5 | MOODY RADIO
SYSTEM ELEMENTS

The Moody Radio System Elements chapter provides detailed information on the "Consumer" Moody Radio logo system and the core look and feel that expresses the Moody Radio brand and distinguishes it from other organizations. This foundational information gives you the tools needed to build the brand through the use of the identifiable logo, color, typography, photography and a variety of graphic devices.

*System Elements are the **visual vocabulary** of the brand identity that create proprietary ownership of your visual expression.*

MOODY RADIO CONSUMER LOGO

Moody Radio has a unique set of needs for its consumer-facing brand expression which requires the flexibility of two different logo format systems: "Corporate" and "Consumer." The consumer identity system has been designed to amplify the life and vitality of the Moody Radio brand and speak to its specific target audiences, while remaining true to the fundamental principles of the overarching Moody brand.

This section provides an introduction to the "Consumer" logo system, and provides detailed logo specifications for all of the logo formats.

MOODY
Radio™

*From the Word **to Life***

**CORPORATE
LOGO FORMAT**

**CONSUMER
LOGO FORMAT**

**MOODY
RADIO**™

from the
WORD to
LIFE.

Logo System Overview

CORPORATE LOGO

The Corporate Logo Format is consistent with the entire Moody set of brands and should be used on any and all corporate materials (i.e. business system materials) and when all of the Moody brands (MGM, MBI, MBIDL, MTS, MR, MP) are shown together to represent the Moody system as a whole.

CONSUMER LOGO

The Consumer Logo Format (also referred to as the Moody Radio Tab System) has been developed to meet the needs of a consumer-facing brand and provide more flexibility to speak to their target audience. The consumer logo format (designed as a tab-system) should be used for all Moody Radio branded applications and promotions.

While the consumer logo format maintains the integrity of the Moody brand system, edits have been made to the logotype to meet a different set of a usage requirements. "Moody" and "Radio" are now both typeset in all caps at the same size, and the symbol has been reduced in size to increase the name recognition from further distances. Additionally, the tagline has a new bolder treatment that is used exclusively for Moody Radio.

Moody Radio Tab System

The Moody Radio Consumer logos are designed as a modular tab structure that have several different orientations available for use.

TAB STRUCTURE

The Moody Radio Consumer logo tab system is comprised of two parts:

- *Logo Tab*, includes the new Moody Radio consumer logo lock-up. The Logo Tab is consistent across all of the logo structures, with the exception of the Stretch logo format.

- *Blue Tab Base*, is a Blue box that holds the tagline and / or station frequency. The Blue Tab Base shape and contents vary depending on use and placement.

MOODY RADIO CONSUMER LOGO LOCK-UP

The Moody Radio Consumer logo lock-up structure is made specifically for the tab system to allow for optimum legibility and recognition. The specifications shown here for the Moody Radio logo are consistent across all of the Moody Radio Consumer Logos unless otherwise stated.

Always use the approved logo files supplied.

R is always equal to the cap-height of the "R" in "RADIO".

TAB STRUCTURE
Tab Format Specifications

MOODY RADIO CONSUMER LOGO LOCK-UP
Logo Lock-up Format Specifications
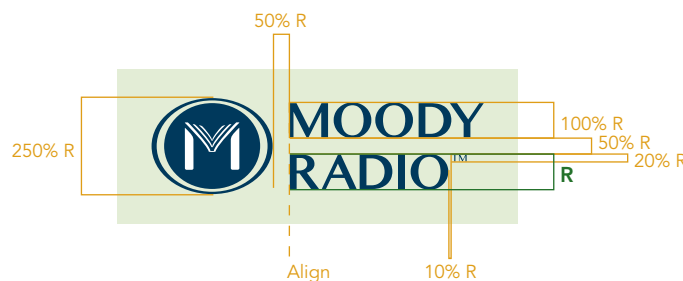
MOODY RADIO STANDARD LOGO OPTIONS
Approved Orientations for Use

VERTICAL

STACK

HORIZONTAL

STRETCH

Standard Logo Options Overview

Standard Logo formats include seven consumer facing logo structures that represent Moody Radio as a whole and may be used by all radio stations (regardless of their frequency) to provide equity to the Moody Radio brand.

This page provides an overview of the logo structures available for all of the "standard" logo options. Specifications for these logo structures are available on the following pages.
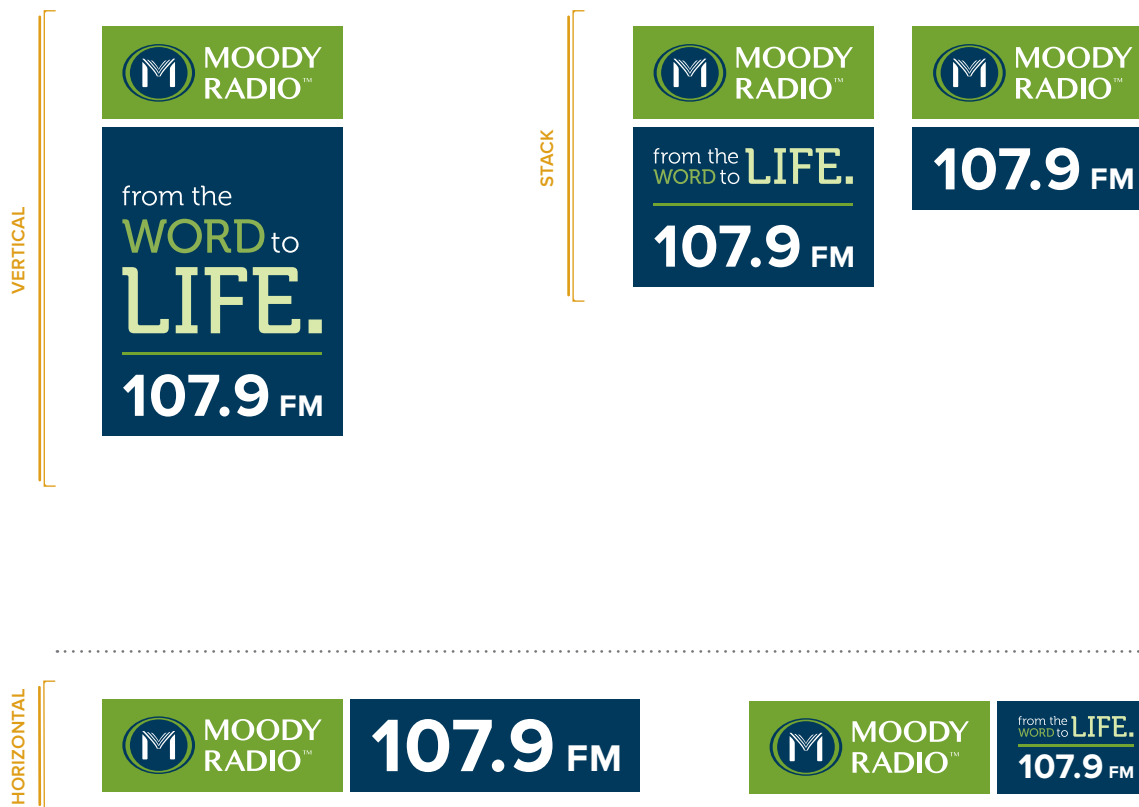
Single Frequency Logo Options Overview

There are five consumer-facing logo structures available for use that feature one frequency at a time — these are referred to as "Single Frequency" logo formats. Frequency logo options are available both with and without the tagline included within the Blue Tab Base.

Please note: There is a logo made specifically for Social Media, in which the region name is represented in place of an individual station frequency.
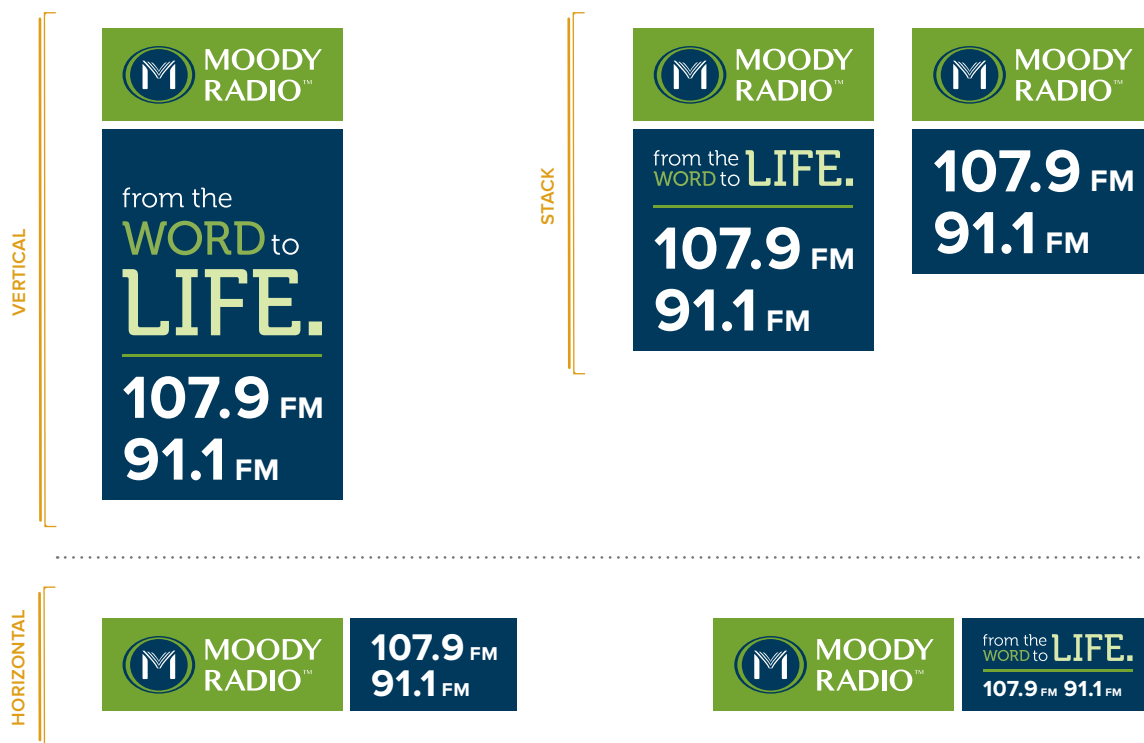
SINGLE FREQUENCY LOGO OPTIONS
Approved Orientations for Use

Double Frequency Logo Options Overview

There are five consumer facing logo structures available for use that feature two frequencies at a time — these are referred to as "Double Frequency" logo formats. No more than two frequencies should be represented at a time within a logo format. Frequency logo options are available both with and without the tagline included within the Blue Tab Base.

DOUBLE FREQUENCY LOGO OPTIONS
Approved Orientations for Use

VERTICAL

STACK

HORIZONTAL

Logo Specifications

VERTICAL — FREQUENCY AND TAGLINE

All of the vertical logo formats are based on the Standard Vertical logo format. The following pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

All of the Vertical logo formats include the tagline within the Blue Tab Base.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

STANDARD VERTICAL W/ TAGLINE
"M_RadioTab_Green_Vert_Tag_CMYK"

R is always equal to the cap-height of the "R" in "RADIO".

MOODY GLOBAL MINISTRIES™ | Brand Style Guide

SINGLE FREQUENCY VERTICAL W/ TAGLINE
"M_RadioTab_1079FM_Green_Vert_Tag_CMYK"

MOODY RADIO™

R

from the WORD to LIFE.

107.9 FM

100% R
100% R
10% R (Green Bar Thickness)
200% R (Frequency #)
100% R (FM / AM)
100% R
100% R
400% R
Left Align

DOUBLE FREQUENCY VERTICAL W/ TAGLINE
"M_RadioTab_1079FM_911FM_Green_Vert_Tag_CMYK"

MOODY RADIO™

R

from the WORD to LIFE.

107.9 FM
91.1 FM

100% R
200% R (Frequency #)
100% R (FM / AM)
100% R
100% R
700% R
Left Align

Logo Specifications (CONT.)

STANDARD STACK

The stack logo format shown on this page shows the Moody Radio logo in its basic format, without the tagline or the frequency.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.
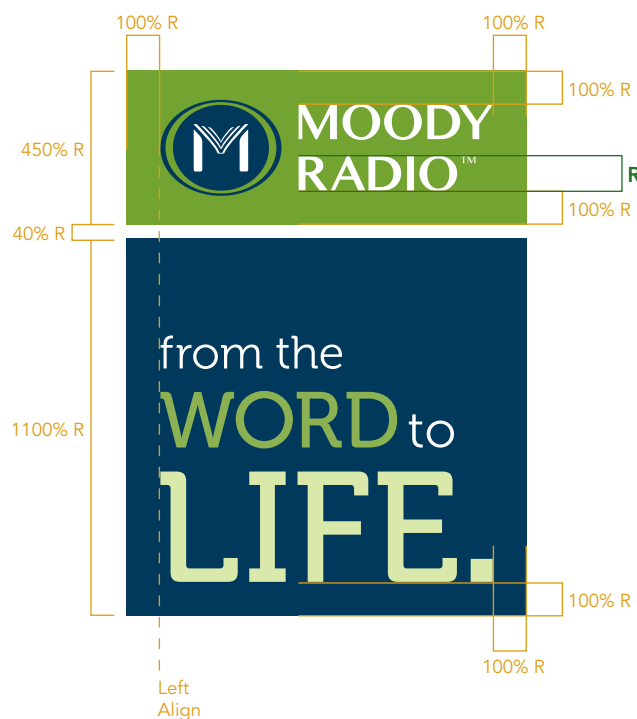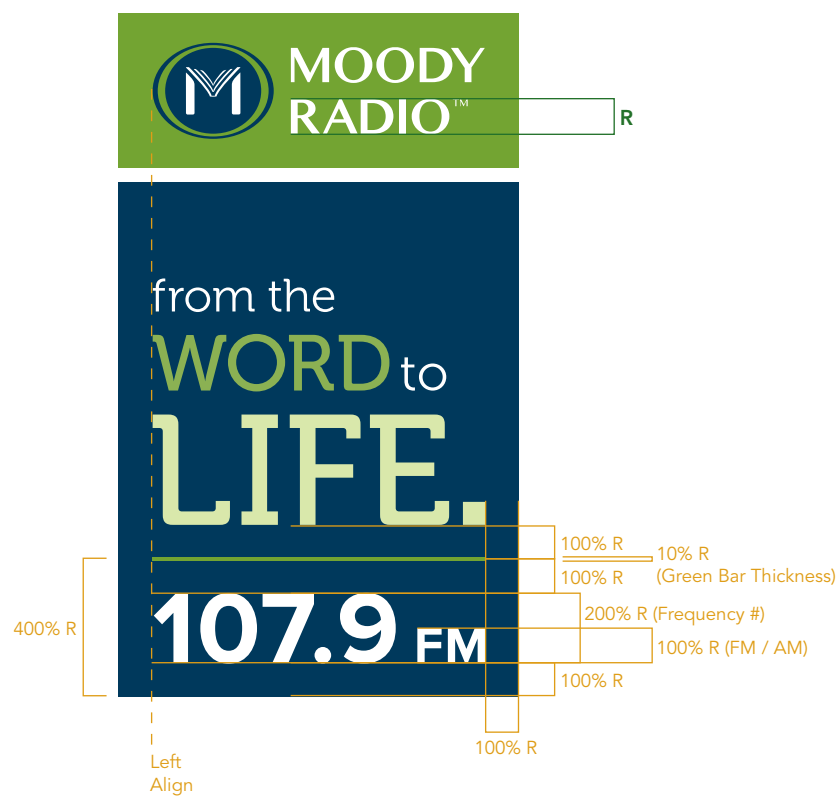
STACK — FREQUENCY ONLY

All of the stack logo formats are based on the Standard Stack logo format. The following pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

The stack logo formats shown on the next page do not include the tagline, thus allowing the frequency to be in a larger size.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

STANDARD STACK
"M_RadioTab_Green_Stack_CMYK"

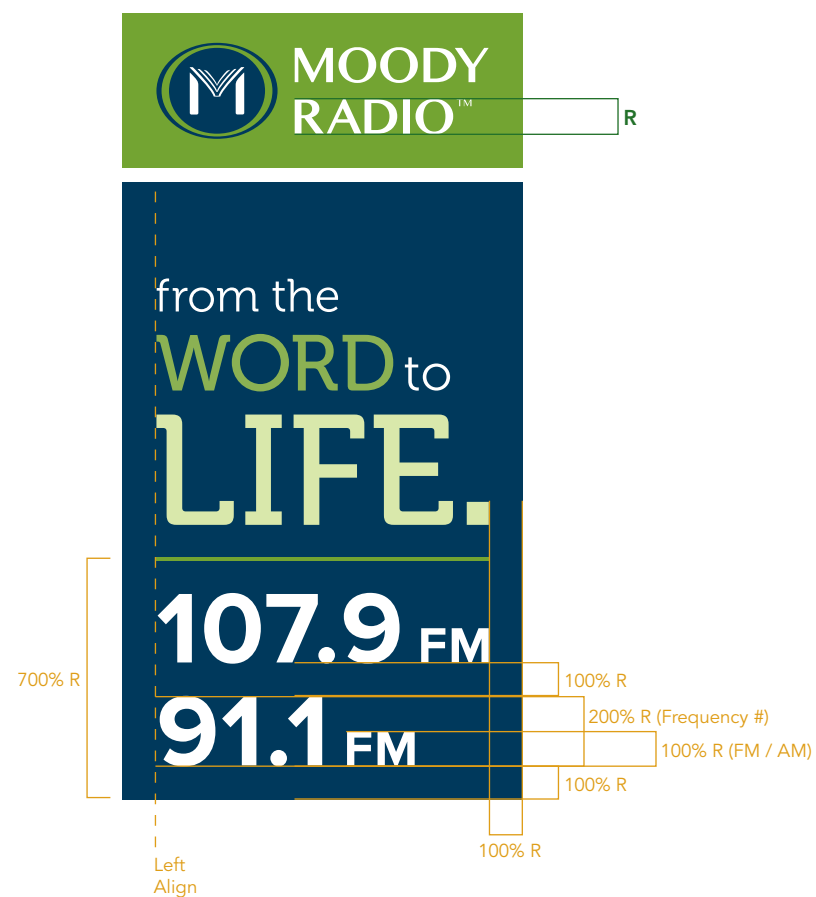*R is always equal to the cap-height of the "R" in "RADIO".*

SINGLE FREQUENCY STACK
"M_RadioTab_1079FM_Green_Stack_CMYK"

100% R   100% R

100% R

450% R

R

100% R

40% R   100% R

100% R

400% R   200% R (Frequency #)

107.9FM   100% R (FM / AM)

100% R

Left
Align   100% R

DOUBLE FREQUENCY STACK
"M_RadioTab_1079FM_911FM_Green_Stack_CMYK"

R

700% R

107.9FM

100% R

200% R (Frequency #)

91.1FM   100% R (FM / AM)

100% R

Left
Align   100% R

Logo Specifications (CONT.)

