



**BRAND
GUIDELINES**

Logo

The Cherri Radio logo is designed to reflect the brand's broad, upbeat and accessible approach to music – fun, energetic and approachable.

The primary logo is a stacked wordmark featuring the signature cherry stem, creating a strong and balanced visual presence. A horizontal variation is also available for applications that require a wider format.

The combination mark offers a more playful expression of the brand and can be used in more relaxed settings, such as social media.

Together, these variations ensure the logo remains versatile, recognisable, and consistently communicates the Cherri Radio identity.



Primary Logo



Combination Mark Logo



Horizontal Logo



Combination Mark Logo Stemless

Logo Variations



Logo Dont's

Do not alter, distort, rotate, or add effects to the logo—always use the approved versions to maintain brand consistency.



Brand Palette

Brand colours are a key part of the Cherri Radio visual identity—consistent use ensures a cohesive, recognisable look across all touchpoints.

The palette is bold, vibrant and high-energy, centred around rich cherry reds that reflect the brand's fun, upbeat and approachable personality.

The primary colour leads with a bright cherry pink, supported by a deeper, richer red to add depth, contrast and flexibility across applications.

To ensure versatility, black and white logo variations are also available for use where colour is not suitable.

Together, these colours create a strong, consistent brand presence across both digital and print environments.

RADIO

Primary Colour 1: Red

HEX: #821517

RGB: R: 130 | G: 21 | B: 23

CMYK: C: 28% | M: 100% | Y: 100% | K: 36%

Pantone: Pantone 7623 C

CHERRI

Primary Colour 2: Pink

HEX: #c91f4c

RGB: R: 201 | G: 31 | B: 76

CMYK: C: 15% | M: 100% | Y: 64% | K: 3%

Pantone: Pantone 1935 C



Secondary Colour: Green

HEX: #5d8d3e

RGB: R: 93 | G: 141 | B: 62

CMYK: C: 68% | M: 25% | Y: 100% | K: 9%

Pantone: Pantone 364 C

Typography

Typography is a key part of the Cherri Radio visual identity, shaping how the brand is seen and experienced. The selected typefaces reflect the brand's fun, energetic and approachable personality, while ensuring clarity and consistency across all applications.

Primary Typeface: Anton

Anton is used for headings and high-impact messaging. Its bold, condensed letterforms create a strong and confident presence, making it ideal for headlines, logos and standout moments. Anton brings energy and immediacy to the brand, helping content feel punchy and engaging.

Secondary Typeface: Barlow

Barlow is used for body copy and supporting text. Clean, modern and highly legible, it balances Anton's boldness with clarity and versatility. Barlow works seamlessly across both digital and print, ensuring content remains easy to read in all contexts.

Together, Anton and Barlow create a clear and effective visual hierarchy—Anton captures attention, while Barlow delivers readability—ensuring all communications feel cohesive, dynamic and unmistakably Cherri Radio.

ANTON

PRIMARY FONT: ANTON

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BARLOW

SECONDARY FONT: BARLOW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

GOT ANY QUESTIONS?

For any questions regarding the brand guidelines,
please contact our team at:

help@acecreate.com.au

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