



## **BRAND STANDARDS GUIDE**

**RadioShack Brand Logos**      Primary branding element to be used on all communications. Exceptions can be made on pieces exsisting in the store environment



PRIMARY LOGO  
inline version



SECONDARY LOGO  
stacked version

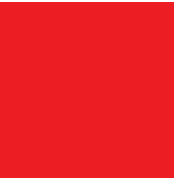

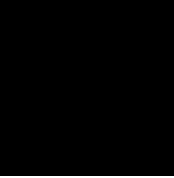


R-Ball logo

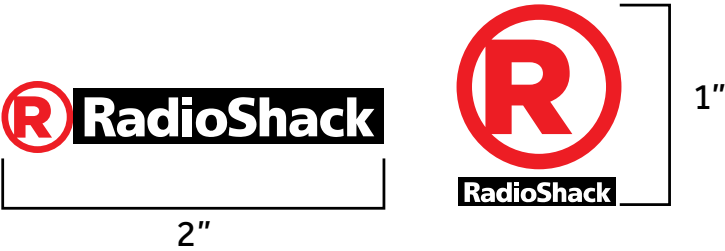


R-Ball cropped logo

**Core Brand Color Palette**

PMS 485		C: 0 M: 100 Y: 100 K: 0	R: 237 G: 28 B: 36	This is our primary color used for background graphics, picture frames and other design assets. Sometimes it may be used with lower opacity (background).
PMS 424		C: 0 M: 0 Y: 0 K: 61	R: 128 G: 130 B: 133	All headlines should be set in Korolev Compressed Medium, all caps and in gray.
Rich Black		C: 40 M: 30 Y: 30 K: 100	R: 0 G: 1 B: 4	This is the correct black color used for type and other design assets.

**Minimum Size**



**RadioShack Brand Logos**      Primary branding element to be used on all communications. Exceptions can be made on pieces exsisting in the store environment

Primary Logo



primary logo 01



primary logo 02



primary logo 03



primary logo black



primary logo red

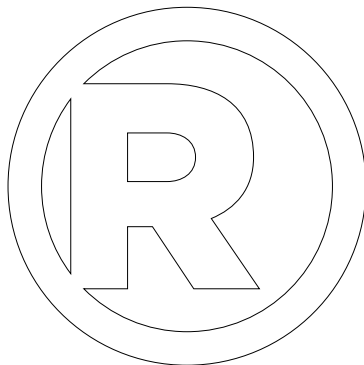


primary logo white

Stack Logo



stack logo 01



stack logo 02



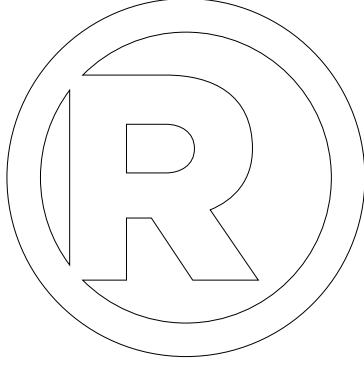
stack logo 03



stack black logo



stack red logo



stack white logo

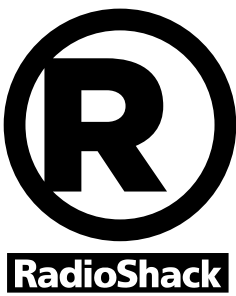
Using the Logo

OUR LOGO COMMUNICATES BEST IN COLOR. SOMETIMES THE SINGLE COLOR VERSIONS ARE NEEDED, BUT THE FULL COLOR VERSION IS PREFERABLE. WHEN IN DOUBT PLEASE FOLLOW THE GUIDELINES BELOW.

PREFERRED USAGE  
inline version



SECONDARY USAGE  
stacked version



COLOR USAGE ON APPROVED  
COLORED BACKGROUND

COLOR USAGE ON APPROVED  
COLORED BACKGROUND

SINGLE COLOR USAGE

SINGLE COLOR USAGE

Using our R-BALL

THE R-BALL IS TO BE USED WHEN ADDITIONAL BRANDING IS NEEDED. IT CAN BE USED TO MAKE A PATTERN. YOU MAY CROP THE R-BALL LOGO ONLY AS SHOWN BELOW. IT MUST ANCHOR TO THE LEFT AND BOTTOM EDGE.



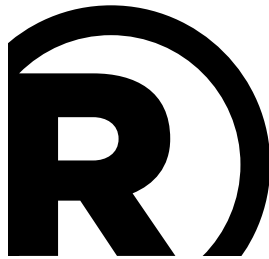
R-Ball logo  
RED



R-Ball cropped logo  
RED



R-Ball logo  
BLACK



R-Ball cropped logo  
BLACK



R-Ball pattern



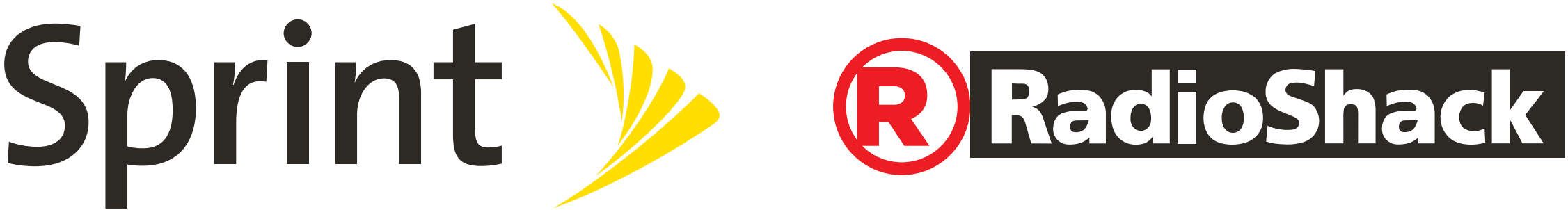
R-Ball pattern



R-Ball pattern

SPRINT/RADIOHACK CO-BRANDED LOGOS

60/40 Ratio



Stacked Representation



SPRINT STORE AT RADIOSHACK LOGOS

Sprint Store  
at  RadioShack

Sprint Store  
at  RadioShack

Sprint Store  
at  RadioShack

Sprint Store  
at  RadioShack









**Core Brand graphics**      The following font styles are used on core branded graphics like in-store POP that does not feature the DIT positioning

**KOROLEV HEAVY IS OUR PRIMARY BRAND FONT. BELOW IS THE CHARACTER SET.**

**KOROLEV BOLD CAN ALSO BE USED.**

KOROLEV HEAVY 26/35PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*(){}[]/\

KOROLEV BOLD 26/35PT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*(){}[]/\

**Digital/e-mail/homepage graphics**

**KNOCKOUT JUNIOR BANTAMWEIGHT IS OUR PRIMARY FONT. BELOW IS THE CHARACTER SET.**

Junior Bantamweight 32/40pt

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 !@#\$%^&\*(){}[]/\

Effra Regular is our secondary font.  
Below is the character set.

Effra Regular 26/32pt

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqRrSsTtUu  
VvWwXxYyZz 1234567890  
!@#\$%^&\*(){}[]/\

Effra Regular is our secondary font.  
Below is the character set.