STACK — FREQUENCY AND TAGLINE

All of the stack logo formats are based on the Standard Stack logo format. The following pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

Stack logo formats are available both with and without the tagline included with the frequency number within the Blue Tab Base. The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.
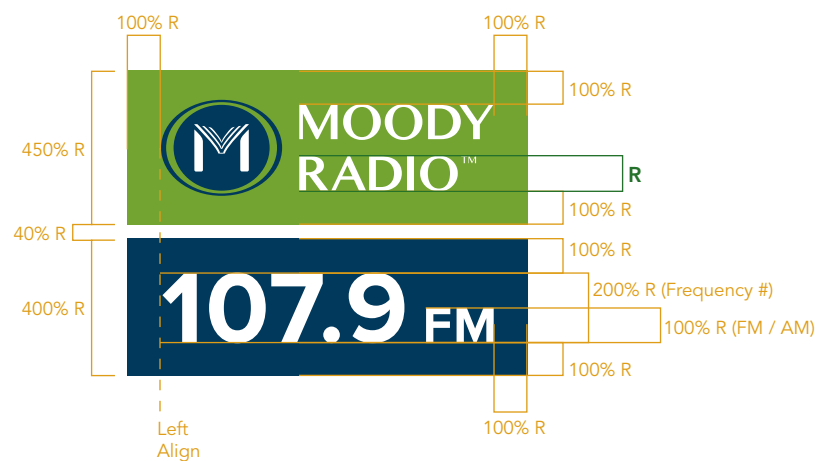
STANDARD STACK W/ TAGLINE
"M_RadioTab_Green_Stack_Tag_CMYK"

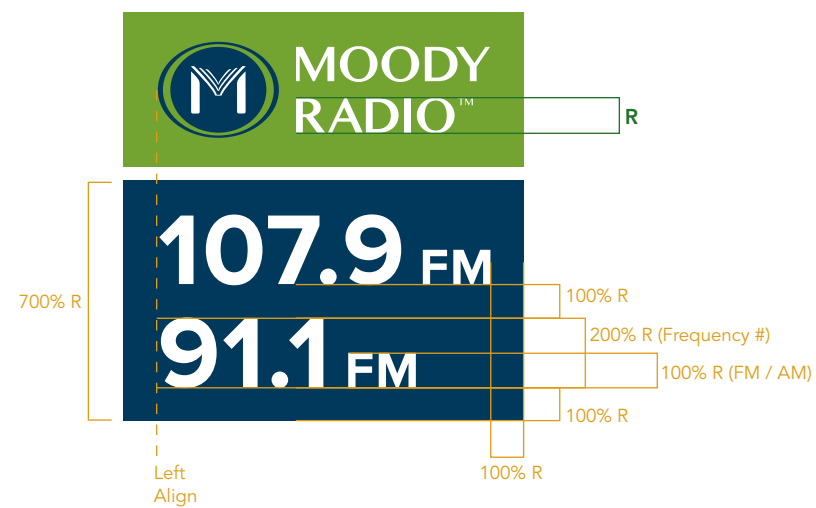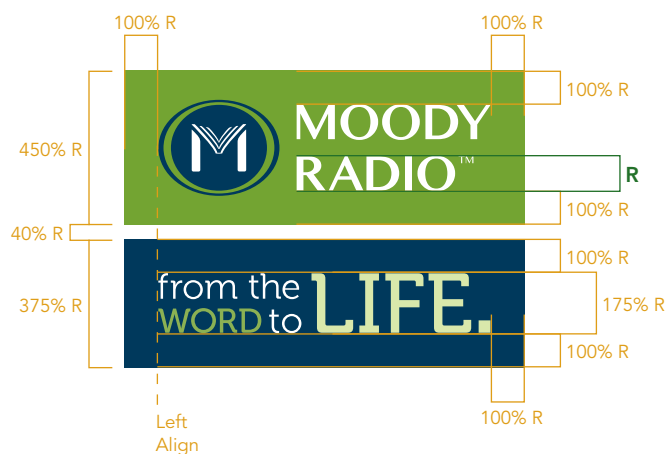*R is always equal to the cap-height of the "R" in "RADIO".*

SINGLE FREQUENCY STACK W/ TAGLINE
"M_RadioTab_1079FM_Green_Stack_Tag_CMYK"

400% R

Left Align

100% R

10% R (Green Bar Thickness)

100% R

200% R (Frequency #)

100% R (FM / AM)

100% R

100% R

DOUBLE FREQUENCY STACK W/ TAGLINE
"M_RadioTab_1079FM_911FM_Green_Stack_Tag_CMYK"

700% R

Left Align

100% R

200% R (Frequency #)

100% R (FM / AM)

100% R

100% R
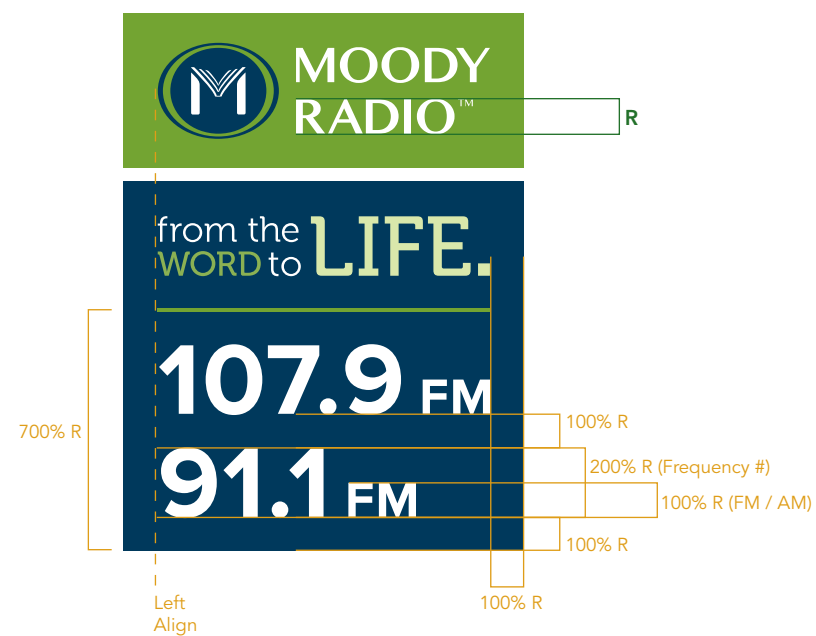
Logo Specifications (CONT.)

STANDARD HORIZONTAL

The stack logo formats shown on this page show the Moody Radio logo in its base format, without the tagline or the frequency.

HORIZONTAL — FREQUENCY AND TAGLINE

All of the horizontal logo formats are based on the Standard Horizontal logo format. The following pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

Horizontal logo formats are available both with and without the tagline included with the frequency number within the Blue Tab Base. The horizontal logo formats shown to the right include the tagline.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.
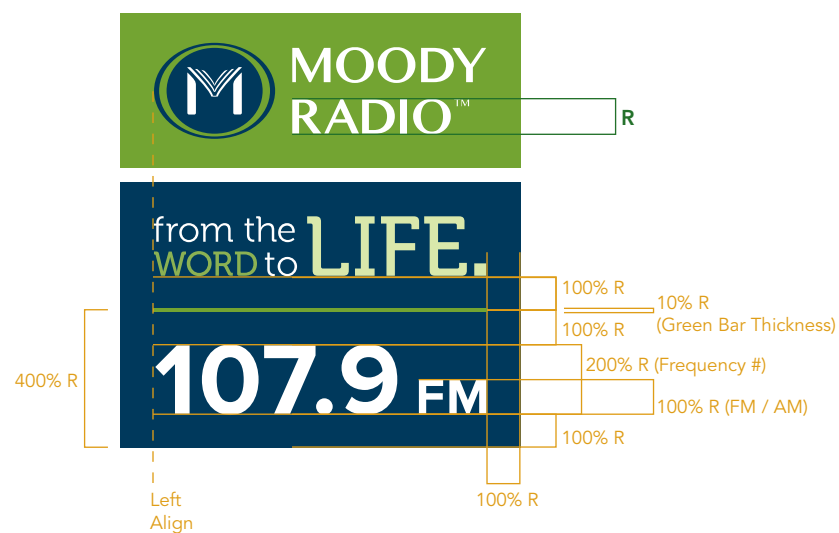
R is always equal to the cap-height of the "R" in "RADIO".

STANDARD HORIZONTAL
"M_RadioTab_Green_Horz_CMYK"

STANDARD HORIZONTAL W/ TAGLINE
"M_RadioTab_Green_Horz_Tag_CMYK"

SINGLE FREQUENCY HORIZONTAL W/ TAGLINE
"M_RadioTab_1079FM_Green_Horz_Tag_CMYK"

100% R   100% R

75% R
100% R
42% R
42% R   10% R (Green Bar Thickness)
116% R (Frequency #)
58% R (FM / AM)
75% R

R

40% R   Left
Align

DOUBLE FREQUENCY HORIZONTAL W/ TAGLINE
"M_RadioTab_1079FM_911FM_Green_Horz_Tag_CMYK"

100% R   100% R

75% R
130% R
47.5% R
47.5% R   10% R (Green Bar Thickness)
75% R (Frequency #)
37.5% R (FM / AM)
75% R

R

40% R   Left
Align

Logo Specifications (CONT.)

HORIZONTAL — FREQUENCY ONLY

All of the horizontal logo formats are based off the Standard Horizontal logo format. These pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

The horizontal logo formats shown to the right do not include the tagline, thus allowing the frequency to be featured in a larger size.

STRETCH

The stretch logo formats are a unique arrangement where "Moody Radio" appears all on one line. This logo format is only available in the standard — do not use for a single or double frequency.

Please note: The Blue Tab Base is a thinner bar on the standard logo format. It should not be resized or removed.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

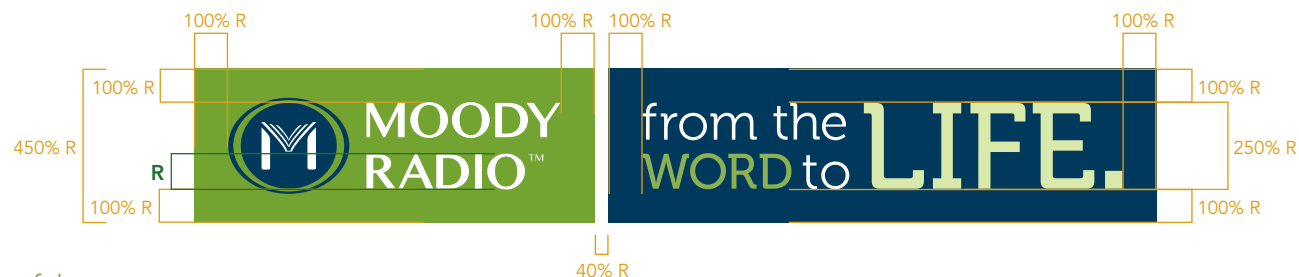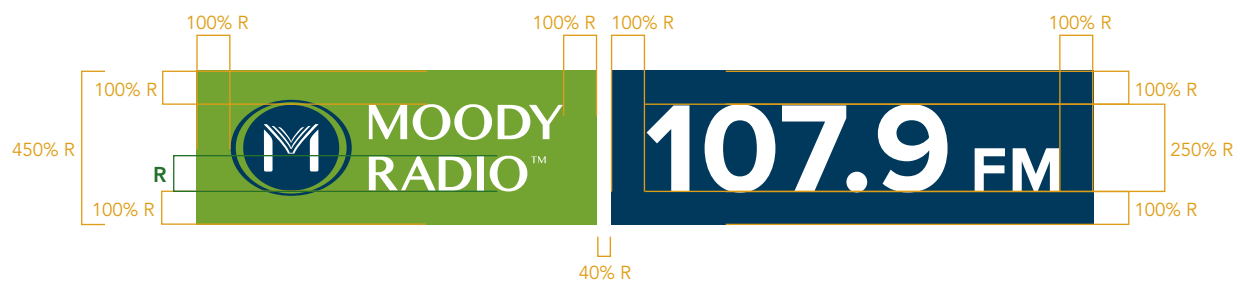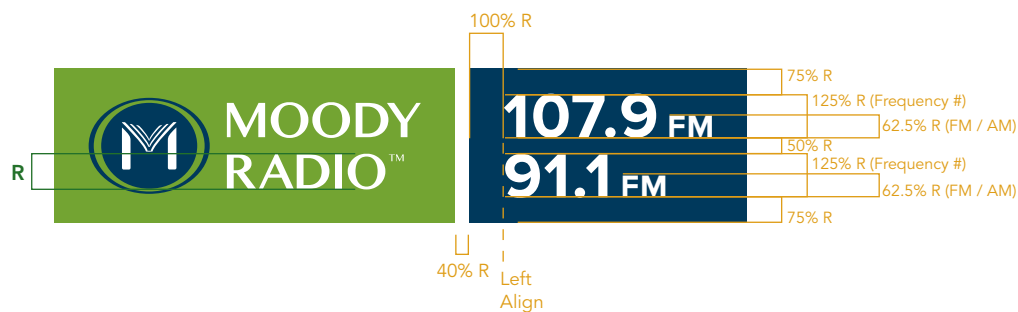*R is always equal to the cap-height of the "R" in "RADIO".*

SINGLE FREQUENCY HORIZONTAL
"M_RadioTab_1079FM_Green_Horz_CMYK"

DOUBLE FREQUENCY HORIZONTAL
"M_RadioTab_1079FM_911FM_Green_Horz_CMYK"

STANDARD VERTICAL STRETCH
"M_RadioTab_Green_Vert_Stretch_CMYK"

STANDARD HORIZONTAL STRETCH
"M_RadioTab_Green_Horz_Stretch_CMYK"

MOODY RADIO CONSUMER STRETCH LOGO LOCK-UP
Logo Lock-up Format Specifications

Radio Moody: Tab System (Spanish)

The Radio Moody (the Spanish version of Moody Radio) Consumer logos are designed as a modular tab structure that have several different orientations available for use.

TAB STRUCTURE

The Radio Moody Consumer logo tab system is comprised of two parts:

- *Logo Tab*, includes the new Radio Moody consumer logo lock-up. The Logo Tab is consistent across all of the logo structures, with the exception of the Stretch logo format.

- *Blue Tab Base*, is a Blue box that holds the tagline and / or station frequency. The Blue Tab Base shape and contents vary depending on use and placement.

RADIO MOODY CONSUMER LOGO LOCK-UP

The Radio Moody Consumer logo lock-up structure is made specifically for the tab system to allow for optimum legibility and recognition. The specifications shown here for the Radio Moody logo are consistent across all of the Radio Moody Consumer Logos unless otherwise stated.

Always use the approved logo files supplied.

R is always equal to the cap-height of the "R" in "RADIO".

TAB STRUCTURE
Tab Format Specifications

RADIO MOODY CONSUMER LOGO LOCK-UP
Logo Lock-up Format Specifications

Radio Moody: Standard Logo Options Overview

Standard Logo formats include seven consumer facing logo structures that represent Radio Moody as a whole and may be used by all radio stations (regardless of their frequency) to provide equity to the Radio Moody brand.

This page provides an overview of the logo structures available for all of the "standard" logo options. Specifications for these logo structures are available on the following pages.

RADIO MOODY STANDARD LOGO OPTIONS
Approved Orientations for Use

VERTICAL

STACK

HORIZONTAL

STRETCH

Radio Moody: Single Frequency Logo Overview

There are five consumer facing logo structures available for use that feature one frequency at a time — these are referred to as "Single Frequency" logo formats. Frequency logo options are available both with and without the tagline included within the Blue Tab Base.

RADIO MOODY SINGLE FREQUENCY LOGO OPTIONS
Approved Orientations for Use

STANDARD STACK

"Radio_M_Span_Tab_Green_Stack_CMYK"

100% R   100% R

100% R

450% R   RADIO MOODY™   R

100% R

30% R
60% R

Radio Moody: Logo Specifications

STANDARD STACK

The stack logo format shown on this page show the Radio Moody logo in its base stack format, without the tagline or the frequency.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

R is always equal to the cap-height of the "R" in "RADIO".

Radio Moody: Logo
Specifications (CONT.)

