

**PUBBLICITÀ** **VIVA** **RADIO** **POSITIVA**

The logo consists of the words 'PUBBLICITÀ', 'VIVA', 'RADIO', and 'POSITIVA' in a bold, blue, sans-serif font. The words 'VIVA' and 'RADIO' are contained within a yellow, tilted rectangular box with a white border. A horizontal yellow line runs through the middle of the text, passing behind the yellow box.