RadioKing

Brand Book

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Us

Mission

To enable everyone to **make their voice heard** by offering a **simple** and **powerful** tool that makes radio easy and accessible to all.

Vision

To create the radio of tomorrow. We see the radio of tomorrow as a medium where the audience becomes a **community**, and where broadcasting means **participation** and **interaction**.

Get heard everywhere

Our leitmotiv.

To allow everyone to express themselves, to share, and to tell stories.
To help each person discover the full power of their voice.

Our 5 values

Trust

"I can do my work independently without someone checking it every time"

"I trust the expertise and experience of my colleagues"

"I can share and communicate without fear of judgment"

"I take responsibility for the trust placed in me"

Transparency

"I'm not afraid to say that I am having difficulties"

"I clarify my comments to make sure my colleagues understand".

"I share my feedback and information with kindness and consideration".

Team spirit

"I help my team members in need (solidarity)"

"I act with a common goal".

"I share convivial moments".

Our 5 values

Stimulation

"I challenge myself on a daily basis to further my success and that of RadioKing"

"I have the opportunity to work on projects that interest me and allow me to develop my skills"

Curiosity

"I take an interest in others, their work, their experience and what they like"

"I question my habits and practices"

"I experiment with new technologies, ideas, workflows..."

In a nutshell

What RadioKing is

What RadioKing is not

Our Products

OUR PRODUCTS

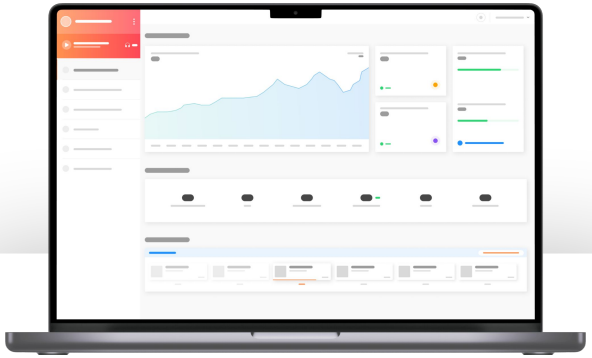
The Radio Manager

The Radio Manager is a **simple and powerful tool** that allows you to create your own online radio in just a few minutes.

It contains everything you need to create a radio:

- Media Library
- Planning
- Statistics
- Widgets
- Live Broadcasting

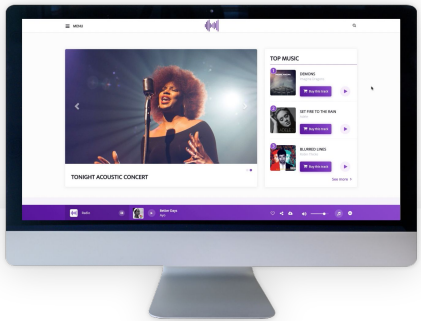
Its strength: broadcasting quality & power.



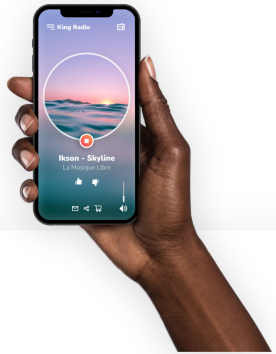
Radio Manager

OUR PRODUCTS

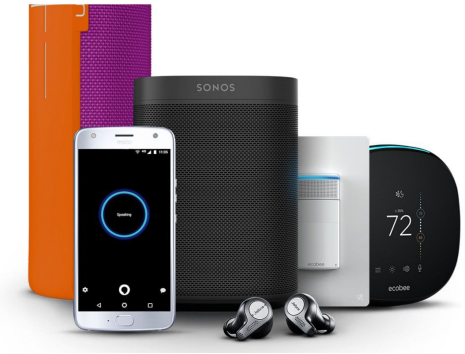
Radio Visibility



Radio Website



Radio Apps



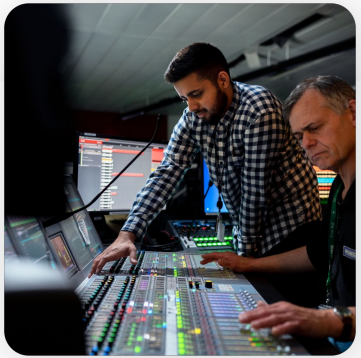
Connected Speakers

Our Clients

Our clients...