VERTICAL — FREQUENCY AND TAGLINE

All of the vertical logo formats are based on the Standard Vertical logo format. The following pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

All of the Vertical logo formats include the tagline within the Blue Tab Base.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

STANDARD VERTICAL W/ TAGLINE
"Radio_M_Span_Tab_Green_Vert_Tag_CMYK"

R is always equal to the cap-height of the "R" in "RADIO".

SINGLE FREQUENCY VERTICAL W/ TAGLINE
"Radio_M_Span_Tab_1100AM_Green_Vert_Tag_CMYK"

Please note: There are NO double frequency templates for Radio Moody — only standard and single frequency formats are available in Spanish.

RADIO MOODY™
R

de la
PALABRA
a TU VIDA.
1100 AM

400% R

Left
Align

100% R
100% R
200% R (Frequency #)
100% R (FM / AM)
100% R
100% R

10% R
(Green Bar Thickness)

Radio Moody: Logo
Specifications (CONT.)

STACK — FREQUENCY AND TAGLINE

All of the stack logo formats are based on the Standard Stack logo format. The following pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

Stack logo formats are available both with and without the tagline included with the frequency number within the Blue Tab Base. The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

STACK — FREQUENCY ONLY

All of the stack logo formats are based on the Standard Stack logo format. The following pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

The stack logo formats shown on the next page do not include the tagline, thus allowing the frequency to be in a larger size.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

R is always equal to the cap-height of the "R" in "RADIO".

STANDARD STACK W/ TAGLINE
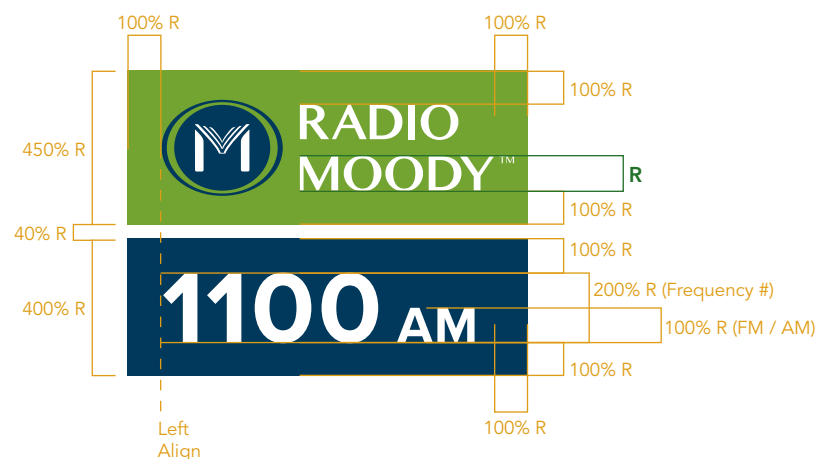"Radio_M_Span_Tab_Green_Stack_Tag_CMYK"

SINGLE FREQUENCY STACK W/ TAGLINE
"Radio_M_Span_Tab_1079FM_Green_Stack_Tag_CMYK"

R

de la **PALABRA** a **TU VIDA.**

1100 AM

100% R
10% R (Green Bar Thickness)
100% R
200% R (Frequency #)
100% R (FM / AM)
100% R
100% R
400% R
Left Align

SINGLE FREQUENCY STACK
"Radio_M_Span_Tab_1100AM_Green_Stack_CMYK"

100% R   100% R
100% R
R
100% R
450% R
40% R
100% R
200% R (Frequency #)
400% R   100% R (FM / AM)
1100 AM
100% R
Left Align   100% R

Radio Moody: Logo
Specifications (CONT.)

STANDARD HORIZONTAL

The horizontal logo format shown on this page show the Radio Moody logo in its base format, without the tagline or the frequency.

HORIZONTAL — FREQUENCY AND TAGLINE

All of the horizontal logo formats are based on the Standard Horizontal logo format. The following pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

Horizontal logo formats are available both with and without the tagline included with the frequency number within the Blue Tab Base. The horizontal logo formats shown on the next page include the tagline.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

STANDARD HORIZONTAL
"Radio_M_Span_Tab_Green_Horz_CMYK"

R is always equal to the cap-height of the "R" in "RADIO".

STANDARD HORIZONTAL W/ TAGLINE
"Radio_M_Span_Tab_Green_Horz_Tag_CMYK"

100% R 100% R 100% R 100% R

100% R

450% R

R

100% R

40% R

75% R

300% R

75% R

de la PALABRA
a TU VIDA.

RADIO
MOODY™

SINGLE FREQUENCY HORIZONTAL W/ TAGLINE
"Radio_M_Span_Tab_1100AM_Green_Horz_Tag_CMYK"

RADIO
MOODY™

R

100% R 100% R

50% R
150% R
45% R
45% R
100% R (Frequency #)
50% R (FM / AM)
50% R

10% R (Green Bar Thickness)

de la PALABRA
a TU VIDA.

1100 AM

40% R Left
Align

Radio Moody: Logo Specifications (CONT.)

HORIZONTAL — FREQUENCY ONLY

All of the horizontal logo formats are based on the Standard Horizontal logo format. These pages provide detailed specifications on the logo structure to ensure consistency across all of the logo files.

The horizontal logo formats shown to the right do not include the tagline thus allowing the frequency to be featured in a larger size.

STRETCH

The stretch logo formats are a unique arrangement where "Radio Moody" appears all on one line. This logo format is only available in the standard — do not use for a single frequency.

Please note: The Blue Tab Base is a thinner bar. It should not be resized or removed.

The components of the logo should not be rearranged or recreated in any way. Always use the approved logo files supplied.

R is always equal to the cap-height of the "R" in "RADIO".

SINGLE FREQUENCY HORIZONTAL
"Radio_M_Span_Tab_1079FM_Green_Horz_CMYK"
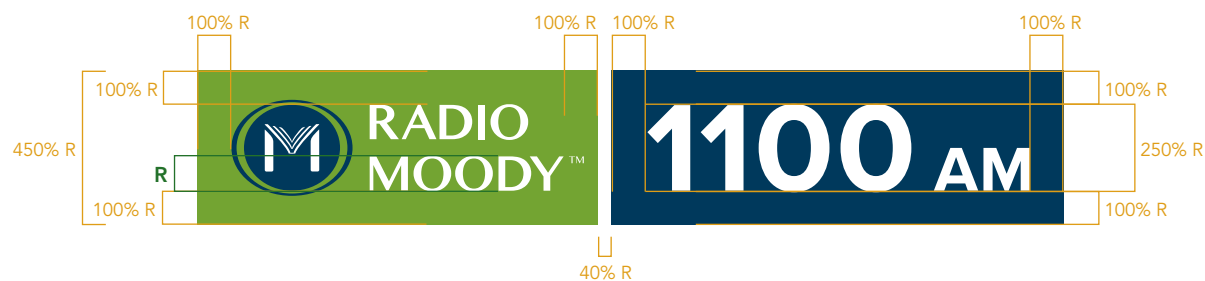
STANDARD VERTICAL STRETCH
"Radio_M_Span_Tab_Green_Vert_Stretch_CMYK"

STANDARD HORIZONTAL STRETCH
"Radio_M_Span_Tab_Green_Horz_Stretch_CMYK"

RADIO MOODY CONSUMER STRETCH LOGO LOCK-UP
Logo Lock-up Format Specifications

MOODY RADIO LOGO USAGE

The "Consumer" Moody Radio logo system, also referred to as the Moody Radio Tab System logos, is designed to have a bold use and presence within applications. This section provides detailed information on how to appropriately and effectively use the logo as a graphical element. Use it carefully and consistently to build awareness among our consumers.

Logo Color Formats
Provides examples of the two color formats of the logo available for use.

Logo Placement
Explains where the logo can be placed within a layout composition.

Logo Anchor Bar
Provides guidance on the use (size and placement) of the Logo Anchor Bar that appears with the logo.

Exceptions to the Rules
Demonstrates a few select situations where the general logo and Logo Anchor Bar rules vary to accommodate specific needs.

Logo Tab Drop Shadow
Illustrates the recommended drop shadow that should be applied to the Moody Radio Tab System logos.

Symbol Only Use
Recommendations on how to effectively use the symbol by itself, particularly as a Social Media icon.

General Logo Use
Provides general logo use guidelines pertaining to logo size, placement, clear space, exceptions to the rules and logo misuse.

Logo Color Formats

GREEN TAB

Logo Tab

Blue Tab Base

There are two color formats approved for the Moody Radio Tab System logos. The key distinguishing factor is the top tab of the logo (also referred to as the Logo Tab) — there are green and white tab options.

The Green Tab format utilizes the 1-Color Reverse Flat Moody Radio logo, and the White Tab format utilizes the 3-Color Positive Gradient Moody Radio logo. The two color tab options provide flexibility of use and adequate contrast when applied to an application or image.

WHITE TAB
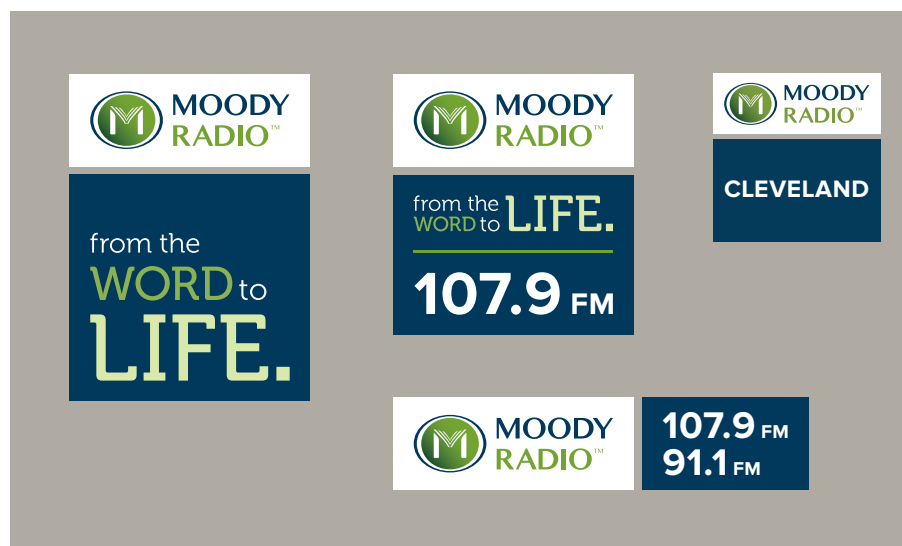
Logo Placement

The Moody Radio Tab System logos are designed to anchor to the edge of an application, and cross over an anchor bar and an image creating a layered effect. There is a lot of flexibility in logo placement options, depending on the logo format used and size / orientation of the layout.

The following pages provide detailed information and instructions on which logo to use with which Logo Anchor Bar.

Please note: The Moody Radio Tab logo may NOT be used WITHOUT the Logo Anchor Bar on Moody Radio branded applications. The only exception to this rule is when the logo is placed on ephemeral items such as a t-shirt or water bottle or in situations outlined on page 156.
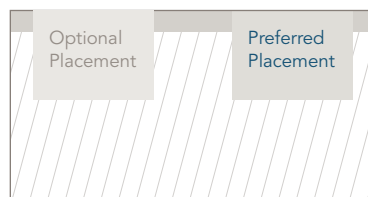
Top Edge Logo Placement Options:

Vertical / Stack (Standard and Frequency) logos are allowed in upper-right and upper-left corners. *The preferred logo placement is the upper-right corner.*
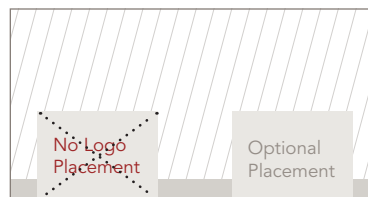
Bottom Edge Logo Placement Options:

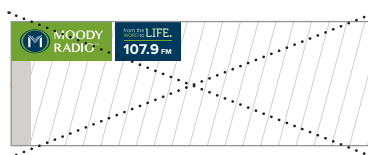Vertical / Stack (Standard only) logos are allowed in lower-right corners.
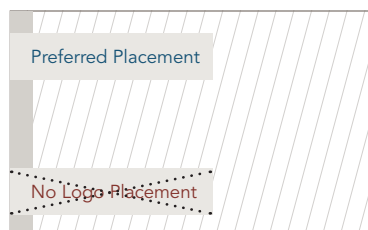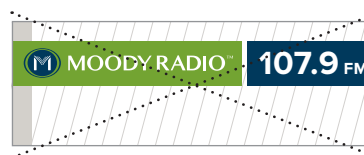
Left Edge Logo Placement Options:

Horizontal (Standard and Frequency) logos are only allowed to be placed in the upper-left corner.
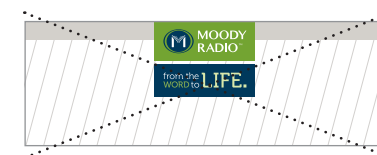
Note: Right-edge anchor bars are not permitted.

LOGO PLACEMENT MISUSE

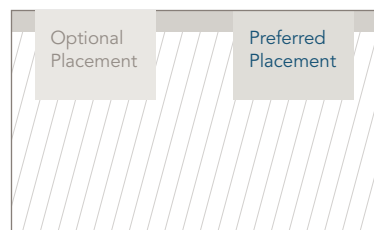**DO NOT** anchor the logo off two edges at a time or place in a corner.

DO NOT size the logo in a way that extends the full height or the full width of an application.

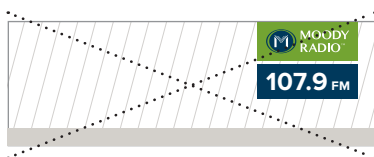**DO NOT** center the logo within a composition.

Logo Placement: Top Edge

The top edge of an application provides two areas where the logo may be placed — upper-right and upper-left corners. Vertical, Stacked, and Vertical-Stretch logos may be placed along this edge in conjunction with a horizontal Logo Anchor Bar.
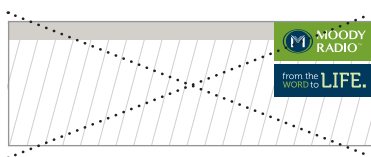
The upper-right corner is the preferred area of an application to place the Moody Radio Tab System logos. It provides the optimal location for the logo to stand out as a graphical element that represents more than just the logo.

The upper-left corner provides a good option for the logo to be placed to allow for flexibility of content and imagery use.

PLACEMENT OPTIONS

Optional Placement

Preferred Placement

Top Edge Logo Placement Options:

The preferred logo placement is the upper-right corner.

Application Example: Billboard

(Vertical logo placed in the upper-right corner)

ACCEPTABLE LOGOS

VERTICAL

• Standard w/ tagline

• Single Freq. w/ tagline

• Double Freq. w/ tagline

STRETCH

• Standard only

STACKED

• Standard

• Standard w/ tagline

• Single Freq. w/ tagline

• Double Freq. w/ tagline

• Single Freq.

• Double Freq.

LOGO PLACEMENT MISUSE

DO NOT use a logo without the Logo Anchor Bar.

DO NOT place logos in the corner, or bleed off more than one edge.
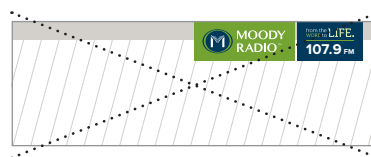
DO NOT place horizontal logos along the top edge.
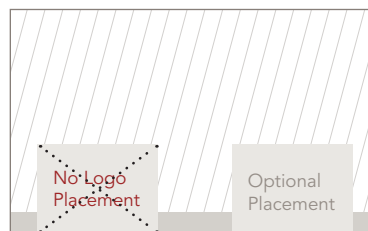
Logo Placement:
Bottom Edge

The bottom edge of an application provides one area where the logo may be placed — the lower-right corner. The Vertical, Stacked and Vertical-Stretch "Standard" logos may be placed along this edge in conjunction with a horizontal Logo Anchor Bar.

The lower-right corner along the bottom edge of an application is the only area in which a Moody Radio Tab logo may appear. This area is often seen as the sign-off zone of a composition, and provides a good option for logo placement.

The lower-left corner is traditionally considered a "dead-zone" for logo placement, as this area of an application is often overlooked. Therefore, never place the logo within this area to ensure that we do not lose out on an opportunity to build brand recognition.

Please note: Only "Standard" logos may be placed along the bottom edge.

PLACEMENT OPTIONS

No Logo Placement   Optional Placement

Bottom Edge Logo Placement Options

Optional Logo Placement:

Only Standard Vertical / Stacked logos are allowed to be placed in the lower-right corner.

ACCEPTABLE LOGOS

VERTICAL

• Standard w/ tagline only

STACKED

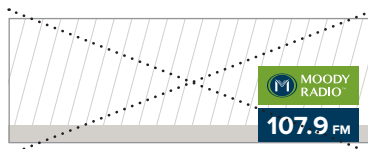• Standard

• Standard w/ tagline only
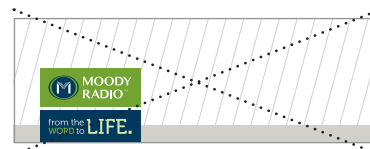
STRETCH

• Standard only

Application Example: Billboard

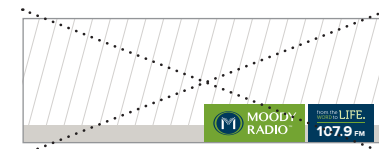(Vertical Stretch logo placed in the lower-right corner)

LOGO PLACEMENT MISUSE

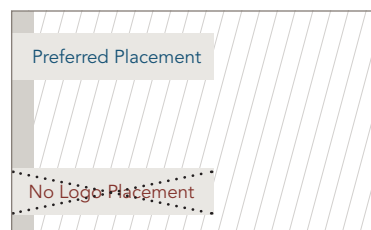**DO NOT** use logos with frequencies in the lower-right corner.
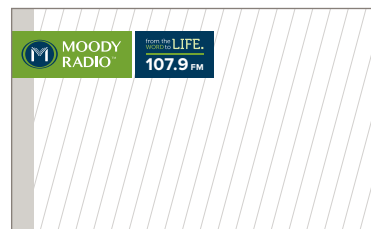

DO NOT place any logos in the lower-left corner.

