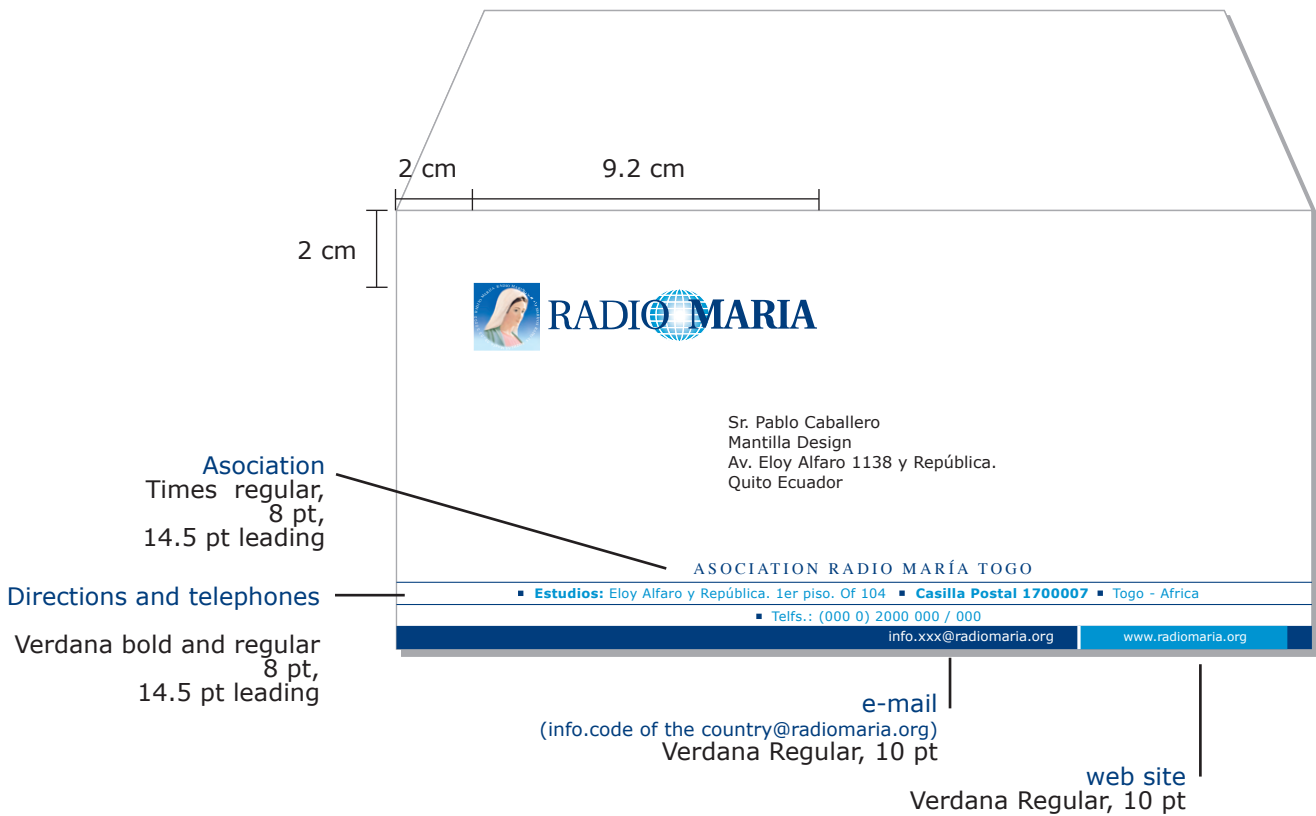
web site
Verdana Regular, 10 pt

To adapt according to format of leaf used in each country.



RADIO MARIA

APPLICATION IN THE LETTERHEAD



To adapt according to format of leaf used in each country.



RADIO MARIA

GUIDE OF APPLICATION IN POSTERS



RADIO MARIA

Slogan
Verdana Bold

Una voz Católica en su casa

Province or state
Font
Times regular

PROVINCIA

Frecuency
Font Times Bold

www.radiomaria.org



RADIO MARIA

APPLICATION GUIDE FOR DIFFUSION MATERIAL

Cover

Logotype



RADIO MARIA

Una voz Católica en su casa

Frequencies

FRECUENCIAS

Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM
Provincia o estado	100.1 FM

Web Radio María

www.radiomaria.org

DONATIONS

Banco-----
Cta.No.-----
Banco-----
Cta.No.-----
Banco-----
Cta.No.-----
Banco-----
Cta.No.-----
Almacén-----
Direcciones y teléfonos-----
Almacén-----
Direcciones y teléfonos-----
Almacén-----
Direcciones y teléfonos-----

Donations

HOW TO BE INVOLVED

Fundación Radio María funciona gracias al voluntariado, que tiene como fuente el amor a Dios, sirviendo a nuestra Madre, correspondiendo a su amor...