Radio Geek

Music Addict



Pro

...and all those who wish to get their voice heard.

Around the world

3 800 radios*
150 countries

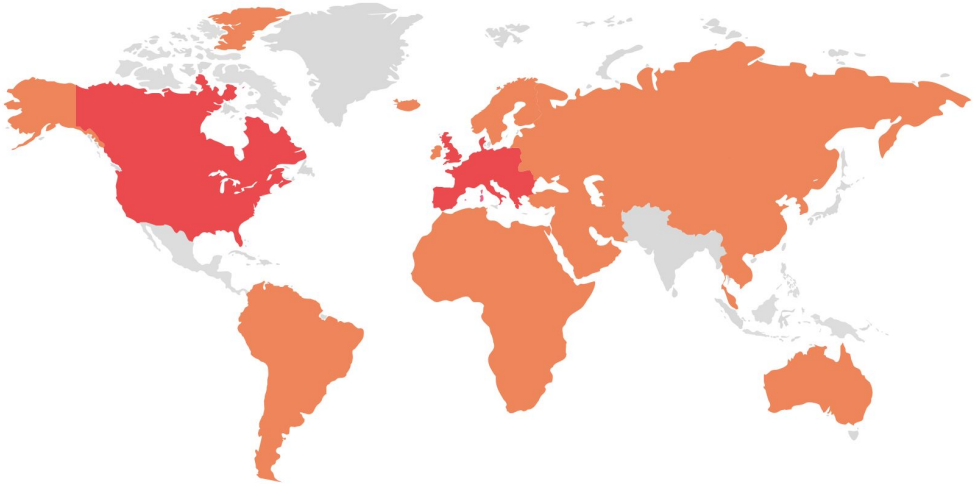


*figure that will probably have increased by the time you read this document :)

Our Voice

Our voice is...

Sincere

Simple

Playful

Informal

Fun
(We love a good joke!)

Visual
😃👍🧡

It isn't...

Overly familiar

Complex

Artificial

Distant

Bureaucratic

Our Social Networks

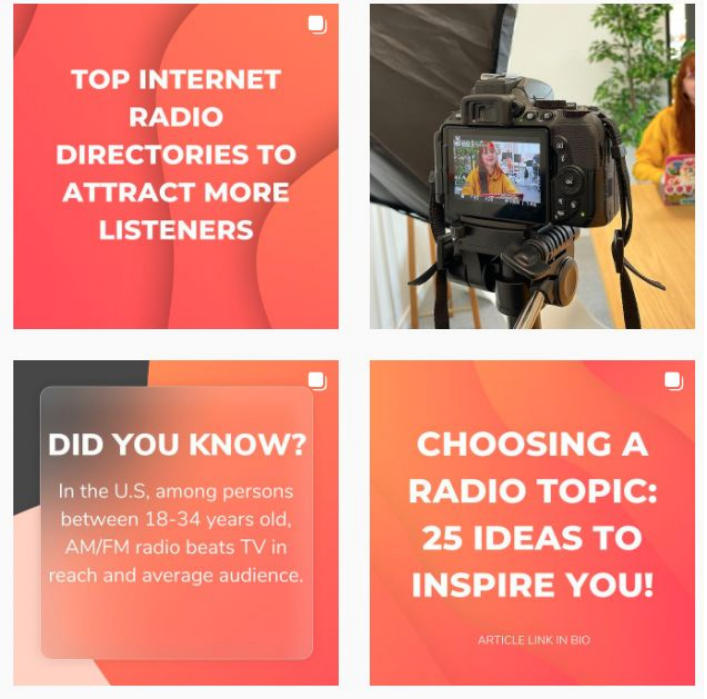
Social Networks

Our communication

Our social networks are a great place to **share tips** with our customers, promote the latest products and share the latest news about audio.

Our **graphic identity** (waves, the colour orange...) is reflected in each of our posts and videos.

Our social networks allow us to stay **close to our community** in order to help them **get their voices heard.**



Our Logo

RadioKing

Logo

Spaces

RadioKing
x
0,7x
x
x
x
x/2
5x
x

Logo

Colours

RadioKing

RadioKing

RadioKing

LOGO

Colours

The logo cannot be in full black or in full orange, regardless of whether it's on a black, orange or white background.