DO NOT place horizontal logos in the lower-right corner.

PLACEMENT OPTIONS

Left Edge Logo Placement Options

Left Edge Logo Placement

ACCEPTABLE LOGOS

HORIZONTAL

• Standard w/ tagline

• Single Freq. w/tagline
• Double Freq. w/ tagline

• Single Freq.

• Standard

STRETCH

• Standard

Application Example:
Advertisement

(Horizontal logo placed in the upper-left corner)

Logo Placement: Left Edge

The left edge of an application provides one area for where the logo may be placed — the upper-left corner. Horizontal and Horizontal-Stretch logos may be placed along this edge in conjunction with a vertical Logo Anchor Bar.

The upper-left corner is the only area along the left edge of an application in which a Moody Radio Tab logo may appear. The upper-left corner provides a good option for the logo to be placed to allow for flexibility of content and imagery use.

The lower-left corner is traditionally considered a "dead-zone" for logo placement, as this area of an application is often overlooked. Therefore, never place the logo within this area to ensure that we do not lose out on an opportunity to build brand recognition.
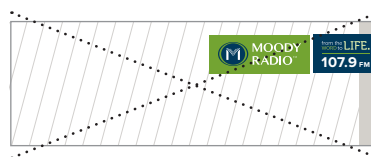
LOGO PLACEMENT MISUSE
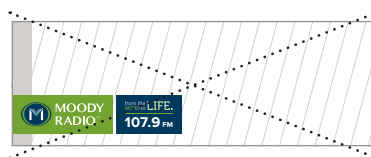
DO NOT place any logos in the lower-left corner.
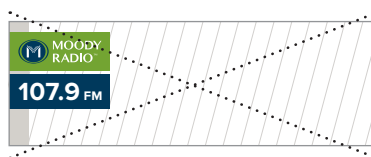
DO NOT any Vertical or Stacked logos along the left edge.

DO NOT place any logos along the right edge of an application.

Logo Anchor Bar

The Radio Tab System logos are designed to anchor to the edge of an application and cross over an anchor bar and an image, creating a layered effect.

LOGO ANCHOR BAR COLORS

The Logo Anchor Bar is comprised of two elements, the color bar and the shadow line. Together, they create the Logo Anchor Bar.

Green Tab logos should cross over a white Logo Anchor Bar, and White Tab logos should cross over a green Logo Anchor Bar.

LOGO ANCHOR BAR ORIENTATIONS AND SIZING

The Logo Anchor Bar is available in two orientations: Horizontal and Vertical. Horizontal Logo Anchor Bars are to be used with Vertical and Stacked logo formats, whereas Vertical Logo Anchor Bars are to be used with Horizontal logo formats.

The height of the Logo Anchor Bar is determined by the size of the logo used on the application. The following pages provide detailed information on the Logo Anchor Bar use.

LOGO ANCHOR BAR COLOR OPTIONS

Green Color Bar (PMS 377)

Dark Green Shadow Line (PMS 364)

Image / Content Area
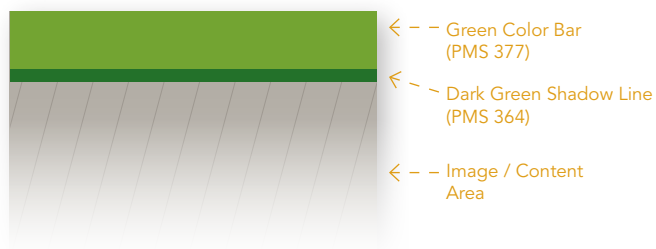
Application Example: Program Guide Cover
(Green Logo Anchor Bar and White Tab Logo)

White Color Bar (White)

Light Gray Shadow Line (70% PMS 401)

Image / Content Area

Application Example: Billboard
(White Logo Anchor Bar and Green Tab Logo)

LOGO ANCHOR BAR MISUSE
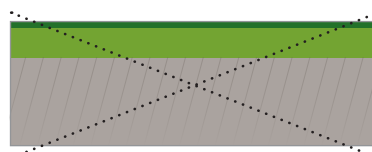
DO NOT rearrange the placement of the bars or forget to include the shadow line.

DO NOT change the proportions or the colors in the logo anchor bar — there are only two acceptable combinations.

DO NOT mix bar / logo orientations, such as the Horizontal Logo Anchor Bar and a Horizontal Logo format.

Logo Anchor Bar: Horizontal

The Horizontal Logo Anchor Bar may be placed along the top edge of an application and used in conjunction with a Vertical or a Stack logo format.

While the height of the Logo Anchor Bar is determined by the size of the logo used, it should always extend the full length of an applicat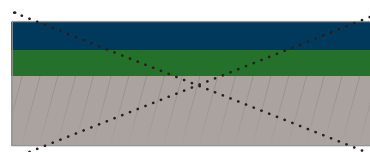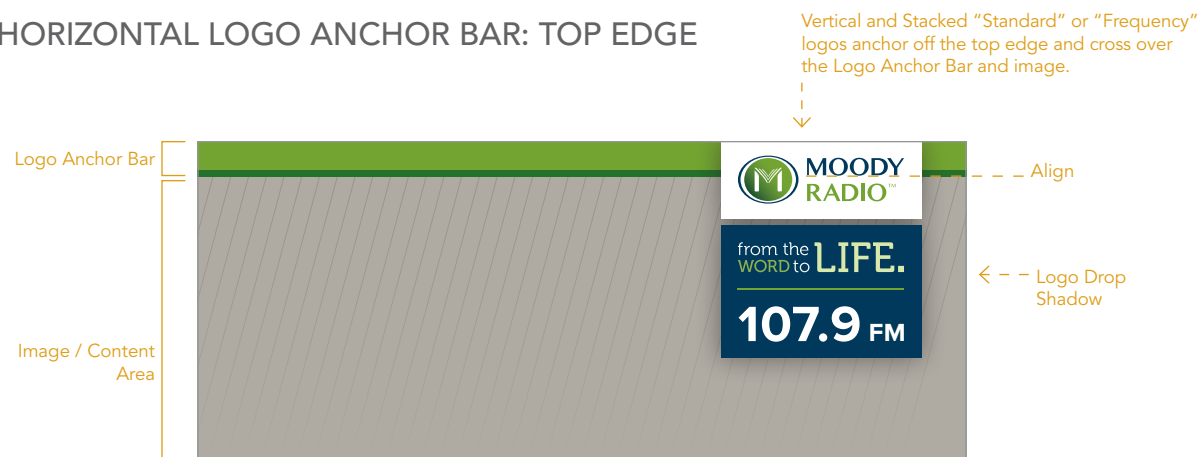ion. Be sure to always use the "Shadow Line" on the inner edge of the bar next to the imagery and content area, as it provides a neutral divide between the image and the colored bar.

HORIZONTAL LOGO ANCHOR BAR: TOP EDGE

Vertical and Stacked "Standard" or "Frequency" logos anchor off the top edge and cross over the Logo Anchor Bar and image.

Logo Anchor Bar

Image / Content Area

Align

Logo Drop Shadow

MOODY RADIO™

from the WORD to LIFE.

107.9 FM

CLOSE-UP VIEW

Logo Anchor Bar

Color Bar
= 170% R

Shadow Line
= 30% R

Color Bar

Shadow Line

Align to Baseline

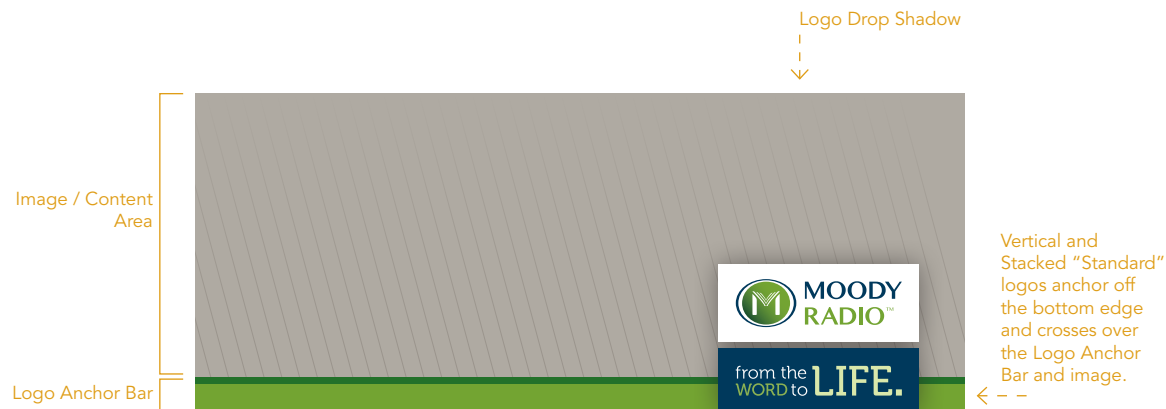MOODY RADIO™

R

from the WORD to LIFE.

R is always equal to the cap-height of the "R" in "RADIO".

Logo Anchor Bar: Horizontal

The Horizontal Logo Anchor Bar may also be placed along the bottom edge of an application and used in conjunction with a Vertical or a Stack (Standard only) logo format.

While the height of the Logo Anchor Bar is determined by the size of the logo used, it should always extend the full length of an application. Be sure to always use the "Shadow Line" on the inner edge of the bar next to the imagery and content area, as it provides a neutral divide between the image and the colored bar.

R is always equal to the cap-height of the "R" in "RADIO".

HORIZONTAL LOGO ANCHOR BAR: BOTTOM EDGE

Logo Drop Shadow

Image / Content Area

Logo Anchor Bar

Vertical and Stacked "Standard" logos anchor off the bottom edge and crosses over the Logo Anchor Bar and image.

CLOSE-UP VIEW

Logo Anchor Bar

Shadow Line

Color Bar

R

Shadow Line = 30% R

Color Bar = 170% R

Logo Anchor Bar: Vertical

VERTICAL LOGO ANCHOR BAR: LEFT EDGE

Logo Anchor Bar

Image / Content Area

Logo Anchor Bar

Logo Drop Shadow

Horizontal logos anchor off the edge and crosses over the Logo Anchor Bar and image.

MOODY RADIO™

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107.9 FM

Align

Color Bar

Shadow Line

The Vertical Logo Anchor Bar may be placed along the left edge of an application and used in conjunction with a horizontal logo format. Vertical Logo Anchor Bars should never be used along the right edge of an application.

While the width of the Logo Anchor Bar is determined by the size of the logo used, it should always extend the full height of an application. Be sure to always use the "Shadow Line" on the inner edge of the bar next to the imagery and content area, as it provides a neutral divide between the image and the colored bar.

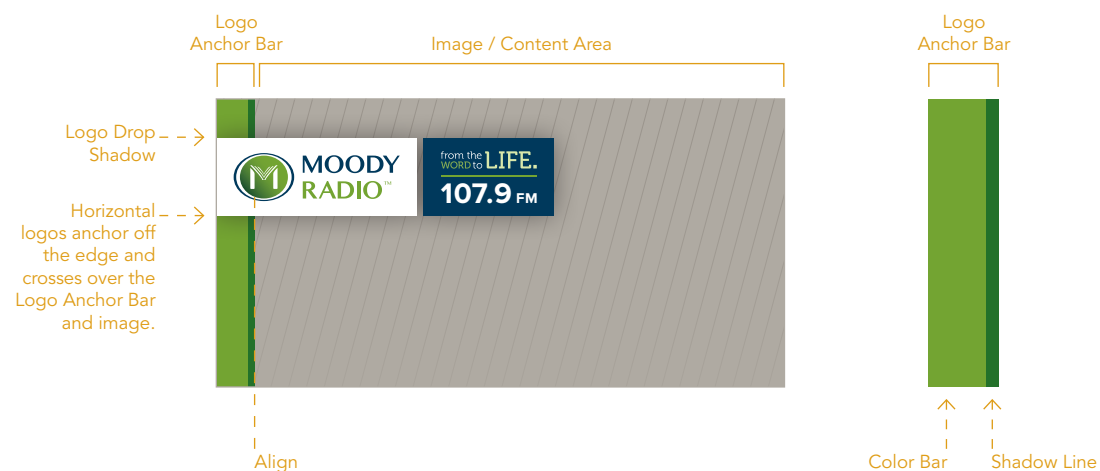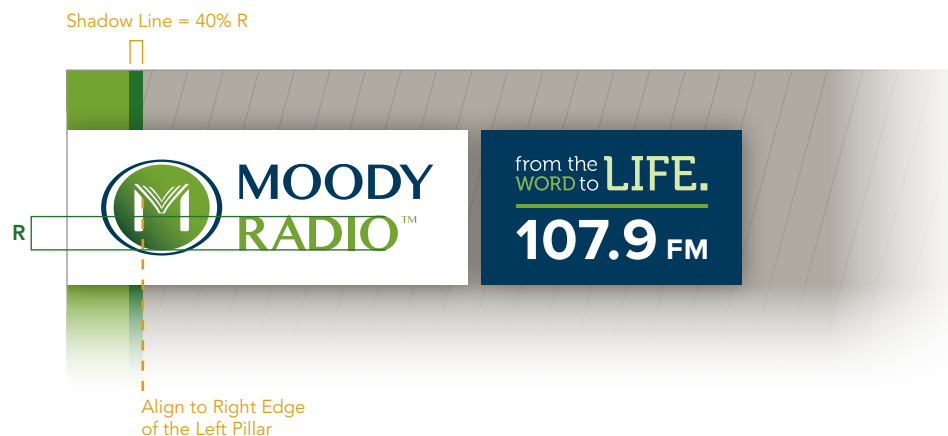*Please note:* The Shadow Line is a larger width in the Vertical Logo Anchor Bar for visual balance.

CLOSE-UP VIEW

Shadow Line = 40% R

R

MOODY RADIO™

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107.9 FM

Align to Right Edge of the Left Pillar

R is always equal to the cap-height of the "R" in "RADIO".

Logo Anchor Bar:
Stretch Logo

A wider version of the Horizontal Logo Anchor Bar has been specified to accommodate the Stretch logo along the top and bottom edges of an application, due to its unique logo arrangement.

While the height of the Logo Anchor Bar is determined by the size of the logo used, it should always extend the full length of an application. Be sure to always use the "Shadow Line" on the inner edge of the bar next to the imagery and content area, as it provides a neutral divide between the image and the colored bar.

Please note: The Logo Anchor Bar proportions change depending on if the logo is anchored along the top or bottom edge.

STRETCH LOGO ANCHOR BAR: TOP EDGE

The Horizontal Stretch logo anchors off the top edge and crosses over the Logo Anchor Bar and image.

Logo Anchor Bar

Align

Logo Drop Shadow

Image / Content Area

CLOSE-UP VIEW

Logo Anchor Bar

Color Bar

Shadow Line

Color Bar = 170% R

Shadow Line = 30% R

R

Align to Baseline

R is always equal to the cap-height of the "R" in "RADIO".

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STRETCH LOGO ANCHOR BAR: BOTTOM EDGE

Image / Content Area

The Horizontal Stretch logo anchors off the bottom edge and crosses over the Logo Anchor Bar and image.

← – – Align

← – – Logo Drop Shadow

Logo Anchor Bar

CLOSE-UP VIEW

Logo Anchor Bar

← – – Color Bar

← – – Shadow Line

Align to Baseline

R

Shadow Line = 30% R

Color Bar = 155% R

Logo Tab Drop Shadow

A specific drop shadow has been established to ensure adequate contrast between the logo, anchor bars, and image area and should be used on all logos when used with the Logo Anchor Bar:

- **Mode:** Multiply

- **Color:** Black

- **Opacity:** 50%

- **Distance:** 0"

- **Angle:** 180°

- **Size:** 0.125"

Always remember to apply the drop shadow to the tab logo as a whole. DO NOT add drop shadows or effects to the logo elements within the tabs themselves, or just one of the tabs (i.e. the Blue Tab Base but not the Top Tab).

Please note: The specifications for the drop shadow work for both White logos on Green Logo Anchor Bars, as well as Green logos on White Anchor Bars.

