BestTune™

Logo Guidelines v1

Introduction

The following pages guide you through the core elements of the BestTune™ brand. They will guide you in the appropriate way to use the logo on packaging or any other branded materials.

Product Requirements

The logo must only be used on products that have the BestTune™ feature from Frontier Smart Technologies, which is included in certain Frontier solutions.

BestTune™ is a consumer facing feature, that combines DAB+ and FM modes, remove duplicate stations and automatically selecting the best source based on signal strength.

Material

The Logo may only be used for: product promotion on devices, product packaging, point of sale, user manuals, websites and other product related promotional material.

The Logo

The BestTune^{TM} logo should always be used correctly and treated with care; it is the aspect of the brand most likely to feature in all communications. The TM must always be displayed when using the logo or refereeing to BestTune^{TM} in text.

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Exclusion Zone

Clear space around the logo is important as any other element that could intrude on it, whether text or images, will compromise the integrity of the logo. The 'exclusion zone' is the clear area that surrounds the SmartRadio™ logo. To ensure that the logo remains clear and has impact, nothing should ever appear inside the exclusion zone. The exclusion zone is equal to the height of the letters in the logo. This distance is marked as faint 'B' symbol on the diagram to the right. This means using a single 'B' height to measure the space above, below and to the left and right of the logo and ensuring no other elements fall within this area. It is worth remembering that this exclusion zone is a minimum distance – in most cases it is best to leave as much space as possible around the logo to ensure its impact and legibility.

B = Exclusion Zone

Minimum Size

Print

To ensure legibility the primary logo should never be reproduced smaller than 27mm measured across the width.

Digital

To ensure legibility the primary logo should never be reproduced smaller than 76px measured across the width.

Incorrect Use

Always include the TM mark

Do not scale the logo vertically

Do not scale the logo horizontally

Do not tilt the logo

DO not alter the logo colours

Do out outline the logo

Do not place effects on the logo

Do not place the logo on a busy background.

Logo Colour

Two colours are available for the logo – black and white.

The Black logo should be used with a light background.

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The wite logo should be used with dark backgrounds.

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