

# George<sup>FM</sup>

## beats working...

### Logo Guidelines

April 2015

#### Logo Reproduction

The George FM logo should only ever be reproduced on a white or black background which should not interfere with the logo.

Use of the logo on any background other than shown here must be individually approved.

**Placing the logo within a bounding box should be avoided.**

**George<sup>FM</sup>**  
beats working...

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96.6 FM

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#### Typeface Usage

The George FM font is Arial Bold and the Arial font family can be used as the associated typeface.

**The 'Beats Working' logo is to be used nationally and the local frequencies are to be used locally.**