LOGO TAB DROP SHADOW

Logo Drop Shadow:
Mode: Multiply
Opacity: 50%
Distance: 0"
Angle 180°
Size: 0.125"
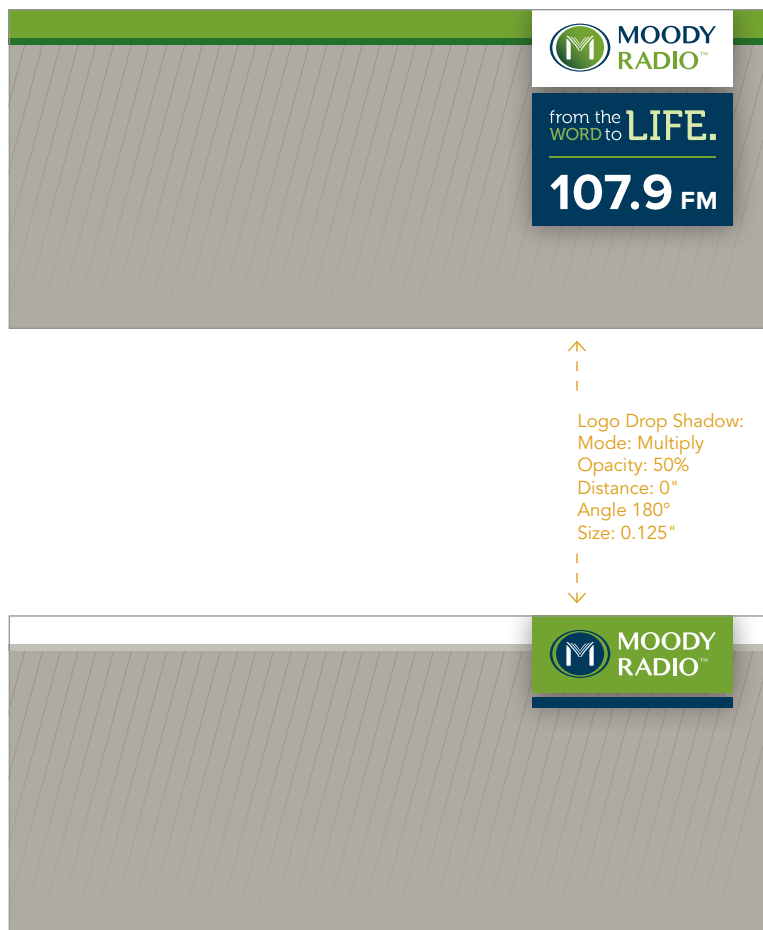
Symbol Only Use

SOCIAL MEDIA ICON

180 px

162 px

180 px

TM

Similar to the other Moody brands, the symbol may be used alone (without the logotype or tab devices) as an endorsement device, such as a social media icon. However, it should never be used as the main representation of the Moody Radio Brand.

When possible, use the preferred 3-Color Gradient symbol on white.

Application Example:
Social Media — Twitter

Application Example:
Social Media — Facebook

General Logo Use: Sizing

Logo sizing is a simple way to build equity in a brand. Consistent use of the logo size provides a cohesive feel across all of our applications.

While the logo sizes shown here are not inclusive of all possible application uses, they are intended to provide guidance for a general application size and provide a minimum size to protect the legibility of the logo and the tagline.

The size of the logo is very flexible depending on the desired message on a particular application. The logo may be used larger to serve a double role as both the brand / logo representation, as well as a headline. It may also be used smaller to play a secondary role.

Please note: The minimum size varies between the different logos; please reference each specific mark for the minimum size requirements for a specific logo format.

VERTICAL AND STACK LOGOS

All of the Vertical and Stacked Moody Radio Tab System logos are measured by the width of the Logo Tab. The Logo Tab is a consistent size across all of the various logo formats. The height varies depending on the contents of the Blue Tab Base.

VERTICAL

GENERAL COLLATERAL SIZE

2"

MOODY RADIO™

from the WORD to LIFE.

• Standard w/ tagline

General Collateral Size = 2" Wide

8.5" x 11" applications (letterhead and similar size communications), brochure covers, etc.

2"

MOODY RADIO™

from the WORD to LIFE.

107.9 FM

• Single Frequency w/ tagline

• Double Frequency w/ tagline

MINIMUM SIZE

0.75" (3/4")

MOODY RADIO™

from the WORD to LIFE.

Minimum Size*

The logo should never be reproduced smaller than the sizes shown here.

• Standard
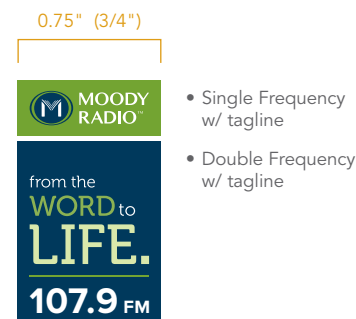
0.75" (3/4")

MOODY RADIO™

from the WORD to LIFE.

107.9 FM

• Single Frequency w/ tagline

• Double Frequency w/ tagline

STACKED

2"

• Standard

2"

• Standard w/ tagline

2"

from the WORD to LIFE.

107.9 FM

• Single Frequency w/ tagline

• Double Frequency w/ tagline

2" (5/8")

107.9 FM

• Single Frequency

• Double Frequency

0.75" (3/4")

• Standard

1"

from the WORD to LIFE.

• Standard w/ tagline

1"

from the WORD to LIFE.

107.9 FM

• Single Frequency w/ tagline

• Double Frequency w/ tagline

0.75" (3/4")

107.9 FM

• Single Frequency

• Double Frequency

General Logo Use:

Sizing (CONT.)

HORIZONTAL LOGOS

All of the Horizontal Moody Radio Tab System logos are measured by the height of the Logo Tab. The Logo Tab is a consistent size across all of the various logo formats. The width varies depending on the contents within the Blue Tab Base.

Please note: The minimum size varies between the different logos; please reference each specific mark for the minimum size requirements for a specific logo format.

GENERAL COLLATERAL SIZE

HORIZONTAL

General Collateral Size = 0.625" High

8.5" x 11" applications (letterhead and similar size communications), brochure covers, etc.

0.625" (5/8") • Standard

0.625" (5/8") • Standard w/ tagline

0.625" (5/8") • Single Frequency w/ tagline

0.625" (5/8") • Double Frequency w/ tagline

0.625" (5/8") • Single Frequency

0.625" (5/8") • Double Frequency

HORIZONTAL

Minimum Size*

The logo should never be reproduced smaller than the sizes shown here.

0.375" (3/8")

• Standard

0.375" (3/8")

• Standard w/ tagline

0.625" (5/8")

• Single Frequency w/ tagline

0.5625" (9/16")

• Double Frequency w/ tagline

0.375" (3/8")

• Single Frequency

0.375" (3/8")

• Double Frequency w/ tagline

MINIMUM SIZE

STRETCH

The stretch logo may be used in cases where "Moody Radio" should be the dominant message. The Stretch logo orientation is most visible at large sizes from a distance (i.e., on a billboard) however, it is approved for use at the general size.

GENERAL SIZE

0.75" (3/4")

• Vertical _Stretch

0.625" (5/8")

• Horizontal Stretch

MINIMUM SIZE

0.4375" (7/16")

• Vertical _Stretch

0.375" (3/8")

• Horizontal Stretch

General Logo Use: Sizing — Radio Moody

Logo sizing is a simple way to build equity in a brand. Consistent use of the logo size provides a cohesive feel across all of our applications.

While the logo sizes shown here are not inclusive of all possible application uses, they are intended to provide guidance for a general application size and provide a minimum size to protect the legibility of the logo and the tagline.

The size of the logo is very flexible depending on the desired message on a particular application. The logo may be used larger to serve a double role as both the brand / logo representation as well as a headline. It may also be used smaller to play a secondary role.

Please note: The minimum size varies between the different logos; please reference each specific mark for the minimum size requirements for a specific logo format.

VERTICAL AND STACK LOGOS

All of the Vertical and Stacked Radio Moody Tab System logos are measured by the width of the Logo Tab. The Logo Tab is a consistent size across all of the various logo formats. The height varies depending on the contents of the Blue Tab Base.

VERTICAL

GENERAL COLLATERAL SIZE

2"

RADIO MOODY™

de la PALABRA a TU VIDA.

• Standard w/ tagline

2"

RADIO MOODY™

de la PALABRA a TU VIDA.

1100 AM

• Single Frequency w/ tagline

General Collateral Size = 2" Wide

8.5" x 11" applications (letterhead and similar size communications), brochure covers, etc.

MINIMUM SIZE

Minimum Size*

The logo should never be reproduced smaller than the sizes shown here.

1"

RADIO MOODY™

de la PALABRA a TU VIDA.

• Standard w/ tagline

1"

RADIO MOODY™

de la PALABRA a TU VIDA.

1100 AM

• Single Frequency w/ tagline

STACKED

2"

• Standard

2"

• Standard w/ tagline

2"

• Single Frequency w/ tagline

2"

• Single Frequency

0.75" (3/4")

 • Standard

1"

 • Standard w/ tagline

1"

 • Single Frequency w/ tagline

0.75" (3/4")
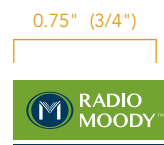
 • Single Frequency

General Logo Use: Sizing — Radio Moody (CONT.)

HORIZONTAL LOGOS

All of the Horizontal Radio Moody Tab System logos are measured by the height of the Logo Tab. The Logo Tab is a consistent size across all of the various logo formats. The width varies depending on the contents within the Blue Tab Base.

Please note: The minimum size varies between the different logos; please reference each specific mark for the minimum size requirements for a specific logo format.

HORIZONTAL

General Collateral Size = 0.625" High

8.5" x 11" applications (letterhead and similar size communications), brochure covers, etc.

GENERAL COLLATERAL SIZE

0.625" (5/8")

RADIO MOODY™ • Standard

0.625" (5/8")

RADIO MOODY™   de la **PALABRA** a **TU VIDA.** • Standard w/ tagline

0.625" (5/8")

RADIO MOODY™   de la PALABRA a TU VIDA. **1100** AM • Single Frequency w/ tagline

0.625" (5/8")

RADIO MOODY™   **1100** AM • Single Frequency

  MOODY GLOBAL MINISTRIES™ | Brand Style Guide

HORIZONTAL

Minimum Size*

The logo should never be reproduced smaller than the sizes shown here.

MINIMUM SIZE

0.375" (3/8") • Standard

0.375" (3/8") • Standard w/ tagline

0.625" (5/8") • Single Frequency w/ tagline

0.375" (3/8") • Single Frequency

STRETCH

The stretch logo may be used in cases where "Radio Moody" should be the dominant message. The Stretch logo orientation is most visible at large sizes from a distance (i.e., on a billboard) however, it is approved for use at the general size.

GENERAL SIZE

0.75" (3/4") • Vertical _Stretch

0.625" (5/8") • Horizontal Stretch

MINIMUM SIZE

0.4375" (7/16") • Vertical _Stretch

0.375" (3/8") • Horizontal Stretch

General Logo Use:
Clear Space

Clear space refers to the minimum amount of "white space" around the logo that should always be free from copy, page edges, graphics or other distracting elements.

2 R has been established for the minimum amount of clear space around the logo on all sides, with the exception of the edge anchored to the edge of an application.

While these measurements are simply the minimum amount, using a larger clear space around the logo is always beneficial to the legibility and integrity of the brand.

Please note: While the clear space is only shown with a couple of the Moody Radio Tab System logos, the principle remains the same across all of the logos.

SMALL APPLICATIONS

When the logo is placed on small applications, such as web ads, and space is limited, 1 R is the allowed clear space around the logo.

R is always equal to the cap-height of the "R" in "RADIO".

Clear space applies to all sides, other than the side that anchors off the edge.

The "Logo Anchor Bar" is excluded from the Clear Space rules.

Application Example

MOODY RADIO™

Optional Horizontal Alignment

Optional Horizontal Alignment

from the
WORD to
LIFE.

Optional Vertical
Alignment

Optional Vertical
Alignment

Optional Vertical
Alignment
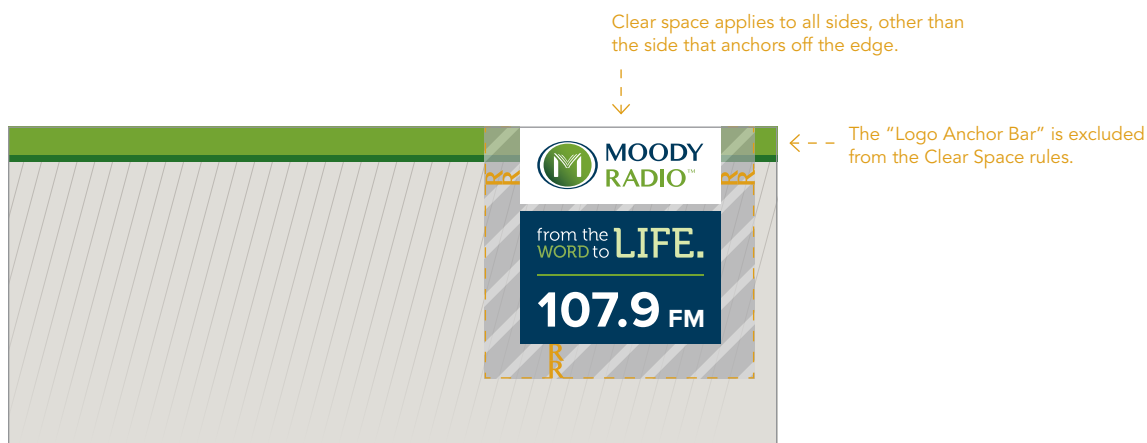
General Logo Use:
Logo Alignment

Aligning elements within a grid to the logo provides structure and organization to the composition of our materials. Alignments to the logo have been established (both horizontally and vertically) to create visual balance and purpose while maintaining consistency.

Please note: While the alignments are only shown with a couple of the Moody Radio Tab System logos, the principle remains the same across all of the logos.

MOODY RADIO™

from the **LIFE.**
WORD to
107.9 FM

Optional Horizontal Alignment

Optional Horizontal Alignment

Optional Vertical
Alignment

Optional Vertical
Alignment

Optional Vertical
Alignment

General Logo Use: Exceptions to the Rules

The rules for use of the Logo Anchor Bar explained on the previous pages should be followed whenever possible. However, there are limited situations where there are exceptions.

When space is limited because of format or functionality, a few rules are slightly adjusted for the Logo Anchor Bar and / or logo placement.

LIMITED SPACE

In applications such as web ads, where sizes and proportions can be very limiting, the logo can appear "vertically centered" (or "horizontally centered" depending on the web ad orientation) along the edge as needed with a Logo Anchor Bar. A minimum of 1 R clear space is required.

Please note: Asymmetrical balance is important when pairing the Tab System Logo and the Logo Anchor Bar; however, it is far more important to have a legible logo using the minimum clear space in these extreme situations.

LIMITED SPACE EXCEPTION

Application Example: Web Ad
(Green Logo Anchor Bar and White Tab Logo)

Because the height is so restrictive, the logo is vertically centered with the Logo Anchor bar.

The Small Application Clear Space of 1 R is used to max out the size of the logo used in the web ad.

Application Example: Horizontal Web Ad
(White Logo Anchor Bar and Green Tab Logo)

Application Example: Square Web Ad
(Green Logo Anchor Bar and White Tab Logo)

LIMITED SPACE MISUSE

DO NOT place the logo in the corner.

DO NOT remove the Logo Anchor Bar.

DO NOT size a logo to fill the entire height or width of an application.

FUNCTIONALITY EXCEPTION

The Horizontal Tab Logo is used without the Logo Anchor Bar to allow the website to adjust sizing on different screens. This responsive website design avoids the navigation bars overlapping the logo.
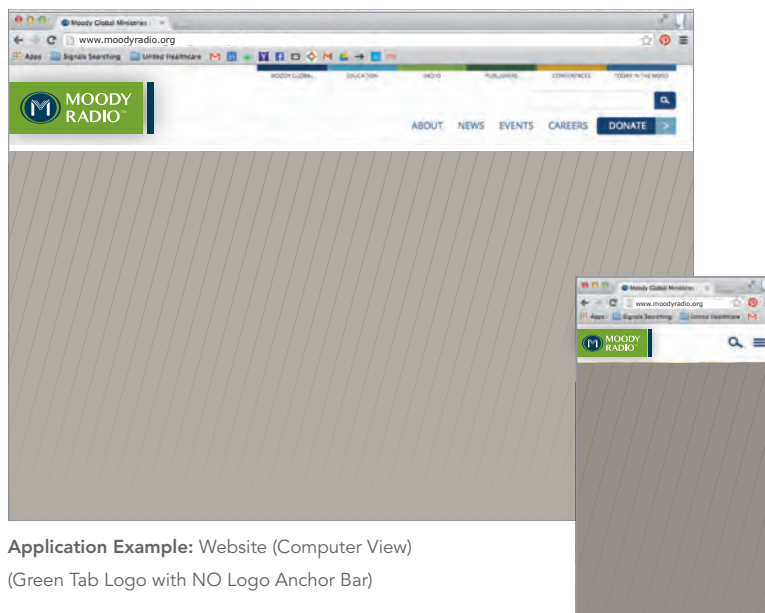
Application Example: Website (Computer View)

(Green Tab Logo with NO Logo Anchor Bar)

Application Example: Website (Mobile View)

(Green Tab Logo with NO Logo Anchor Bar)

FUNCTIONALITY

In applications, such as the website, where functionality of the site can interfere with a typical logo and Logo Anchor Bar use, the Logo Anchor Bar may be removed.

In these rare cases, please be sure to use the Green Tab logo over White. Even when the Logo Anchor Bar is removed, it is important to remember to always anchor the logo to the edge of the layout.

The Small Application Clear Space of 1 R is also used in the Website design to maximize the size of the logo in the header space.

FUNCTIONALITY MISUSE

DO NOT mix and match the Corporate and Consumer logo representations.

DO NOT use a logo that would jeopardize the integrity of the brand for user experience.

DO NOT use the white tab logo on a white background.

General Logo Use:
Logo Misuse

The logos shown here are a few examples of how NOT to treat the logo. When the logo is altered in any way, it not only creates legibility issues, it can erode the integrity of the brand.

While most of the examples shown here use the Stack with Tagline logo format, these guidelines apply to all of the Moody Radio logos, regardless of color format or orientation.

Always use the approved logo files.

DO NOT scale or stretch the logo in a manner that distorts the logo's original proportions.

DO NOT alter the colors of the logo.

