

cambridge  
105 radio



STYLE GUIDE

October 2017

# all about us

**Cambridge 105 Radio broadcasts across the City and South Cambridgeshire.  
We commenced transmission on July 19, 2010.**

You can hear Cambridge 105 Radio online, on digital as part of the Trial Cambridge multiplex and on 105 FM. On your mobile, tablet or smart TV we're available through apps such as RadioPlayer and TuneIn. Content is also distributed via Mixcloud and iTunes with podcasts available to download.

During the day we broadcast a mix of music, news and information from our Gwydir Street studios. In the evening and across the weekend there's specialist music shows covering indie, folk, rock and country with an emphasis on Cambridge artists and live performance. You'll also hear a wide range of feature programmes on topics including film, books, food & drink and the arts.

Cambridge 105 Radio is regulated by Ofcom.

Cambridge 105 Radio is a voluntary, not-for-profit organisation, registered as a Limited by Guarantee company. Whilst we are not a registered charity, we operate with charitable aims and are recognised as doing so by the Cambridgeshire Community Foundation.

We're funded by a mix of advertising, grants and donations.

**[www.cambridge105.co.uk](http://www.cambridge105.co.uk)**

# what's in a name

**Cambridge 105 Radio broadcasts to Cambridge and South Cambridgeshire.  
We commenced transmissions on July 19, 2010.**

Here at Cambridge 105 Radio we're a little sensitive about what we're called. When writing about us in print or online we're "Cambridge 105 Radio". The radio bit is important as like many stations we're heard on a variety of platforms; online, on digital and on FM.

*We're not...*

105 FM  
Radio 105  
Cambridge 105 FM  
Cambridge Radio 105  
Cambridge FM Radio  
... or even Cambridge 105 when it comes to print or online.



On-air you may occasionally still hear the shortened phrase Cambridge 105.

While our logo is always written in lower case, when spelt out the name is written in title case with a space between each of the three elements, 'Cambridge 105 Radio'.

## the logo

Our station logo comes in two basic versions. Classic Green and Black & White.

Where possible we like to use Classic Green. You may occasionally see other versions on items like station merchandise.



# we need space

When using the logo we want our name to stand out.

There should be at least 8.5% of green space to the left and right of the logo, and 4.5% above and below.

8.5%



4.5%



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ

abcdefghijklmn  
opqrstuvwxyz

1234567890&\*()

# the typeface

The Logotype used for our name and show titles is TeX Gyre Adventor.

You'll notice the 105 element of the name has been redrawn to make it fit.

# the colour



Our Pantone Colour Reference is 368C.

The Hex Reference is #8ebb38.

Any variations to the colour is merely in terms of opacity or percentage tint.