Logo

Scaling

LOGO

Scaling

1. This is the standard logo.
2. In a square format, the graphic element is placed above the name.
3. When small, the name disappears and only the graphic element appears.
4. On the smallest scale, the texture of the graphic element is removed and the play symbol is enlarged for optimal visibility.

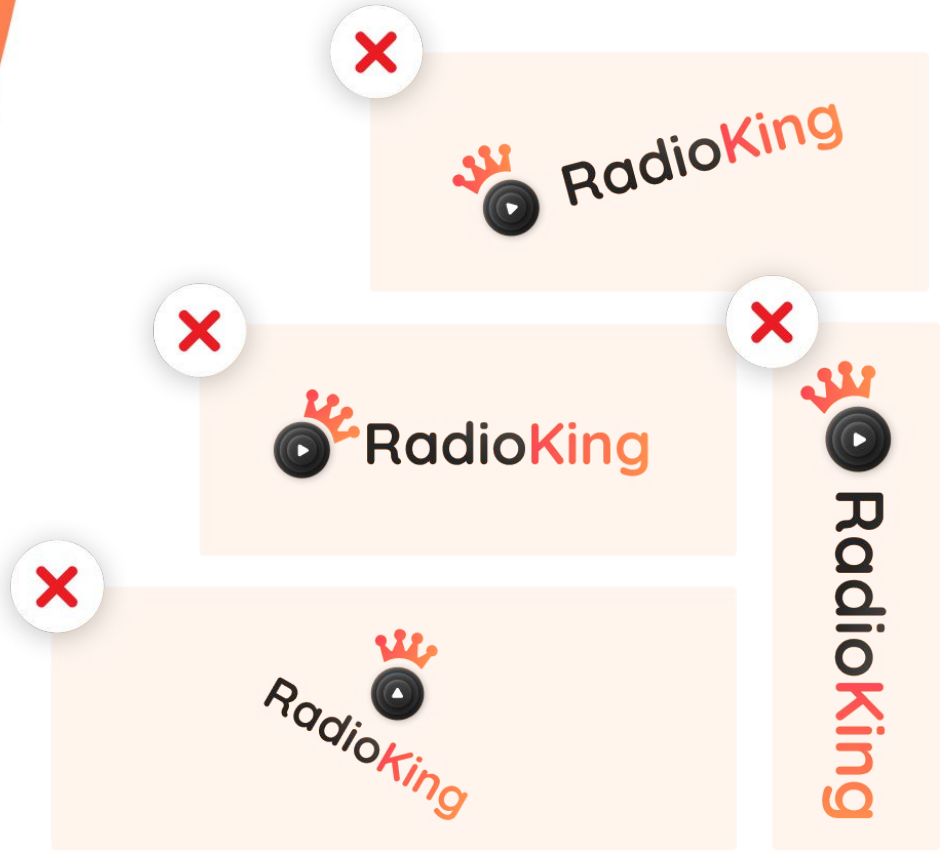
Logo

What NOT to do

LOGO

Rotation

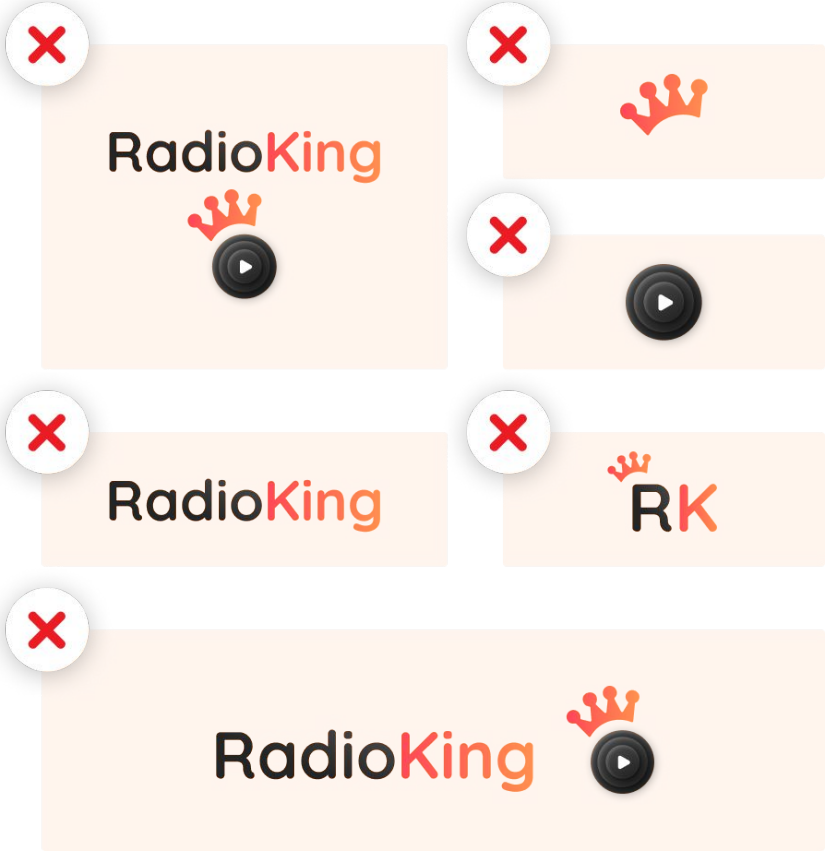
1. The logo cannot be tilted.
2. The crown cannot change sides.
3. The crown is always there. It's important to us. Very important..