DO NOT redraw or re-typeset any element of the logo, including changing the font of the frequency number.

DO NOT stylize, tilt or add effects to the contents of the logo tab such as drop shadows, bevels, outlines, gradients or glows.

DO NOT rearrange or resize any of the logo components.

DO NOT allow any copy inside of the Blue Tab Base other than the tagline and / or frequency.

DO NOT use the Moody Radio Corporate logo within the Moody Radio Tab System.

DO NOT use the Moody Corporate Tagline within the Moody Radio Tab System.

DO NOT close the gap between the Top Tab and the Blue Tab Base.

DO NOT use the region name and frequency number in the same mark, or use the region name in any of the Moody Radio logos other than the approved Social Media logo.

DO NOT alter the size of the frequency or show more than two frequencies at a time.

DO NOT create any additional logo format arrangements.

DO NOT use the Logo Tab by itself or use the new Moody Radio Consumer logo lock-up outside of the tab system.

DO NOT use the Moody Radio Tab System logos on corporate materials or with other Moody sub-brand logos.

MOODY RADIO DESIGN BASICS

System Color
Color specifications for all of Moody Radio.

Color Usage
Provides guidance and examples on how to apply color within applications.

System Typography
Details on the Moody Radio typestyles, including design and electronic fonts.

Typography Examples
Illustrates how type is visually expressed.

Using a Grid
Guidance on how to dynamically use a grid.

System Photography
Provides a brief checklist for content and visual cues in photography.

Beyond the logo, a strong and consistent use of Moody Radio design elements promotes high recognition and distinguishes all of our communication applications from similar organizations. Design Basics includes specifications for the core elements, including color, typography and photography.

System Color

Color sets the tone for all of our applications and represents the brand in a strong and compelling way. All Moody Radio branded materials will use the color palette shown here.

DOMINANT COLORS

Moody Radio Light Green (● PMS 377) and Moody Master Brand Dark Blue (● PMS 302) should be the dominant color signals for all Moody Radio applications.

ACCENT COLORS

Moody Radio uses a combination of greens as accent colors to complement the Moody Radio Light Green and to provide depth within applications. They should be used minimally as "highlights" and "shadows" and never as the primary color signal.

SUPPORT COLORS

Support colors should also be used as grounding elements and accent "pops" within applications. The support colors are consistent across all of the Moody brands.

Please note: Shadow Green (● PMS 7735) is only to be used in the preferred gradient logo format, and is not permitted for use in a design layout.

DOMINANT COLORS

LIGHT GREEN
(RADIO)

PMS 377*
CMYK: 50.1.100.20
RGB: 122.154.1
HEX:7A9A01

DARK BLUE
(MASTER BRAND)

PMS 302*
CMYK: 100.48.12.58
RGB: 0.59.92
HEX: 003B5C

ACCENT COLORS
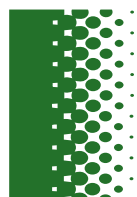
DARK GREEN
(PUBLISHERS)

PMS 364
CMYK: 71.4.100.45
RGB: 74.119.41
HEX: 4A7729

LIME GREEN
(TAGLINE)

PMS 372*
CMYK: 16.0.41.0
RGB: 212.235.142
HEX: D4EB8E

SHADOW GREEN
(SYMBOL ONLY)

PMS 7735*
CMYK: 59.0.69.75
RGB: 27.77.45
HEX: 36573B

SUPPORT COLORS**

GOLD

PMS 7550
CMYK: 0.34.98.12
RGB: 209.144.0
HEX: D19000

DARK GRAY

PMS 404
CMYK: 20.25.30.59
RGB: 119.110.100
HEX: 776E64

LIGHT GRAY

PMS 401
CMYK: 10.11.17.27
RGB: 175.169.160
HEX: AFA9A0

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*Colors used in the Moody Radio logos — consumer and / or corporate logos.

**Gold, Dark Gray and Light Gray are used as a support color across all Moody brands.

Color Usage

COLOR USAGE SCALE

The color usage scale provides guidance for the relative proportion of each color and its use within both the overall system and individual applications. While proportions can shift depending on need, this usage scale should be used as a guide to ensure appropriate color relationships across an entire application.

In all Moody Radio applications, regardless of which station is featured, Light Green (● PMS 377) and Dark Blue (● PMS 302) should be dominantly featured within an application to establish equity across all of the Moody Radio stations and offerings.

Please note: The usage scale is intended to guide the color across an entire application, not necessarily a single page or spread at a time.

COLOR USAGE SCALE

Application Example:

Moody Radio Program Guide (Interior Spread)

Application Example:

Moody Radio Advertisement

COLOR SCALE MISUSE

DO NOT use the Dark Green (PMS 364) as a dominant color signal.

DO NOT use the Gold (PMS 7550) color as a dominant color signal.

DO NOT forget to include the Master Dark Blue (PMS 302) prominently within a composition.

COLOR IN PHOTOGRAPHY

SELECTING IMAGES W/ COLOR ACCENTS

When selecting a photo to include the specific color signal, ask yourself the following questions when evaluating the color application:

☐ Does the accent color signal apply to less than 35% of the overall image?

☐ Does the color in the image feel natural with subtle color highlights?

COLOR USAGE IN PHOTOGRAPHY

When opportunities present themselves, finding subtle ways to use the system color within images is great way to build an ownable color style — using props or clothing to provide subtle color cues is an easy way to bring in color.

Color within images should always feel authentic and not forced.

Good Example: Gold in Headphones

Good Example: Green colored Shirt

COLOR INFUSED IMAGE MISUSE

DO NOT allow the color to infuse everything in the photo.

DO NOT use color in a manner that feels forced or fake.

DO NOT infuse flat color.

System Typography

To provide a visual voice to all of our written words, it is important to use consistent typefaces.

DESIGN FONTS

Museo and **ITC Legacy Sans** have been selected as the system fonts for Moody Radio and should be used whenever possible.

Museo is a versatile semi-slab serif font that adds a touch of modern youth, while ITC Legacy Sans is a modernized and approachable font with the characteristics of a traditional serif that is highly legible and sophisticated.

There are several weights available within each of these font families. These are "design fonts" and should be used for all design / marketing materials such as brochures or newsletters. To utilize these fonts, they will first need to be purchased and added to your computer font library.

Proxima Nova Bold is the selected typeface to represent the radio station's frequency both in the logo and when it is represented within the layout outside of the logo.

Please note: The use of ITC Legacy Sans is consistent across all Moody brands, and links all sub-brands back to the Moody Global Ministries.

DESIGN FONTS

- MUSEO -

300
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

500
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

700
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

- PROXIMA NOVA -

Bold
0123456789
FM AM

- ITC LEGACY SANS STD -

Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Book Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

ELECTRONIC FONTS

- ARIAL -

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345**

- BOOKMAN OLD STYLE -

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Italic
*ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345*

WEB FONTS

- OPEN SANS -

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

Italic
*ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345*

Bold
**ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345**

Bold
***ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345***

- UNNA -

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ012345
abcdefghijklmnopqrstuvwxyz012345

ELECTRONIC FONTS

Arial and **Bookman Old Style** are the selected "electronic fonts" and should only be used when design fonts are not available for use in applications such as Word, PowerPoint presentations, emails, etc. They are available for use on all computers.

WEB FONTS

Open Sans and **Unna** have been selected for use on our website. These fonts capture the personality of our design fonts, and are designed specifically for web use for optimum legibility. Both of these fonts are "Google Fonts" and should only be used for the website.

Please note: **Museo** is a design font that has both print and web versions available for use, allowing Museo to be used in headlines and within images and callouts on the website.

Typography Examples

Verbal communication for the Moody Radio brand should also be visually expressive. Using a combination of the two font families (Museo and ITC Legacy Sans) creates a nice harmony and balances their unique characteristics.

Museo is often used for headlines, sub-heads and call-outs in a mix of upper / lowercase and all-caps treatments.

ITC Legacy Sans is our global font that links all of the sub-brands within Moody together and is generally used for body copy within applications.

Here are a couple of type examples that provide guidance in development of future applications:

- **Main Title / Section Headlines** are set in Museo in a larger type size in all caps and often appear in two different sizes and two different colors as shown to the right.

- **Sub-Heads** are set in Museo in upper / lowercase and appear in a different color than the body copy.

- **Body Copy** is set in ITC Legacy Sans and should primarily be used in Moody Dark Gray (● PMS 404).

- **URL Callouts** are set in Museo.

- **Frequency Callouts** are set in Proxima Nova Bold for the Frequency number and FM / AM (only) and Museo for any support callout copy.

MAIN TITLE / SECTION HEADLINES

- EXAMPLE -

MEETING YOU WHERE
YOU ARE.

SUB-HEAD / BODY COPY

- EXAMPLE -

Im audaero est doluptatem

Im audaero est doluptatem faceatem dis aut aute nonsequas pelitatiam doluptas et anisqui demporem enimporio to Im audaero est doluptatem faceatem dis aut aute nonsequas.

URL CALLOUT / PLAY BUTTON

- EXAMPLE -

▶ *Listen today at*
MOODYRADIO.ORG/INDIANAPOLIS

FREQUENCY CALLOUT

- EXAMPLE -

107.9 FM

**Weekday Mornings
6–9 a.m.**

Application Example:

Moody Radio Advertisement

Application Example:

Station Guide (Interior Page)

COMPOSITION

Type should be placed on the page in a way that fosters movement, creates a strong visual hierarchy and directs the eye. Portions of a story can be amplified while simultaneously being harmonious and inviting. This is achieved by:

- Using large and playful headlines.

- Using multiple columns and flexing how content utilizes the space while maintaining alignments that provide structure.

- Creating purposeful white space (or Blue space) on a page that provides visual breaks and directs the eye.

- Using color and type treatments (fonts / sizes) to establish a clear hierarchy and provide visual depth.

- Creating dynamic page layouts by utilizing callout boxes and other graphic elements that break boundaries and overlap.

The type should not appear prescriptive, rigid or emotionally detached.

TYPOGRAPHY MISUSE

Listen **LIVE** *online*!

DO NOT change the font mid-sentence.

EXPERIENCE INSPIRING MUSIC

that will help deepen your worship of God through exploration of a
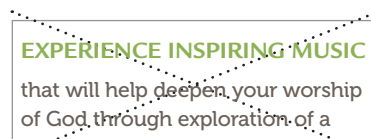
DO NOT use ITC Legacy Sans as a headline font or Museo as the main body copy font.

MEETING YOU WHERE
YOU ARE

DO NOT use Proxima Nova (from the Moody Global typography system) for any copy other than the frequency number.

Using a Grid

Moody Radio uses a versatile grid, which acts as an invisible guide to align the logo, title, body copy, images, etc., to add structure and flexibility to a variety of applications. This multi-column grid is established to add a framework and stability to an application, while providing a very large range of flexibility — it is not intended to be limiting.

Use the guides to establish where to start and stop a line of copy and align graphic elements; however, it is not restricted to the use of only one column at a time. For example, you may have copy that flows over two grid columns or four. The examples shown to the right show the base structure of a 9-column grid and how headlines, body copy, call-outs, images, etc., align to the grid to design beautiful asymmetrical layouts.

Use the 9-column grid to create movement and interest by overlapping columns. Establishing purposeful white space creates dynamic layouts while maintaining clarity and hierarchy.

The grids used in these examples are set up to use 0.4375" margins, 9-columns and 0.25" gutters.
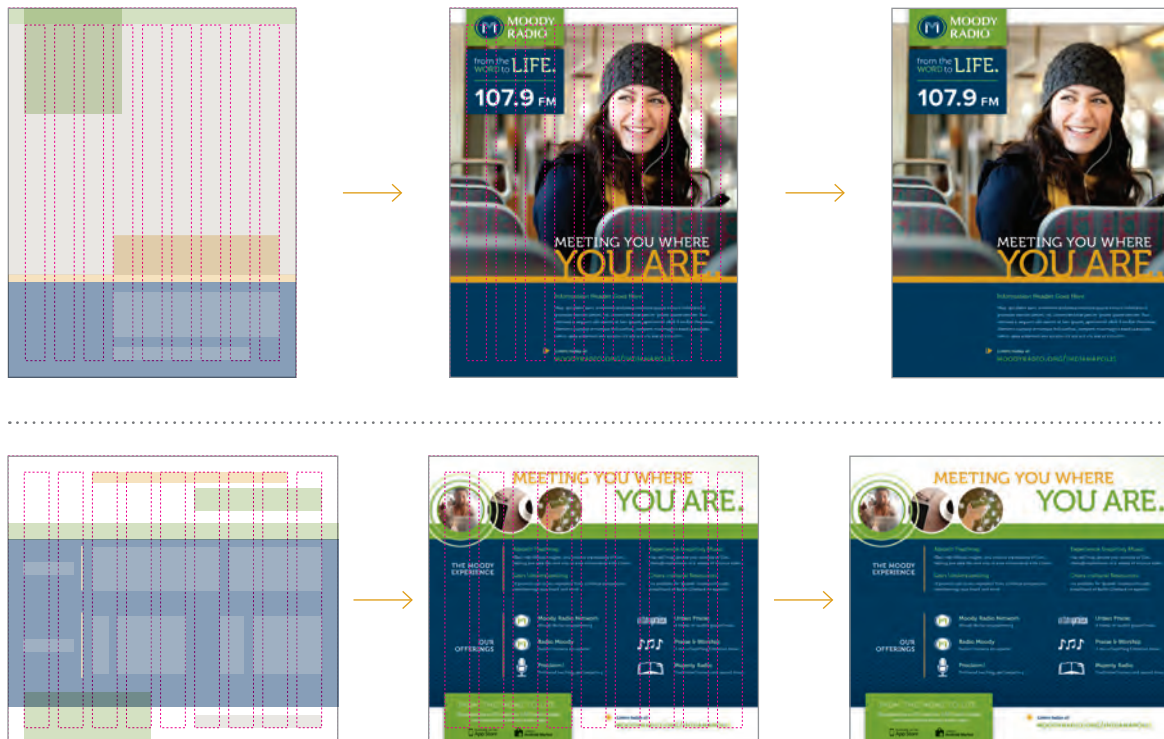
GRID MISUSE

DO NOT use more than 75 characters, or span all columns of the grid, in one line of copy.

DO NOT use the grid in a way that feels symmetrically balanced.

DO NOT randomly place things on the page.

System Photography

Photography is a compelling way to connect with our audiences on an emotional level that quickly resonates and leaves a lasting impression.

Moody Global Ministries has many reinforcing photographic principles that stand true regardless of the individual sub-brand. Moody Radio, however, has additional specific imagery needs to reach their targeted audiences. When the two sets (universal and Moody Radio principles) are paired together, they reinforce Moody Radio's individuality and bring its personality to life.

This page provides guidance on the type of imagery to use when developing applications for Moody Radio materials.

PHOTOGRAPHY CHECKLIST

CONTENT AND COMPOSITION CUES

The following lists the ideal subject matter to strive for in photography:

- ☐ Represent subjects true to current and aspirational target audiences
- ☐ Honest; subjects and situations relevant and purposeful to content
- ☐ Various forms of listening devices represented (car radio, computer, mobile, etc.)
- ☐ Engaging; eye contact with person or activity
- ☐ Facial expressions show enjoyment or concentration
- ☐ Simple yet real environments that feel luminous and uplifting
- ☐ Diversity represented (age, gender and / or ethnicity)

VISUAL CUES

Visual cues provide guidance beyond the content, specifically:

- ☐ Depth of field; focus on subject matter
- ☐ Light glow; spiritual essence
- ☐ Tone is purposeful and intentional
- ☐ Warm, natural lighting (whether indoors or out)
- ☐ Vibrant, rich colors; grounded by neutrals
- ☐ Contains colors from the Moody Radio Color palette

PHOTOGRAPHY MISUSE

- ☐ **DO NOT** show subject matter out of context.
- ☐ **DO NOT** use overly white imagery (white backgrounds, white clothes, white props).

MOODY RADIO GRAPHIC DEVICES

Graphic devices are design elements used to build upon and add distinction to the brand. It is the combination of these elements that makes up the look and feel of the brand apart from the logo itself.

This section provides details for Moody Radio's unique graphic elements. When used consistently, these devices shape the core visual look and feel of the brand and establish recognition through distinction.

Creating a Halftone Pattern
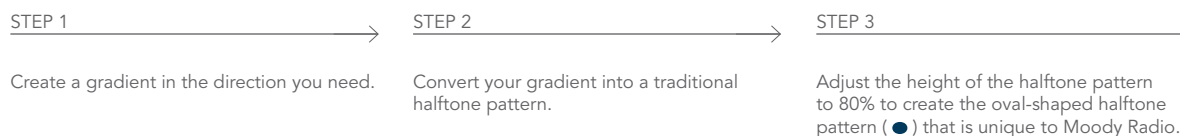
A halftone pattern is a series of dots used in varying sizes and spacing to represent the density of color and continuous tone imagery simulating a graphic gradient treatment — bigger dots are used to represent a darker or more dense color area and smaller dots are used to represent a lighter or less dense color area.

A specific and graphic halftone shape pattern has been created for Moody Radio. Unlike traditional halftone patterns that are made with circles, the Moody Radio Halftone patterns use an oval shape that resembles the outer ring of the Moody symbol, and are a historical nod to the previous Moody Radio logo symbol. Additionally, it is applied in a large and graphic manner that represents a color transition and provides movement and depth within a composition.

The halftone oval sizes may vary based on the need and treatment, however they should never exceed the height of 0.125" (●) when used on print applications such as a brochure or print ad. They are commonly used at 0.0875" (●).

