



Identity Document

Updated April 2013

All files within this document are outlined and vectorized.

What is TuneIn?

See the following approved descriptions for use in partner marketing materials and collateral. Please contact us with any questions.

Long description (Over 100 words/750 characters):

TuneIn lets you listen to the world's radio from wherever you are. Whether you love music, sports, news or comedy, TuneIn gives you over 70,000 live radio stations and two million on-demand programs, like podcasts, concerts and interviews. With TuneIn, it is easy to find and discover what you love—from music and news to music festivals and sporting events. Use TuneIn to hear the world's radio and be transported to favorite places you've been or to where you've always wanted to go. TuneIn is available for free across 200 different connected platforms, including all smartphones and tablets, smart TVs, consumer electronic devices and connected cars.

Medium description (100 words/500 characters):

TuneIn lets you listen to the world's radio from wherever you are. Whether you love music, sports, news or comedy, TuneIn gives you over 70,000 live radio stations and two million on-demand programs, like podcasts, concerts and interviews. TuneIn is available for free across 200 different connected platforms, including all smartphones and tablets, smart TVs, consumer electronic devices and connected cars.

Short description (50 words/250 characters):

Listen to the world's radio from wherever you are. Whether you love music, sports, news or comedy, TuneIn offers over 70,000 live radio stations and two million on-demand podcasts, concerts and interviews. TuneIn is available as a free app on all smartphones and tablets and online at [TuneIn.com](https://tunein.com).

Super short description (25 words/100 characters):

Listen to the world's radio with 70,000 stations of music, sports and news streaming from every continent.

Our Icon

Our icon is a combination of the letterforms *t* and *i*, which form a universal symbol of humanity; an apt mark for TuneIn because TuneIn is differentiated by a human connection; there is always a person behind everything you hear.

For logo usages and sizes, please skip forward in this document.



Our Logo

Note that **there are two color treatments depending on whether the background is light or dark.**

The typography uses a custom font; please do not change it.



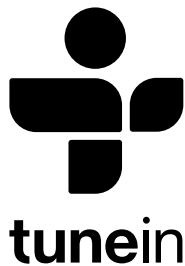
NOTE: Please use this horizontal logo on white whenever possible.



Alternate Lock-ups

The variety of lock-ups on this page are designed to help you display the TuneIn logo in any place needed. Please do not display the logo in a way not shown in this document.

For sizing considerations and colors, please skip forward.



Our Colors

The colors of our logomark change depending on whether it is placed onto a light or dark background.

Our support colors can be used alongside our logo and within branded documents, in addition to the identity colors.

Identity Colors

 **#E86E25**

 **#40A8EC**

ON LIGHT BACKGROUNDS

 **#3394B5**

 **#25687A**

ON DARK BACKGROUNDS

 **#74CFE8**

 **#B5DDE2**

 **#FFFFFF**

 **#000000**

Support Colors

 **#FFFFCC**

 **#EEEEBE2**

 **#CE1D2A**

 **#E6E6E6**

 **#CE1D2A**

Logo Sizes

These TuneIn logos have been formatted to render optimally at smaller sizes.

Please use these assets if you need to display our logos at a small size

Extra Small

LOGOMARK IS UNDER .25"



tunein



tunein

Small

*LOGOMARK IS OVER .25"
AND UNDER .5"*



tunein



tunein

Logo Usage & Labeling

You may use our logo along with the following text:

- TuneIn
- TuneIn Radio

Please do not label TuneIn with:

- ⊘ radio
- ⊘ internet radio
- ⊘ streaming radio
- ⊘ podcasts
- ⊘ radio station
- etc.

