

Preferred Logo (4-color)

This is the Preferred logo and should be used wherever possible in this configuration. Use the secondary logo only in applications where the logo is on a dark background.

Allow a minimum visual clear space around the logo that is equal to the height of the letter "B" from top and bottom of the letter "B" in logo and the width of the letter "B" to the left and right of the logo.



Alternate Logo (Reverse)

88.3 fm
WBGO.org

ORANGE
Pantone 021
83m 100y
240R 84G 35B
HEX #F05423

PURPLE
Pantone 253
39c 93m
165R 57G 149B
HEX #A53995

BLUE
Pantone 2728
95c 78m
43R 80G 163B
HEX #2B50A3

RED
Pantone 186
21c 100m 92y 3k
207R 32G 46B
HEX #CF202E

Color Palette

Four color



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For one color applications

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