LOGO

Elements

1. The graphic element must be first (either on the left or on top).
2. The elements cannot be used separately, only the text can disappear.
3. The use of **"RK"** is not allowed.



Copywriting

COPYWRITING

RadioKing & Slogan

1. RadioKing is always written with a capital R and K.

2. Our slogan "**Get Heard Everywhere**" is used in our marketing communications but is not associated with our logo.

✗ Radioking

✗ Radio King

✗

Our Colours

COULEURS

The palette

Dark
#252525

90% 80% 70% 60% 50% 40% 30% 20% 10%

Orange
#FF7F50

90% 80% 70% 60% 50% 40% 30% 20% 10%

Orange Light
#FFF2ED

OU

Orange
10%

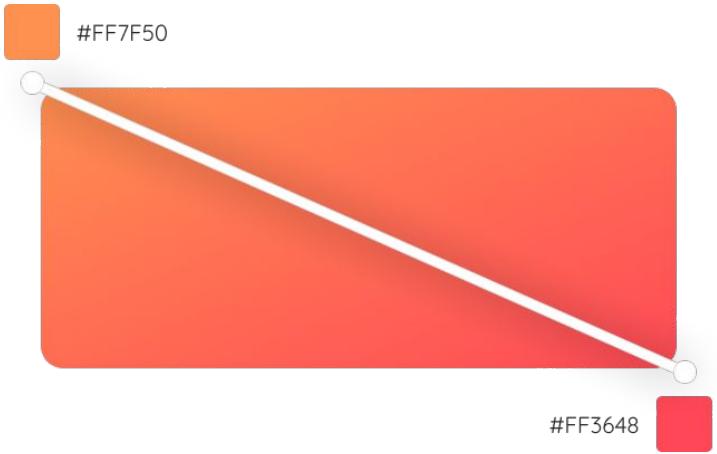
Couleurs

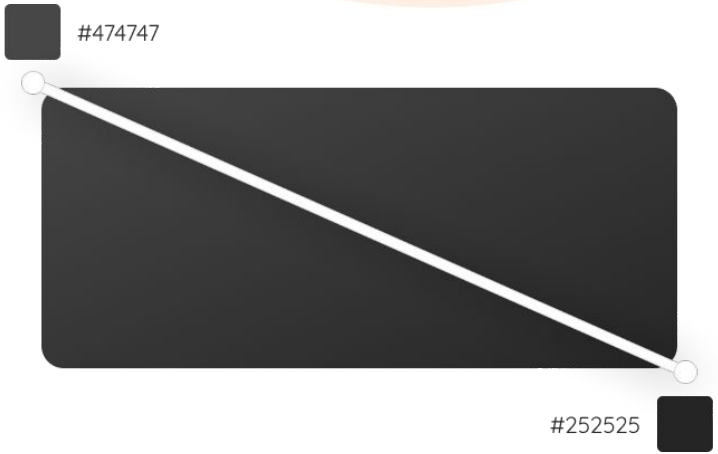
Gradients

Couleurs

Favourite gradients

The gradient is either **orange** or **black**. The preferred gradients are at a **45 degree** inclination but they can also be in a completely blurred random shape.