While this page explains the general shape and use of the Halftone pattern, there are four distinct ways to use the Halftone pattern within Moody Radio applications which are explained in great detail on the following four pages:

- Light Tint Halftone
- Dark Tone Halftone
- Color Gradient Halftone
- Image Masked Halftone

STEP 1

Create a gradient in the direction you need.

STEP 2

Convert your gradient into a traditional halftone pattern.

STEP 3

Adjust the height of the halftone pattern to 80% to create the oval-shaped halftone pattern (●) that is unique to Moody Radio.

Horizontal Halftone Example

Corner Halftone Example

HELPFUL TIP:
Adjust the height of a circle halftone pattern to 80% to create the oval shape

GENERAL HALFTONE MISUSE

DO NOT use traditional circle-shaped halftone patterns.

DO NOT rotate the Halftone patterns in a way that makes the dots an orientation other than horizontal.

DO NOT use a consistent sized / spaced oval pattern in lieu of the Halftone pattern.

Light Tint Halftone

The Light Tint Halftone pattern is a graphic device intended to provide visual texture and direct the eye on floods of white within a composition.

The Light Tint Halftone pattern uses a tint of one of the colors from the Moody Radio color palette in combination with the Separator Bar used at 100% of the same color. In the example shown to the right, the Light Tint Halftone pattern is used in Light Green (● PMS 377) at 15% opacity. The Separator Bar and the type are set in Light Green at 100%.

The Light Tint Halftone pattern should be used sparingly and anchored in a corner to help direct the eye. In order to allow the Halftone pattern to appear as a soft texture, a thin outline of Lime Green (● PMS 372) is used to help achieve a glow affect.

Please note: The Light Tint Halftone pattern should never be used to fade to an area of full color or transition a color field to white.
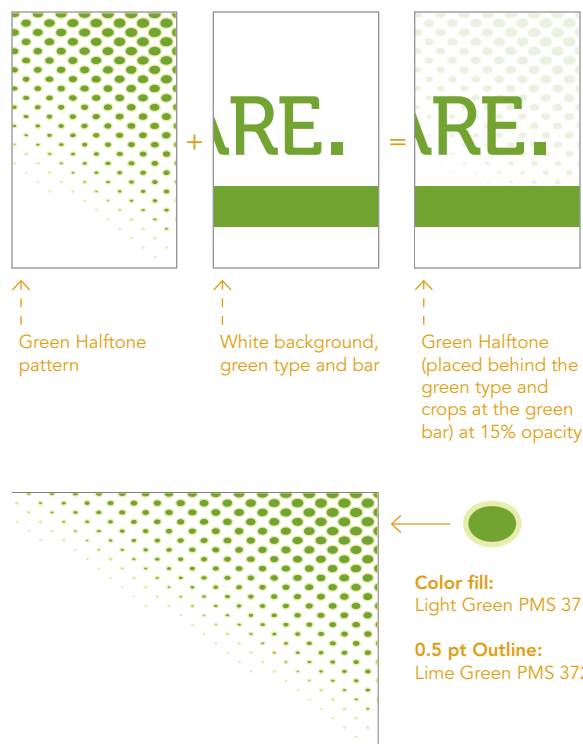
Green Halftone pattern

White background, green type and bar

Green Halftone (placed behind the green type and crops at the green bar) at 15% opacity

Application Example: Program Guide Interior Spread (Close-up)

Color fill:
Light Green PMS 377

0.5 pt Outline:
Lime Green PMS 372

Application Example: Program Guide Interior Spread

LIGHT TINT HALFTONE MISUSE
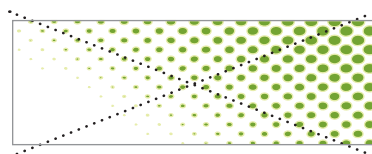
DO NOT use the Light Tint Halftone pattern at 100% opacity on white.

DO NOT mix and match colors across the Light Tint Halftone pattern and the Separator Bar.
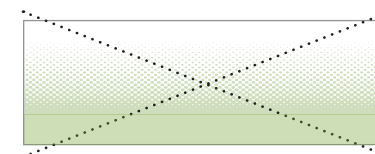
DO NOT use the Light Tint Halftone pattern to transition an area from a color to white.

Dark Tone Halftone
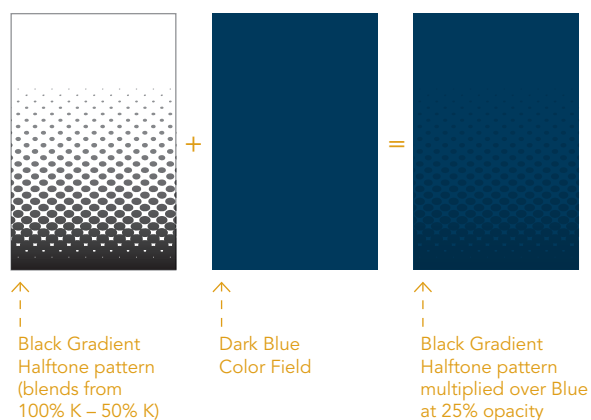
The Dark Tone Halftone pattern is used to provide depth and visually ground a large color field, more specifically the Dark Blue color floods, that sits next to a white bar. The "solid" end of the Halftone should always be anchored to the bottom of the colored box and fade upwards.

The Dark Tone Halftone pattern is great for use when there is a color tab that extends on top of the color field, such as the green call-out tab in the Application Example shown to the left.

The Halftone pattern should never extend the full height of the colored box; it should be used in small proportions.

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Black Gradient Halftone pattern (blends from 100% K – 50% K)

Dark Blue Color Field

Black Gradient Halftone pattern multiplied over Blue at 25% opacity

Application Example: Program Guide Interior Spread (Close-up)

Application Example: Program Guide Interior Spread

DARK TONE HALFTONE MISUSE

DO NOT use light colors in the Dark Tone Halftone pattern when it is combined with a dark color field.

DO NOT fill the entire colored box with the Halftone pattern or use a large Halftone pattern size.

DO NOT start the Halftone pattern in the middle of a color field.

Color Gradient Halftone

A Color Gradient Halftone pattern can be applied on top of imagery to provide depth and texture to an image.

The Color Gradient Halftone pattern should appear subtle in size and in color. It is not intended to be the main feature of a layout. The Halftone pattern should feel like it is anchored to a corner of an image and radiating out. Therefore, it should not stretch the entire width of a layout.

The colors used in the Color Gradient Halftone should be selected on a case-by-case basis, based on the specific image used to achieve the right balance and blend with the image appropriately.

The example on this page is only one possible color combination that may be used — Dark Blue and Gold. While it is preferred to use the Dark Blue (● PMS 302) as the grounding color, Dark Gray (● PMS 404) may also be used, depending on the image to which the Halftone is applied.

Likewise, Gold (● PMS 7550) is one option for the accent color. The accent color should be selected based on the color hues within the image. The Gold provides warmth and natural hues to the image, whereas the Light Green (● PMS 377) can provide cooler tones.

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Blue Gold gradient Halftone pattern

Image

Blue Gold Halftone pattern multiplied over image at 70% opacity, with a gradient feather to blend into image

Application Example: Billboard

Grounding Neutral Color – – ⟶ Accent Color – – ⟶ White

● PMS 302   ● PMS 7550   WHITE ○
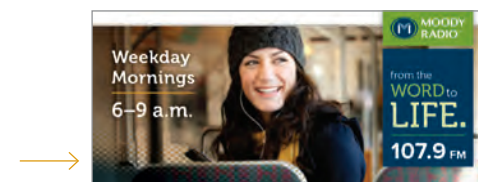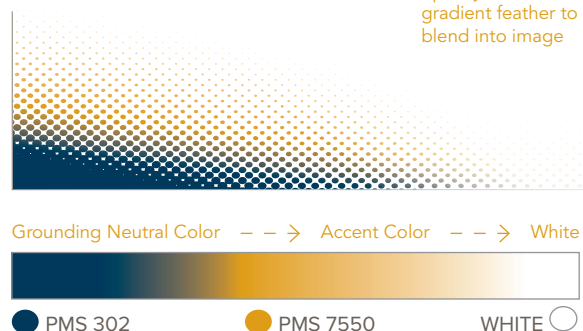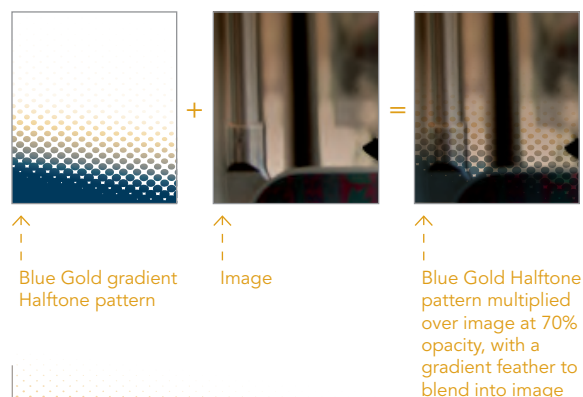
Application Example: Billboard

COLOR GRADIENT HALFTONE MISUSE

DO NOT use the Color Gradient Halftone as the main feature or overpower the image.

DO NOT blend two bright accent colors together.

DO NOT use the Color Gradient Halftone pattern on a white background.

Image Masked Halftone

← – – Halftone Mask Shape

+

← – – Image

=

← – – Halftone Masked Image Blend

← OR →

Application Example: Program Guide Interior Spread (Close-up)

Application Example: Advertisement

Image Masked Halftone is used to transition an image to white for an airy composition. The following provides guidelines in how to achieve this look:

- The Halftone pattern mask is used to transition one side of an image.

- An image with a simple, light-colored background must be used to transition to white.

- The main subject should be asymmetrically positioned within the image.

- The Halftone pattern should feel soft and light in order to have the headline legible when placed on top of the pattern.

IMAGE MASKED HALFTONE MISUSE

DO NOT transition an image into any color other than white.
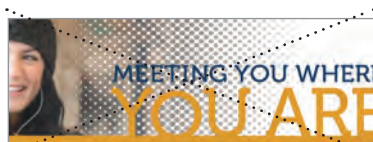
DO NOT use images with a dark background to transition to white.

DO NOT allow the Halftone pattern start to transition over faces or other main features of an image.

Play Button URL Device

The Play Button URL Device is a unique graphic element that provides personality and character to our call to action and web address.

The following provides guidelines on how to use the Play Button URL device consistently across all of our materials:

- The Play Button is always shown in Gold (⬤ PMS 7550). The bar is in an 80% tint, and the triangle is a 100% tint.

- The call to action "Listen today at" always appears in Museo 8.5/16pt. in the Moody Master Dark Blue (⬤ PMS 302) on white backgrounds and Lime Green (⬤ PMS 372) on Dark Blue backgrounds.

- The web address always appears in Museo 17/16pt. typeset in small-caps, in Radio Green (⬤ PMS 377) on both white and Dark Blue backgrounds.

S is always equal to the width of the vertical bar in the play button graphic.

T is always equal to the height of the vertical bar in the play button graphic.

130% S

Bar is an 80% tint

S 575% S

(850% S) T

Listen today at 50% T

575% S

MOODYRADIO.ORG/INDIANAPOLIS 70% T

Align

COLOR OPTIONS

Listen today at
MOODYRADIO.ORG/INDIANAPOLIS

Listen today at
MOODYRADIO.ORG/INDIANAPOLIS

Application Example: Program Guide Interior Spread

PLAY BUTTON URL DEVICE MISUSE

Listen today at
MOODYRADIO.OR

DO NOT alter the colors.

Listen today at
MOODYRADIO.OR

DO NOT change the font used in the URL.

Listen today at
MOODYRADIO.O

DO NOT change proportions of any of the elements, including the box, pin-line weights, type proportions, etc.

CONNECTING TO AN IMAGE

Overlapping Image — —>

Separator Bar — —>

Application Example: Program Guide Interior Spread

CONNECTING TO A HEADLINE

Overlapping Headline Type — —>
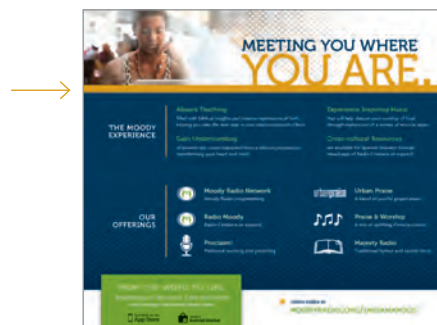
Separator Bar — —>

Application Example: Program Guide Interior Spread

SEPARATOR BAR MISUSE

DO NOT use a Separator Bar without connecting it (overlapping) with another element.

DO NOT use color tints in the Separator Bar.

DO NOT mix and match colors of the Separator Bars and connecting elements.

Separator Bar

A Separator Bar is a colored bar that is used to divide a composition and connect to other elements within the layout such as an image or a headline. It also provides color and depth.

The following provides guidelines on how to use the Separator Bar consistently across all of our materials:

- The Separator Bar must extend the full length of the layout.

- The Separator Bar is used to divide two areas of a layout such as a header and the body copy area.

- The Separator Bar must connect to a headline or an image cropped within a circle.

- The overlapping element (such as the outline of an image or the headline) must be the same color as the Separator Bar.

Layering a Campaign Look and Feel

When developing a unique campaign look and feel, it is important to layer the distinctive visual elements with the established Moody Radio brand elements to maintain long-term brand equity.

Within the Moody Radio brand, there are brand elements that are mandatory to use within any unique campaign direction as well as elements that are optional for use.

BRAND ELEMENTS

MANDATORY

The following lists the mandatory brand elements required for use in campaign materials:

☐ Moody Radio Tab System logo (any approved structure and color format is allowed for use)

☐ Moody Radio Dominant Color Palette (● PMS 377) (● PMS 302)

☐ Logo Anchor Bar

☐ At least one of the Moody Radio system typefaces

OPTIONAL

The following lists the optional brand elements that may or may not be used in campaign materials, based on individual need:

☐ Moody Radio Accent (● PMS 364) (● PMS 372) and Support Color (● PMS 7550) (● PMS 404) (● PMS 401) Palettes

☐ Any of the Moody Radio Halftone patterns

☐ Separator Bar

☐ Play Button URL Device

CAMPAIGN MISUSE
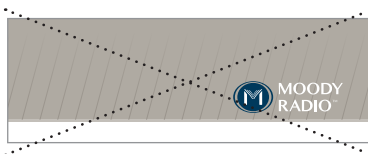
DO NOT remove the tab devices from the logo to use the Moody Radio Consumer logo lock-up outside of the tab system.
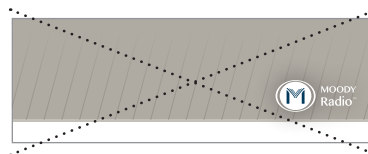
DO NOT use the Moody Radio corporate logo on campaign materials.
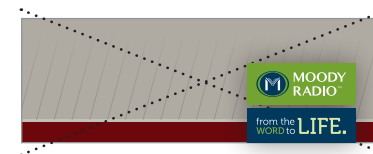
DO NOT change the colors of the Logo Anchor Bar.

CAMPAIGN EXAMPLES

Example: Sample ad campaign from NPR

This page provides a basic example (using existing ads from other companies) of how a campaign can take on a distinctive look and feel, and still reinforce the Moody Radio brand. These examples utilize the Moody Radio Tab System logos and the Logo Anchor Bar. When designing a unique campaign look and feel, be sure to use the mandatory Moody Radio brand elements.

Please note: The examples shown here are for demonstrative purposes only and do not provide look and feel direction for campaign materials. The advertisements shown for this exercise are advertisements for NPR and PBS (the logos have been removed). DO NOT use these advertisements or images for any reason.
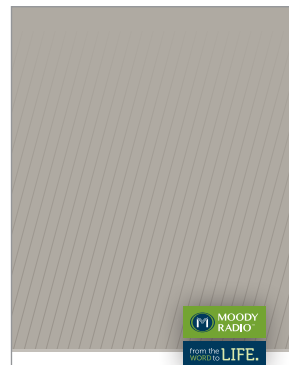
Example: Sample ad campaign from PBS

Example: Sample ad campaign from PBS

APPLICATIONS EXAMPLES

This section provides examples of applications that have been developed using the guidelines provided in this Brand Style Guide. The applications shown on the following pages are intended to be used for reference when developing new materials to ensure that all materials fit within the system and help strengthen the overall look and feel of the brand.

Radio Station Program Guide Cover

The Program Guide cover example shown here demonstrates a dominant use of the white tab system logo with a subordinate brochure title. This allows the Moody Radio tagline to stand as a headline rather than just a logo. Asymmetry in the photo helps to direct the eye.

Interior Spread: Multiple Image Header

The Program Guide interior spread shown here provides an example of how content can be easily organized within the Moody Radio consumer brand.

This layout features a Separator Bar with overlapping images, which provides a strong header option even when photography options are limited. Multiple, smaller images can be used to tell a multi-faceted story that leads into the secondary content. While Green is the signature color for Moody Radio, the Dark Blue can be used in large floods as a grounding neutral, allowing for the Green and Gold to be used as "pop" colors.

Interior Spread: Single Image Header

This Program Guide interior spread demonstrates an alternate header option utilizing an image masked with a Halftone pattern. This element, paired with a Separator Bar and connecting headline, provides a simple yet dynamic introduction to secondary copy.

Advertisement: Moody Radio Branded

This advertisement demonstrates how an ad would look that was dominantly Moody Radio branded. It takes on the Moody Radio look and feel including, but not limited to, the Green Tab Logo with a white horizontal Anchor Bar, as well as a Dark Blue grounding flood at the bottom of the page. In this instance, the prominence of the radio frequency was important, so the stacked logo with the frequency and the tagline was used to ensure a large frequency size.

