

# WRLL 1450 AM

## BRANDING KIT

### BRAND VISION

WRLL is Chicago's home for Latino independent broadcasters.

WRLL represents the authentic voice and culture of Chicago's growing Latino community.

Our audience is mature 45+ with both men and women, and are predominantly Spanish-language dominate.

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### LOGO



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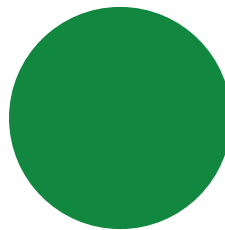
### LOGO DETAILS

Colors:

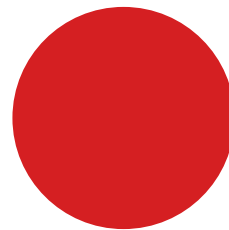
Black, green and red (on light backgrounds)

Same (on dark backgrounds)

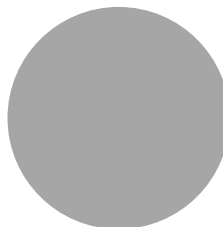
### COLOR PALETTE



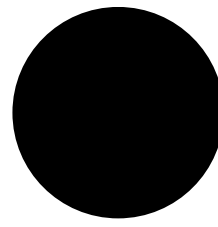
# 128740



# D51F22



# A6A6A6



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### FONTS

#### HEADER: EVOLVE SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*~+()

#### BODY: MONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&\*~+()

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### FOCUS KEYWORDS

AUTHENTIC VOICE, LATEST NEWS,  
COMMUNITY VOICE, MUSIC AND  
MUCH MORE

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