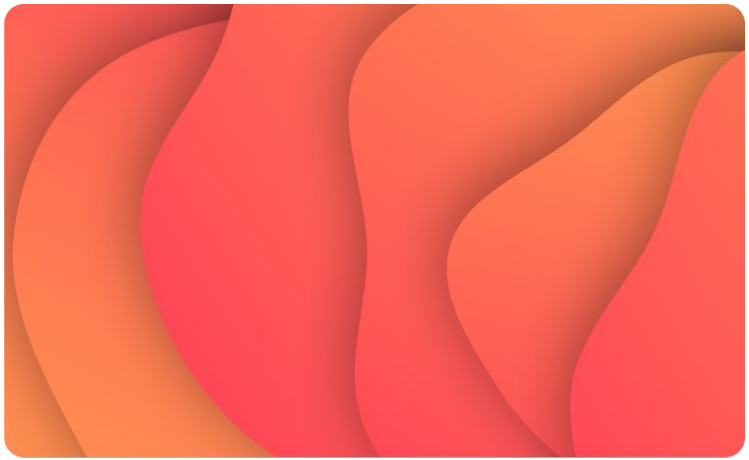


Couleurs

Effects

COULEURS

Backgrounds



Dégradé noir

Dégradé orange

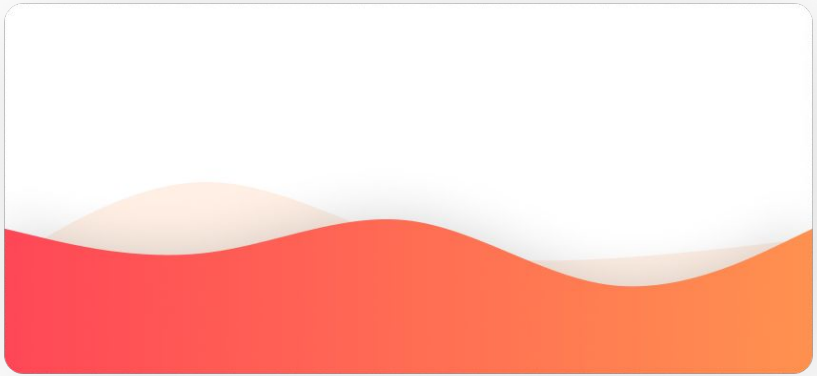
#F9F9F9

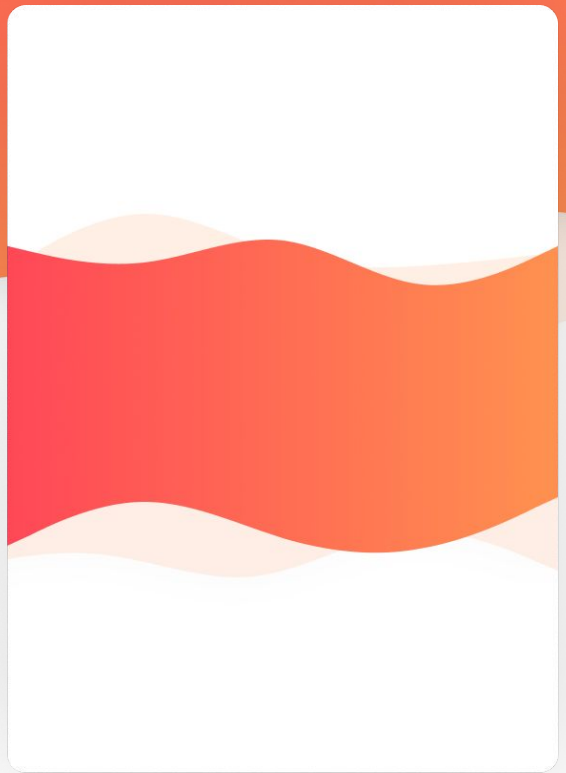
#FFF4EE

COULEURS

Separations

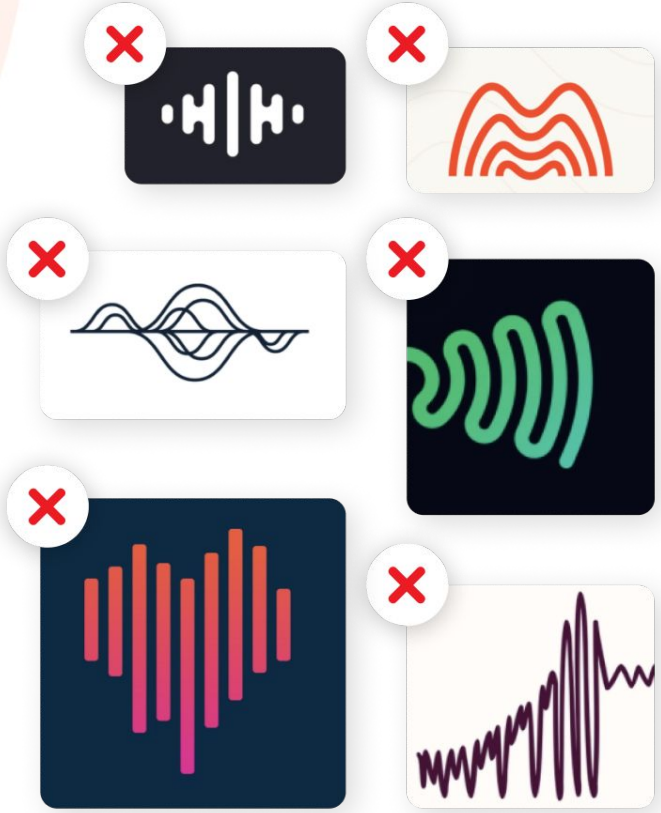
All separations are wave-shaped. The waves are rounded and light. Two waves can overlap, but no more than two.





Prohibited separations

1. Non-linear or rod waves.
2. Non-symmetrical waves.
3. Waves that are not just a circle but random shapes.



Our Typography

Typography

Name

Quicksand

Alphabet

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Numbers

0123456789

Caractères spéciaux

– - — “ ” ‟ „ § © ® ™ • . ‣ …
% & é è ! ç à ( ) ˆ ‹ › µ ¶
« » № ﬀ £ € $ À Æ Ç È Ê
æ œ Œ × ÷ / ∞

TYPOGRAPHY

Variations

All variations are accepted The most commonly used are **Regular** and **Bold**. However, if a big contrast is to be marked, it's possible to put a border on the font in addition to putting it in bold.