Text

FUNDACIÓN RADIO MARÍA TOGO

▪ Studios: Av. La Prensa 24 97 y H. Salas 1er. piso
▪ PO. BOX. 1000000 ▪ País

▪ Telfs.: (000 0) 200 0000 300 000

info.xxx@radiomaria.org

www.radiomaria.org

Razon Social
Directions
and
telephones

e-mail

(info.code of the country@radiomaria.org)

The FONTS for all the texts an as follows:

- VERDANA or HELVETICA for titles. Example "FRECUENCIES"
- TIMES for overall text.

Font sizes vary depending on the material; a 5 pt. minimum is advised.

A white paper is recommended for the background.

If other colors are used for the background then the corporate colors are recommended.

For overall texts we recommend to use a 100% black.



RADIO MARIA

APPLICATION GUIDE FOR DIFFUSION MATERIAL

Cover

RADIO MARIA
Una voz Católica en su casa

1200AM - 90.5FM
City - Country

www.radiomaria.org

DONATIONS

Banco-----
Cta.No.-----

Banco-----
Cta.No.-----

Banco-----
Cta.No.-----

Banco-----
Cta.No.-----

Almacén-----
Direcciones y teléfonos-----

Almacén-----
Direcciones y teléfonos-----

Almacén-----
Direcciones y teléfonos-----

FUNDACIÓN RADIO MARÍA TOGO
Studios: Av. La Prensa 24 97 y Homero Salas
 ▪ **PO. BOX. 1000001** ▪ País
 ▪ Phone.: (000 0) 200 0000 300 0000

info.xxx@radiomaria.org www.radiomaria.org

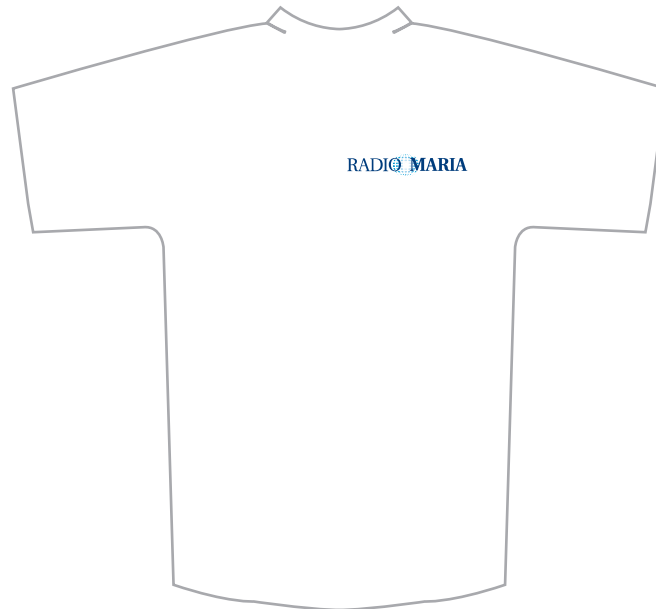
Donations

Razon Social
Directions
and
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e-mail

(info.code of the country@radiomaria.org)

ACTO ESPECIAL DE ENTREGA A MARIA	
<p>María Madre de Jesús, y Madre mía, en este día, yo pequeño hijo tuyo, me consagro totalmente para tí, vivir en vida santa; para ser tu pequeño siervo porque tú, dulce</p>	<p>Madre, puedas contar conmigo siempre y yo pueda ayudarte a cumplir en mi proyecto de amor que el Padre tiene sobre cada uno de nosotros.</p>
<p>EL SANTO ROSARIO</p> <p>En el nombre del Padre, del Hijo y del Espiritu Santo. Amén</p> <p>MISTERIOS GOZOSOS: Lunes y Sábado</p> <ol style="list-style-type: none"> 1. La anunciación del Angel a María (San Lucas, 1,28) 2. 3. 4. 5. <p>MISTERIOS LUMINOSOS: Jueves</p> <ol style="list-style-type: none"> 1. 2. 3. 	<hr/> <ol style="list-style-type: none"> 4. 5. <p>MISTERIOS DOLOROSOS: Martes y Viernes</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5. <p>MISTERIOS GLORIOSOS: Miércoles, Sábado y Domingo</p> <ol style="list-style-type: none"> 1. 2. 3. 4. 5.



It is recommended to use colors like: target, celestial, gray clear.

