

PRIMARY LOGO

HORIZONTAL

THE BORDER

The border is a part of the Ro. Nation LIVE logo.
It must ALWAYS be at a 90° angle and NEVER removed.

TRADEMARK

Trademark must always
be a part of the primary logo.



SQUARE



Use the square version in areas
where the horizontal logo would
become too small to read or as
a profile picture where suitable

- The "Ro. Nation LIVE" logo word mark is a custom alphabet graphic based on the Gotham font family.
- There are two versions of the horizontal logo: with and without Fan Man. Without Fan Man is the preferred logo when possible.
- The Ro. Nation LIVE name and logo are parodies of the Live Nation official branding, and are trademarked to identify our products/media from other entities.
- A trademark indicator must appear in ALL graphic uses of the Ro. Nation LIVE name and logo.

LOGO COLOR VERSIONS

PRIMARY RED BORDER VERSION



ALTERNATE VERSIONS

IF USING RED BACKGROUND, USE:



IF PRINTING BLACK AND WHITE, USE:



PRIMARY RED BORDER VERSION



- The primary red border version must be used wherever possible.
- Make sure that the logo is always legible and impactful against a background. Best on clear space.
- Color and/or subject should not interfere with visibility. Use black and white where it is necessary.
- Circle social logos are not to be used as a substitute for the primary horizontal and square Ro. Nation LIVE logos.

ALTERNATE VERSIONS

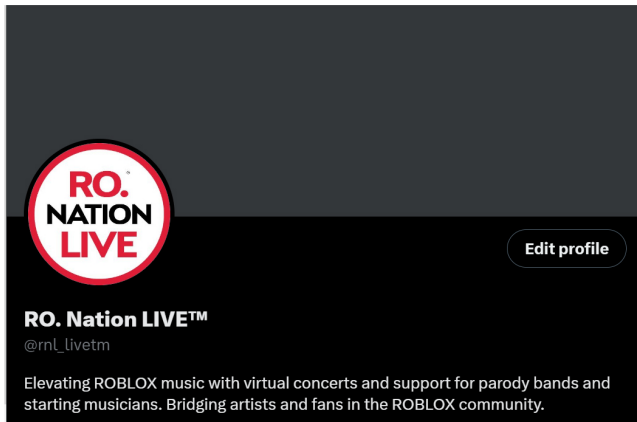
IF USING RED BACKGROUND, USE:



IF PRINTING BLACK AND WHITE, USE:



SOCIAL MEDIA VERSIONS



Use the circle and square logo versions for Social Media profile images.

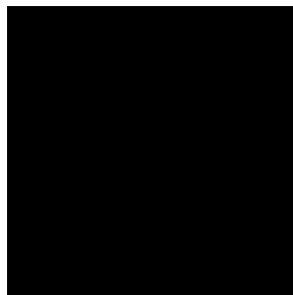


BRAND COLOURS

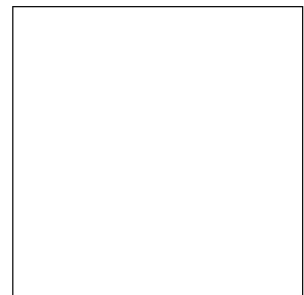
RO. NATION LIVE RED



100% BLACK



100% WHITE



COLOUR PALLETE

PANTONE 186C FOR COATED.
PANTONE 186U FOR UNCOATED.
CMYK C=0, M=100, Y=81, K=4
RGB R=227, G=25, B=55
HEX# E21836

COLOR STANDARDS

To ensure accurate color reproduction, always match the approved Pantone/CMYK/RGB colors outlines on this page. Do not use the colors shown in this guide for precise visual matching.