Most Commonly Used

Quicksand Regular

Quicksand Bold

Other

Quicksand Light

Quicksand Medium

Quicksand Semi-bold

Quicksand Bold + Border

Photos

PHOTOS

Shapes

1. Photos are cropped and have a light shading.
2. The shapes are random and wave-like.
3. The photo must be cut so that it does not overlap the shape and at the same time exceed the shape to give more dimension.
4. When possible, it’s preferable to use photos containing the brand’s colours.

PHOTOS

Permitted

Photos **can be used** as visual elements without a waveform, but should have **rounded corners** and **light shading.**

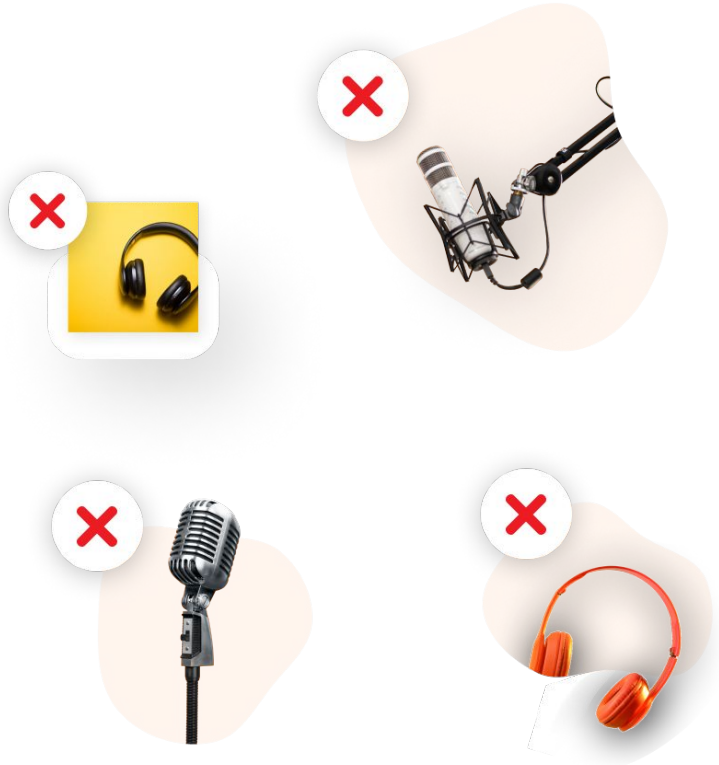
Photos

What's not allowed

COULEURS

Backgrounds

1. Photos **cannot be** without rounded corners.
2. The photo **should** exceed the form.
3. There **should be** (light) shading under the photo.
4. The shading under the photo **cannot be** too visible or too thick