This is also a good example of a composition that does not include a Halftone pattern — all of the other graphic devices are used very prominently, but the layout is still uniquely Moody Radio without being "over-designed".

Advertisement: Moody Radio Branded

This advertisement demonstrates an alternative way to express the Moody Radio brand using the white horizontal Tab logo with a Green Vertical Anchor Bar. This option uses more white space rather than segmenting the bottom with a Separator Bar and a heavy Blue flood, and allows the frequency to be a secondary element rather than the first read. This compositions is also a great example for how to effectively use a full page image mask Halftone pattern for a light and uplifting look and feel.

The Moody Radio consumer look and feel provides a lot of options and flexibility. However, consistent use of the graphic devices, asymmetrical compositions and emotive imagery will ensure that even in its variation, a consistent brand impression will emerge.
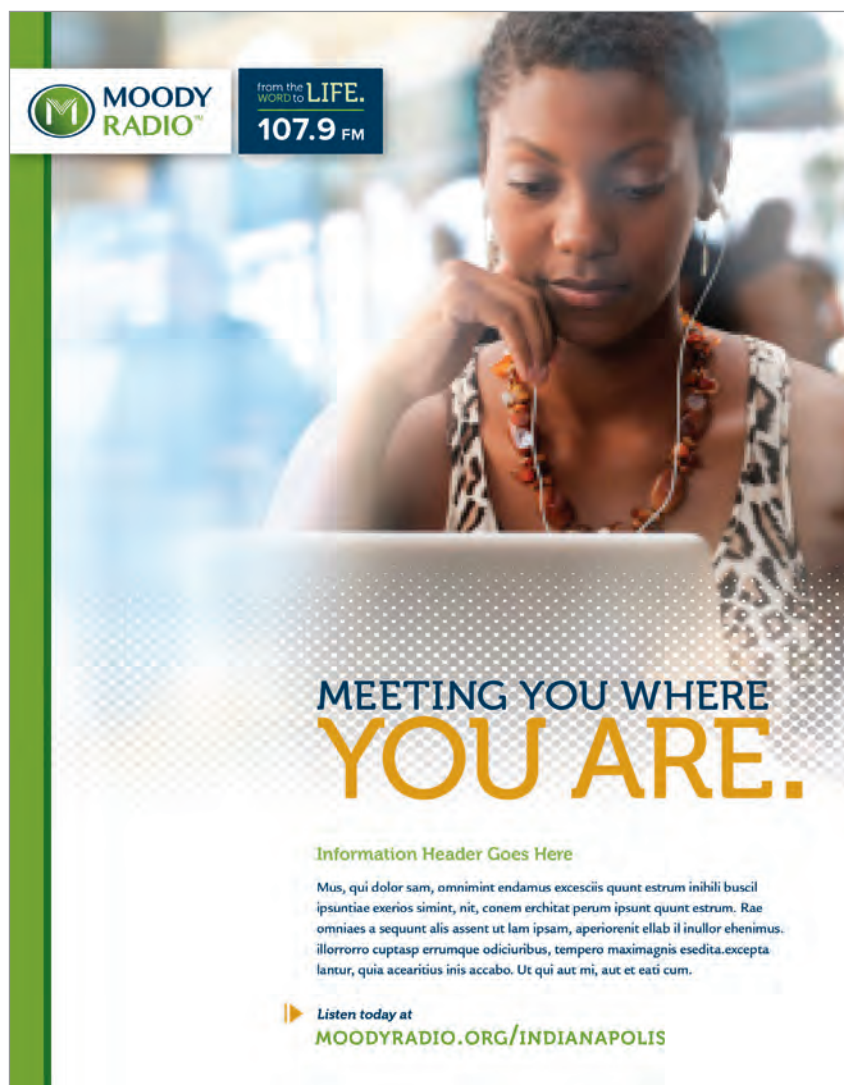
Advertisement:
Non-Bleed Example

These two advertisements demonstrate how non-bleed ads would look. Non-bleed layouts essentially have a white border around all edges of a layout, including the anchor bar, logo, images, content and page grid.
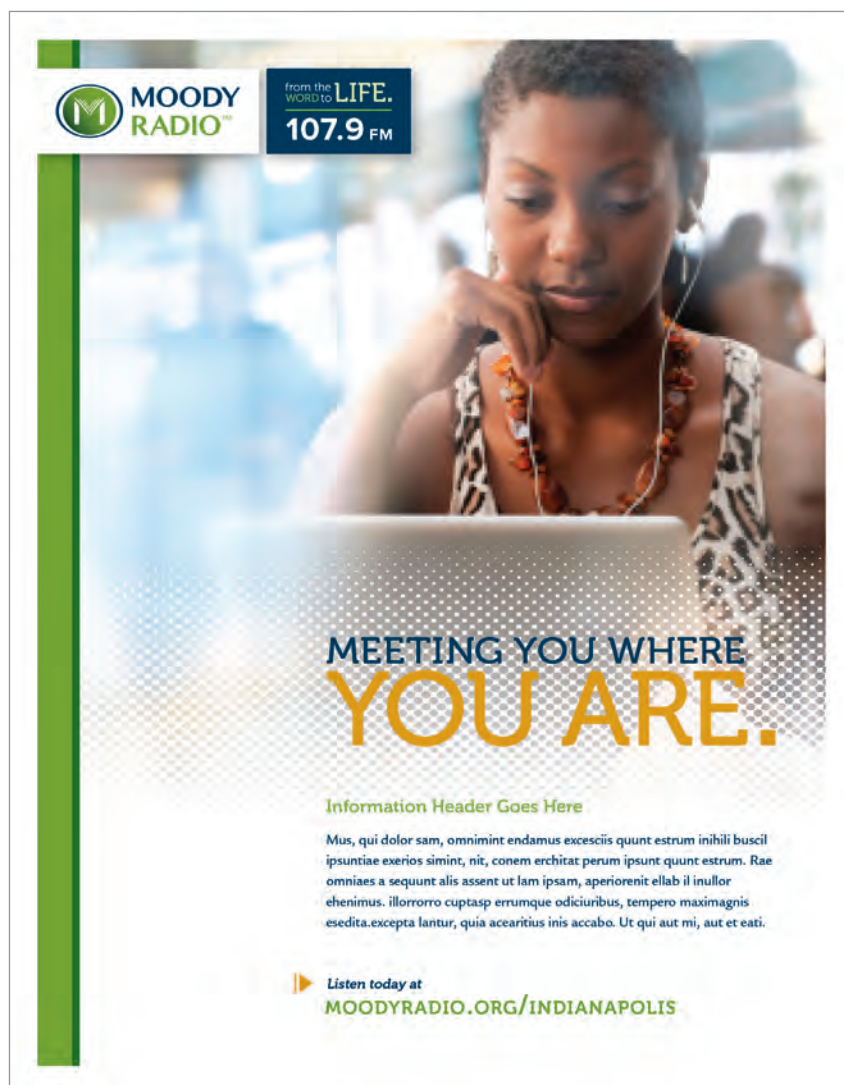
It is recommended to use the Green Logo Anchor Bar with a white tab logo for adequate contrast with the white border. These ads were designed with a 0.25" border on all edges, which accommodates most printers.

NON-BLEED EXAMPLE 1

The advertisement here shows how a "color heavy" ad would look with a white page border. The image and color areas fill the entire "live area" of the page.

Please note: There is no need to add a pin-line edge around the "live area" of the page. Allowing images to fade to white and blend in with the white page border is perfectly acceptable.

MOODY RADIO™

from the WORD to **LIFE.**

107.9 FM

MEETING YOU WHERE
YOU ARE.

Information Header Goes Here

Mus, qui dolor sam, omnimint endamus excesciis quunt estrum inihili buscil ipsuntiae exerios simint, nit, conem erchitat perum ipsunt quunt estrum. Rae omniaes a sequunt alis assent ut lam ipsam, aperiorenit ellab il inullor ehenimus. illorrorro cuptasp errumque odiciuribus, tempero maximagnis esedita.excepta lantur, quia aceariitius inis accabo. Ut qui aut mi, aut et eati.

Listen today at
MOODYRADIO.ORG/INDIANAPOLIS

NON-BLEED EXAMPLE 2

The advertisement here shows how a "color light" ad would look with a white page border. While the Green Logo Anchor Bar extends the full height, the image lives in the upper area of the composition masked within the Halftone pattern and transitions to white.

Please note: There is no need to add a pin-line edge around the "live area" of the page. Allowing images to fade to white and blend in with the white page border is perfectly acceptable.

Advertisement: Endorsement

This advertisement shows an example of a distinctive ad promoting a program or organization other than Moody Radio, but containing its branded endorsement. In this situation, the design of the ad as a whole would be reflective of the individual brand or offering, with the tab system logo used in its endorsement treatment. In this use, the tab does not bleed off the edge of the page and no longer utilizes the Logo Anchor Bar.

Billboards

To explore the flexibility of the Tab logo system in application, three billboards were created to show multiple ways to reinforce the radio station frequency in relationship to the Moody Radio brand representation (logo, tagline, etc.) based on need and targeted audience. All of these options are approved.
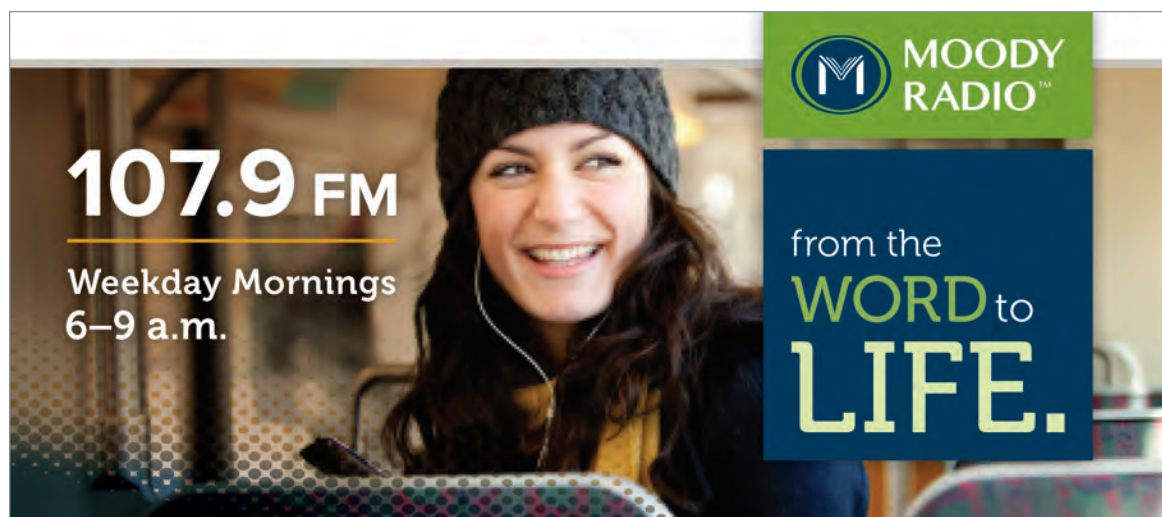
BILLBOARD EXAMPLE 1

The billboard example shown here demonstrates a balanced priority of headline and logo prominence. It uses the Moody Radio Tab logo, with the tagline and frequency in balance with a headline. This allows for easy organization and prominence of the brand and frequency, while simultaneously providing additional information (show times) without becoming overly complex or cluttered.

Billboards (CONT.)

BILLBOARD EXAMPLE 2

This billboard example shows a balance of frequency and headline. Rather than utilizing a tab logo option that contains the frequency, this option features the frequency largely as a headline, but not overpowering the logo. It is paired with the Moody Radio Tab logo with tagline to further reinforce the tone of the brand. This provides immediate recognition to the frequency, while still featuring the brand in a prominent way.

BILLBOARD EXAMPLE 3

This billboard example shows a frequency dominant solution where the frequency is used as an extremely large headline. It is paired with the vertical stretch logo to allow for Moody Radio to have as much prominence as possible without overpowering the frequency. This type of treatment would be used when the identification and retention of the frequency is, above all else, the most important.

Website

This website (both in the computer and mobile device view) demonstrates how the website would look using the new Moody Radio Tab System Logos with the main navigation header seen in Moody Global Ministries and the other Moody sub-brands. The use of the Moody Radio Tab System Logo delivers consistent brand recognition across all consumer-facing materials. It is also a good example of an approved use where the Logo Anchor Bar has been removed for functionality purposes due to the responsive website design functions.
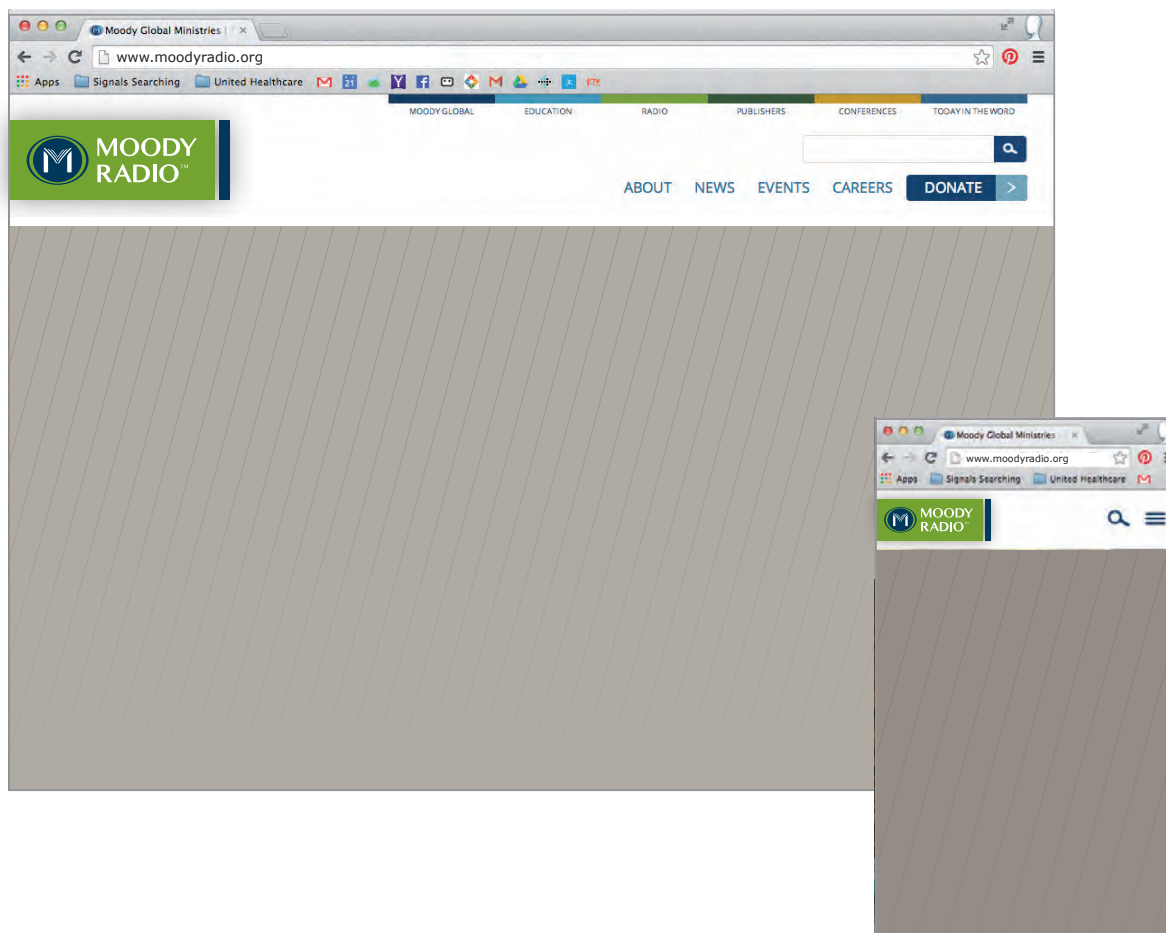
Web Ads

The web ads shown here demonstrate how the Moody Radio Tab Logo and the Logo Anchor Bar can be used in a wide range of options including various logo structures, logo placement, web ad sizes and scalable message delivery to effectively build brand recognition.

This page shows a handful of horizontal web ad sizes and layout examples.
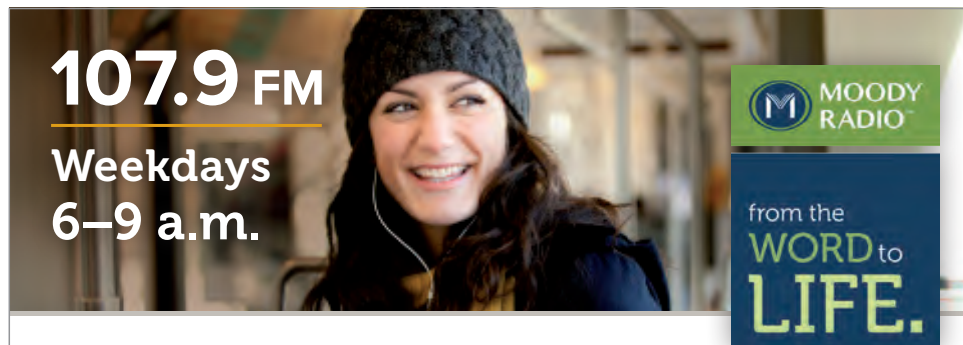
Web Ads (CONT.)

This page shows a handful of extreme horizontal web ad sizes and layout examples.

This page shows a handful of small web ad sizes and layout examples.