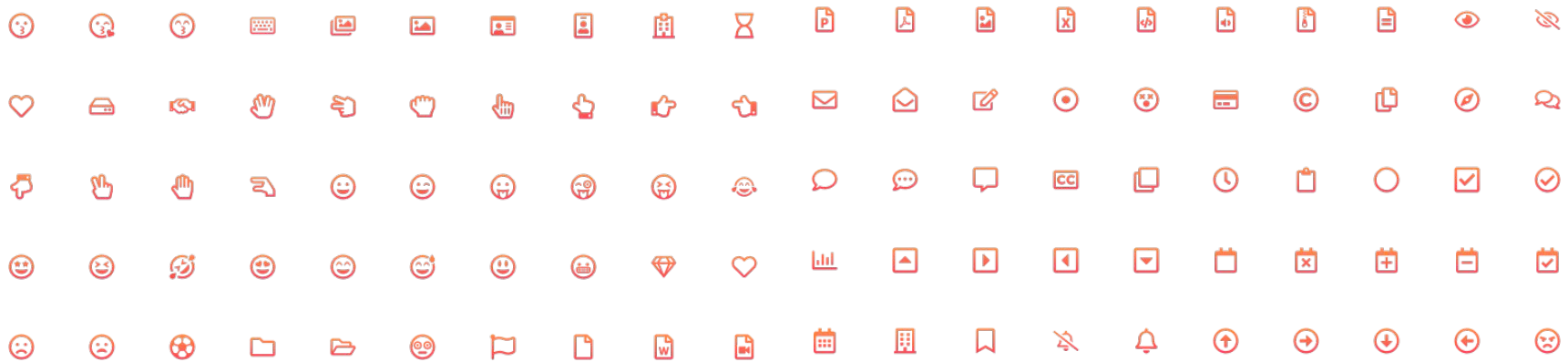


Icons

ICÔNES

The source

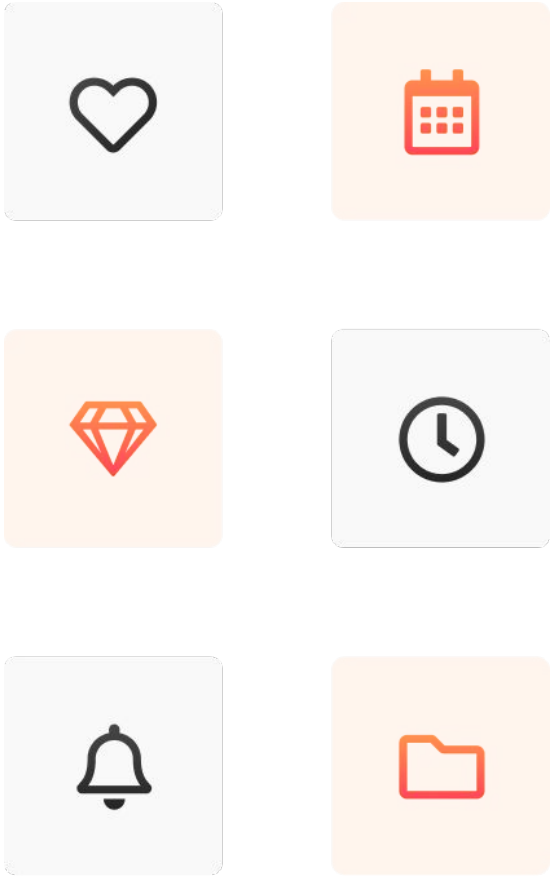
The icons used are those of “Font Awesome”. You should try to use the line icons as much as possible and not the plain ones for consistency.



ICÔNES

Their use

1. Icons are used with a very light orange background.
2. The colour of the icons is the orange gradient, which is favoured but other brand colours are also allowed.
3. Icons are used for small formats. If it’s too big, it’s preferable to use a photo.
4. They should "breathe" in the coloured box. The space around them must be big enough.
5. Icons can be used in solid colours and without a background.



Thank you!

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